



Awesome Facebook ad campaign strategies for SMEs – Where to start?.

A webinar presented by



Before we begin...

- We are recording — you'll receive a link to the recording & slides
- Please stay muted
- Submit your questions to us using the chat feature in Zoom
- We will answer them at the end
- #WebBoxWebinar.

Before we begin...



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12 years in Digital Marketing

Clients: Fever-Tree, Universal Music Group, Pizza Express, LVMH Group.

In the next 45 mins...

- What, Why and How of Facebook
- Getting Started
- Strategies
- Questions

What is Facebook Ads?

- Facebook's Ad platform
- Majority of Facebook's \$70.1 Billion revenue comes from selling ad space to companies.
- Started as a social media platform that gave organic reach to businesses

Why Promote on Facebook?

- 2.2 billion MAU's (monthly active users)
- Cost of Facebook Ads are still underpriced in comparison to Google and other platforms.
- Your audience are on there
- It's where the ATTENTION is

How Facebook Ads Work?

- Set up a business page
- Set your Campaign Objective
- Create Ad sets and Ads using a variety of options
- Drive audience to a destination to learn more or buy from you
- Track, analyse and improve


Getting Started

- Keep it simple
- 3 is the magic number – Hypothesise, Test, Pivot
- Research your audience
- Start broad and then go granular
- Be patient. Sales do not happen overnight.

Getting Started

- Add a Facebook Pixel to your website.

1 Create a Facebook pixel

1. Go to [Events Manager](#).
2. Click  **Connect data sources** and select **Web**.
3. Select **Facebook pixel** and click **Connect**.
4. Add your **pixel name**.
5. Enter your website URL to check for easy setup options.
6. Click **Continue**.

Persona's

- Who is my audience?



Strategy Overview

- Know, Like, Trust



Ad set – Creating your Audience

- Location
- Age
- Demographic
- Interests
- Behaviours
- Start broad and then go granular 😊

Custom Audiences

- Your current audiences

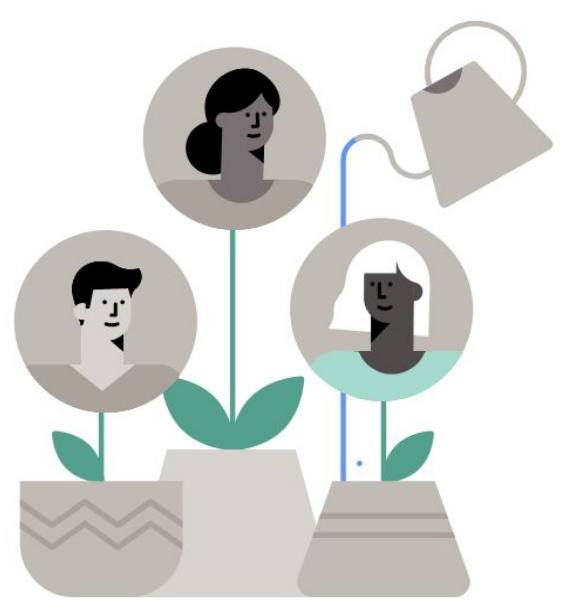
Create a Custom Audience

Use your sources

- Website
- App activity
- Customer list
- Offline activity

Use Facebook sources

- Video
- Lead form
- Instant Experience
- Shopping
- Instagram account
- Events
- Facebook Page
- On-Facebook listings



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

This process is secure and the details about your customers will be kept private.

Cancel

Lookalike Audiences

- Target a Facebook audience that resembles your customers or people who've already engaged with your ad campaigns.
- Use for awareness and prospecting strategy



Ad types

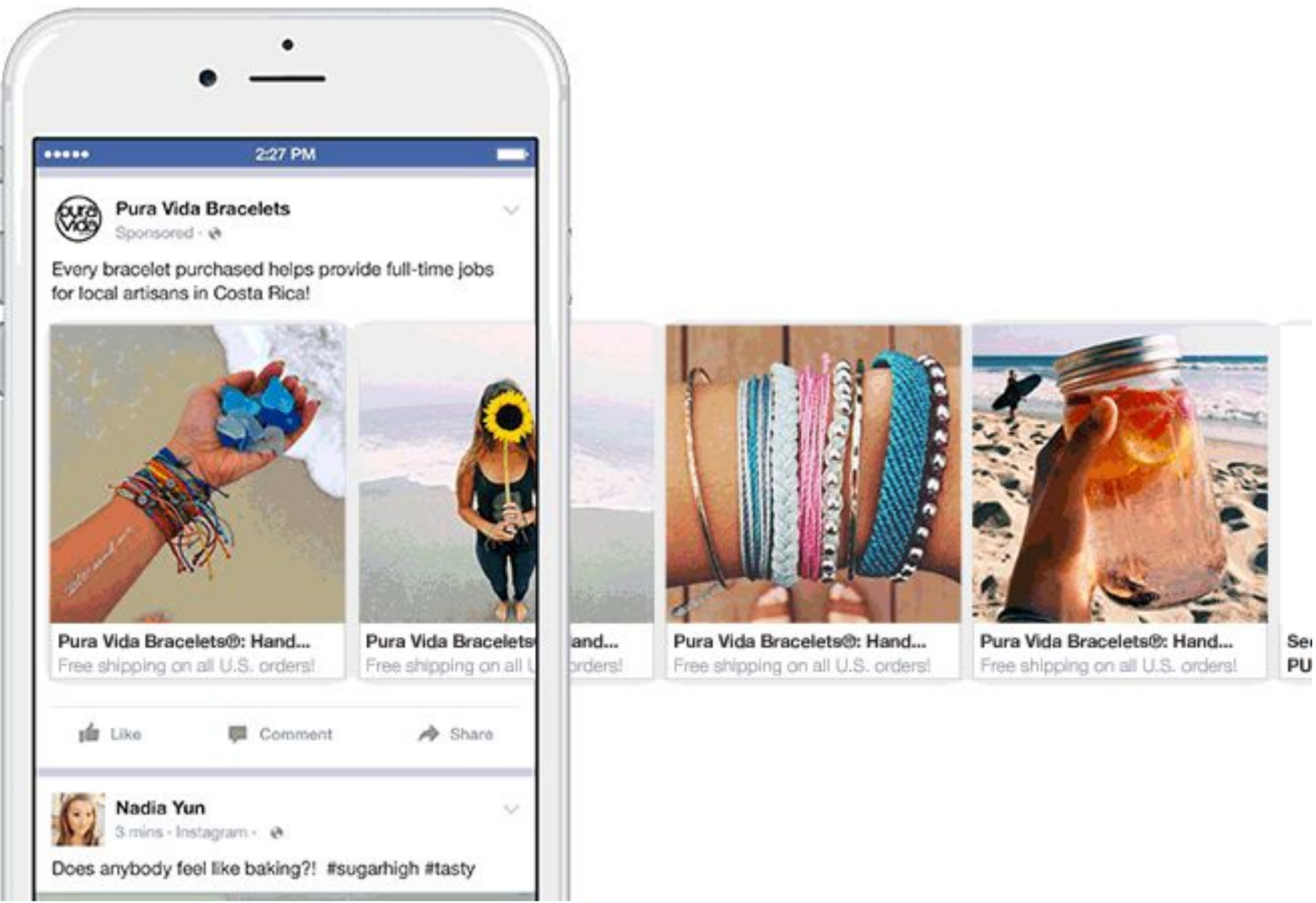
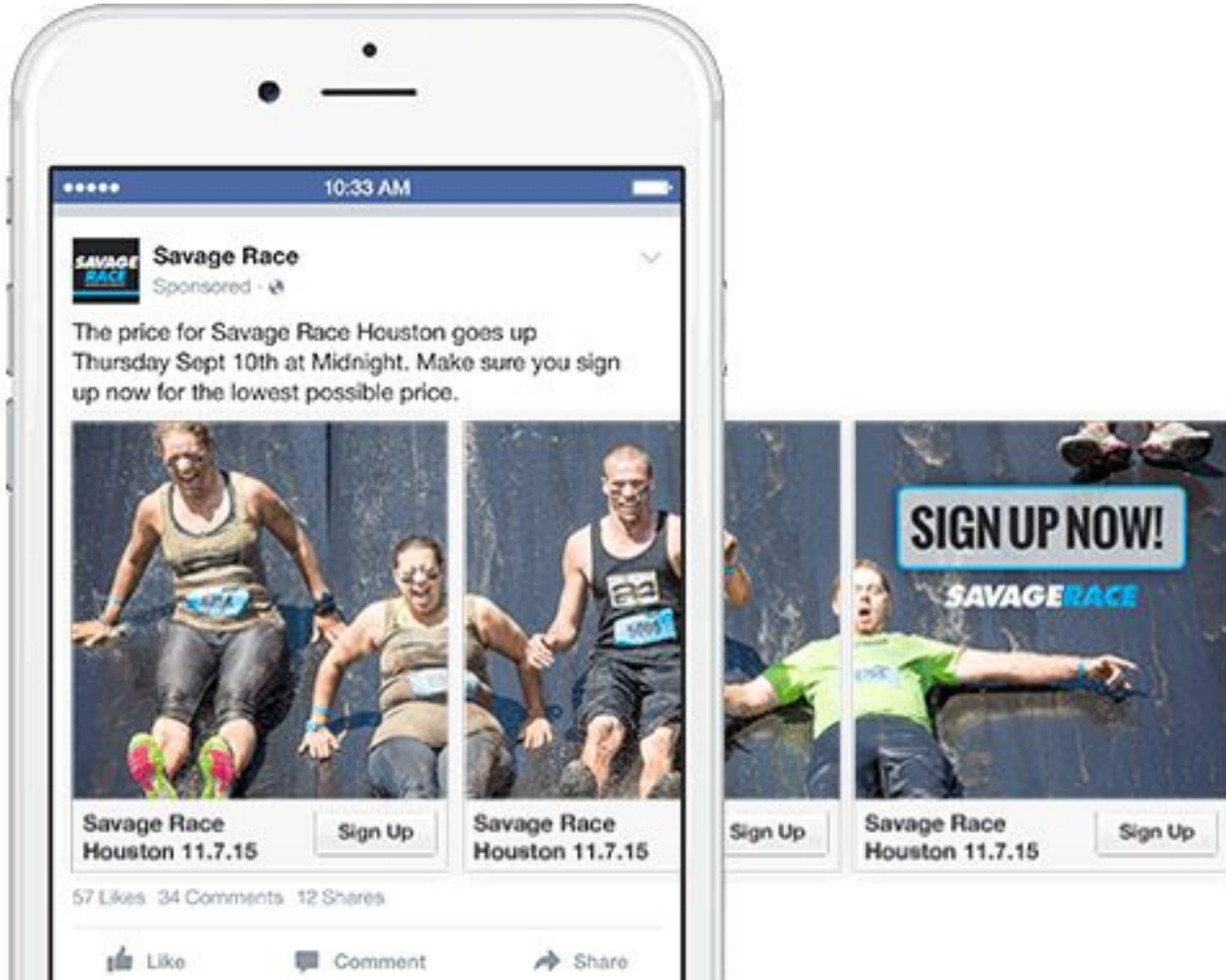
- Campaign objectives determine which ads

Create New Campaign ×

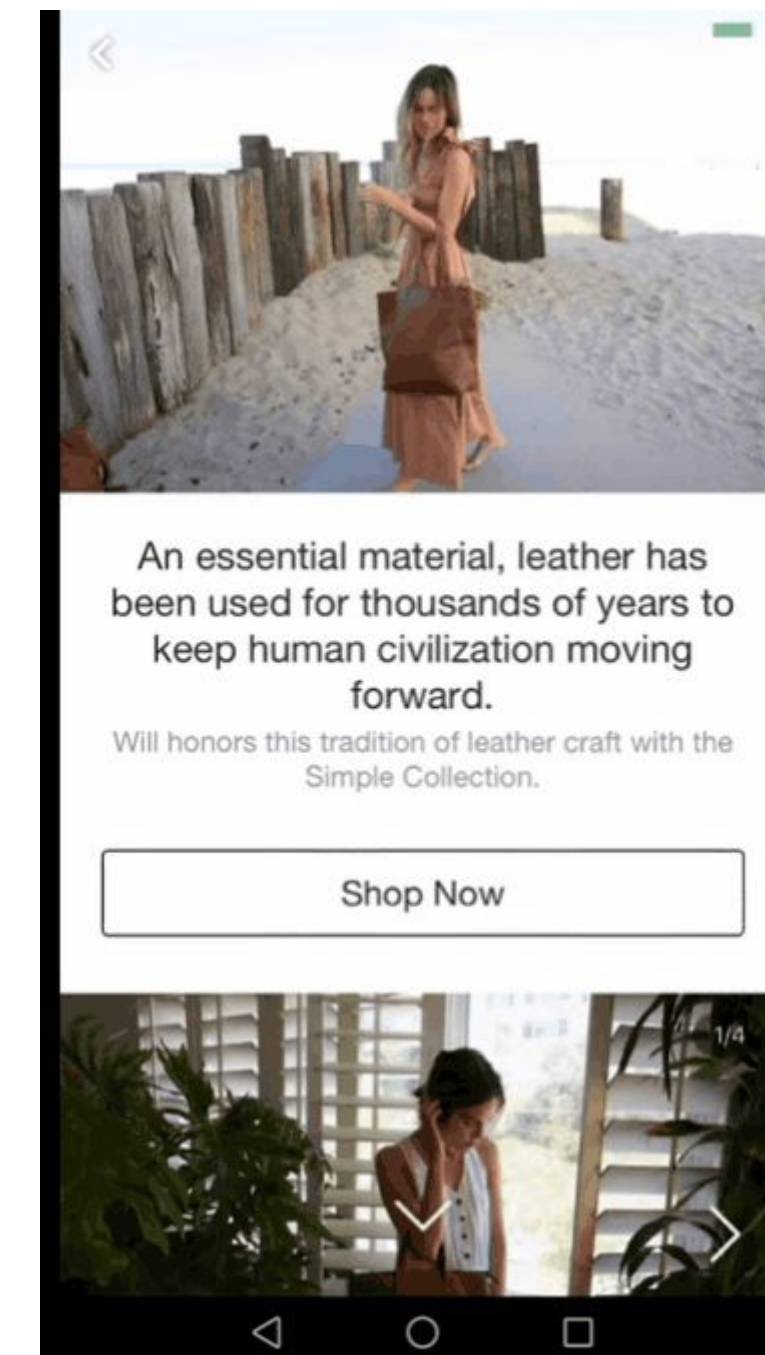
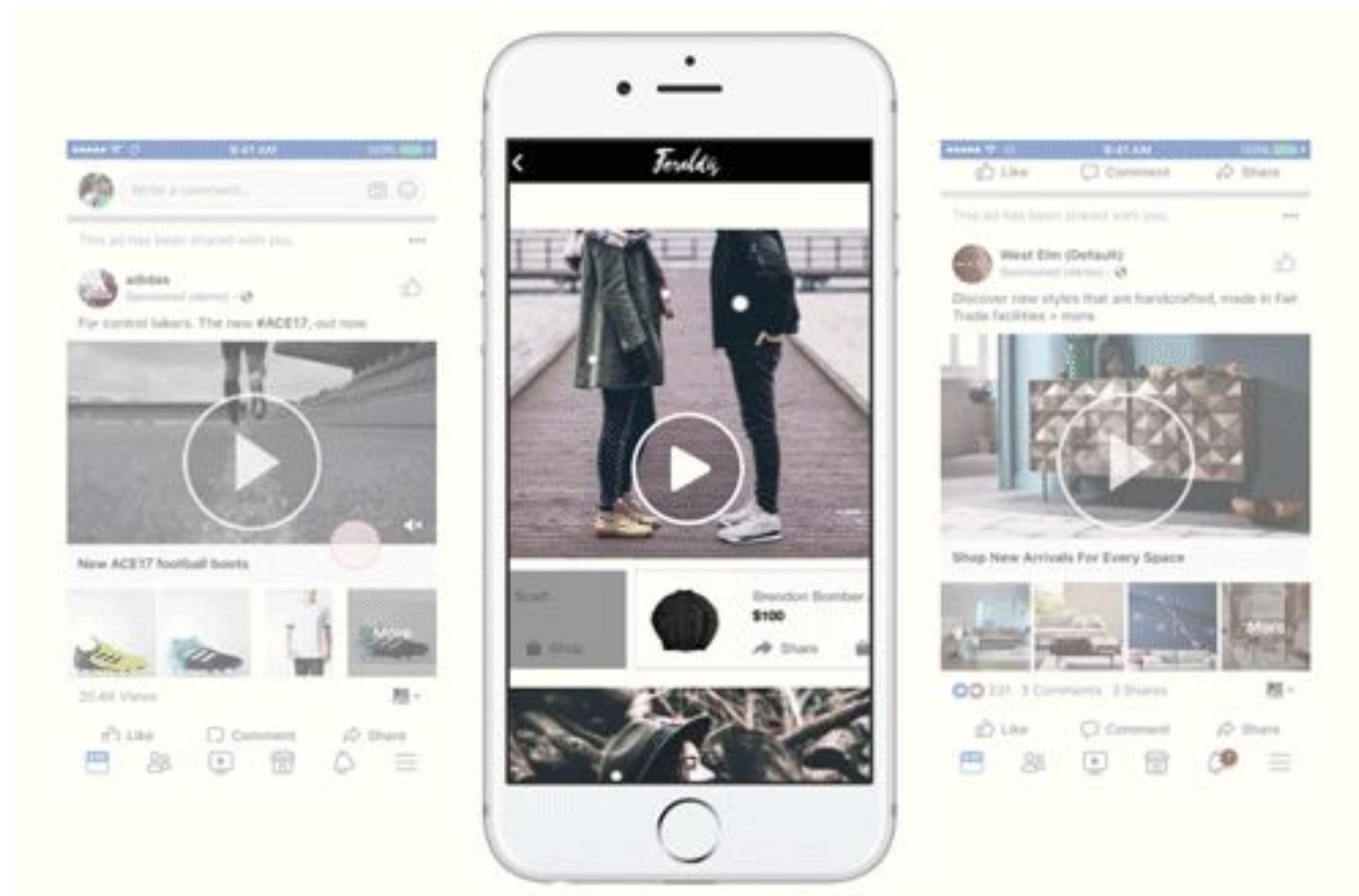
Choose a campaign objective
[Learn More](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand Awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalogue Sales
	<input type="radio"/> App Installs	<input type="radio"/> Store Traffic
	<input type="radio"/> Video Views	
	<input type="radio"/> Lead Generation	
	<input type="radio"/> Messages	

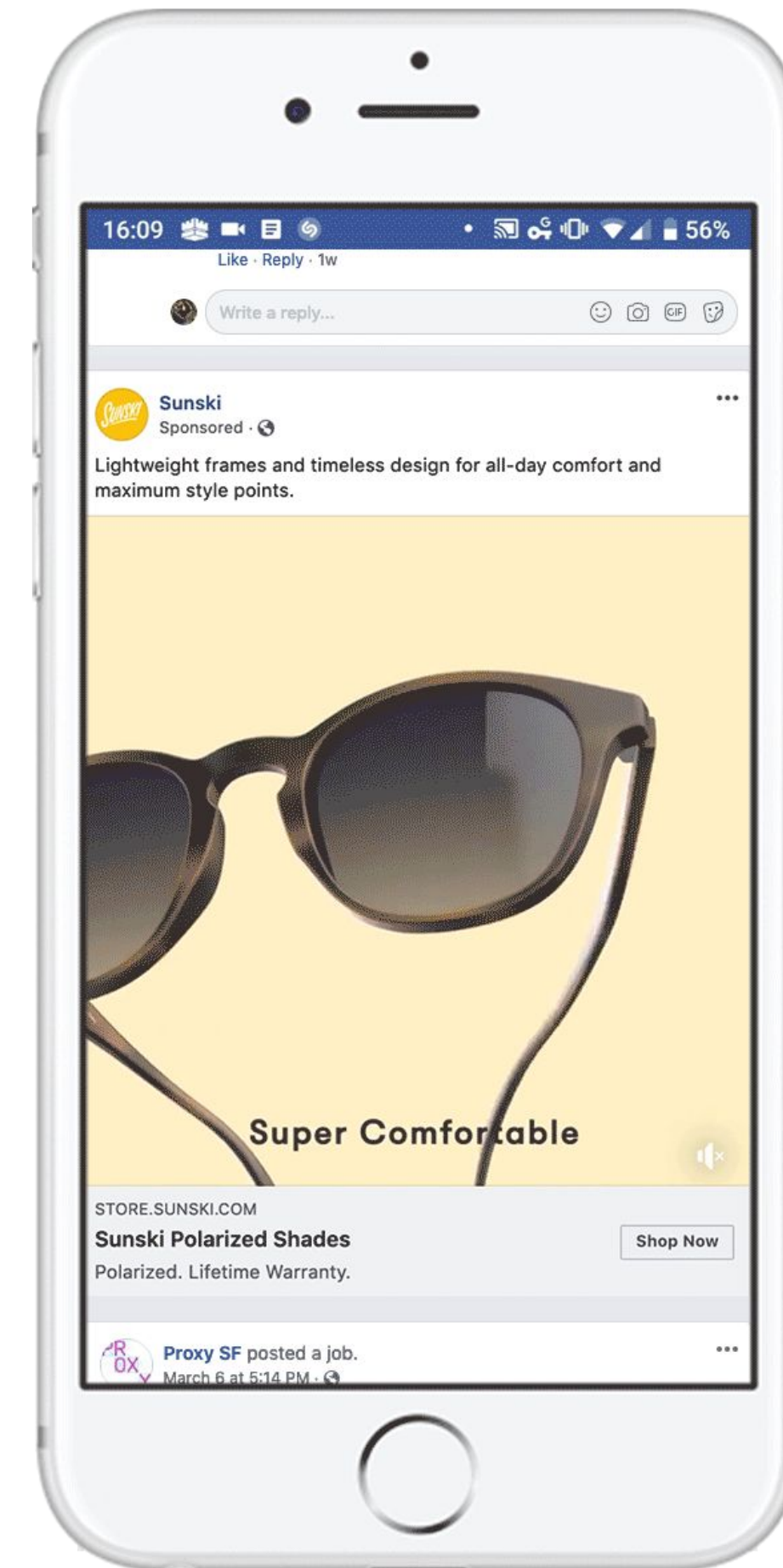
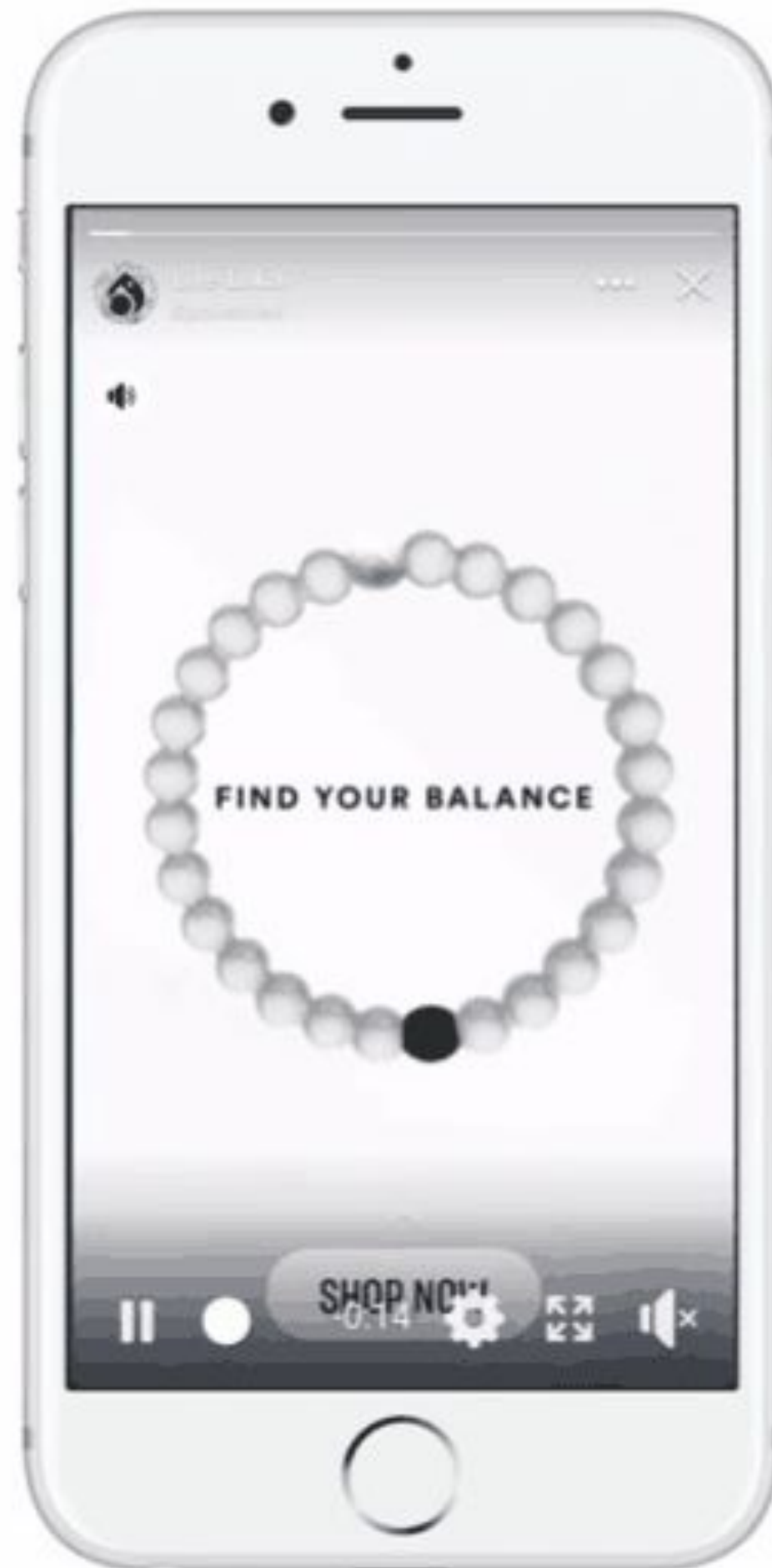
Carousel Ads



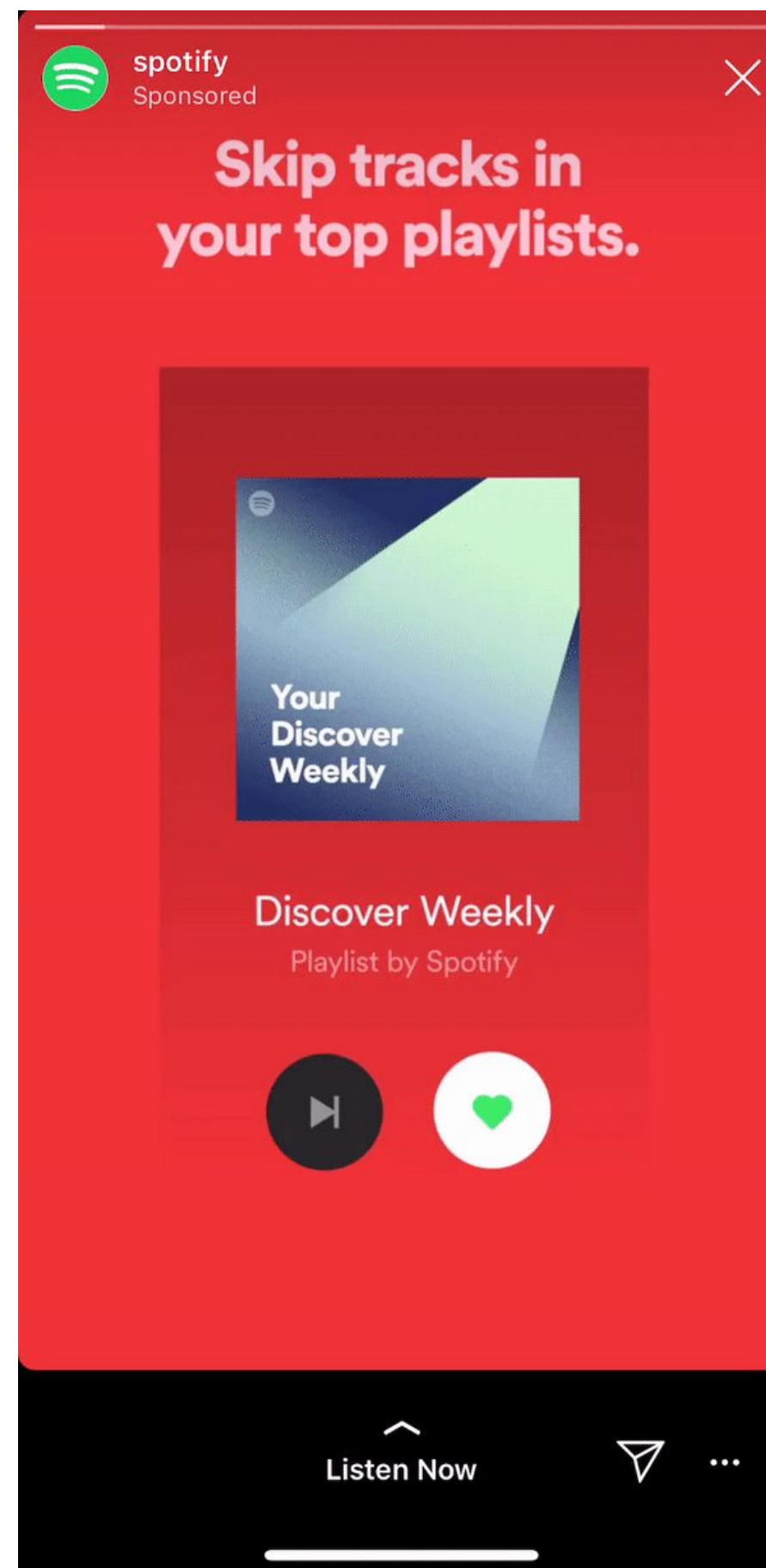
Collection Ads



Video



Stories



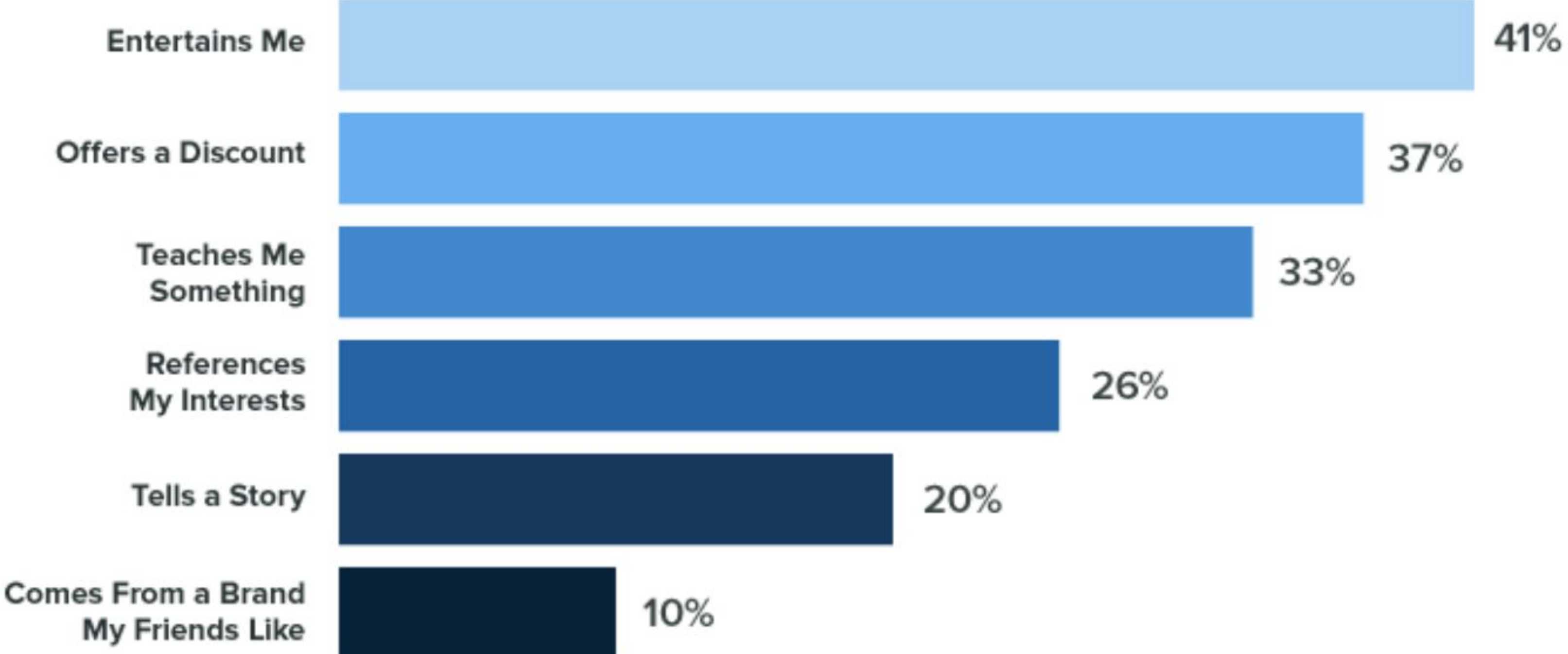
Combination Ads

The screenshot shows a Facebook post from the official Porsche page, dated 'about 3 years ago'. The post text reads: 'Celebrate 70 years of Porsche and sports cars. Invite a friend on a drive, then share the moment with #SportsCarTogether.' The ad itself is a combination of a text-based interactive form and a video. The form, on the left, has a '70th Anniversary' logo and asks 'Hi, I'm the SportsCarTogether bot. What sports car do you drive?' with two buttons: 'Porsche' and 'Other'. Below the form are two call-to-action buttons: 'Message us to invite a friend to ride.' and 'Share a drive.' The video, on the right, shows a man wearing sunglasses driving a car, with the text 'Laugh' and a play button icon overlaid. The video is captioned 'Closed Course' and includes the hashtag #SportsCarTogether. At the bottom of the post, engagement metrics show 1.2K likes, 87 comments, and 55 shares.

<https://www.facebook.com/porsche/posts/10156800091642668>

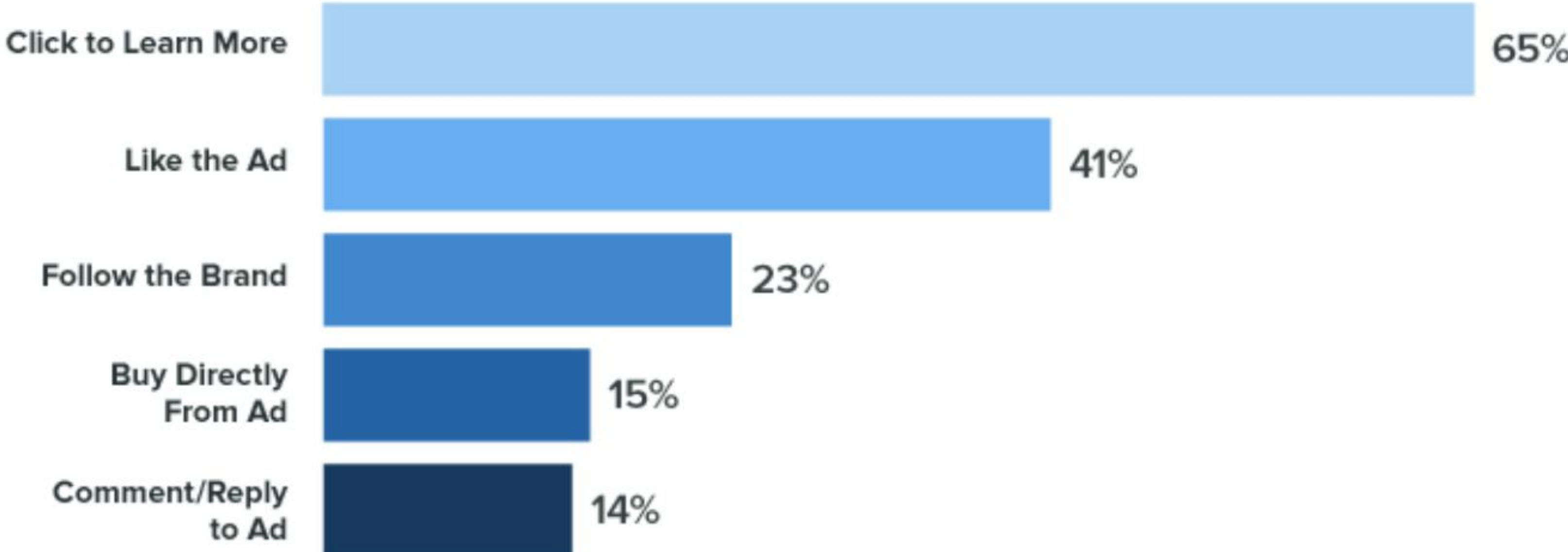
Creatives...

Most engaging social ad content, according to consumers



Creatives...

Action Consumers are most likely to take most when seeing an ad.



Summary

- Hypothesise, test and pivot
- Know, like trust
- Start broad, keep it simple
- Try different ads & creatives

Thanks so much!
Questions.

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