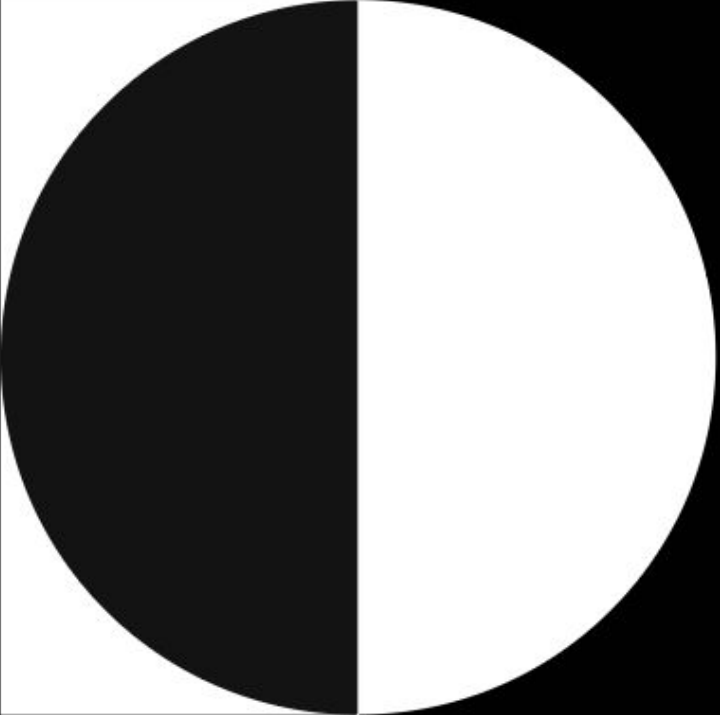


Polything

All the inbetweens, covered



Polything

Polything Marketing Consultancy

WORKSHOP

Facebook Ads Masterclass

AGENDA FOR TODAY



Introduction

The goal of today is to give you a enough background to successfully set up a campaign and understand targeting within the platform.



Fundamentals

We will cover why it is important to understand how social networks operate and how the ad auction system works.



Exercises

We will define your ideal customer and then translate that into actionable targeting on Facebook.



Q&A

Finally, there will be an opportunity to ask any questions you might still have.



CHRIS TALINTYRE - Founder of Polything

“Polything is a marketing consultancy which helps direct consumer businesses elevate their marketing through the power of storytelling. ...”

- Previously worked in marketing in the media industry for around 20 years.
- Non-Exec Director of a small media business.
- A mentor on Digital Boost as well as the Help to Grow programme.
- Member of the Association of British Mentors and mentor private clients.

FACEBOOK ADS MASTERCLASS

WORKSHOP

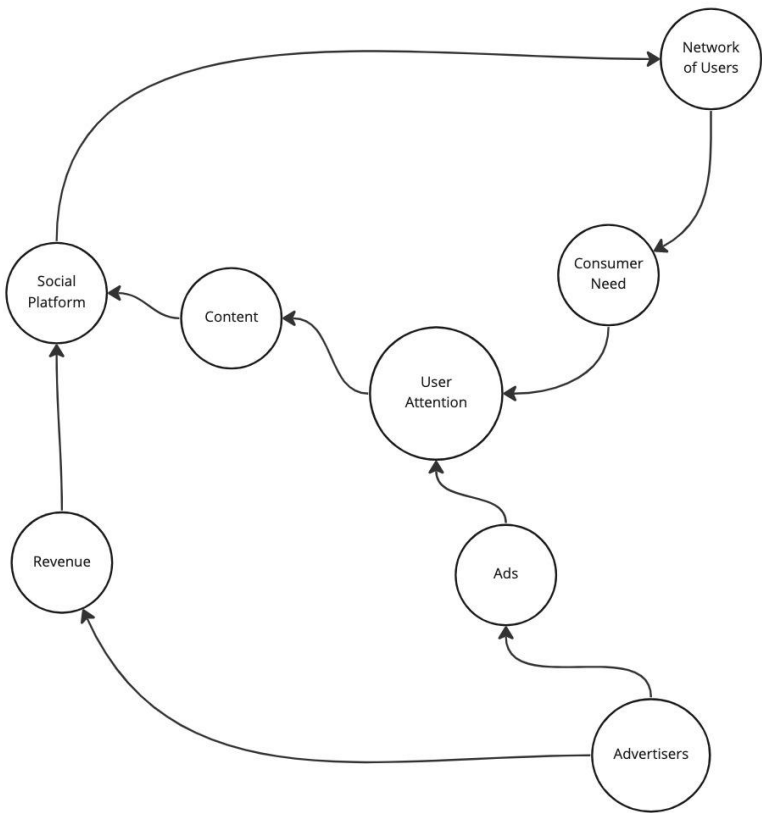
FUNDAMENTALS OF
SOCIAL PLATFORMS

FUNDAMENTALS

Social Networks are network businesses and benefit from economies of scale. Key to creating a network business is to repeatedly satisfy a consumer need.

- Social networks engineer the experience to gain user's attention.
- The longer users spend on platform and the more regularly they return the more successful the network is.
- They make money by commoditising this user attention by serving advertising.
- It's in the social networks interest to keep users on platform for as long as possible to deliver more advertising and therefore generate more revenue

There is a balancing act to be struck however. Keeping users engaged whilst commoditising their attention.



DECODING META / FACEBOOK

THINGS TO KNOW

“ A quarter of the world (1.9 billion people)
use Facebook every day. ”

(Source: [Meta Investor Relations](#))

So, it should surprise no one that over [200 million businesses](#) utilise Facebook and [93% of marketers](#) worldwide are on there.

Yes, it is competitive.

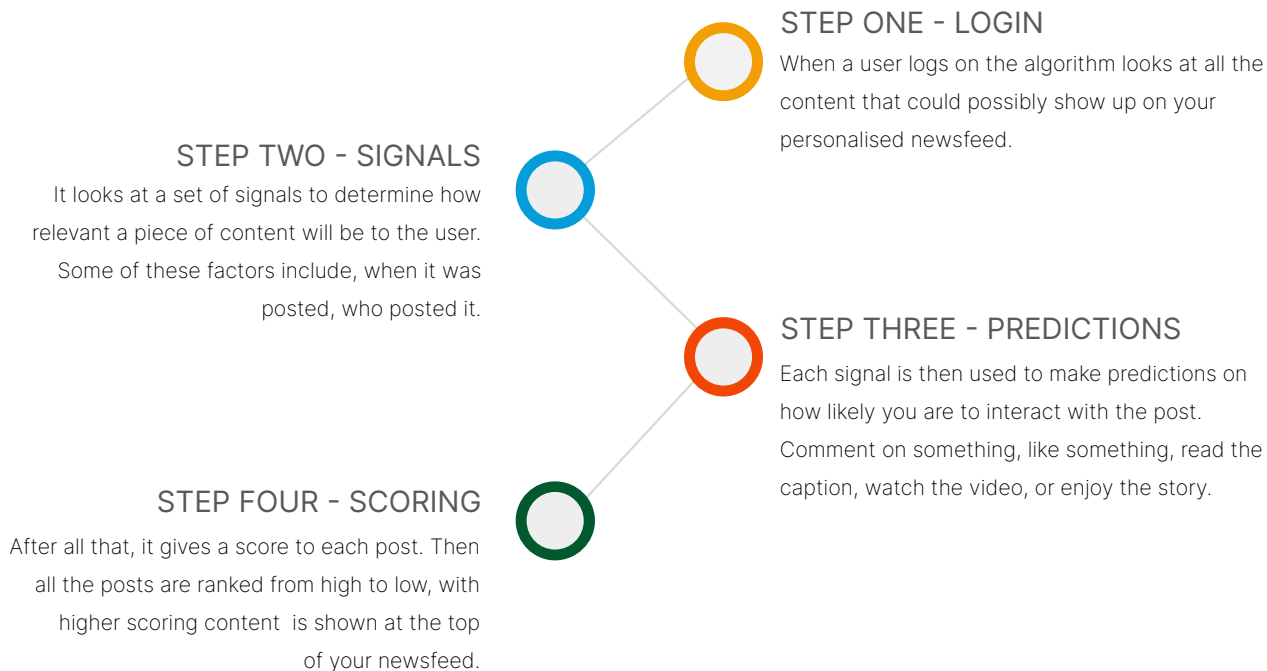
There are two things you need to understand to achieve success on the platform:

- The Algorithm
- Ad Platform Auction

HOW DOES IT WORK?

THE ALGORITHM

To understand fully understand how the ad platform works, first we must understand how content is served to users within the platform. This is done through an algorithm which assesses all the content that could be served to a user in their newsfeed.



THE AD AUCTION

It is important to understand the auction process as, Facebook Ads do not operate a traditional auction where the highest bidder wins. Instead they try to balance the needs of users and advertisers. In Meta's auction system the ad with the greatest total 'value' wins. Value within the auction is determined by three things:

THE BID

Advertisers set a maximum bid they are prepared to pay.

AD QUALITY

A measure of the quality of an ad as determined from many sources, including feedback.



ESTIMATED ACTION RATE

This is an estimate of the algorithm on how likely it is that an each user is going to take action on the ad.

Based on these criteria, the 'best' ad will then win the auction.

WHY IS THIS IMPORTANT TO KNOW?

THE AD PLATFORM AUCTION

- The highest bid does not necessarily win.
- The more you can make your ads act like organic content the lower your costs will be.
- The more relevant you can make your ads to users the lower the cost per action will be.
- Because estimated action rate is in part based on previous ad performance often you will need to allow time before an ad will start performing well.
- Driving users out of Meta's ecosystem will cost more money.



EXERCISES

ICP / PEN PORTRAIT

(15 Minutes)

PAINS, GAINS & JOBS

(15 Minutes)

TARGETING OPTIONS

(10 Minutes)

RAPID MESSAGING EXERCISE

(10 Minutes)

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ICP/ PEN PORTRAIT
AND TARGETING EXERCISES

WHAT IS IT?

ICP - IDEAL CUSTOMER PROFILE

The ideal customer profile (ICP) defines the firm demographic, environmental and behavioral attributes of users that are expected to become a company's most valuable customers.

It is developed through research, and may optionally be informed by predictive analytics software.

Unlike the term "target customer," which is often used to describe any company that might buy a product or service, the ICP is focused on the most valuable customers.

WHAT IS IT?

PEN PORTRAIT

An informal description of a person or group of people - this may cover age and other 'hard' variables, but will focus on softer dimensions such as attitudes, appearance and lifestyle.

This may be part of the outcome of a piece of qualitative research (see 'typology') or may be used to help recruit the right participants for a project. For example, in the latter case, a pen portrait could describe 'the kind of music-mad kids you see hanging around record shops on Saturdays', as well as asking for specific age and usership criteria to be met.



PEN PORTRAIT EXAMPLE

Introduction

Angelique Le Roux is a smart, cheese-loving, European mum setting up her own business – Petits Chefs. She lives in Luxembourg with her husband, two young boys and some chickens.

Angelique's backstory.

Angelique grew up on a dairy farm in southeastern France.

Angelique studied sociology at university, then got a job in HR.

Always bringing people together, she became chief party planner at work.

Angelique had two children, Adam and Louis.

Angelique's work.

Angelique's honest blog about family life went viral.

Her fans enjoyed her healthy-eating ideas, beautiful photography and the occasional yoga fail post. Now she appears on local radio as an authority on healthy eating for kids. She is writing a recipe book, and her head is spinning with more ideas. Her new business – Petits Chefs – is all about kids and cooking.

Angelique's personality.

Angelique is truly likeable.

Radiating positivity, she knows how to motivate others.

She is someone whose Facebook updates people genuinely Like.

Angelique's politics and beliefs.

Angelique is proud that France chose Macron as its new, young president. She believes that he will make France fairer and more prosperous.

She loves being part of Europe and the freedom it gives people to live. Brexit made her sad.

Angelique's opinions.

Angelique believes that women are strong, but together they are stronger. She is interested in where our food comes from, where our waste goes.

Angelique's likes.

Meeting new people and trying new.

You can often spot her at a street food festival.

Angelique Le Roux

Angelique's hobbies.

Yoga is Angelique's me-time.

Angelique's technology.

Angelique uses Facebook, Twitter and Instagram like a pro.

Sharing her family life played a part in her success.

She tries to practise mindfulness.

She is glad that her new business is taking her in a different direction.

Angelique's finances.

Angelique misses the feeling of financial independence.

Especially when splashing out on non-essential jewellery.

Angelique's clothing.

Angelique's cute style is made up of vintage and high street pieces.

Fast fashion worries her, she tries to only buy clothes that she really loves.

Angelique's problems.

There is never enough time in the day.

Angelique works from home and it is difficult to separate home from work life.

There's a nagging worry in the back of her mind about her parents, who still run the family farm, but are getting older.

She always thought she would return to continue the family business, but now she is not so sure.

Angelique's future.

Angelique can't imagine living in Luxembourg for the rest of her life but she is happy for now.

It's a great place to bring up children and start her business.

The future is an exciting place.

EXERCISE

TRANSLATE TO TARGETING

Now let's take 5 minutes to translate your ICP/Pen Portrait into a targetable audience, using Facebook's targeting options:

- Location
- Age
- Gender
- Languages
- Demographics
- Interests
- Behaviours

EXAMPLE

ANGELIQUE

Include people who's:

Location - Luxembourg

Age - 27-42

Gender - Female

Languages - French, English, German

Demographics - Parents with children 6-12 years old, University Educated,
Live away from family

Interests - Yoga, Healthy-eating, Photography, Mindfulness, Vintage
Clothes, Entrepreneurship, Sustainable Fashion, Personal Productivity,
Public Speaking. Food Festivals

Behaviours - Not connected to FB page or App Users.

Exclude people who's:

Interests - Fast Fashion

ANGELIQUE

EXAMPLE


Locations

People living in this location

Luxembourg

✓ Luxembourg

✓ Include Search locations Browse



Add locations in bulk

Age

27 42

Gender

☐ All ☐ Men ☒ Women

Detailed targeting

Include people who match

Demographics > Education > Education level

At university

Demographics > Life events

Away from family

Demographics > Parents > All parents

Parents with primary school-age children (6-8 years).

Demographics > Work > Industries

Demographics > Work > Industries

Food and restaurants

Interests > Additional interests

Fashion and makeup

Hatha yoga

Human nutrition

Q Add demographics, interests or behaviours Suggestions Browse

Narrow audience

Exclude people who match

Interests > Additional interests

Fast fashion

Q Add demographics, interests or behaviours Browse

At this point you should save your audience for future use.

Audience Name Angelique Pen Portrait

Location - Living in: Luxembourg

Age: 27-42

Gender: Female

Language: French (France), German or English (All)

Exclude: Interests: Fast fashion

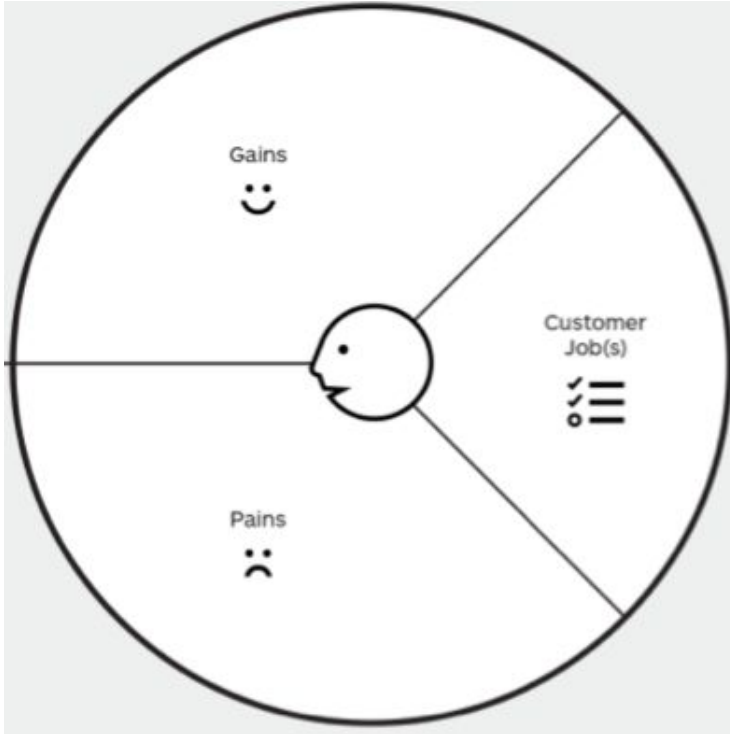
People who match: Interests: Yoga, Human nutrition, Hatha yoga, Photography, Well-being, Vintage clothing, Entrepreneurship, Sustainable fashion, Fashion and makeup or Productivity, Education Level: At university, Industry: Food and restaurants, Parents: Parents with primary school-age children (6-8 years), Life Event: Away from family

Advantage Detailed Targeting: On

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'PAINS GAINS JOBS' AND
RAPID MESSAGING EXERCISES



JOBS

Are things your customers are trying to get done. These could be tasks, problems they need solved, our needs that they are trying to satisfy. These are expressed from the perspective of the customer..

CUSTOMER PAINS

Pains describe anything that annoys your customer before, during or after trying to get a job done. They also include risks, potential bad outcomes of not getting a job done, or done badly.

CUSTOMER GAINS

Gains describe outcomes and benefits that your customers are actively seeking. Some gains are expected, others might be unforeseen by the customer. They can be functional, social or emotional, as well as cost or time savings.

EXAMPLE

SaaS Business - Chief Information Officer Profile



JOBS

Manage staff

Assure Compliance

Satisfy Users

Manage Legacy Systems

Create value for business

Manage Security

Develop IT Strategy

Manage Budgets

CUSTOMER PAINS

Security breaches

System Downtime

Budget Cuts

Legacy Technology

Updating Software

Infrastructure Complexity

Compliance Breaches

Staying up to date with trends

CUSTOMER GAINS

Board Influence

Happy Users

Unified Purchasing

Support Innovation

Projects on time and in budget

IT Policy Followed

Integrated Systems

Contribute to growth

FACEBOOK ADS MASTERCLASS

WORKSHOP

QUESTIONS

KEEP IN TOUCH

CHRIS TALINTYRE

LOCATION

EARLSFIELD
LONDON

OFFICE HOURS

MON-FRI 8:00 – 18:00



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