

SOCIAL MEDIA WORKSHOP 2

BUILDING AN EFFECTIVE ADVERTISING STRATEGY

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#TRAVEL

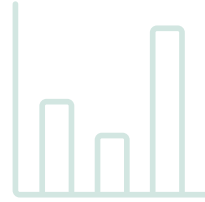
Investing in Paid Social:
Building and effective
advertising strategy

FACEBOOK

Define your goals



Specific



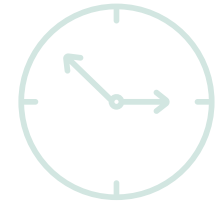
Measurable



Achievable



Relevant



Time-bound



STEP 1

Identify the objective of your ad campaign



STEP 2

Define who, where and when you want people to see your ads



STEP 3

Add your text and image or video



STEP 1

Identify the objective of your ad campaign



Boost a post



Promote your Learn More button



Get more website purchases

Promote your business locally

RESTAURANT

Increase the number of dinner guests on weekdays to 100 per night



Get more website visitors

Increase the number of website visitors to
5,000 a month by November

ONLINE JEWELLERY STORE





STEP 2

Define who, where and
when you want people to
see your ads

Define your ideal customers

- 1 What needs does my typical customer have?
- 2 What are some characteristics of my typical customer?
- 3 What motivates my typical customer?

Relevance



Right
communication

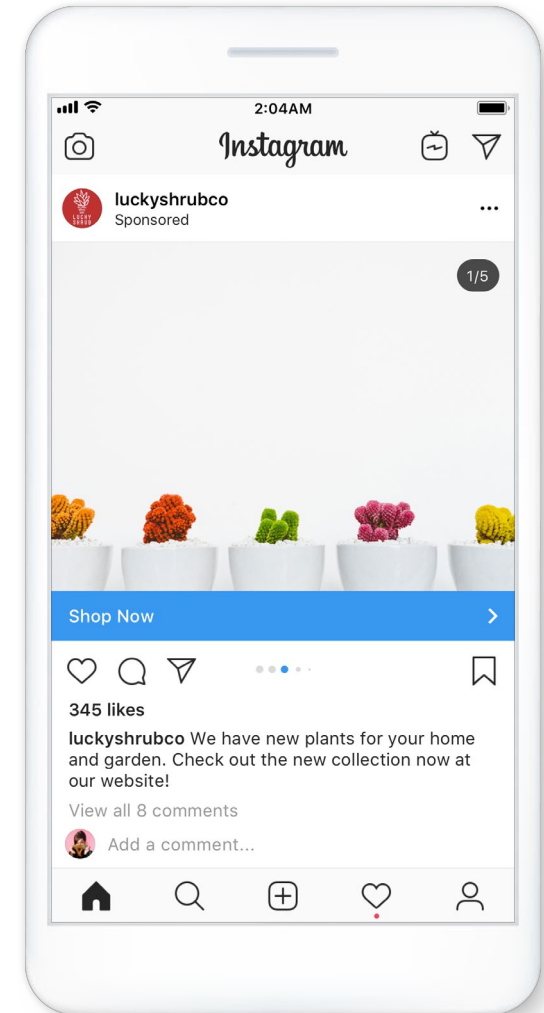
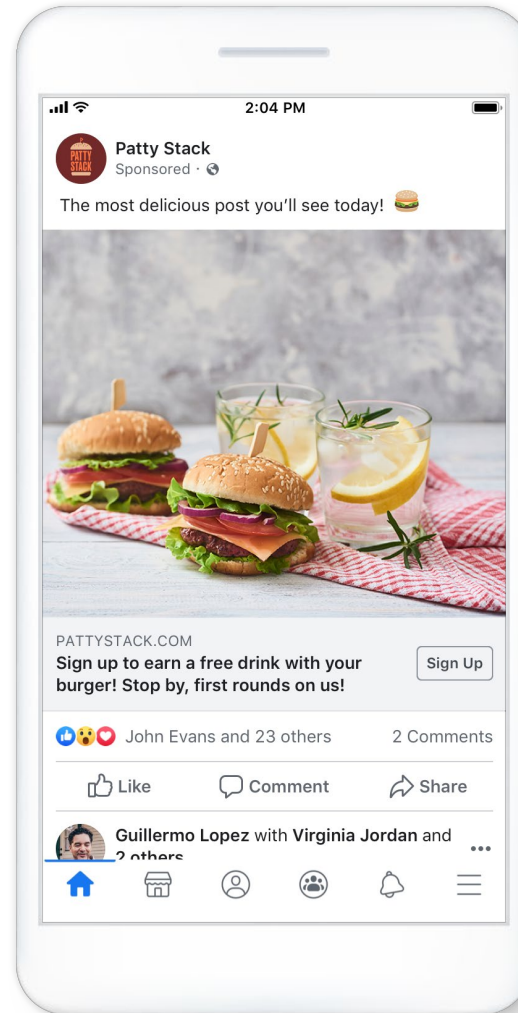


Right
people



Right
time

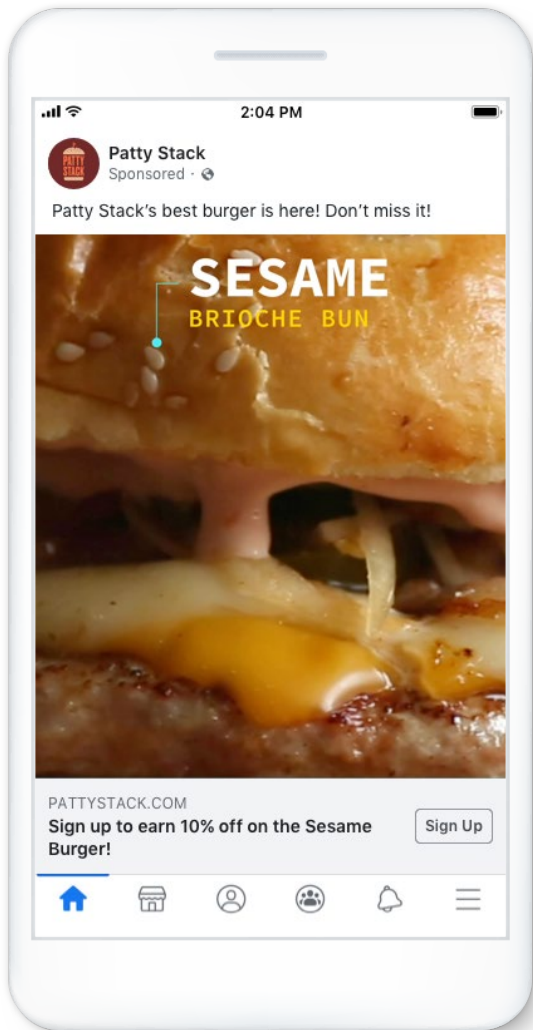
Where should people see my ads?



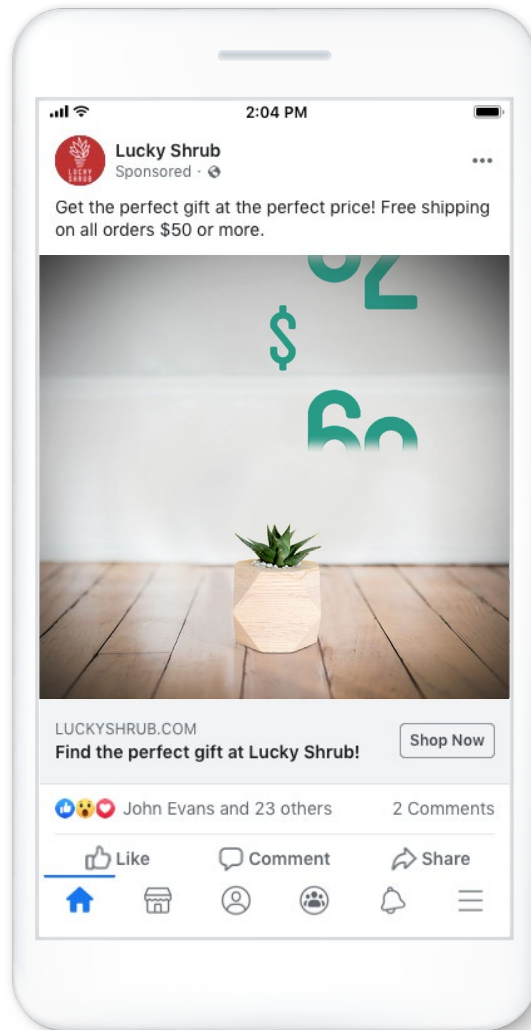


STEP 3

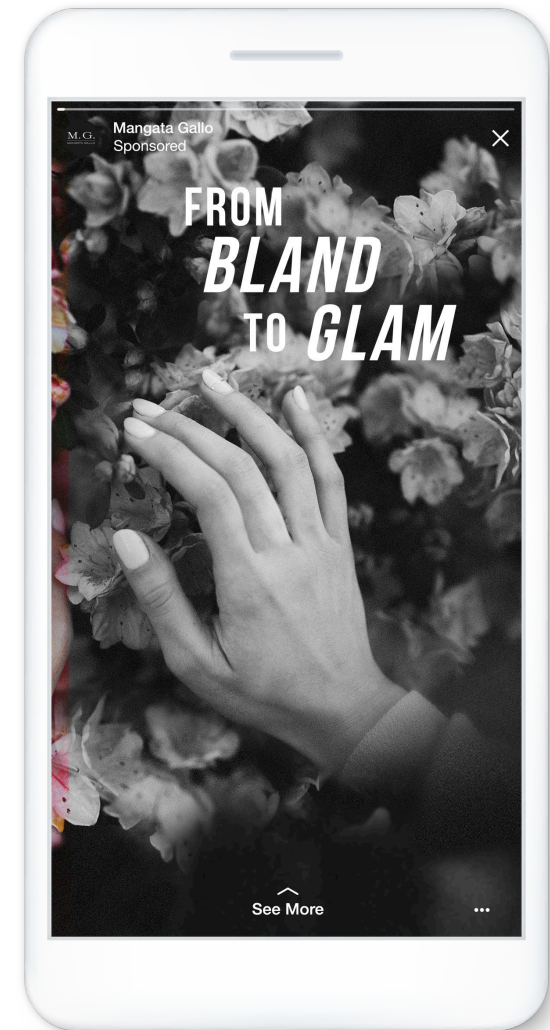
Add your text and
image or video



IMAGE



VIDEO



STORIES



Mobile first creative tips

BRANDING

Showcase your brand
early and often



TIME

Find the balance
between the message
and time



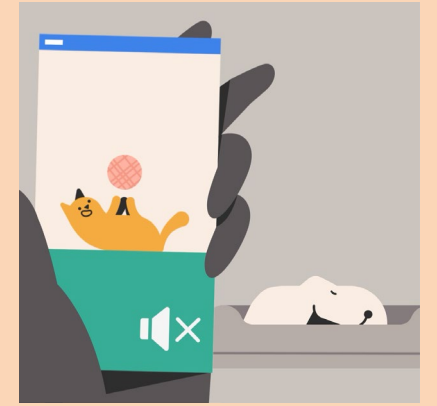
ATTENTION

Every moment
is a chance
to capture attention



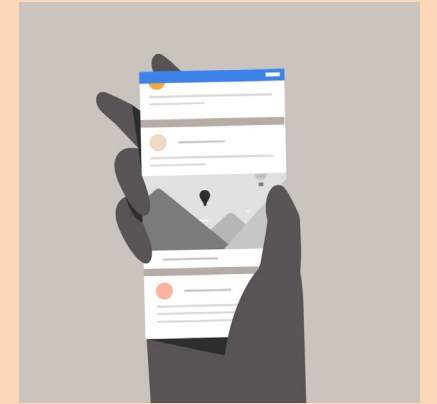
SOUND

Design for sound off,
but delight with
sound on



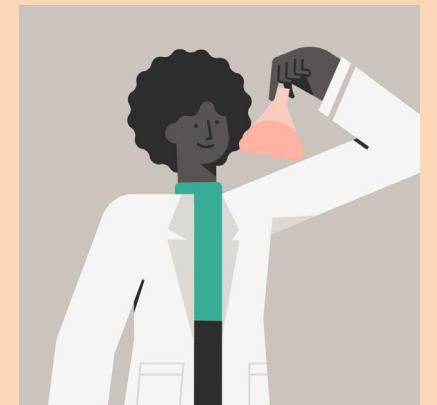
FRAMING

Build for where
people are



PLAY MORE

Get out of your
comfort zone—and
experiment





Identify the success metrics by objective



Boost a post



Promote your Learn More button



Get more website purchases

Creator Studio

The screenshot displays the Facebook Creator Studio interface. At the top, there's a navigation bar with the 'Creator Studio' logo, social media icons for Facebook and Instagram, and user profile, notification, and help icons. Below this is a 'Create Post' button and a dropdown menu for 'All Pages (5)'. The main content area is titled 'Home' and features a 'Post something...' input field with 'Upload Video' and 'Go Live' buttons. A notification banner states: 'You now have access to the branded content tool for tagging sponsors. Nurture Parenting is approved as a branded content creator and can tag business partners in posts. Tag posts to show they're sponsored and let partners track their performance.' Below the notification is a 'Recent Posts' section showing three posts with their respective view and engagement statistics. On the right, there are two summary cards: 'Insights' for the last 7 days and 'Posts' for the last 28 days. A left-hand sidebar contains navigation options: Home, Content Library, Insights, Inbox+, Monetization, Rights Manager, Sound Collection, and Pages.

Home

Post something... [Upload Video](#) [Go Live](#)

You now have access to the branded content tool for tagging sponsors.

Nurture Parenting is approved as a branded content creator and can tag business partners in posts. Tag posts to show they're sponsored and let partners track their performance.

[Learn More](#) [Dismiss](#)

Recent Posts Last 7 Days

Post Title	Time	Views	Engagement
Status Update To help maki	Today 10:42 AM	--	19
Status Update Whatever yo	Today 9:23 AM	648	7
Do you have a toddler whc	Today 9:03 AM	--	4

Insights Last 7 Days

Minutes Viewed	3.8K ▼ 1.3%
1-Minute Video Views	391 ▼ 26.4%
Net Followers	-1.5K ▼ 141%
Engagement	267 ▲ 126%

Posts Last 28 Days

- 0 scheduled posts
- 5 drafts
- 0 expiring posts

Navigation: Home, Content Library, Insights, Inbox+, Monetization, Rights Manager, Sound Collection, Pages



Key takeaways

- Define your SMART business goals
- Use what you know about your customers
- Choose an ad objective that matches your business goals
- Create, run, review and refine your ads

Resources

Facebook Help Centre

facebook.com/help

Facebook Blueprint

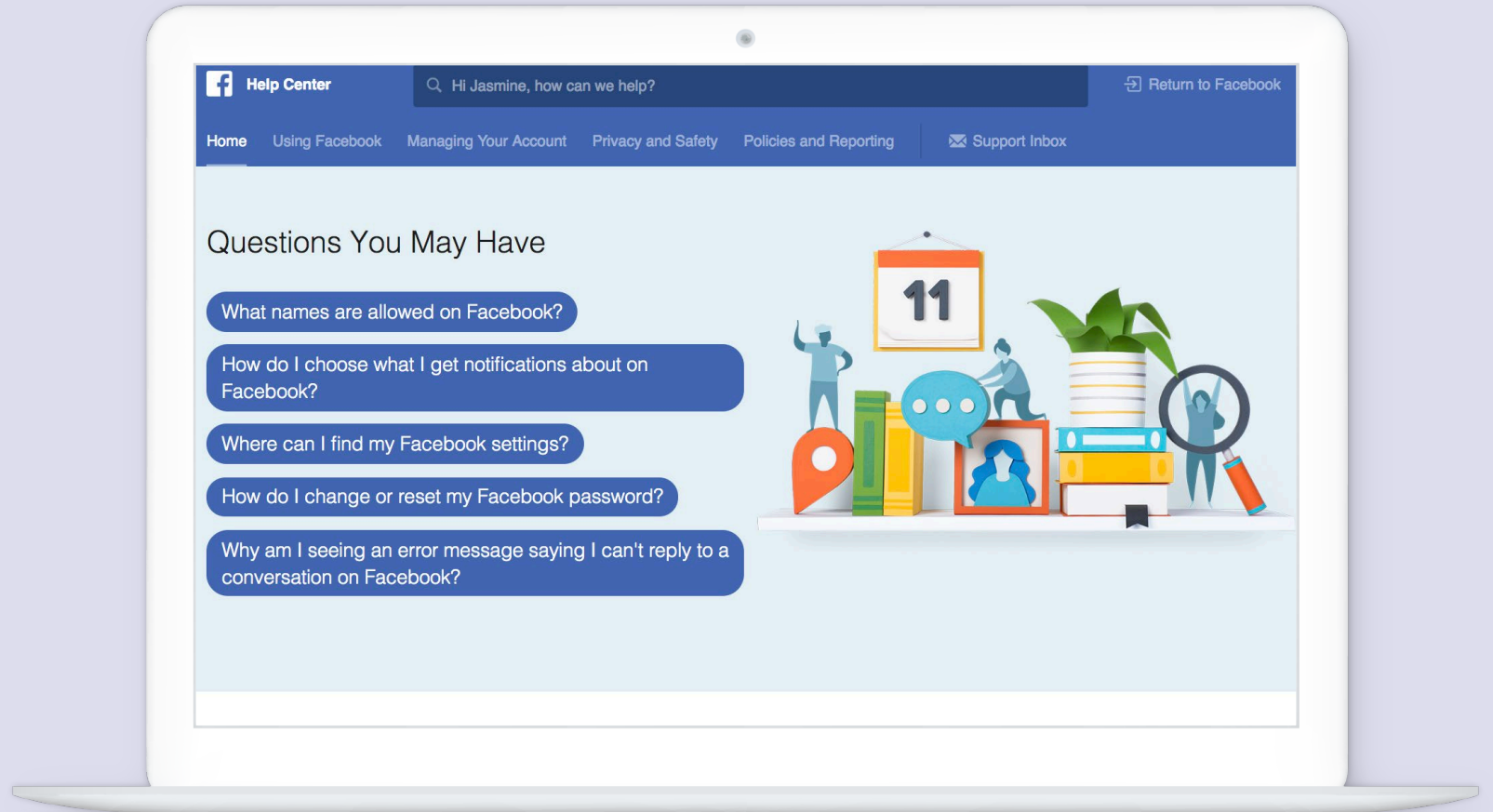
facebook.com/business/learn

Facebook for Business

facebook.com/business

Instagram for Business

business.instagram.com



Facebook's Travel Group

