

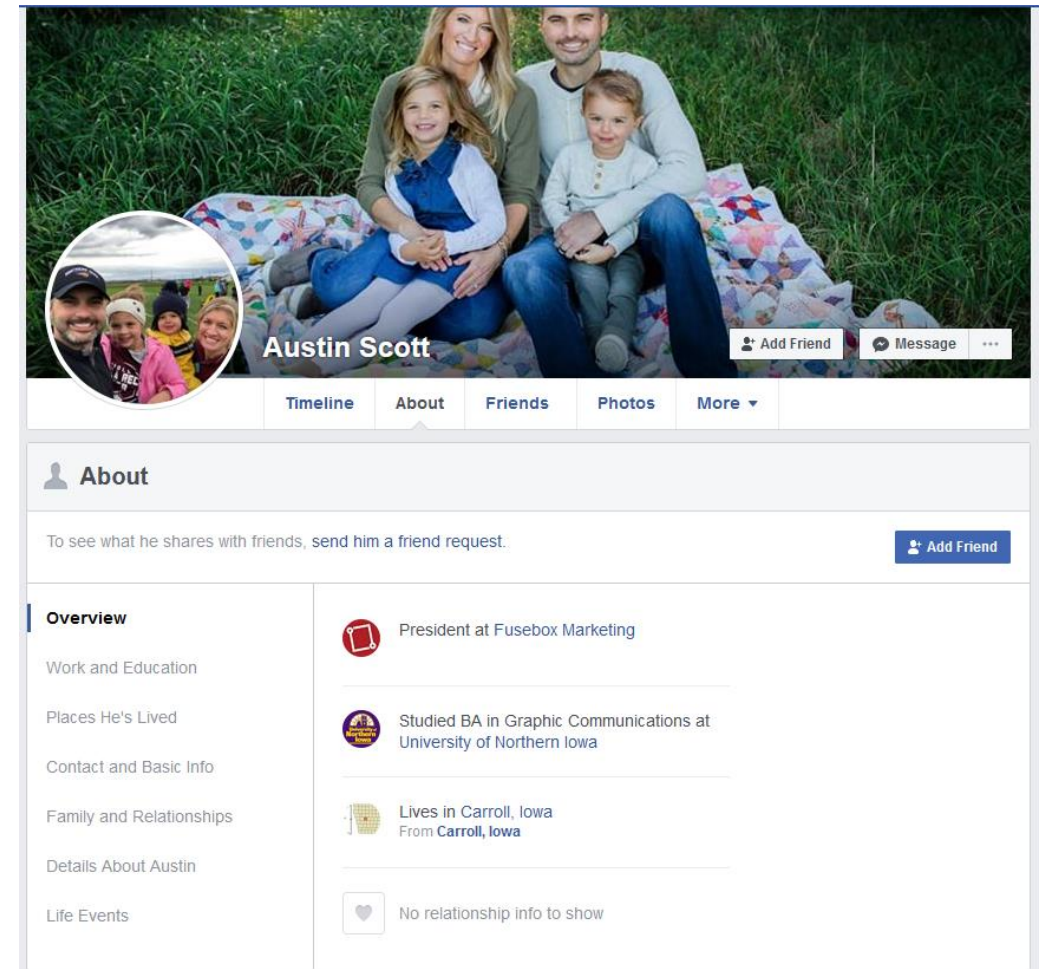
Growing Your Business Through Facebook and Instagram

By: Austin Scott,
President Fusebox Marketing



About me

- **2004-2008:** Started a freelance web design company. Worked for UNI's web department
- **2008-2016:** Self-employed providing digital marketing account strategy to business clients and a digital agency
- **2013:** Incorporated freelance company as "WebVenture Inc."
- **2016:** Rebranded to "Fusebox Marketing" and opened location in Carroll, IA
- **2019:** Grown to a team of 9 and focus on working with businesses who are interested in growth, lead generation, and brand building.



Today's focus

- Social media ads (Facebook and Instagram)
- Who's on Facebook and Instagram?
- Why paid social media is a must
- Building paid ad campaigns (audience, targeting, creative, analytics)
- Where do social ads display?
- What types of social ads are there?
- Tips, hacks, and resources

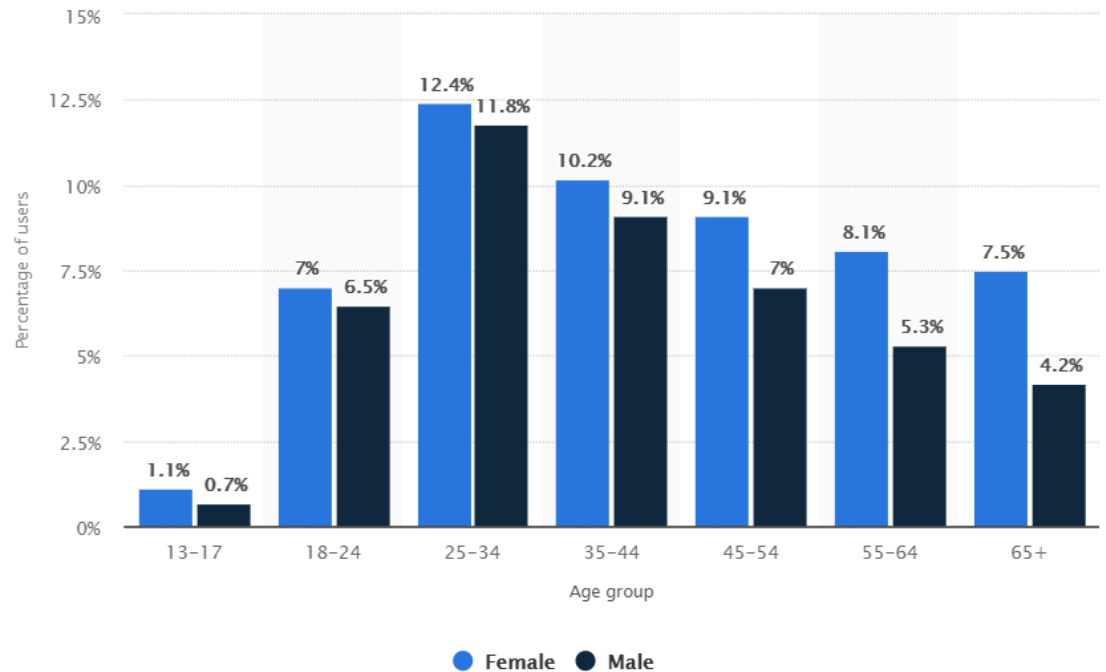


Who's on Facebook?

Usage

- 68% of Americans use it
- 96% of users access it on mobile
- Users average 35 min/day on it
- Usage is plateauing

Distribution of Facebook Users in U.S.

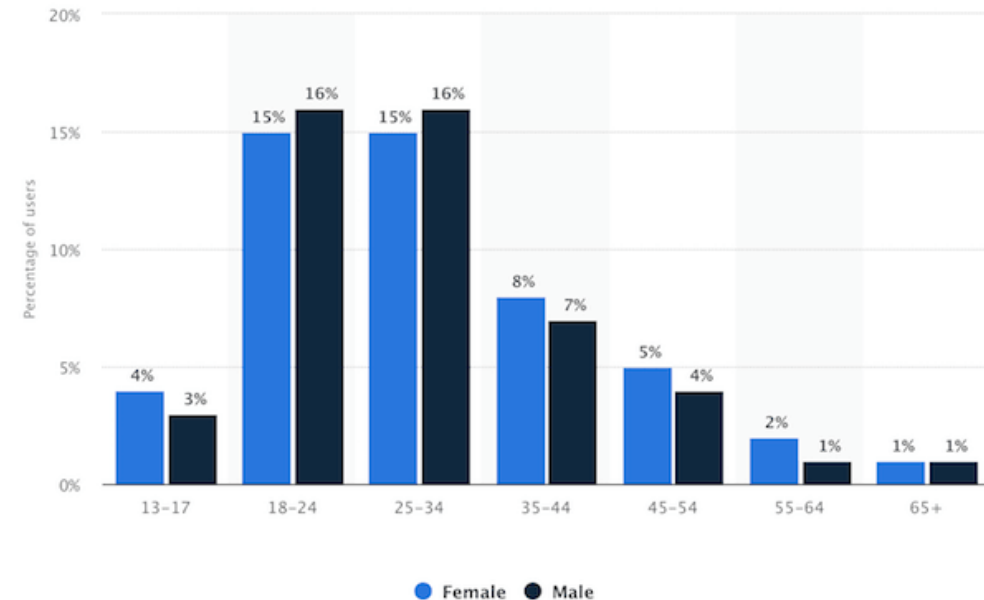


Who's on Instagram?

Usage

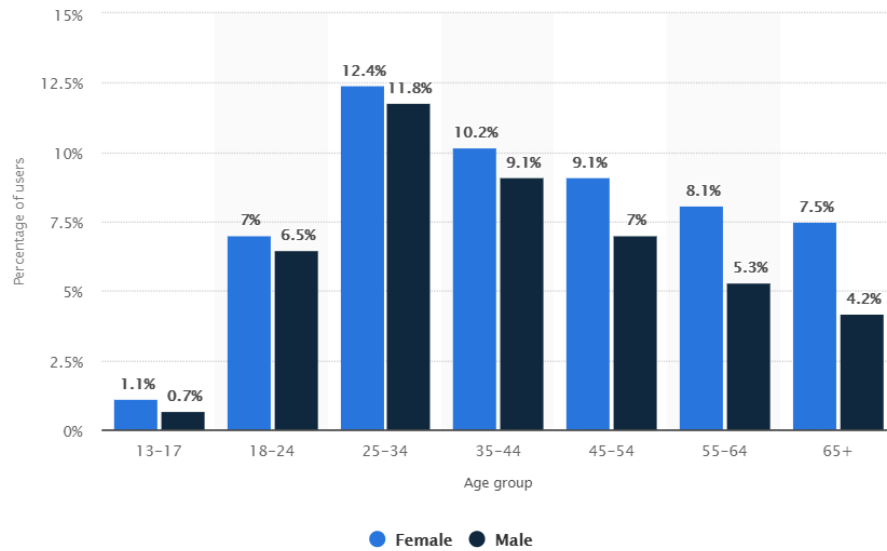
- 35% of Americans use it
 - 39% - American females
 - 30% - American males
- 80% of users follow a business
- Usage is growing

Distribution of Instagram Users in U.S.

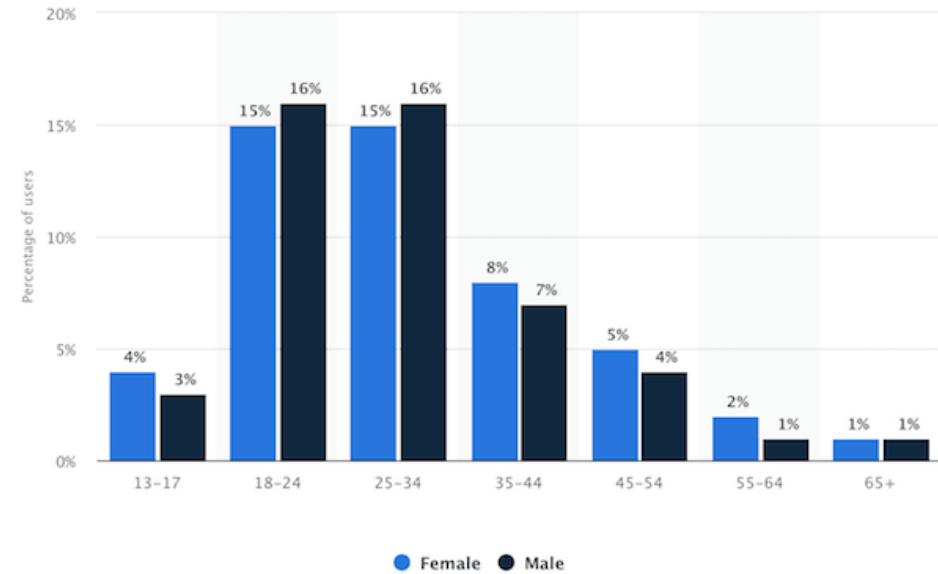


Side by Side Comparison Usage By Age/Gender

Facebook



Instagram



Who's on social here? Raise your hand if...

- Who currently has a personal Facebook?
- Who has a Facebook page set up for their business?
- Who currently has a personal Instagram?
- Who has an Instagram page set up for their business?
- Who posts regularly on business Facebook?
- Who posts regularly on business Instagram?
- Who has used paid ads on Facebook and/or Instagram?



2 primary ways to reach users with content

Organic / Non-Paid

- Content posted with NO advertising dollars behind it

Paid Advertising

- Content or ads influenced by advertising dollars behind it



“But social media doesn’t work!”

-many clients through the years



Many relying on organic posts only>>>

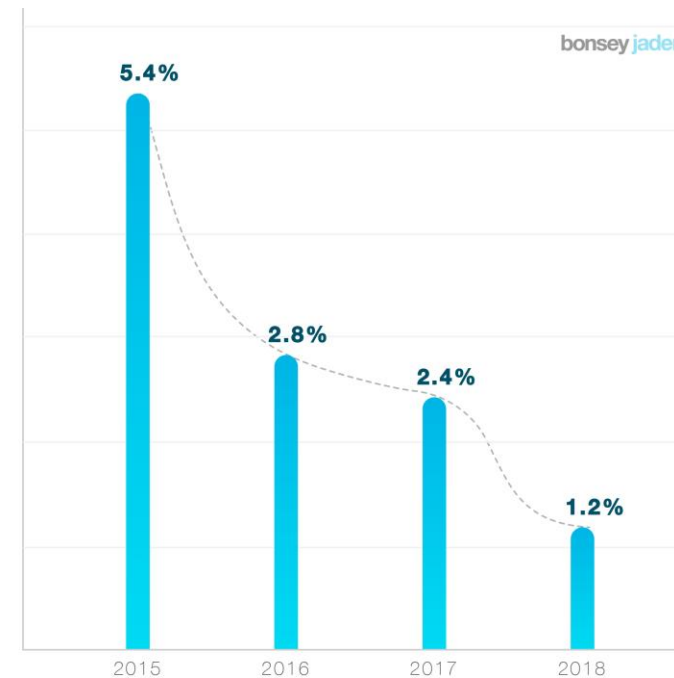


Why paid social media is a must

Organic Reach

- Organic reach on quick decline
- In 2018, Facebook announced that the company would further reduce the organic reach of branded content
- Users see more posts from their friends and family
- Facebook & Instagram both on this same downward trend on reach
- Pages with less fans/followers these percentages are worse

Organic Reach (% of followers who see your posts on Facebook)



How to deal with declining organic reach?

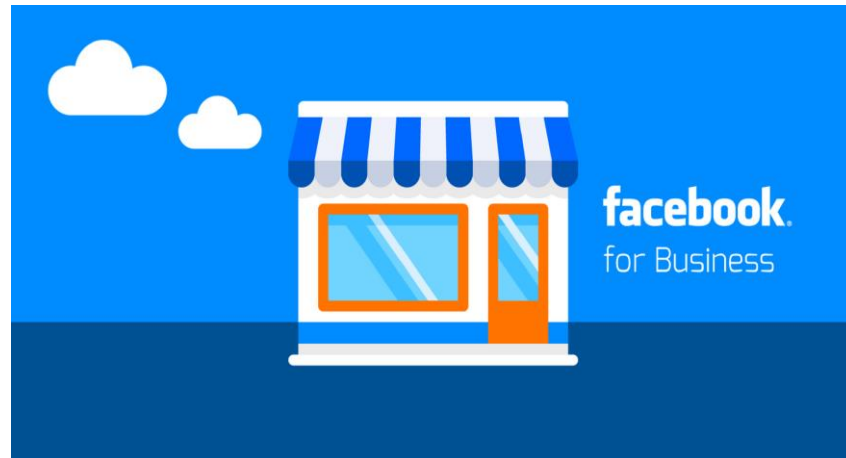
- Be selective about what you post (post meaningful content)
- Educate fans they can update notification settings to see your posts first
- Encourage fans to engage with your posts (open ended questions, ask to share, etc.)
- Share engaging video (post direct to platform, not shared YouTube links)
- Broadcast Facebook live
- Post short questions with short answer responses to create engagement
- Use paid ads to gain more followers who are interested in your products/services/company (How many of your current fans/followers are people you already know personally? Are they true fans of your business or interested in your services?)



Get Started With Paid Ads – Set Up Your Pages

Facebook

- facebook.com/business



Instagram

- business.instagram.com



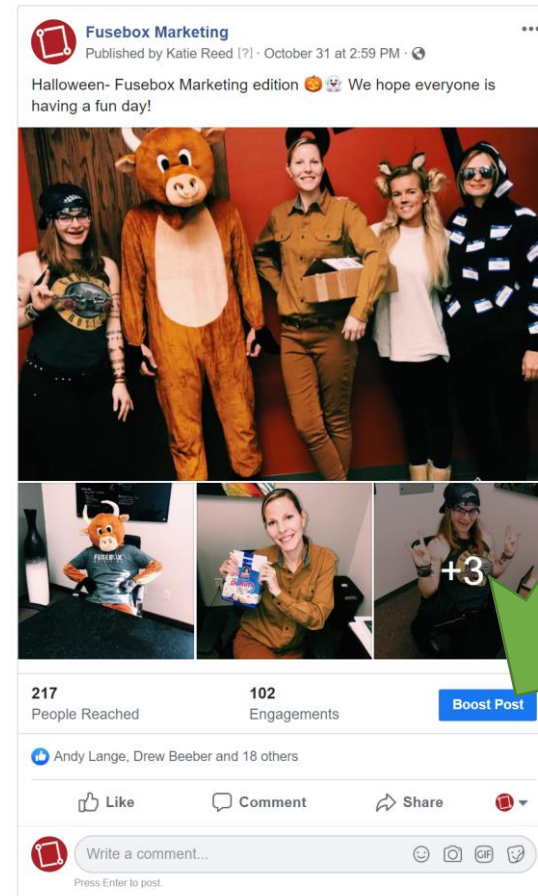
*Be sure to fill out profiles completely and make sure your profiles are business pages not personal pages.



Paid Ad Options – Facebook Boosted Post

Boosted Post

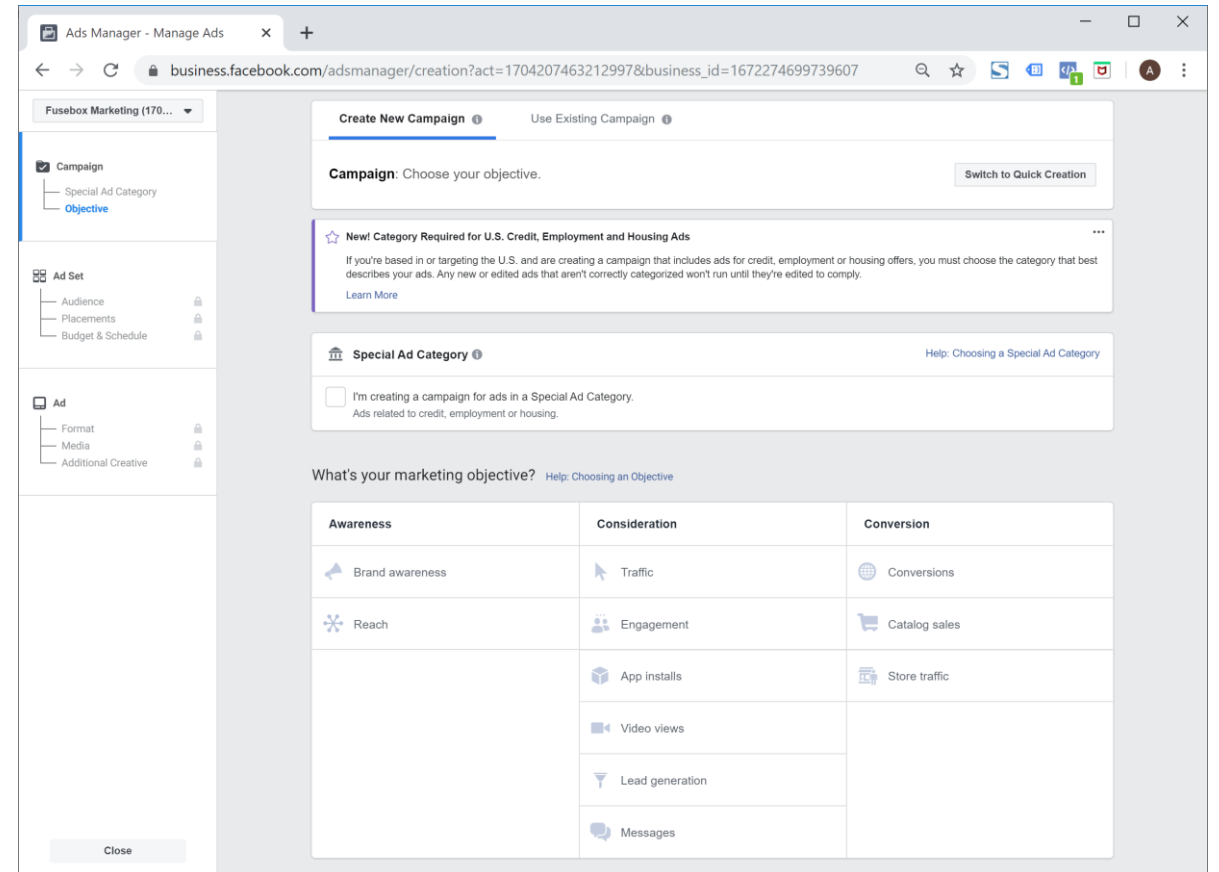
- A post on your business page that you can apply \$ towards to display it in front of an audience.
- Limited on demographics, customization, content, advertising placement, cross-platform ads with Instagram.
- Very user-friendly for businesses just starting on paid advertising.



Paid Ad Options – Facebook Ads

Facebook Ad

- Created through ads manager
- You apply \$ towards to display in front of an audience(s)
- Includes different ad placements, content (video/images), specific ad objectives, advanced targeting, cross-platform ads with Instagram



Paid Ad Options – Instagram Promoted Post

Within the App

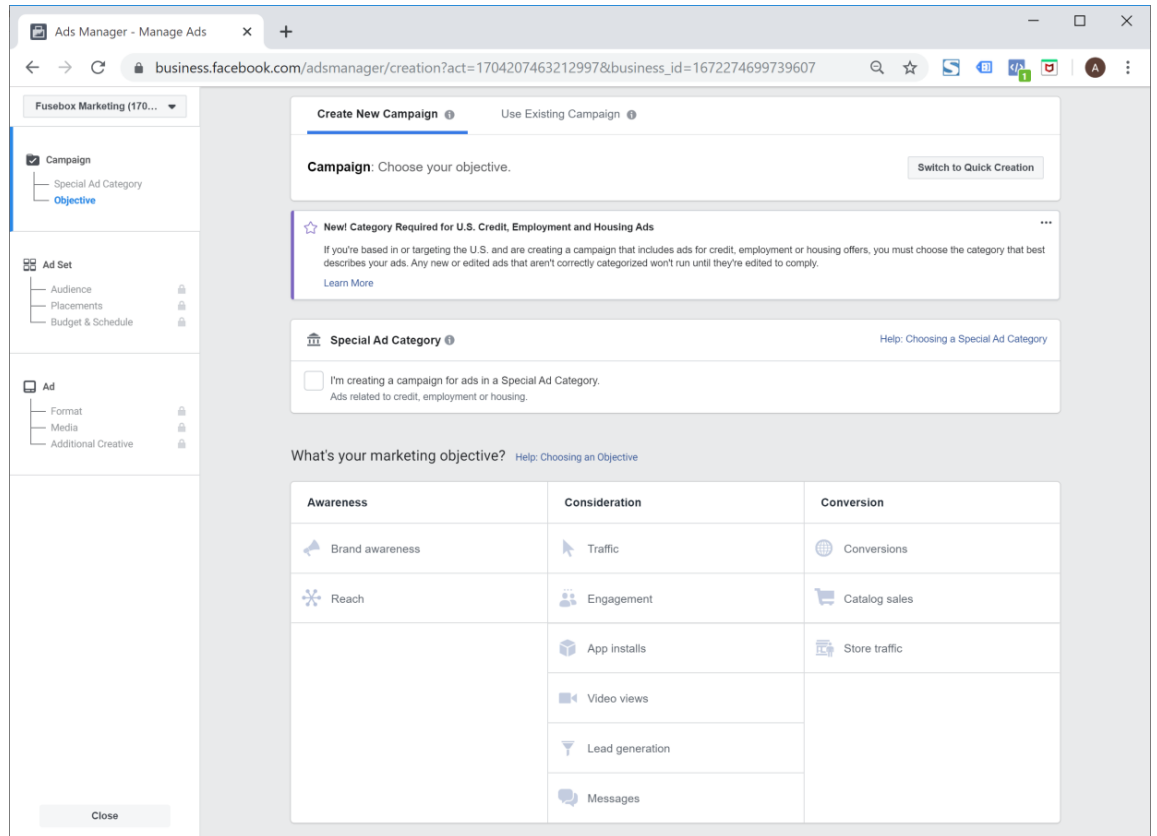
- Similar to Facebook boosted posts
- Limited on demographics, customization, content, advertising placement
- The easiest way to run ads for businesses getting into paid advertising



Paid Ad Options – Instagram Sponsored Ad

Sponsored Ad

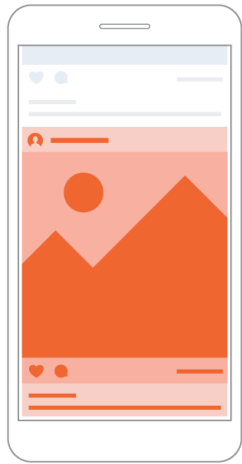
- Ads Manager uses the same powerful advertising tools as Facebook.
- You can set up, make changes and see results for all your Instagram campaigns, ad sets and ads in one place.



Facebook/Instagram Ad Locations



Facebook News Feed



Instagram Feed



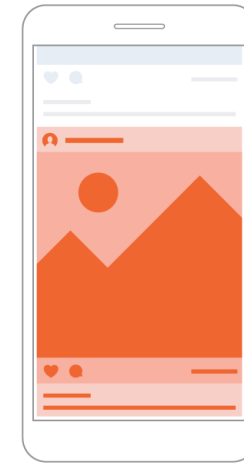
Facebook Marketplace



Facebook Video Feeds



Facebook Right Column



Instagram Explore



Messenger Inbox

*certain types of ads require specific placements

*other locations include in-stream (pre-roll) video, Facebook/Instagram stories, WhatsApp, affiliate websites & apps



Set Up Target Audience(s)

3 primary audiences

1. **Saved Audience** - audiences that you can define by choosing people's interests, location, age, gender, used devices, job title, income level, etc.
2. **Custom Audience** - is based on your existing customer files or Facebook pixel user data
 - Customer database (names, phone #'s, emails, etc.)
 - Website visitors
 - Engaged with your page, posts, or ads
3. **Lookalike Audience** - lets you reach the people who are similar to your existing customer database or people in your custom audience

Setting up your audiences first will allow you to quickly target the same audience for future ads.



Set Up Facebook Pixel

- Facebook pixel is code that you place on your website.
- Allows you to build custom audiences
 - Users who have visited your website
 - Users who have visited specific pages on your website
 - Users who have taken specific actions on your website
 - Creation of lookalike audiences



Even if you're not using Facebook ads yet, you should install the Facebook pixel now. It will start collecting data right away so that you don't have to start from scratch when you're ready to create your first Facebook ad.



Facebook Pixel - Set Up Events












- Track when events take place on your website
 - Signs up for newsletter
 - Fills out a form
 - Add products to cart
 - Makes a purchase
- You can use events to create a custom audience, which allows you to run specific promotions to users who took specific actions.



Creating Your Ad – Choosing Objective

Where does your audience fall in your marketing funnel?

What's your marketing objective? [Help: Choosing an Objective](#)

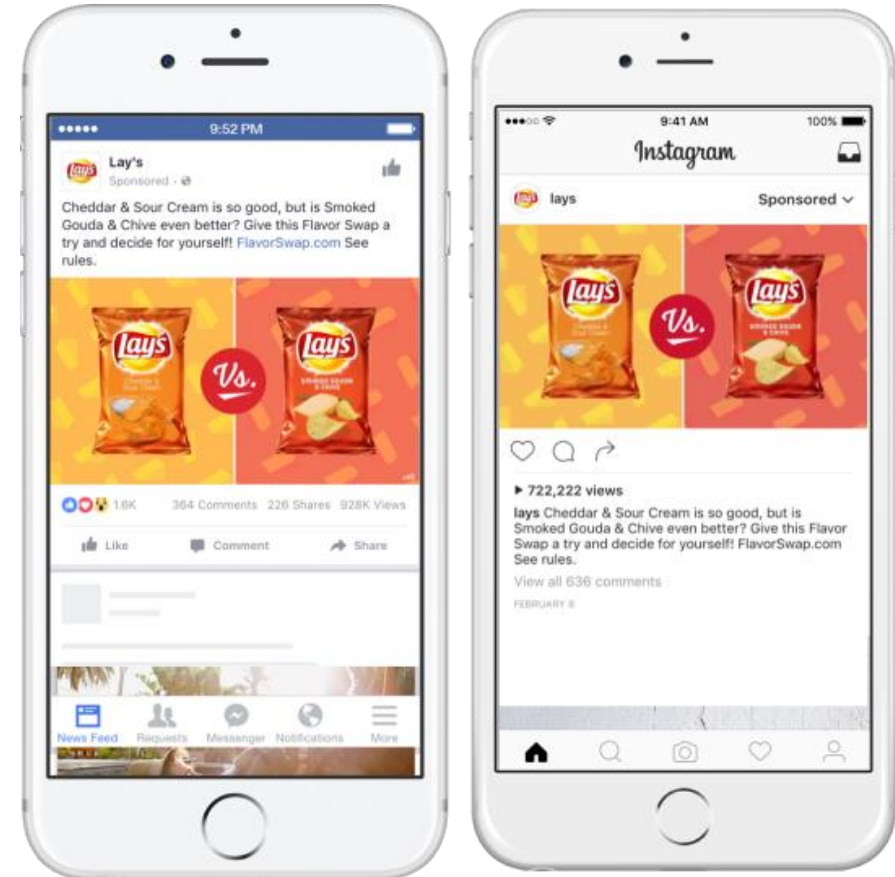
Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store traffic
	 Video views	
	 Lead generation	
	 Messages	



Creating Your Ads

- 3 Key Elements To A Great Ad
 - Ad Copy That Sells
 - Imagery That Stops The Scroll
 - Relevant Targeting

Your image cannot have more than 20% converge of text. This may stop your ad or reduce your ad's reach.



Types of Facebook Ads



Video

Show off product features, and draw people in with sound and motion.

[Get the video ads specs >](#)

[Learn about video ads >](#)



Image

Drive people to destination websites or apps through high-quality visuals.

[Get the image ads specs >](#)

[Learn about image ads >](#)



Collection

Encourage shopping by displaying items from your product catalog—customized for each individual.

[Get the collection ads specs >](#)

[Learn about collection ads >](#)



Types of Facebook Ads



Carousel

Showcase up to ten images or videos within a single ad, each with its own link.

[Get the carousel ads specs >](#)

[Learn about carousel ads >](#)



Slideshow

Use motion, sound and text to tell your story beautifully on any connection speed. Slideshows [created within Ads Manager](#) run as video ads.

[Get the video ads specs >](#)

[Learn about slideshow ads >](#)



Instant Experience

Instant Experience, formerly called Canvas, provides a full-screen, mobile-optimized experience instantly from your ad.

[Get the Instant Experience specs >](#)

[Learn about Instant Experience >](#)



Types of Facebook Ads



Lead Generation Ads

Lead ads on Facebook and Instagram help you collect info from people interested in your business. A lead ad is presented using an [image](#), [video](#), or [carousel](#), and followed by a lead form when the user engages with the ad.

[Learn more about creating lead forms >](#)



Offers

Offers are discounts you can share with your customers on Facebook. You can design your offer ad to appear as a [image](#), [video](#), or [carousel](#).

[Learn more about creating offer ads >](#)



Post Engagement

Most Page posts on Facebook can be boosted to deliver more likes, comments, shares, and photo views.

[Learn more about creating Page post engagement ads >](#)



Types of Facebook Ads



Event Responses

Event response ads can be used to promote awareness of your event and drive responses. You can design your event ad to appear as an [image](#) or [video](#).

[Learn more about creating event response ads >](#)



Page Likes

Page likes ads can be used to drive users to like your page. You can design your Page likes ad with a [video](#) or an [image](#) masked to a ratio of 1.91:1.

[Learn more about creating Page likes ads >](#)



Ads Manager Gives You A Performance Snapshot

Custom Audience: Users who visited website. (You may also can target users visited specific pages on your website.)

Saved Audience: Targeted demographics based on people in specific industry.

	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Amount Spent
<input type="checkbox"/> > Awareness Campaign- Blanket Ad	● Active	Using ad set...	Using ad s...		5 Purchases	26,738	45,500	\$30.20 Per Purch...	—	—	\$151.01 of \$400.00
<input type="checkbox"/> > Remarketing- Consideration Campaign (ALL Website Vi...	● Active	Using ad set...	Using ad s...		9 Purchases	3,920	12,261	\$16.99 Per Purch...	—	—	\$152.90 of \$400.00
<input type="checkbox"/> > Resell- Customer List	● Active	Using ad set...	Using ad s...		2 Purchases	2,338	16,069	\$81.58 Per Purch...	—	—	\$163.16 of \$400.00
<input type="checkbox"/> > Catalog Ad- Shown to individuals that left something in ...	● Active	Using ad set...	Using ad s...		1 Purchase	3,937	15,125	\$183.90 Per Purch...	—	—	\$183.90 of \$400.00
<input type="checkbox"/> > Awareness Campaign	● Inactive	Using ad set...	Using ad s...		— Purchase	13,828	16,944	— Per Purch...	—	—	\$117.48 of \$400.00
> Results from 5 campaigns ⓘ					—	43,949 People	105,899 Total	—			\$768.45

Custom Audience: Customer list imported that have made purchases in last 2 years. This is also broken down by exact service purchased so upsell ads can be run in front of this audience.

Custom Audience using Event: Ads that show to customers who added items to cart but did not check out.

ROI Tracking: How much is each completed goal? (IE: form fill, purchase, etc.) (Ability to see which ad type provides best cost per result.)

Tracking Event: Tracking how many users purchase from the website



Tips, Tricks & Resources

- [Canva.com](https://www.canva.com)
- [CallRail.com](https://www.callrail.com) – dynamic call tracking example
- [Facebook.com/business/learn](https://www.facebook.com/business/learn) – Facebook Blueprint
 - Free Online Training



Let's Build A Facebook/Instagram Ad

- <https://business.facebook.com/>
 - Build An Audience
 - Choose An Objective
 - Create The Campaign



Connect with me

- **LinkedIn:** [linkedin.com/in/austinrscott/](https://www.linkedin.com/in/austinrscott/)
- **Facebook:** [facebook.com/fuseboxmarketing/](https://www.facebook.com/fuseboxmarketing/)
- **Instagram:** [instagram.com/fuseboxmarketing/](https://www.instagram.com/fuseboxmarketing/)
- **Email:** austin@fuseboxmarketing.com
- **Phone:** 712-775-2552



Resources & References

- SproutSocial.com
 - <https://sproutsocial.com/insights/instagram-stats/>
 - <https://sproutsocial.com/insights/facebook-stats-for-marketers/>
- Statista.com
 - <https://www.statista.com/statistics/187041/us-user-age-distribution-on-facebook/>

