

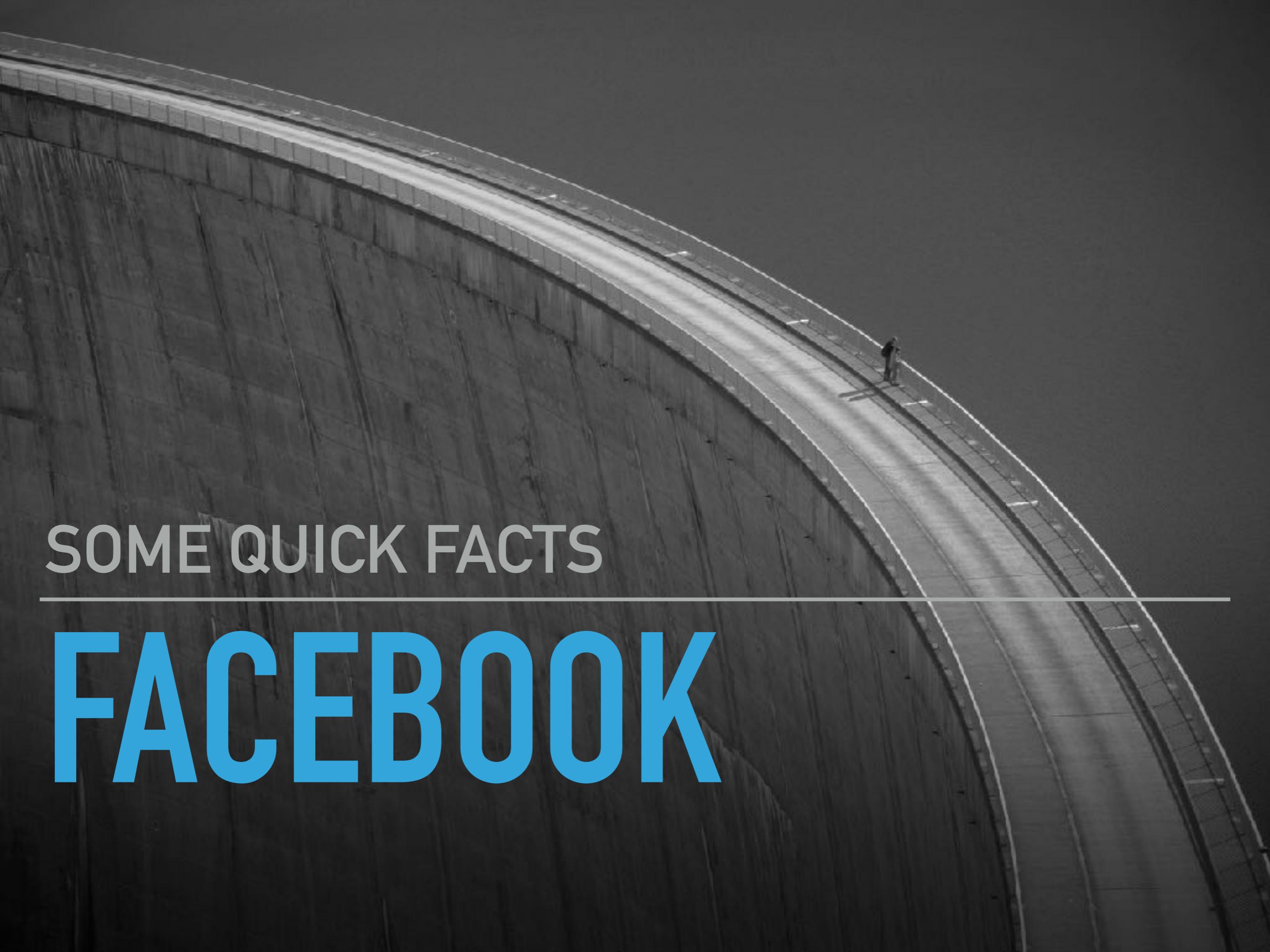
GROW YOUR BUSINESS

FACEBOOK ADS

ABOUT VANESSA BAKER

- ▶ Digital Marketing Consultant for over 30 businesses.
- ▶ Have spent \$13,748 so far in Facebook Advertising
- ▶ Social media Manager for 6 organizations, including City of Crystal Lake.



A black and white aerial photograph of a long, dark bridge or viaduct curving through a landscape. A lone figure is walking on the bridge, appearing very small against the vast structure. The bridge has multiple lanes and a solid concrete barrier.

SOME QUICK FACTS

FACEBOOK

QUICK FACTS

- ▶ Facebook's growth has been tremendous
- ▶ Facebook (desktop/mobile): 1.18 billion daily active users, as of September 2016.
- ▶ Instagram: 600 million users, as of December 2016 -- with 50% of all users following a business.
- ▶ Facebook Messenger: Over one billion monthly active users, as of July 2016.



- ▶ In May of 2016, Zuckerberg announced that globally users spend 50 minutes a day on average with Facebook properties. That is head and shoulders above any other tech property -- and almost as much time as people spend eating and drinking each day.

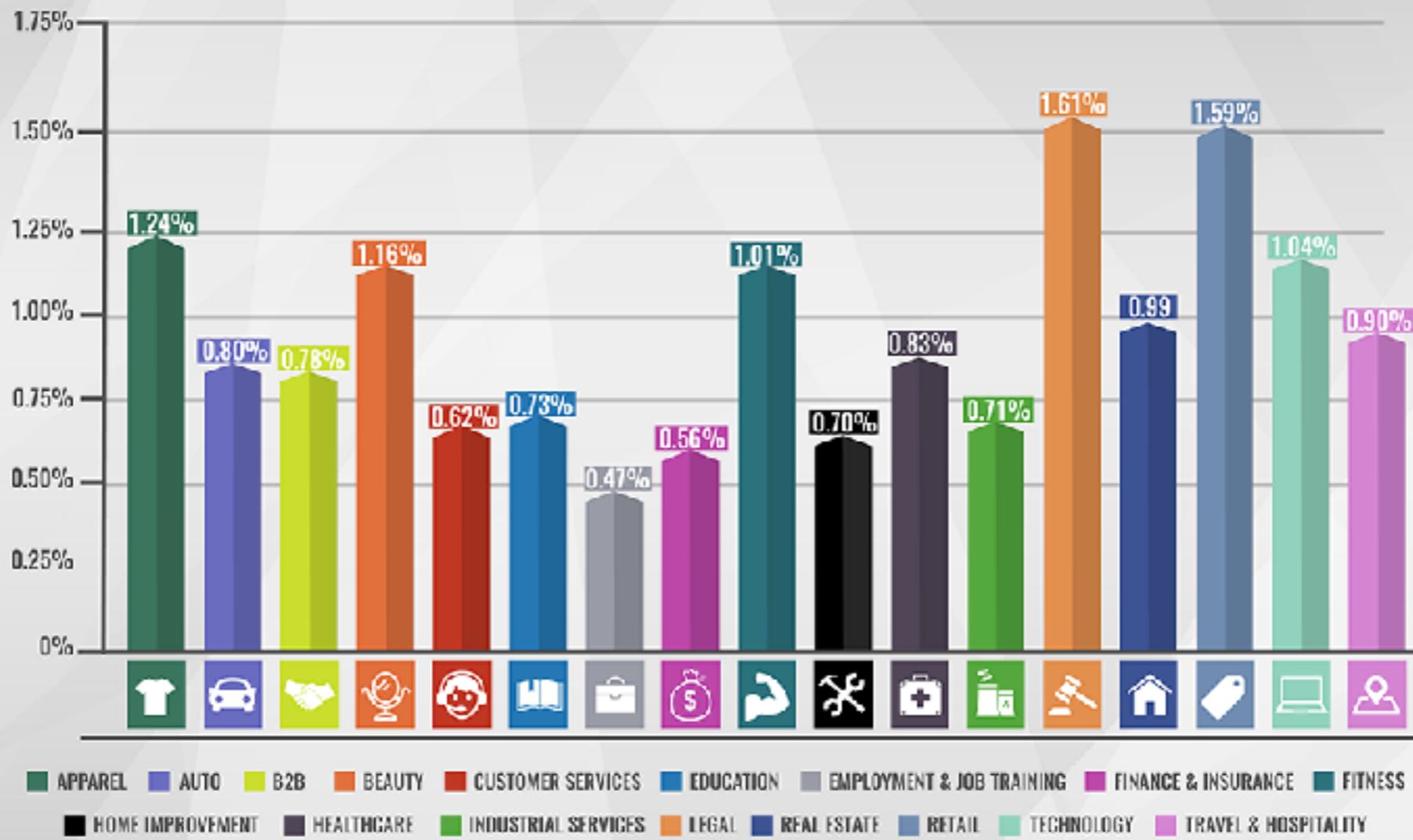
FACEBOOK

**GOOGLE AND FACEBOOK
WILL ACCOUNT FOR 74% OF
DIGITAL AD GROWTH IN 2017**

AVERAGE CLICK-THROUGH RATE

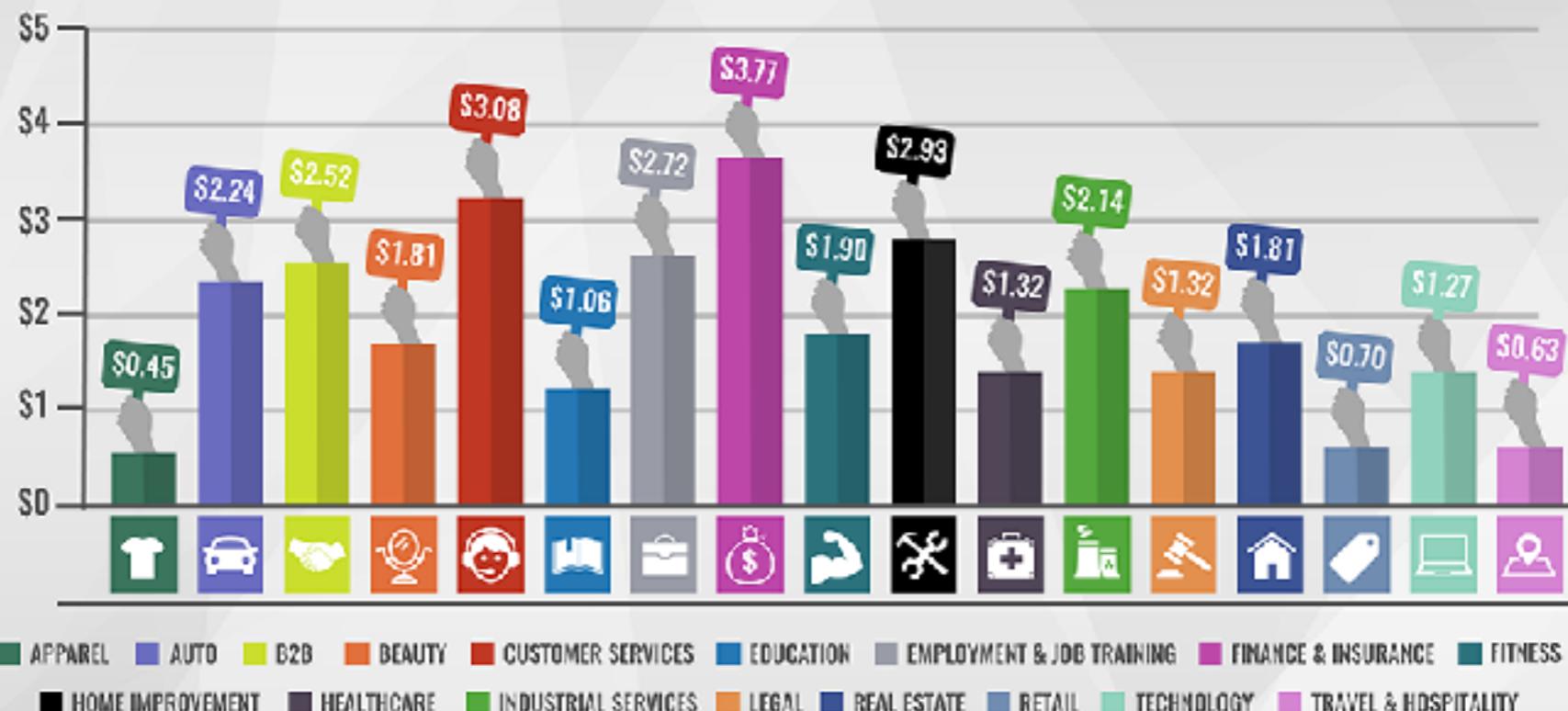


The average click-through rate (CTR) in Facebook ads across all industries is .90%



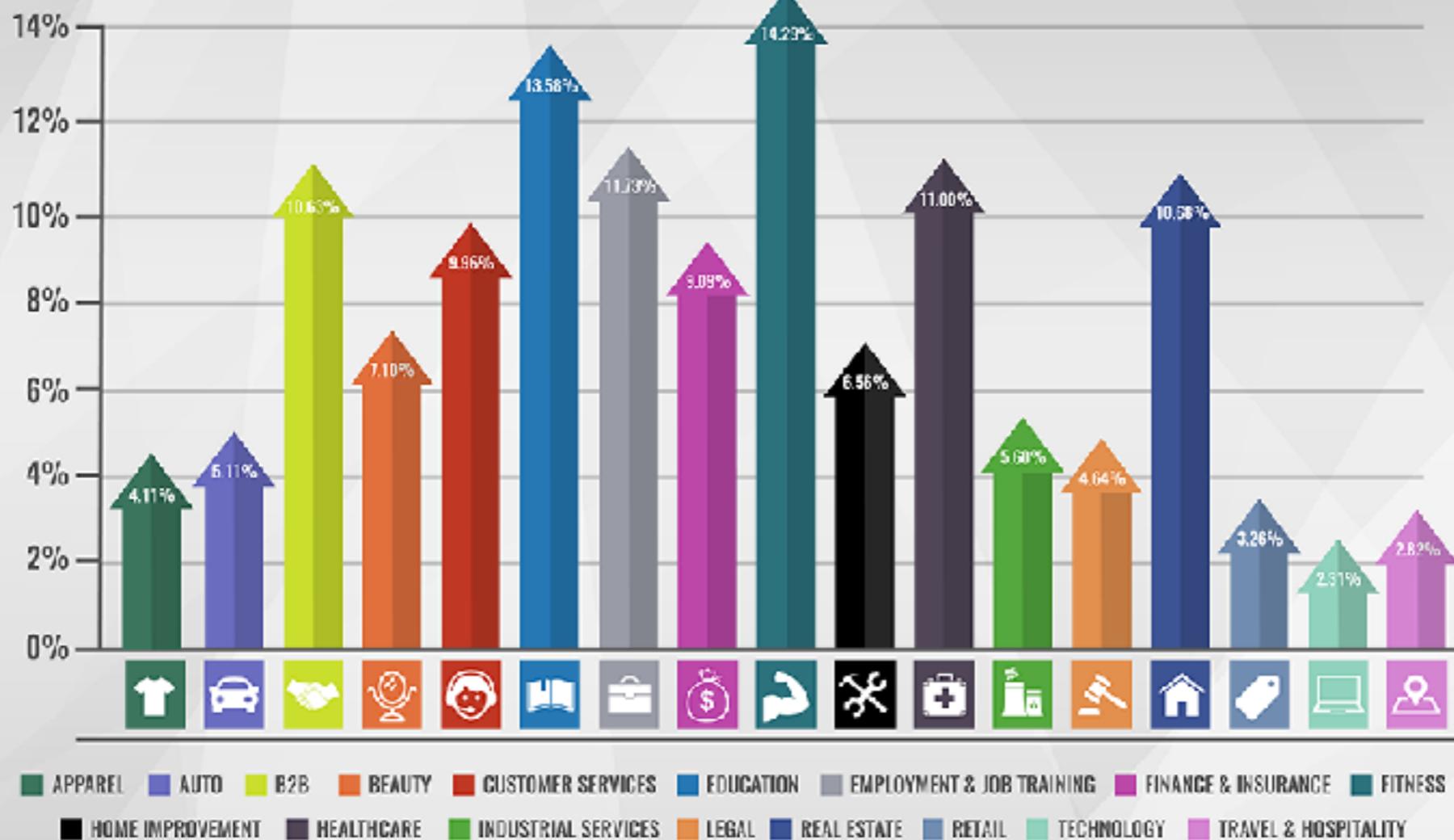
AVERAGE COST PER CLICK

The average cost per click (CPC) in Facebook ads across all industries is \$1.72



AVERAGE CONVERSION RATE

The average conversion rate in Facebook ads across all industries is 9.21%



The background of the image is a black and white aerial photograph of a long, straight road that curves slightly to the right as it recedes into the distance. The road is flanked by a dark, textured embankment or wall on the left and a lighter-colored shoulder or barrier on the right. The sky above is a uniform dark gray.

FACEBOOK ADS

AD MANAGER

Secure https://www.facebook.com/Strelcheck-Chiropractic-109800675816459/publishing_tools/page_source_manager_bar

Strelcheck Chiropractic | Home | About | Posts | Photos | Videos | News | Groups | Marketplace | Chat (Off)

Post Details

Video **Post**



Strelcheck Chiropractic: Back Pain, Patient Testimonial

Our wonderful patient Chris discusses how we first helped her with her excruciating back pain. Feel Great Again! Call 015-458-3660 to make an appointment.

1:29 · Uploaded on 03/08/2017 · View Permalink

Video Performance In This Post

Minutes Viewed	565
Video Views	2,299
10-Second Views	701
Video Average Watch Time	0:07
Audience and Engagement	

This video is used in 1 other post

Total views: 2.2K

These metrics may not be updated yet with the most recent data that appears on posts.

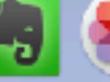
Create Post With Video Edit Post \$51.92 Left

<input type="checkbox"/>  "National Tortilla Chip Day!! We just love...	478	12	Pamela Strelcheck
<input type="checkbox"/> 	35	4	Feb 22, 2017 at... Pamela Strelcheck

on the map provided.

All Men Women

Note: Choose "All" unless you only want your ads to be

IMG_B616.JPG DSC_0131.JPG DSC_0136.JPG DSC_0137.JPG

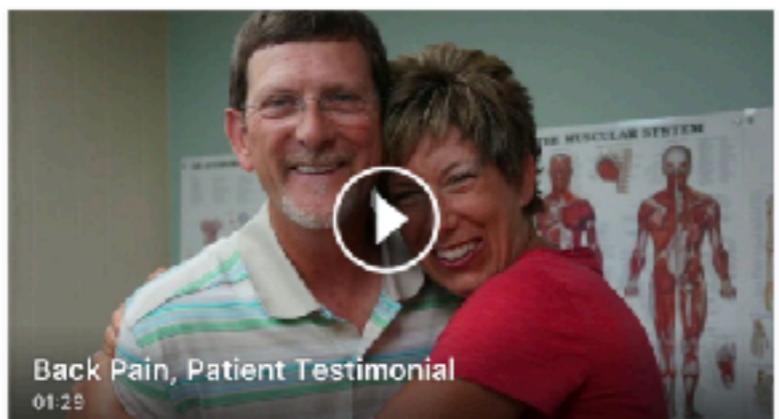
Secure https://www.facebook.com/Strelcheck-Chiropractic-109806775818439/publishing_tools/?refSource=pages_manager_bar

Post Details

Video Post

Strelcheck Chiropractic
Published by Vanessa Balcer [v] · March 8 at 3:14pm · 18

Our wonderful patient Chris discusses how we first helped her with her excruciating back pain. Feel Great Again! Call 815-459-3860 to make an appointment.



Back Pain, Patient Testimonial
01:29

Back Pain, Patient Testimonial

LOCAL.DEMANDFORCE.COM Book Now

3,329 people reached \$51.97 Left

Janet Rhodes Taylor, Lynette Marie Reid and 16 others

[Like](#) [Comment](#) [Share](#)

3,329 People Reached

2,299 Video Views

34 Likes, Comments & Shares

29 Likes	18 On Post	11 On Shares
1 Comments	0 On Post	1 On Shares
4 Shares	1 On Post	3 On Shares

53 Post Clicks

9 Clicks to Play	18 Link Clicks	26 Other Clicks
------------------	----------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

These metrics may not be updated yet with the most recent data that appears on posts.

[Create Post With Video](#) [Edit Post](#) \$51.97 Left

https://www.facebook.com/Strelcheck-Chiropractic-109806775818439/publishing_tools/?refSource=pages_manager_bar

on the map provided.

All Men Women

Note: Choose "All" unless you only want your ads to be









Fast Forward
Marketing
@FastForwardCL

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Services

Reviews

Photos

Likes

Videos

Welcome

Events

Notes

Posts

Shop

Promote

Helping Small Businesses with Online Marketing

FAST FORWARD



[Like](#) Liked [Follow](#) Following [Share](#) ...

Contact Us



Write something...



Share a photo or
video



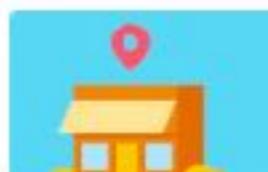
Advertise your
business



Get phone calls



Get messages



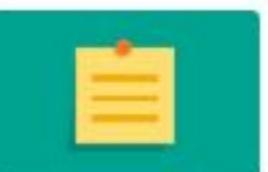
Help people find
your business



Create an event



Create an offer



Publish a job post

Marketing Consultant in Crystal Lake, Illinois

5.0 ★★★★☆



312 likes 0 this week

Christine Sabaitis Hayd and 114 other friends



297 follows



See Pages Feed

Posts from Pages you've liked as your Page



9 were here 0 this week

Kevin Lucca



48 post reach this week

We help small businesses migrate to digital

[Liked](#)[Following](#)[Share](#)

...



Fast Forward Marketing

@FastForwardCL

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This Week

48 ↑

Post Reach

0

Website Clicks

0

Contact Us



Want More Phone Calls?

Get people near Fast Forward Marketing to call (815) 451-5230 today.

[Promote Local Business](#)[See All](#)

Reviews

5.0 ★★★★☆ 10 Reviews



Vanessa Baker

★★★★★ · March 4, 2017

I love our business! Really enjoy working with our small biz clients.

[See All](#)

Photos

[Contact Us](#)

Christine Sabaiteis Hayd and 114 other friends like this



9 people have been here.
Kevin Lucca has been here

About

[See All](#) [\(815\) 451-5230](#) [Message Now](#) [http://www.fastforwar...](#) [Marketing Consultant · Advertising Agency · L...](#)

Visitor Posts

>



Barrington Area Chamber of
Commerce (BACC)

July 22, 2016 at 9:09am

Welcome and Thank you for joining the
Barrington Area Chamber of Commerce! We
look forward to seeing you soon!

1 Like · 1 Share

[Unlike](#) · [Comment](#) · [Message](#)



Vanessa Baker

May 10, 2016 at 9:10am

Fast Forward Marketing

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Upcoming Events



APR
12

In Sync Ribbon Cutting, Race to a Million celebra...

Wed 10 AM · In Sync Systems · Crystal Lake

James and 10 friends going

[Boost Event](#)

[See All](#)

Posts



Fast Forward Marketing

Fast Forward Marketing is a marketing agency located in Crystal Lake, IL. We specialize in digital marketing, website design, and social media management.



JUST FOR YOU PRIMITIVES

Shopping & Retail



McOndrive

Community



St. John Fisher College

College & University

[Marketing Consultants in Crystal Lake, Illinois](#)

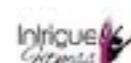
Liked by This Page



Summers Academy of Dance



Everything Yoga and More



Intrigue Fitness

access via a direct link at facebook.com/ads

Chrome File Edit View History Bookmarks People Window Help

Drift - Install Drift x Ads Manager Ad x Ads Manager | Mon x Fast Forward Mark x Contact us at Van... x Log In to Fidelity x Your March 20 e... x Ads Manager x Pandora Radio x Vanesa...

Secure https://www.facebook.com/adsmanager/account/campaigns/?set=58892853&pid=p1

Ads Manager Search Vanessa Help ?

Vanessa Baker (58892853) Create Ad

Account: Vanessa Baker Search Filters Lifetime

Some Metrics Names Are Changing
To make reporting easier and more consistent, we're updating some metric names on March 28, 2017. You can start using the updated names now, once you've updated your metrics and saved reports, using the gear icon in the upper right corner of Ads Manager. [Learn more about what names will change and how to make updates.](#)

Recent Amount Spent

\$20.00	\$7.65	\$12.44	\$11.75	\$4.87	\$0.00	\$0.00	\$0.00
\$10.00							
\$0.00	8/14	8/15	8/16	8/17	8/18	8/19	Today

All Campaigns + Create Campaign Columns: Performance Breakdown Export

Campaign	Delivery	Results	Reach	Cost	Amount Spent	Ends
Event: Simple Econ	Recently Completed	4 Event Responses	1,347	\$0.18 Per Event Response	\$96.71 of \$90.00	Mar 18, 2017
Valley Plastic Surgery - Page Likes - West Dun - W - 18465	Not Delivering Ad Set Inactive	—	20,383	—	\$823.11	Ongoing
Curran-Grey Retirement Plan... - Page Likes	Inactive	366 Page Likes	33,817	\$5.32 Per Page Like	\$2,100.41	Ongoing
Seasons by Peg - Page Likes - Woodstock - W - 25-85	Inactive	—	21,160	—	\$929.40	Ongoing
Valley Plastic Surgery Center - Video Views	Inactive	1,116 3-Second Video Views	7,960	\$0.60 Per 3-Second Video View	\$4,844.46	Ongoing
I Shop Crystal Lake - Page Likes	Inactive	1,083 Page Likes	10,984	\$0.66 Per Page Like	\$7,000.00 of \$6,000.00	Apr 24, 2016
Curran-Grey Retirement Plan... - Video Views	Inactive	23,145	9,693	\$0.62	\$455.76	Ongoing
▶ Results from 200 Campaigns Loading...						

Report a Problem

facebook_ad_targeting...png facebook_ads_average...png facebook_ads_average...png facebook_ads_average...png ads.html.png audience_tabs.png performance_tabs.png Show All

IMG_8616.JPG DSC_0131.JPG DSC_0132.JPG DSC_0133.JPG DSC_0134.JPG

ADS MANAGER

- ▶ Ads Manager is where advertisers can quickly see how their ads are performing – across Facebook, Instagram, and the Audience Network – to help them make smart changes based on performance metrics. In Ads Manager, you can:

- ▶ View all of your campaigns, ad sets, and ads.
- ▶ Stop or restart your campaigns, ad sets, and ads.
- ▶ Make changes to your bids and budgets.
- ▶ Access your billing summary to see payment history and payment method information.
- ▶ Access and export your ad reports.

CREATING AN AD

- ▶ The first step in advertising across the Facebook family of apps and services is creating your campaign. You'll be guided through the process of selecting the following:
- ▶ Objective
- ▶ Audience
- ▶ Placements
- ▶ Budget and Schedule
- ▶ Creative

AD OBJECTIVES

- ▶ Your ad objective should reflect the action you want people to take after viewing your ad.
- ▶ For example, you can create an ad to entice people to install your mobile app, which is different than creating an ad to encourage people to visit your website. The Ads Create Tool can help you focus your Facebook and Instagram marketing through the following objectives.

AD OBJECTIVES

- ▶ Send people to your website
- ▶ Increase conversions on your website
- ▶ Boost your posts
- ▶ Promote your Page
- ▶ 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
- ▶ Promote a product catalog
- ▶ Collect leads for your business
- ▶ Increase brand awareness

What's your marketing objective?

Auction 0

Run ads on auction and pay based on demand

Reach and Frequency 0

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

**Website Conversions**

Get people to take valuable actions on your website, such as watching a demo or purchasing a product. Use the Facebook pixel to measure and optimize ads for conversions.

Campaign Name (Required)

Website Conversions

Continue

AD OBJECTIVE

- ▶ Once you click on your objective, you'll be prompted to enter a name for your campaign or use the suggested default name.

The background of the image is a high-angle, black and white photograph of a long, dark, curved structure, possibly a bridge or a wall, stretching across the frame. A single person is walking along the top of this structure, appearing very small against the vastness of the scene.

FACEBOOK ADS

AUDIENCE

AD SET: AUDIENCE

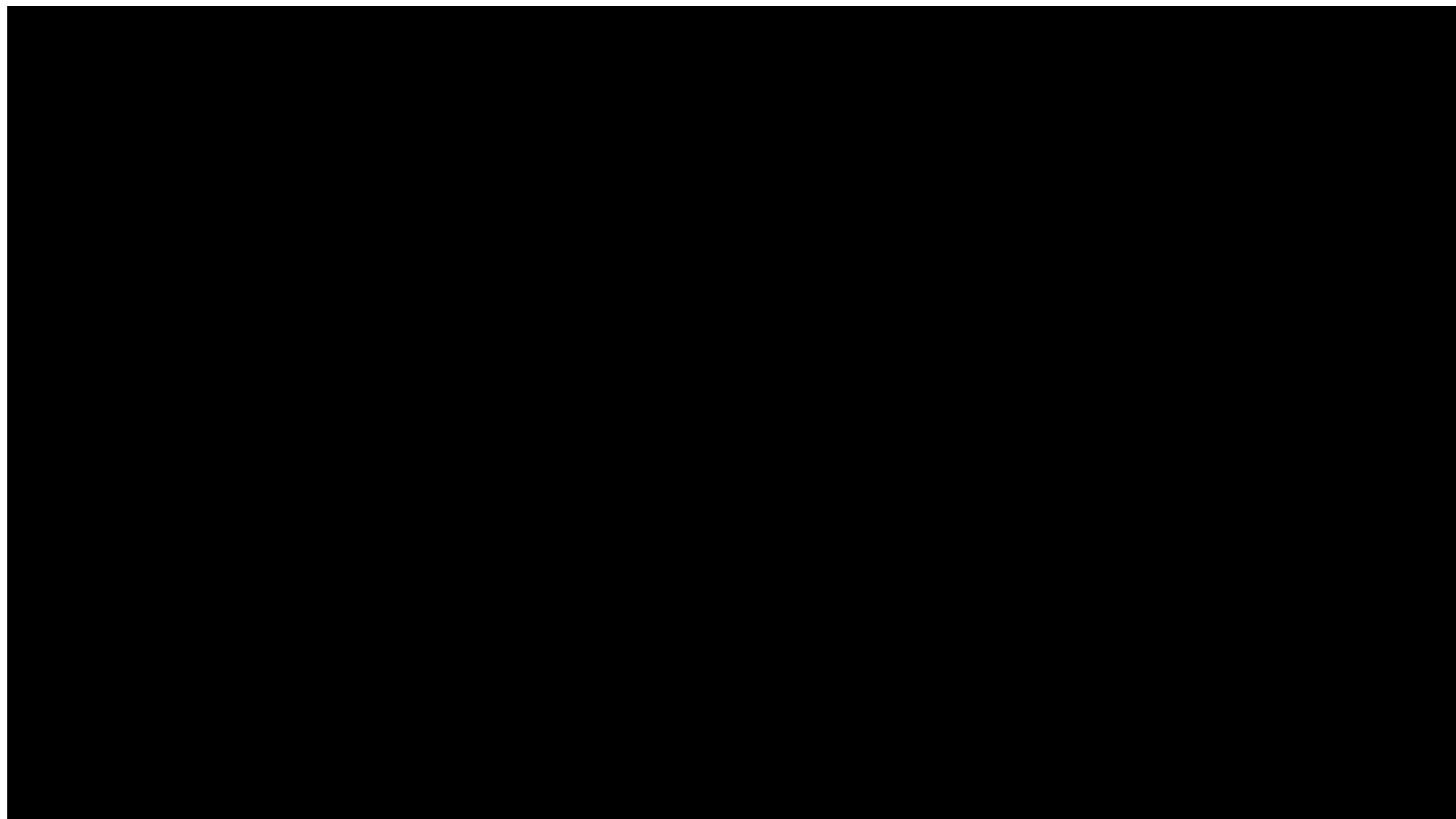
- ▶ When choosing your audience, you can select from different targeting options, including age and gender.
- ▶ For more refined targeting, choose from Locations, Interests, Demographics, and Behaviors. Once you start typing, you'll see keyword suggestions, and see in the right-hand column (under Audience Definition) how many people you could potentially reach by adding those specific keywords.
- ▶ Locations: Narrow your audience by targeting (or excluding) people by their country, state/province, city, and zip code.
- ▶ Demographics: Refine your ad's target audience based on information people have shared with Facebook, such as their education, employment, and relationship status.
- ▶ Interests: Reach specific audiences by looking at their activities, the Pages they've liked, and closely related topics.
- ▶ Behaviors: Find people based on activities they do on or off Facebook, like their purchase behaviors or intents, travel preferences, and more. Some behavior data is available for US audiences only.
- ▶ Custom Audiences: You can also use email addresses, phone numbers, and other customer data to create and save Custom Audiences and lookalike audiences. Custom Audiences lets you target people who are already interested in your business; lookalike audiences help you find audiences who share similar characteristics and interests with your current customers.



Link to infographic:

[http://
www.wordstream.com/
blog/ws/2016/06/27/
facebook-ad-targeting-
options-infographic](http://www.wordstream.com/blog/ws/2016/06/27/facebook-ad-targeting-options-infographic)

AUDIENCE INSIGHTS



AD SET: Define your audience, budget and schedule

Campaign

- Objective

Ad Set

- Conversions
- Audience
- Placements
- Budget & Schedule

Ad

- Format
- Media
- Page & Links

Audience

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

Custom Audiences [?](#) Choose a Custom Audience [Browse](#)

[Create New](#) ▾

Locations [?](#) Everyone in this location ▾

United States

United States

Include [Add locations](#)

Add Bulk Locations ..

Age [?](#) 18 ▾ - 65+ ▾

Gender [?](#) All [Men](#) [Women](#)

Languages [?](#) Enter a language...

Detailed Targeting [?](#) INCLUDE people who match at least ONE of the following [?](#)

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

Demographics

Interests

Behaviors

More Categories

Connections [?](#) Add a connection type ▾

[Save This Audience](#)

Audience Definition

Your audience selection is fairly broad.

Specific Broad

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed

Potential Reach: 166,000,000 people

Your detailed targeting criteria is currently set to allow interest expansion, which may cause your potential reach to be higher than the estimate shown. [\(i\)](#)

Estimated Daily Reach

2,400 - 6,300 people on Facebook	of 140,000,000 (i)
1,300 - 3,500 people on Instagram	of 17,000,000 (i)

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

Adset duration: 31 days

AD SET: PLACEMENTS

Now you'll see where your ads will appear across the Facebook family of apps and services. You can deliver ads across:

- ▶ Desktop News Feed
- ▶ Mobile News Feed
- ▶ Instagram
- ▶ Audience Network
- ▶ Desktop Right Column
- ▶ If it's available for your objective, FB suggest delivery across Facebook, Instagram, and the Audience Network – it can help improve your campaign performance and provide incremental and efficient reach. If you don't want your ad shown in a specific placement option, simply click Choose your placements and then uncheck the placement.
- ▶ Once you're done previewing your ad, click Place Order to submit your ad for approval. Typically, it takes about 15 minutes for the Facebook Ads team to review an ad, but it can sometimes take more time.



FACEBOOK ADS

BACK TO THE AD MANAGER

AD SET: Define your audience, budget and schedule

Campaign

Objective

Ad Set

Conversions

Audience

Placements

Budget & Schedule

Ad

Format

Media

Page & Links

Placements
Define where you'd like your ads to appear. Learn more.

Placements ⓘ

<input type="checkbox"/> Mobile News Feed ⓘ	<input checked="" type="checkbox"/>
<input type="checkbox"/> Instagram	<input checked="" type="checkbox"/>
<input type="checkbox"/> Audience Network ⓘ	<input checked="" type="checkbox"/>
<input type="checkbox"/> Desktop News Feed ⓘ	<input checked="" type="checkbox"/>
<input type="checkbox"/> Desktop Right Column	<input checked="" type="checkbox"/>

Mobile Devices

All Mobile Devices ▾

Only devices connected to Wi-Fi

Show Advanced Options ▾

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

Budget ⓘ Daily Budget ▾ \$20.00
\$20.00 USD

Actual amount spent daily may vary. ⓘ

Audience Definition

Your audience selection is fairly broad.

Specific Broad

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed

Potential Reach: 195,000,000 people

Your detailed targeting criteria is currently set to allow interest expansion, which may cause your potential reach to be higher than the estimate shown. ⓘ

Estimated Daily Reach

<input type="checkbox"/> 1,100 - 3,000 people on Facebook	of 140,000,000 ⓘ
<input checked="" type="checkbox"/> 3,100 - 8,100 people on Instagram	of 38,000,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.
Ad set duration: 31 days

Ad Set: Budget and Schedule

- ▶ Now it's time to choose your campaign budget (daily or lifetime), the length of time your ad will run, your optimization, and more.
- ▶ Depending on your chosen objective, you'll have different optimization options. When you choose what you want your ad to be optimized for, you're indicating that you want to get the most of that result for the lowest cost. For example, if you optimize for website conversions, your ad is targeted to people who are most likely to convert on your website. If you optimize for impressions, your ad is shown to as many people as possible.
- ▶ Do note that what you optimize for is not the same as what you pay for. For example, if you optimize for website conversions, you'll be charged per impression. Choosing the right bidding strategy can help you reach the right customers and optimize your ad delivery.

AD SET: Define your audience, budget and schedule

Campaign

- Objective

Ad Set

- Conversions
- Audience
- Placements
- Budget & Schedule**

Ad

- Format
- Media
- Page & Links

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget (1) Daily Budget \$20.00
\$20.00 USD

Actual amount spent daily may vary. (1)

Schedule (1) Run my ad set continuously starting today
 Set a start and end date

Start Aug 8, 2016 1:13 PM

End Sep 8, 2016 1:13 PM
(Pacific Time)

Your ads will run for 31 days. You'll spend no more than **\$620.00**.

Optimization for Ad Delivery (1) Conversions

Conversion window (1)
 1 day
 7 days

Bid Amount (1) Automatic - Let Facebook set the bid that helps you get the most results at the best price.
 Manual - Set your target cost per result (1)

When You Get Charged (1) Impression (CPM)

Ad Scheduling (1) Run ads all the time
[More Options](#)

Delivery Type (1) Standard - Show your ads throughout the day - Recommended
[More Options](#)

[Hide Advanced Options](#) (1)

Ad Set Name (1) US - 18+

[Close Without Saving](#)

[Back](#)

Continue

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed

Potential Reach: 195,000,000 people

Your detailed targeting criteria is currently set to allow interest expansion, which may cause your potential reach to be higher than the estimate shown. (1)

Estimated Daily Reach

<input checked="" type="checkbox"/>	1,100 - 3,000 people on Facebook		of 140,000,000 (1)
<input type="checkbox"/>	3,100 - 8,100 people on Instagram		of 38,000,000 (1)

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

Ad set duration: 31 days

AD: FORMATS AND MEDIA

- ▶ In this next step, you'll see the format of your ad, which is how your ad will appear – whether it's an image or multiple images. Again, this will be determined by your objective.
- ▶ When you've chosen your ad format, you can then choose your media assets (or creative).
- ▶ For images, you can choose to upload your own, from images you've already shared on your Page, or from millions of free, high-quality images. You can access the free images by clicking on Images and then choosing Free Stock Images. Use keywords to search for a relevant photo.
- ▶ For videos, you can choose to upload a new video, choose from a library of videos you've already shared on your Page, or create a slideshow using multiple images.

Campaign

Objective

Ad Set

Conversions

Audience

Placements

Budget & Schedule

Create New Ad Use Existing Post

Format

Choose how you'd like your ad to look.

 A single image or video in your ads
Show only one image or video at a time in your ad. [Learn more.](#)

 Multiple images in one ad
Show up to 5 images at a time at no extra cost. [Learn more.](#)

Learn more about these ad formats in the [Ads Product Guide](#)

Media

Choose the image or video you'd like to use in your ads.

 **Images**
Upload your own Images, choose images from your Facebook Page or use stock images

 **Slideshow**
Upload or choose 3 to 7 images that will play as a video

 **Video**
Upload a video or choose one from your library

AD: TEXT AND PREVIEW

- ▶ Here, you'll insert the text, website URL, and other information. As you add text, you can see exactly how it will appear in each of the placements you've chosen.
- ▶ Once you're done previewing your ad, click Place Order to submit your ad for approval. Typically, it takes about 15 minutes for the Facebook Ads team to review an ad, but it can sometimes take more time.

AD: Select media, text and links to create one or multiple ads

Campaign

Objective

Ad Set

- Conversions
- Audience
- Placements
- Budget & Schedule

Ad

- Format
- Media
- Page & Links**

Add more images | 

Page & Links
Enter the text for your ad. [Learn more.](#)

Connect Facebook Page
Your business is represented in ads by its Facebook Page or an Instagram account.

 Jasper's Market

or [Turn Off News Feed Ads](#)

Instagram Account
If you don't want to use a Facebook Page to represent your business, then this Instagram account will be used. Remove any accounts in your Page Settings.



Website URL

Headline (?)
Enter a brief headline describing where people will visit

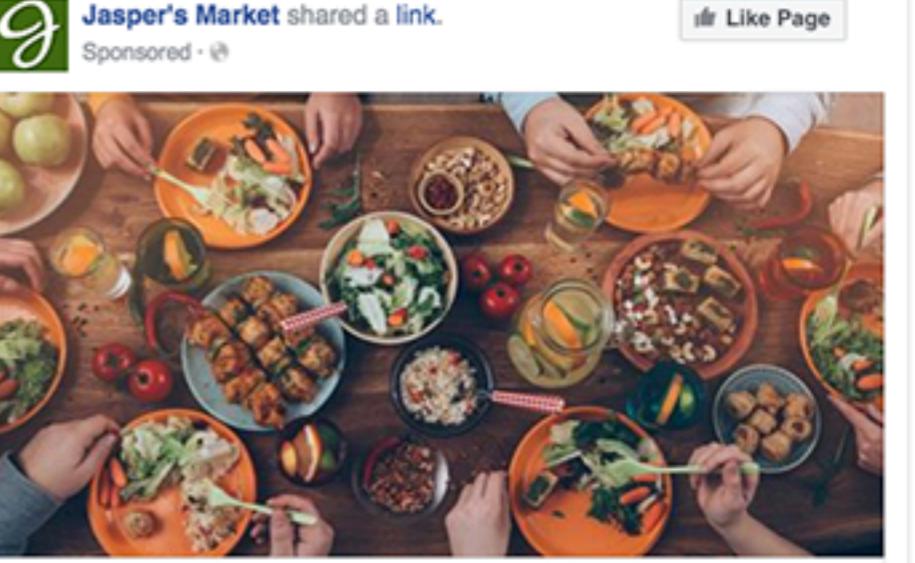
Text
Enter text that clearly tells people about what you're promoting

Call To Action (optional) (?)
[Learn More](#)

Show Advanced Options -

Ad Preview
1 of 1

Desktop News Feed


Jasper's Market shared a link.
Sponsored · [Like Page](#)

Headline
Description
DISPLAYURL.COM [Learn More](#)

[Like](#) [Comment](#) [Share](#)

Mobile News Feed

Instagram

Audience Network (?)

Desktop Right Column

[Back](#) [Review Order](#) **Place Order**

RELEVANCE SCORE

- ▶ Relevance score is a metric in ads reporting that provides an estimate of how relevant an ad is to its target audience.
- ▶ Relevance is based on how the ad is performing and other factors, including positive feedback (Ex. app installs and video views) FB expect from the people seeing your ad and negative feedback (Ex. someone clicks I don't want to see this on your ad).
- ▶ When an ad's relevance score is high, it's more likely to be shown to your target audience over other ads. You also pay less to reach more of your target audience.

TO SEE RELEVANCE SCORES FOR EACH OF YOUR ADS:

- ▶ Go to Ads Manager.
- ▶ Select Reports on the left menu.
- ▶ Select Customize Columns.
- ▶ Check Relevance Score (you can also check Positive Feedback and Negative Feedback to get more info).
- ▶ Select Apply.
- ▶ Back on your Reports page, select Level and then Ad. (You should make sure no delivery breakdown options are selected, or your score will not show).

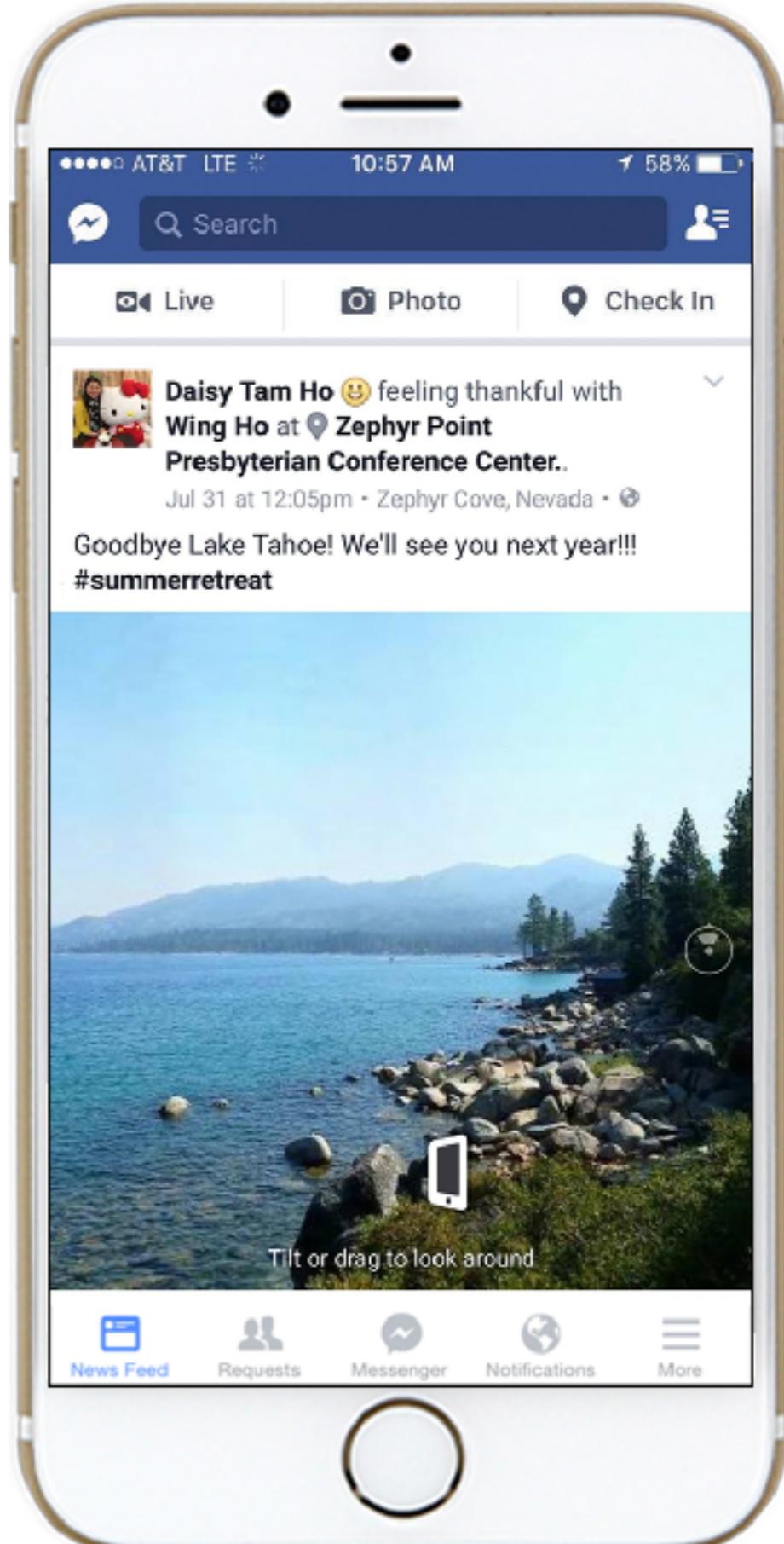
LEADS ADS- DOWNLOAD OR IMPORT TO CRM

The screenshot shows a Google Chrome browser window with multiple tabs open. The active tab is https://www.facebook.com/Strelcheck-Chiropractic-109806775818439/publishing_tools/?section=LEAD_ADS_CRM_SETJP&refSource=lead_gen_download_dialog_forms.lib. The page displays the 'Leads Setup' section under the 'Publishing Tools' tab. On the left, a sidebar lists options like Posts, Videos, Lead Ads Forms, and Canvas. The main content area includes a 'Leads Setup' section with instructions to set up a CRM and a 'Connecting to a CRM' section with steps 1-3. At the bottom, there's a navigation bar with links like About, Create Ad, Developers, and Help, along with language and cookie settings.



FACEBOOK ADS

360 VIDEO & PHOTO



360 PHOTOS

Creating Your 360 Photo

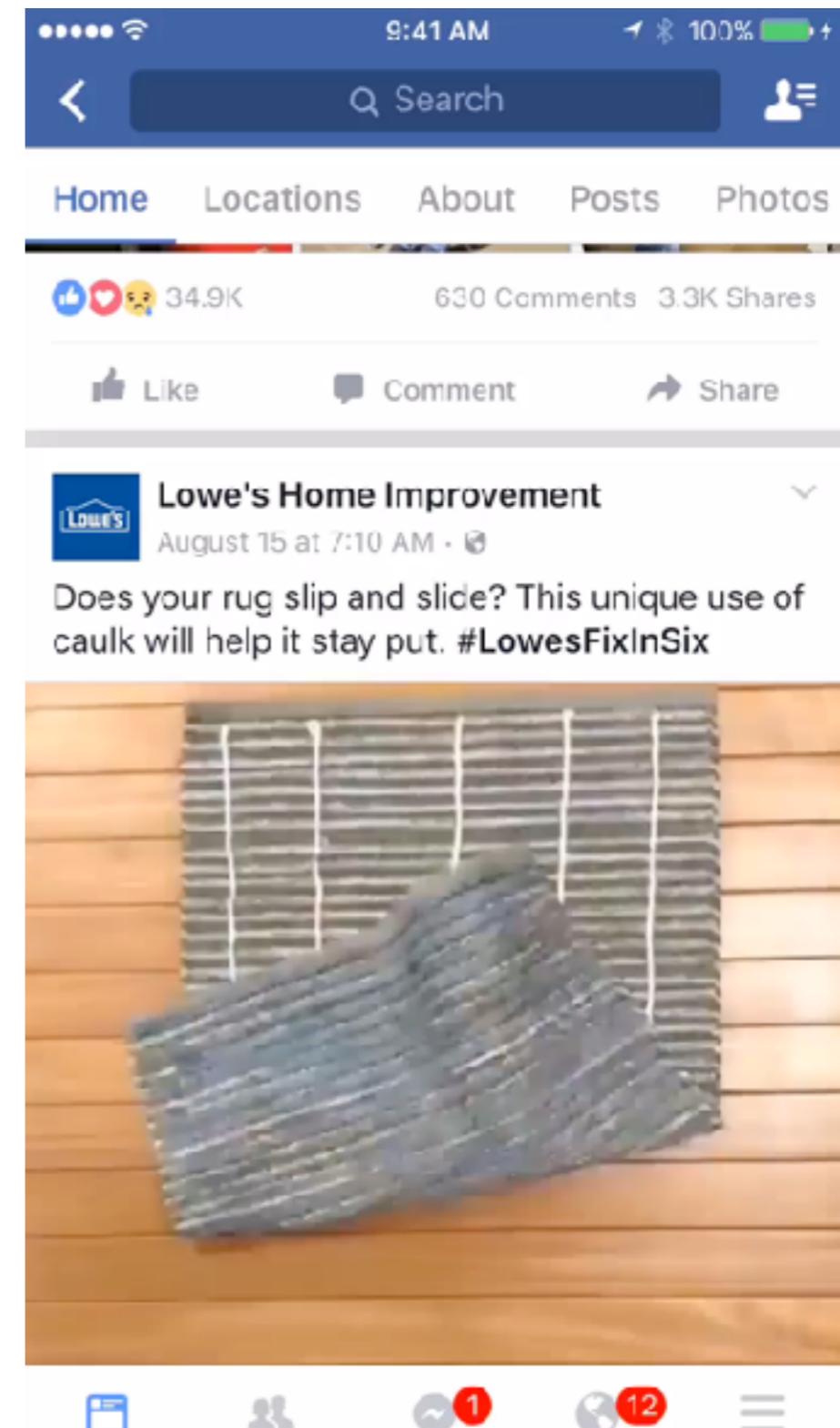
To create a 360 photo, you can use a smartphone or a dedicated 360 camera.

From your smartphone, take a panoramic photo

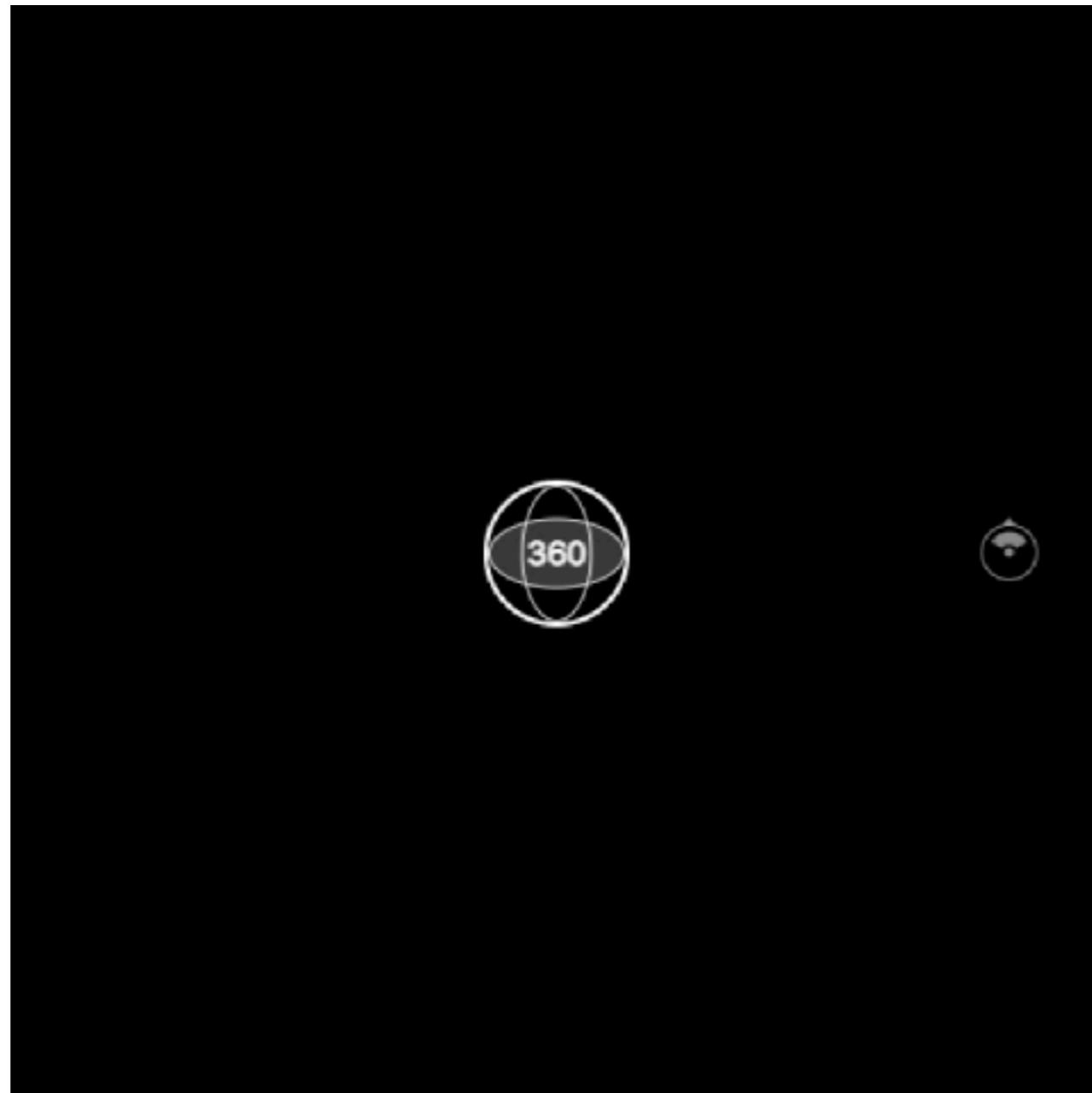
- ▶ iPhone (best supported)
- ▶ Samsung Galaxy phone
- ▶ Use your smartphone with a 360 app, such as Street View, Google Camera, or Cardboard Camera

CREATING GREAT 360 PHOTOS

- ▶ Place your followers in the center of the action
- ▶ Encourage exploration
- ▶ Engage and surprise



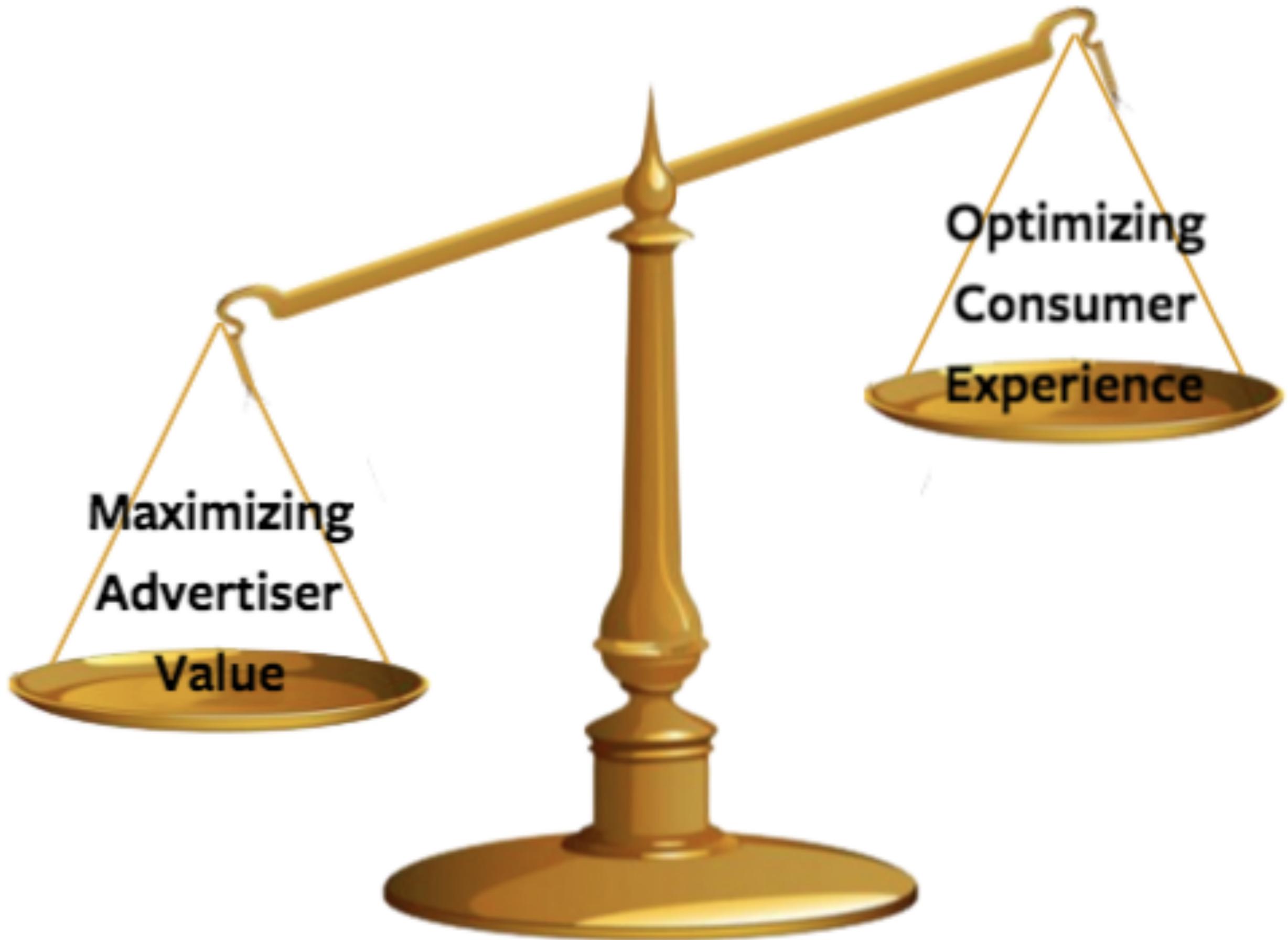
MORE 360 VIDEOS/PHOTOS



A black and white aerial photograph of a long, winding road that curves through a dark, textured landscape. A single person is walking along the road, appearing very small against the vastness of the scene.

FACEBOOK ADS

FACEBOOK AD AUCTION

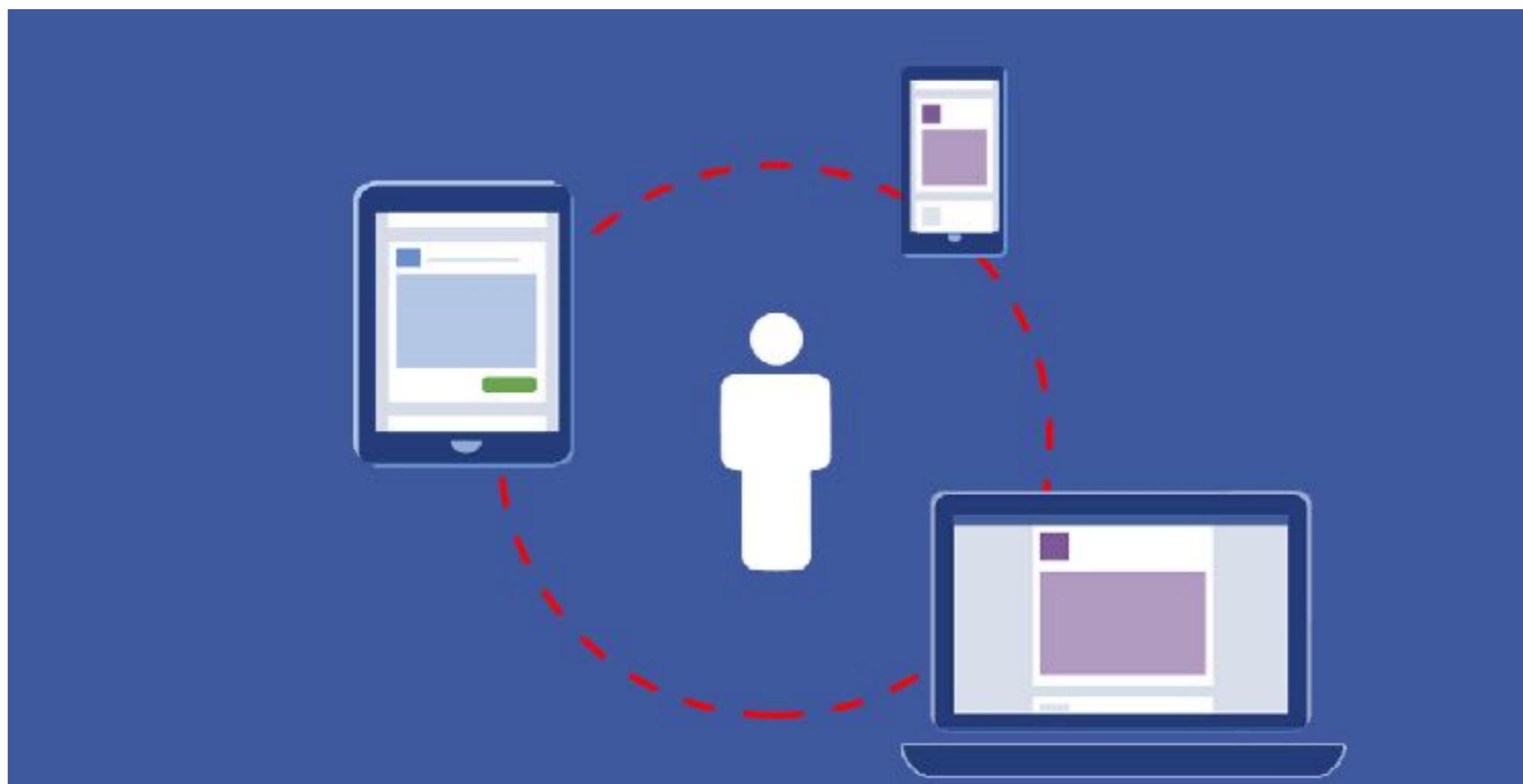


FACEBOOK AD AUCTION

- ▶ The Facebook ad auction works to create the most value for advertisers and the best consumer experience.
- ▶ Designed to maximize advertiser value while optimizing the consumer experience for audiences on Facebook, Instagram, and Audience Network.
- ▶ In general, Facebook tries to show your ads evenly throughout the day so that the people most valuable to you in your target audience are more likely to see them.
- ▶ Generally, the more relevant FB predicts an ad will be to a person, the less it should cost for the advertiser to show the ad to that person.

AD AUCTION PROCESS AND EXAMPLE

- ▶ Sally is a 25-year old woman who lives in Washington. The first thing she does each morning is open Facebook.



AD AUCTION PROCESS AND EXAMPLE

- ▶ Thousands of advertisers want to show ads to people like Sally at the moment she starts looking at her News Feed – that is, people who are female, 25, who live in Washington, and so on.



AD AUCTION PROCESS AND EXAMPLE

- ▶ Facebook holds auctions that take into account each of these advertisers' bids for an opportunity to serve an ad impression to someone like Sally. FB also consider how interesting and relevant FB thinks Sally will find each of these advertisers' ads, and how likely she would take an action such as clicking or making a purchase after seeing the ad.



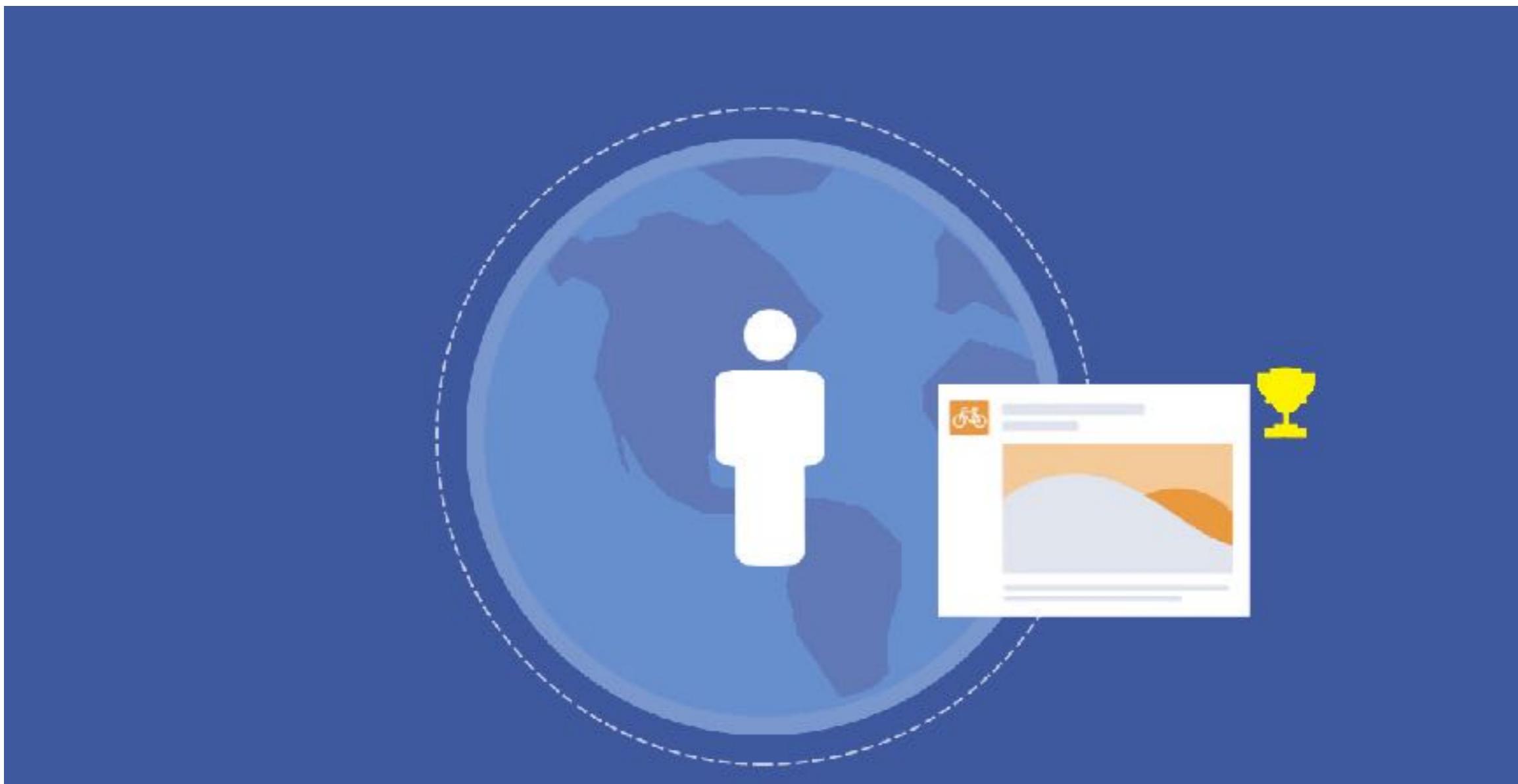
AD AUCTION PROCESS AND EXAMPLE

- ▶ Based on all of these considerations, Facebook determines which advertiser will win this auction.



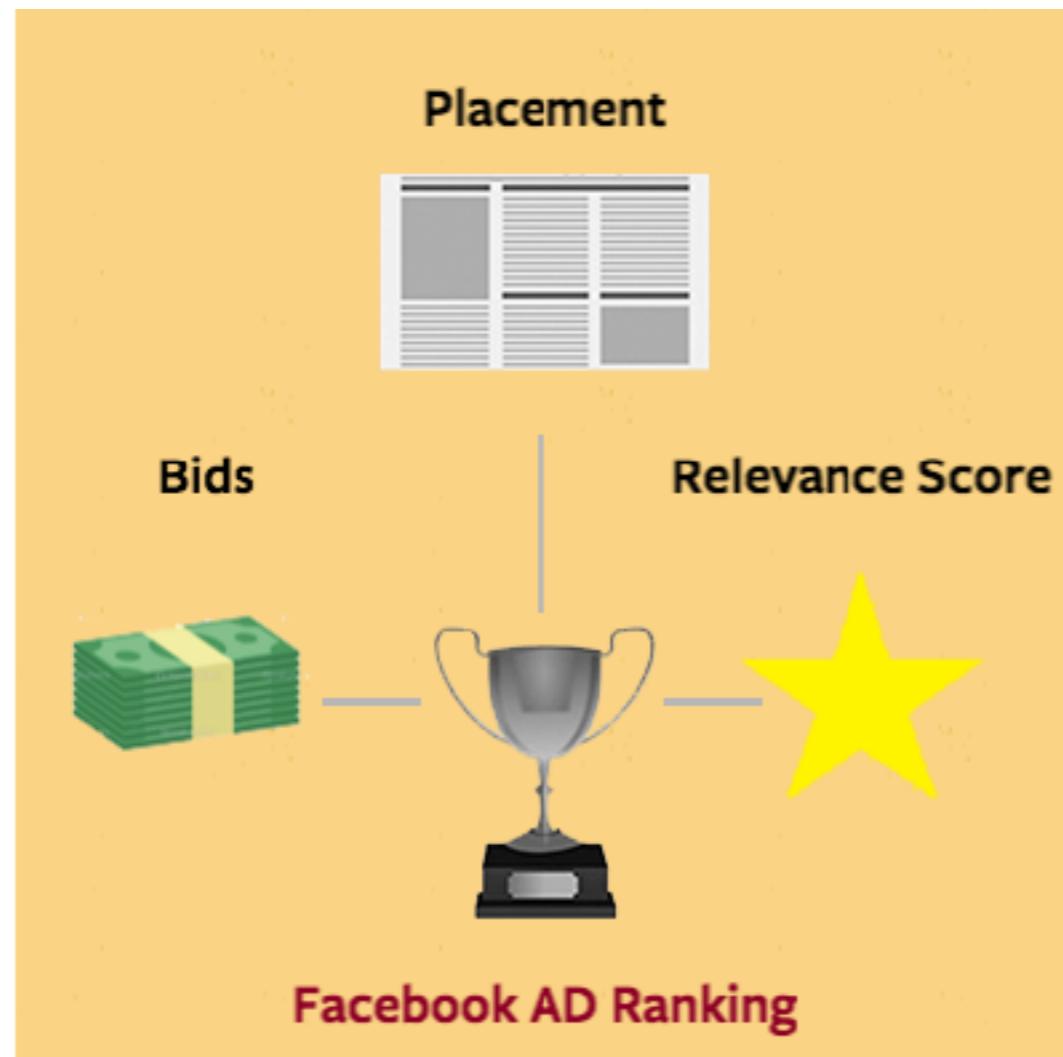
AD AUCTION PROCESS AND EXAMPLE

- ▶ Finally, Facebook shows Sally the winning ad in her News Feed.



HOW YOUR BID IS CALCULATED

- ▶ Understand how your bid is calculated and the factors that affect your results in the auction.
- ▶ When your ad enters the Facebook ad auction, it competes with other ads in the auction aimed at people in your target audience. As with all content on Facebook, Instagram, and Audience Network, FB wants to make sure FB is showing the right content to the right person at the right time. FB also aim to optimize the user experience by limiting the number of ads people see in their Feed, so you're competing for a limited number of slots.
- ▶ For example, a flower shop and restaurant in the same area may compete to show their local awareness ads to the same people during the weeks leading up to Valentine's Day. Say Sally falls within the target audience for ads set up by Jasper's Market and Cafe Escape. Sally picks up her phone, scrolls through her Facebook News Feed and is targeted to see an ad. Advertisers including Jasper's and Cafe Escape compete for that spot via a "total bid." This determines which ad is shown to Sally and how much the winning advertiser will pay to see its ad.



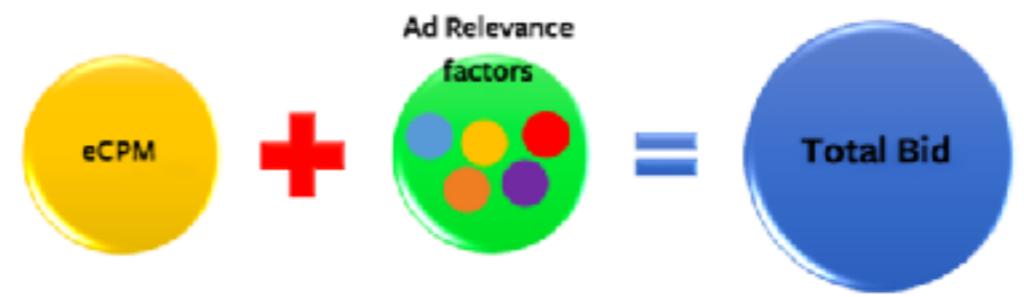
The total bid is calculated using these inputs:

- ▶ Your stated bid
- ▶ How FB expects people in your target audience to take action after they see your ad
- ▶ How relevant FB predict people in your target audience will find your ad

As an advertiser, you can optimize for different outcomes, such as clicks, impressions, installs, conversions, or reach. With your bid, you tell us the price you're willing to pay for that outcome from someone in your target audience.

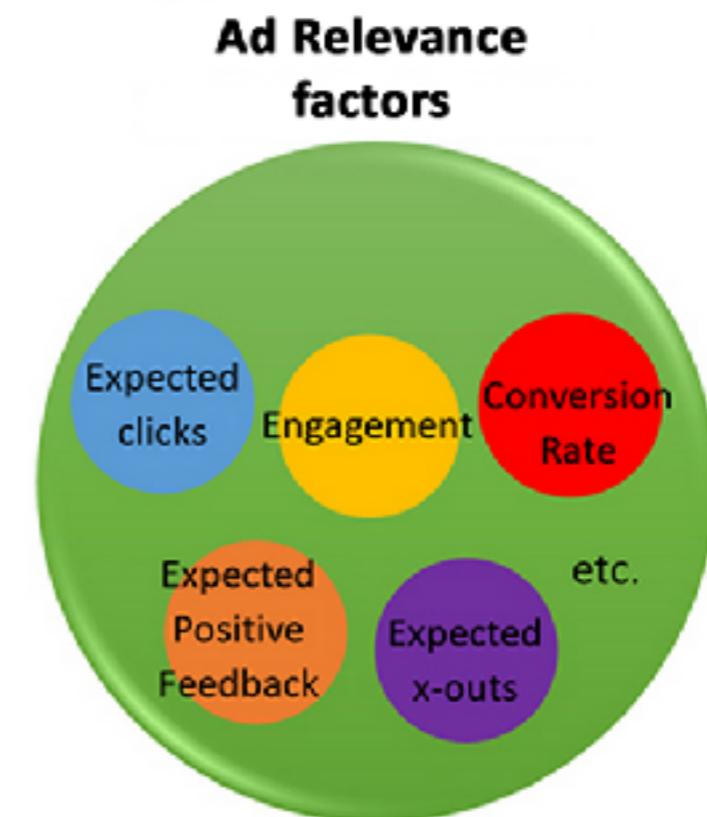
HOW TOTAL BID IS CALCULATED FOR DIFFERENT OBJECTIVES:

- ▶ If you're optimizing and paying for clicks (CPC). Total Bid = [(CPC bid) x (expected click-through rate or eCTR) *1000] + Ad Relevance factors
- ▶ If you're optimizing and paying for impressions (CPM). Total Bid = (CPM bid) + Ad Relevance factors
- ▶ If you're optimizing for actions* and you're paying for actions or impressions. Total Bid = (CPA or oCPM bid) x (eCTR x conversion probability, or eCVR) + Ad Relevance factors. *Actions may include video views, mobile app installs, website conversions, link clicks and page post engagements, among other events



RELEVANCE SCORE

- ▶ Ad Relevance plays a part in an ad's success in the auction.
- ▶ The ad's higher relevance to people in your target audience can lower your cost per objective.
- ▶ Keep in mind that the factors FB consider in predicting an ad's relevance to a person on Facebook, Instagram, or Audience Network is constantly changing as FB improve the consumer experience.
- ▶ After your ad is served more than 500 times, your ad receives a daily relevance score, ranging from 1 (not very relevant) to 10 (highly relevant). The score shows how relevant FB predict your ad will be compared to other ads targeting people in your target audience at the same time. You can view the score in Ads Manager by going to Campaigns and clicking Ads.
- ▶ Your ad's relevance score is determined using factors including predicted positive and negative feedback based on ad performance and what FB know about the people in your audience. It is calculated differently depending on your objective (Ex. clicks to website or video views).



	Ad Name	Relevance ...	Delivery
<input type="checkbox"/>	[redacted]	7	● Active
<input type="checkbox"/>	[redacted]	7	● Active
<input type="checkbox"/>	[redacted]	8	● Active
<input type="checkbox"/>	[redacted]	7	● Active

KEY TAKEAWAYS

The Facebook ad auction is built to ensure that:

- ▶ Advertisers can maximize ROI when they bid at a level that signals their true value for the desired outcome.
- ▶ People see ads they find interesting and relevant.
- ▶ Advertisers reach people who are most likely to react positively to their ads.
- ▶ Your auction performance depends not only on your stated bid, but also the expected results against your optimization goals, and the ad's relevance to people in your target audience. Together, these factors determine the total bid that FB use to enter your ad into the auction.
- ▶ Budget pacing allows Facebook to adjust your bids dynamically to ensure a steady delivery of ads throughout the lifetime of your campaign.
- ▶ Better ad relevance can lower your cost per objective.



FACEBOOK ADS

ADVERTISING POLICIES

FACEBOOK AD POLICIES

- ▶ here is a link to the policies: <https://www.facebook.com/policies/ads/>
- ▶ **Personal Characteristics.** Ads can't assert or imply – directly or indirectly – that you know a person's personal characteristics. This includes a person's name, race, ethnic origin, sexual orientation, physical or mental disability or medical condition, financial status, and more. You also can't call attention to perceived imperfections.
- ▶ **Vulgar Language**
- ▶ Don't use vulgar, profane, or insulting language. You can find a list of commonly used words that result in disapproved ads.
- ▶ **Deceptive Claims.** Your Facebook and Instagram ads can't contain false, fraudulent, or misleading claims or content. Any claims that you do make have to be adequately substantiated.
- ▶ Examples of deceptive claim are "get rich quick schemes" or other money-making opportunities that offer compensation for little to no investment. This includes multi-level marketing or similar business models that don't fully describe the product or opportunity leading to the advertised income. For your ad to be approved, you must promote complete transparency regarding participation and the business opportunity, as these opportunities tend to be frequently reported by people.

TEXT PENALTY

When you use images, try to include as little text as possible on the image itself. Ads with higher amounts of text will receive less or no delivery as a penalty. For any text you use in your ad, FB recommend that you include it in the post, rather than the image.

There is a text overlay tool to determine if your ad's reach may be reduced by too much text on the ad image before you run your ad.



FACEBOOK ADS

FUN STUFF

SEE YOUR CONSUMER PROFILE

<https://www.facebook.com/ads/preferences>

FACEBOOK ISN'T FREE

<https://youtu.be/d3rS7l6Xyz8>