



# Professional Diploma in Social Media Marketing

## Module 1

**Lesson 5:** Facebook:  
Targeted Advertising for Lead Generation

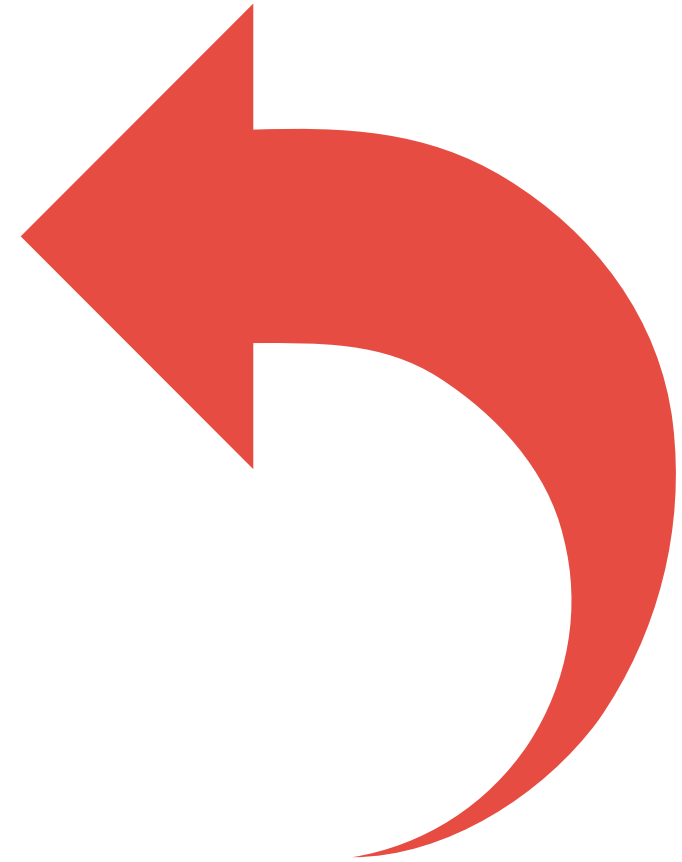
**Course Educator:** Caitlin Hogg  
[Social.Media@shawacademy.com](mailto:Social.Media@shawacademy.com)

**EQF Level 5**  
Professional Diploma



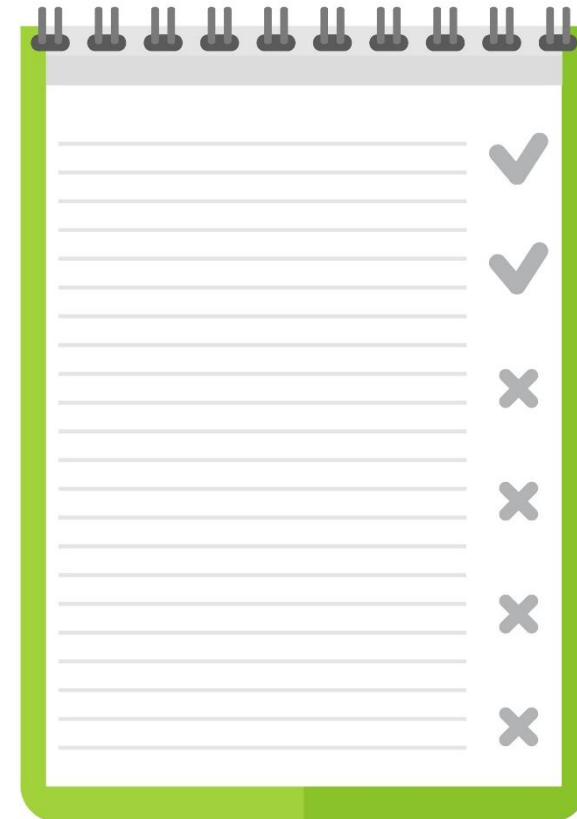
# Lesson 4 Recap

- Crowdsourcing
  - User Generated Content 101
- Optimising the Funnel
  - ROI from UGC
- YouTube Setup
- Instagram Business Account Setup
- Summary
- Career Guidance
- FAQ



# Today's Lesson

- Why Facebook?
- Business Pages
- Facebook, Organically
- Advertising and Reach
  
- Summary
- Career Guidance
- FAQ



# Did you know...?

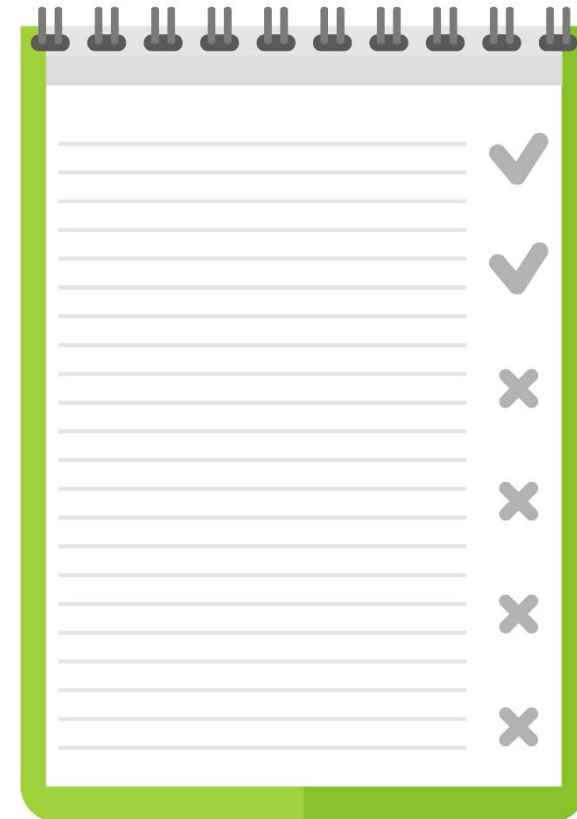


**Facebook introduced the word  
'friending' to the lexicon**

**42% of marketers report that  
Facebook is critical or important to  
their business.**

# Today's Lesson

- Why Facebook?
- Business Pages
- Facebook, Organically
- Advertising and Reach
  
- Summary
- Career Guidance
- FAQ



# Why Facebook?



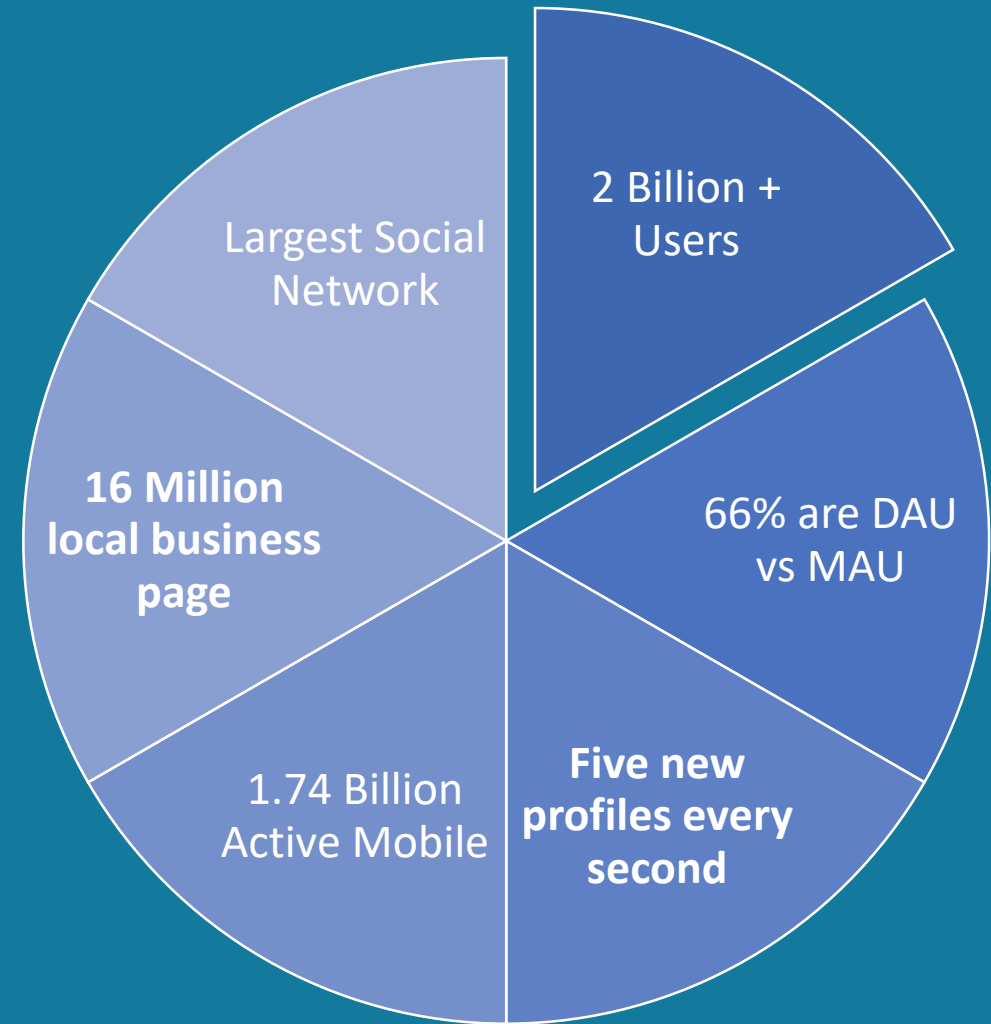
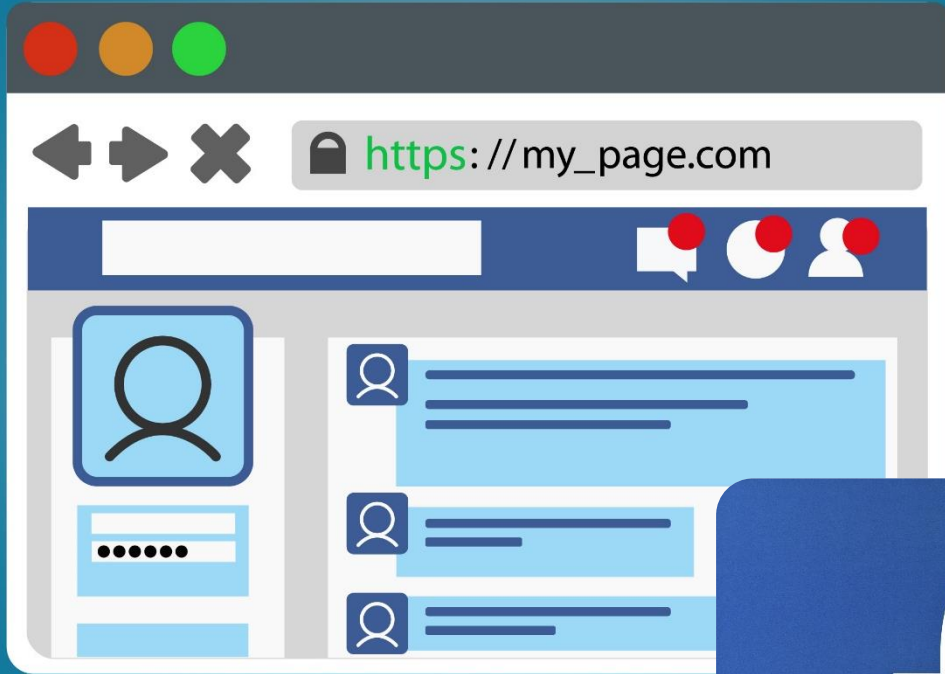
# How Many

people are on Facebook



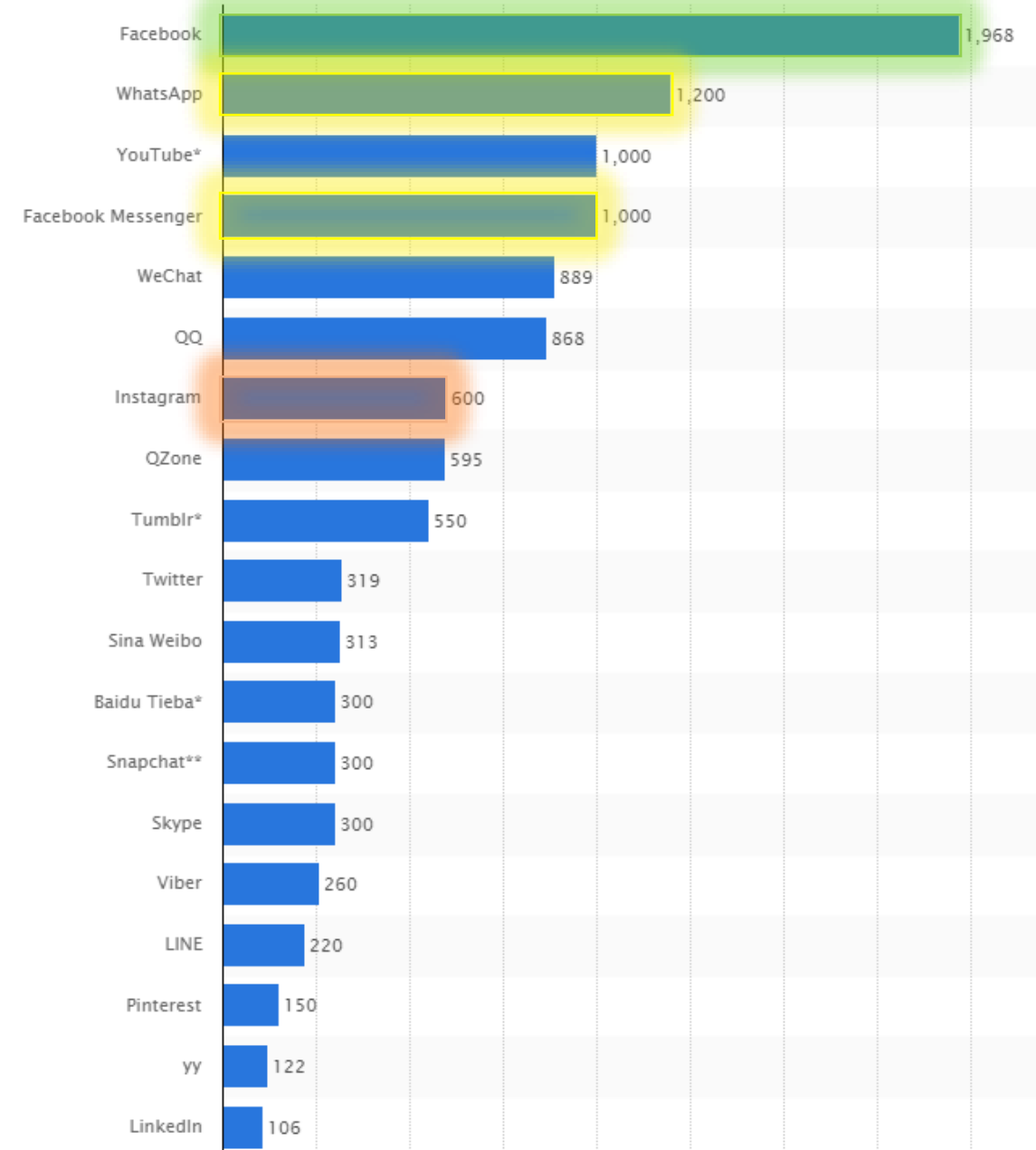
# Why Facebook?

## How Many Users?



# Why Facebook?

## How Many Users?



# Why Facebook?

## PROs and CONs (sort of)

### Pros:

Easy to Set Up

Free to Start

Big Audience

### Cons:

Time to Manage

Fresh Content

Responses Required

facebook [Sign Up](#)

Email or Phone  Password  [Log In](#)  
 Keep me logged in [Forgot your password?](#)

## Create a Page

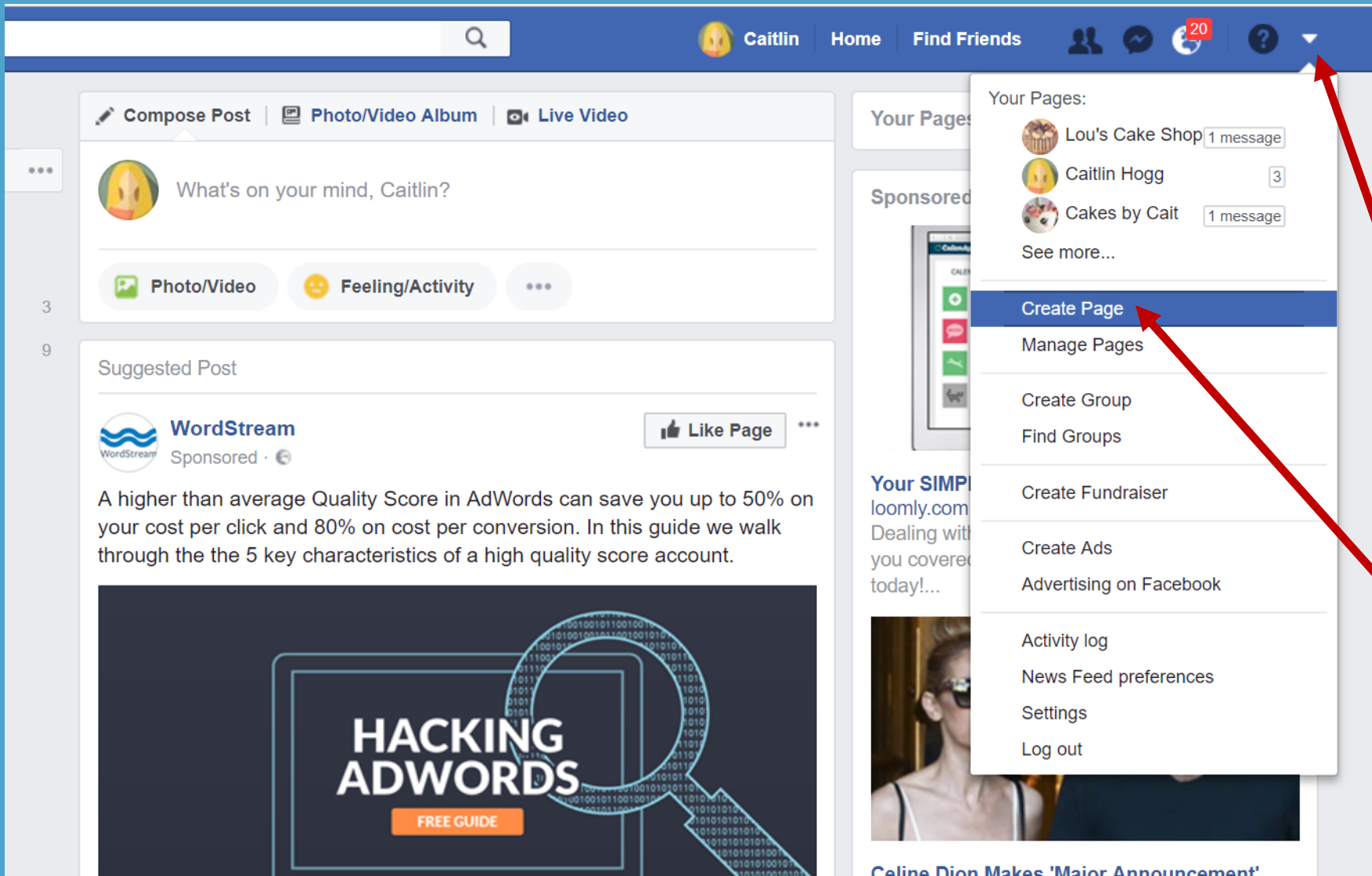
Create a Facebook Page to build a closer relationship with your audience and customers.

# Creating a Business Page



Brand or Product

# Creating a Business Page



1. Sign into Facebook

• OR Create an account on Facebook.com

2. Click Here

3. Click 'Create Page'

# Creating a Business Page

Search

Caitlin Home Find Friends

## Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.

**Local business or place**

Page name, for example, "Pat's Café"

Page category, for example, "Coffee shop"

Street address

Dublin, Dublin

D03

Phone

By clicking Get Started, you agree to the Facebook Pages Terms.

**Get Started**

Company, Organisation or Institution

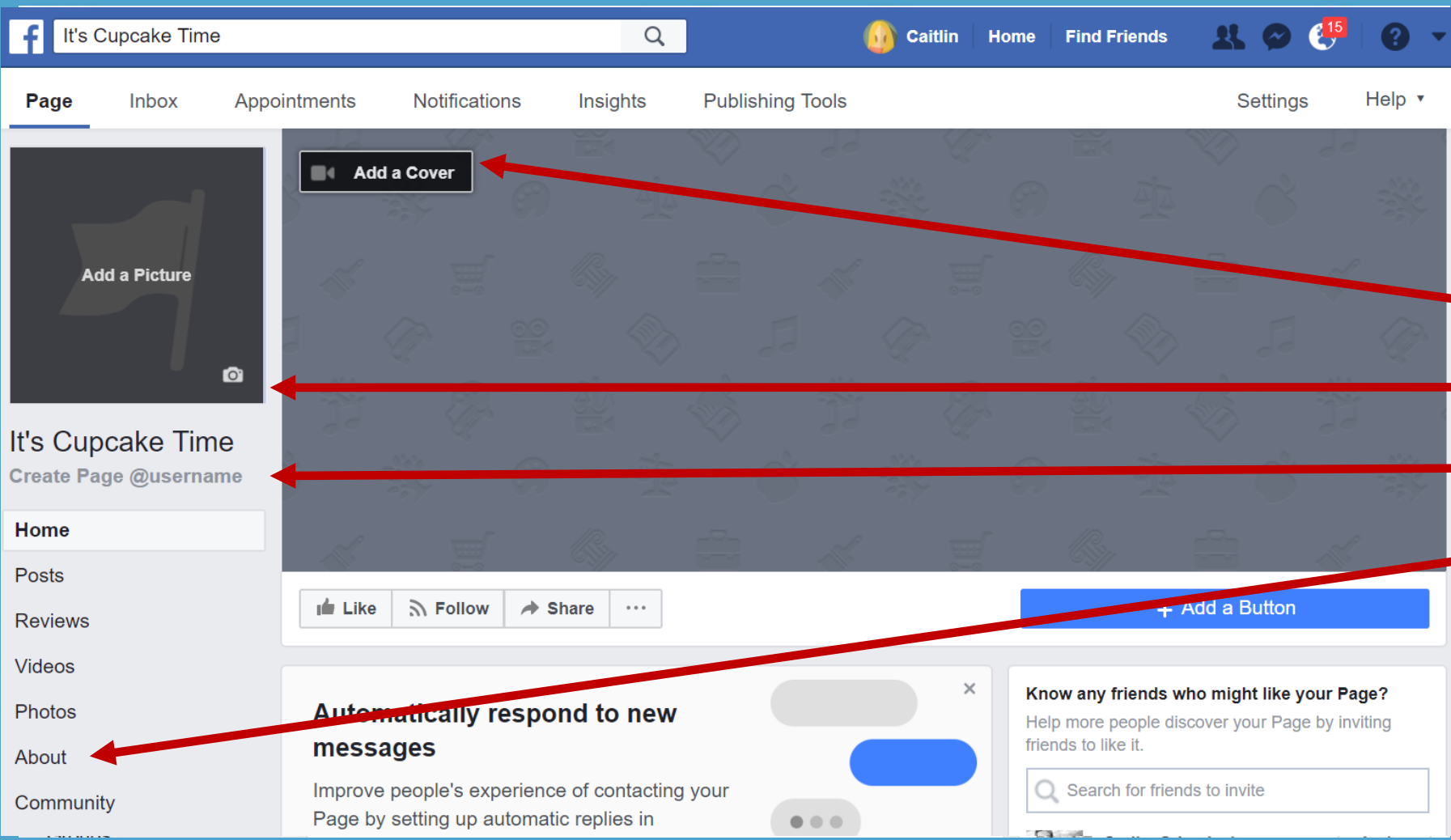
Brand or product

## 4. Select your page type

- Local Business or Place
- Company, Organisation or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community

## 5. Fill in your details

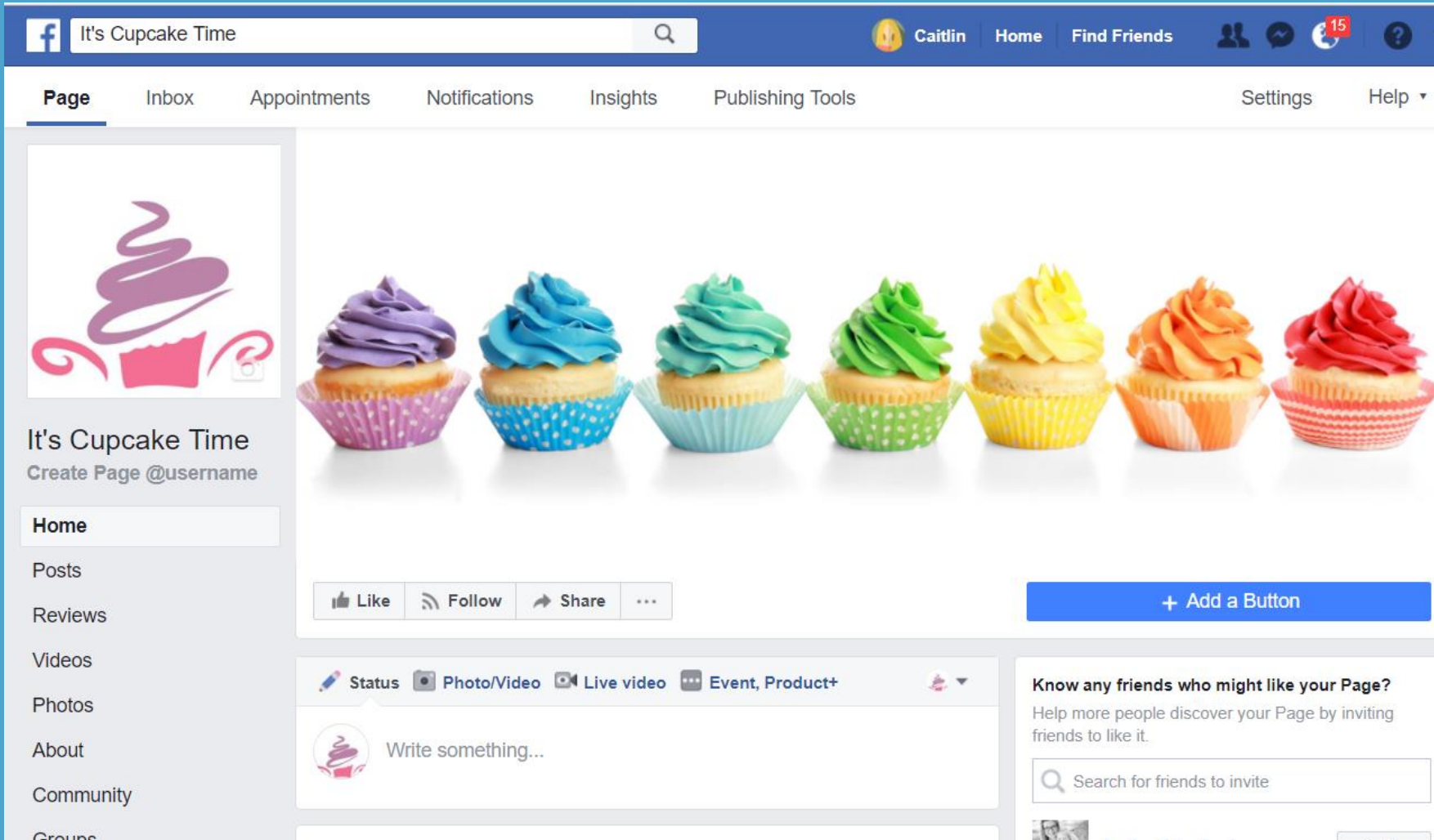
# Creating a Business Page



## 6. Fill out your page details

- Cover Photo
- Profile Picture
- Create Username
- About

# Creating a Business Page



The screenshot shows a Facebook Business Page for 'It's Cupcake Time'. The page features a profile picture of a cupcake and a cover photo of seven colorful cupcakes. The navigation bar includes 'Page', 'Inbox', 'Appointments', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The main content area displays a post with a cupcake image and interaction buttons for 'Like', 'Follow', 'Share', and '+ Add a Button'. Below the post is a status update field with a 'Write something...' prompt and a search bar for friends to invite.

## 6. Fill out your page details

- Cover Photo
- Profile Picture
- Create Username
- About

# Facebook, Organically



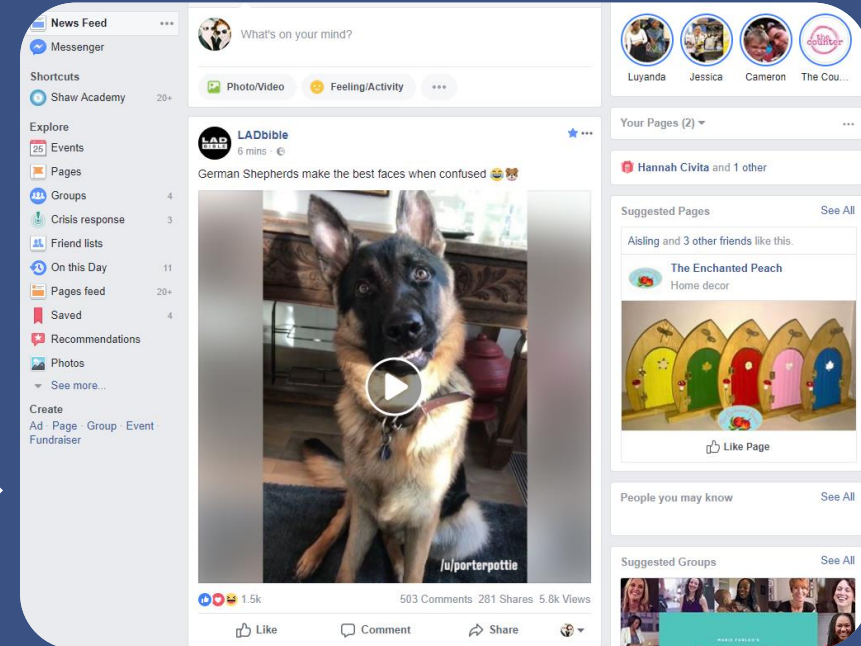
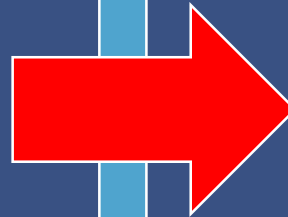
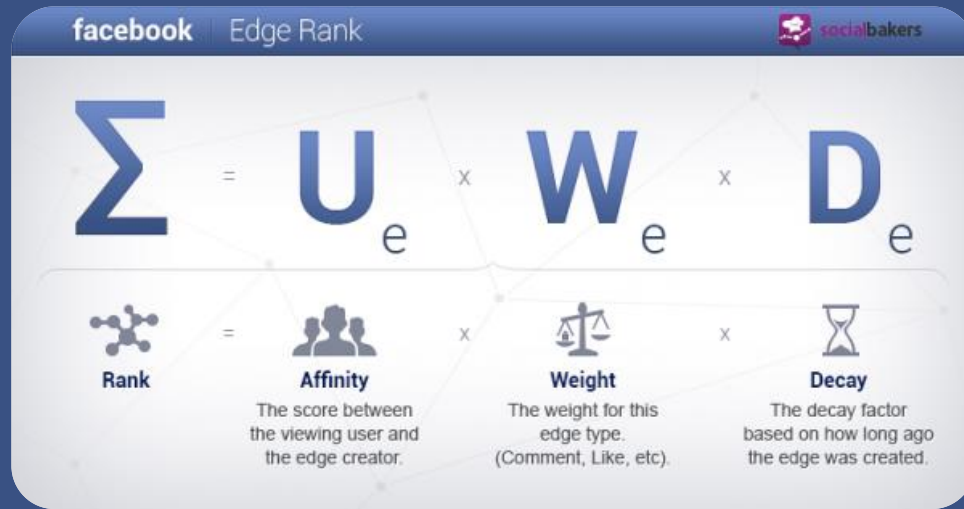


“Why is my content not being seen?”

“How does their Algorithm work?”

“What do I need to consider?”

# Facebook Algorithm, Historically



- EdgeRank
- User Affinity
- Content Weight
- Time-Based Decay
- New vs Old Content
- + Engagement = + News Feed

- Newsfeed
- EdgeRank x 1000
- 1000s more algorithm elements
- Reach is Limited to 30%
- Engagement = Value
- Brands must get smarter

# Facebooks Algorithm, Historically



## Before the 2018 Update

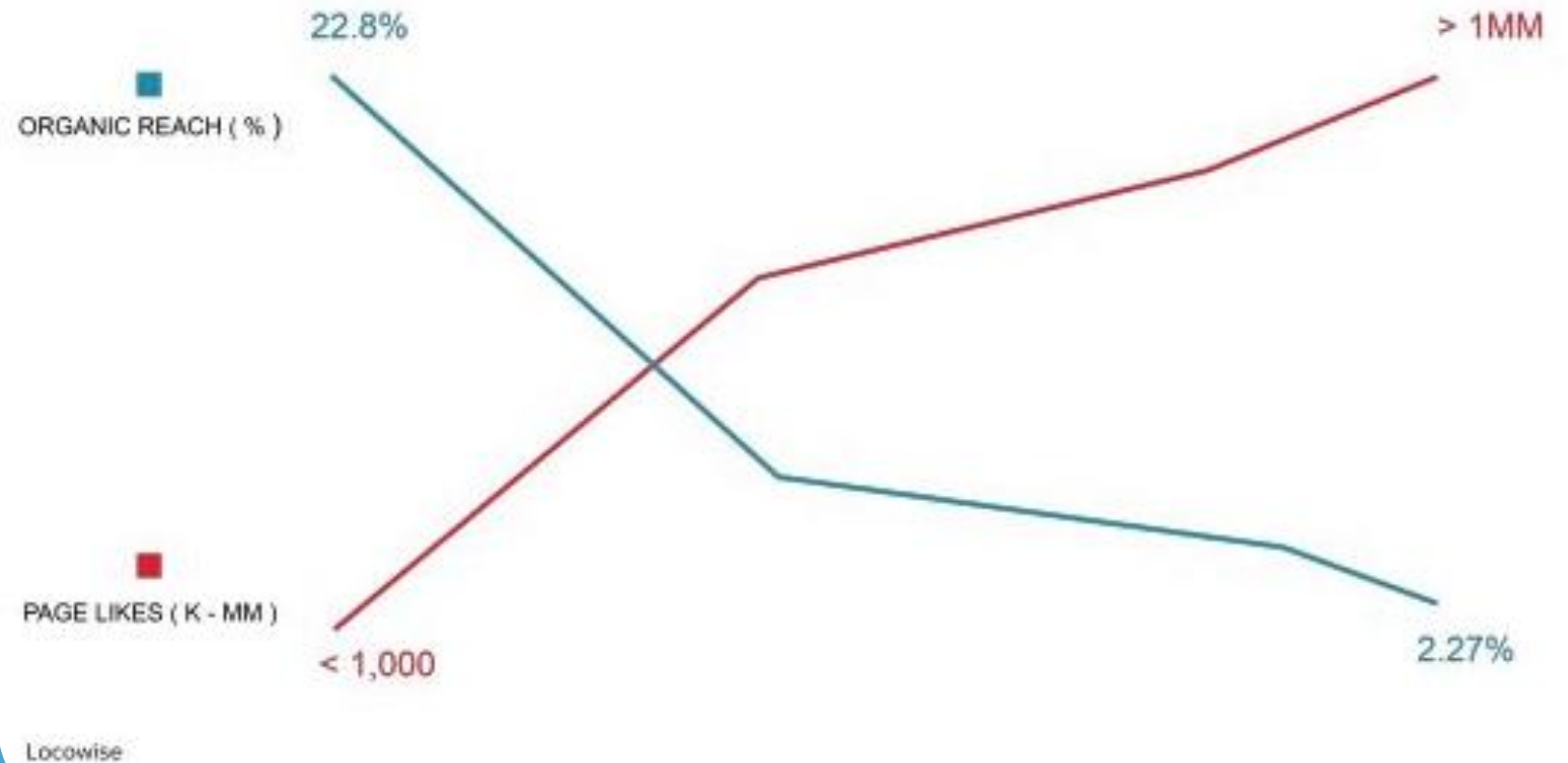
500k followers meant  
2% organic reach

10k and less meant  
10% organic reach

Prioritised  
paid posts

User experience

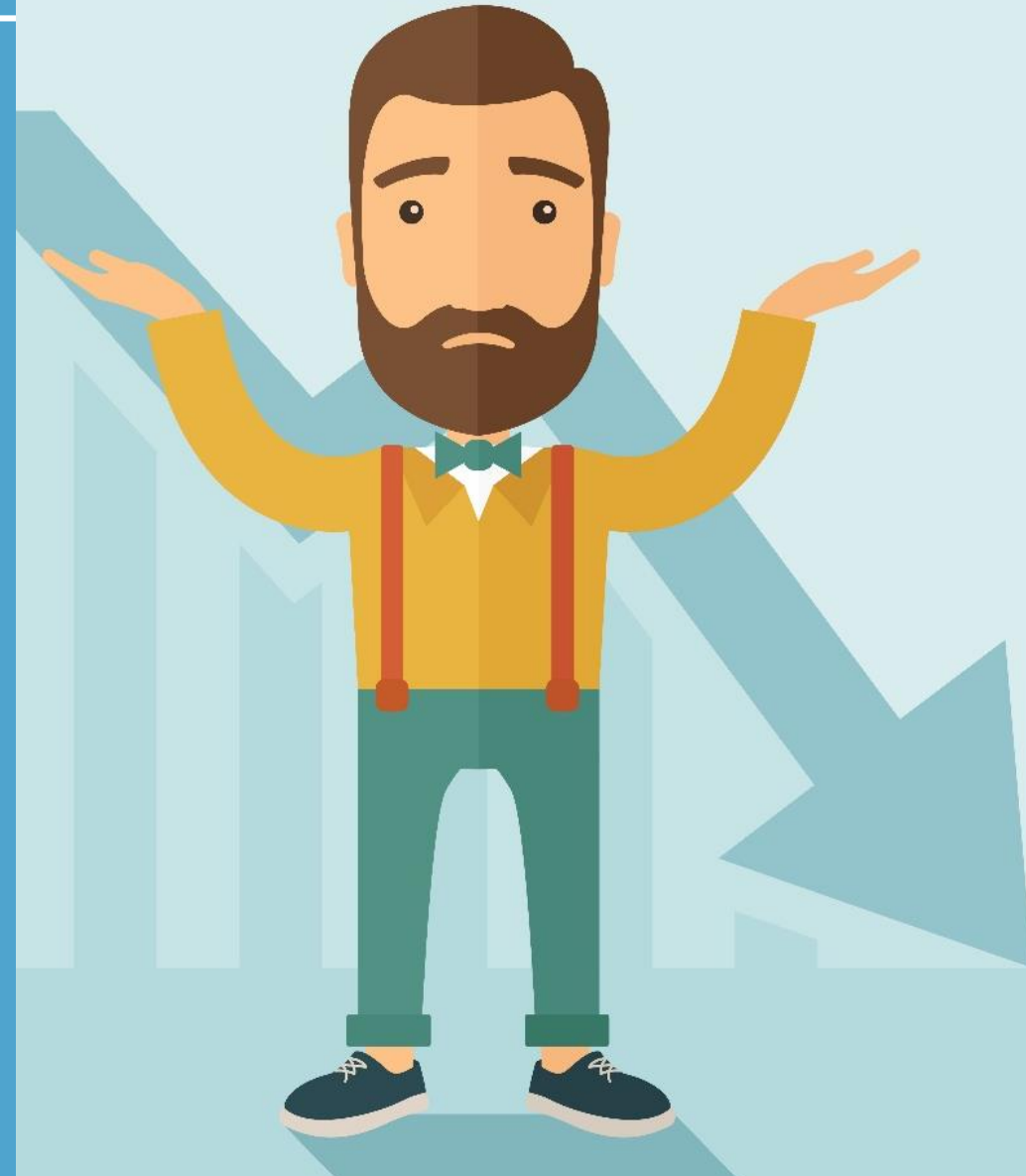
### ORGANIC REACH vs. PAGE SIZE



# Facebook, Organically

## Why is organic reach declining?

- Increase in content
- Would be 1,500 Stories at login
- News feed now shows around 300
- FB Prioritising User Experience
- Favours high quality, valuable content



# Facebook 2018 Update

What does that mean for companies?

**WAY** lower organic reach (if any)

Shift from 'passive' consumption to 'connection'

Highly engaged 'public' posts

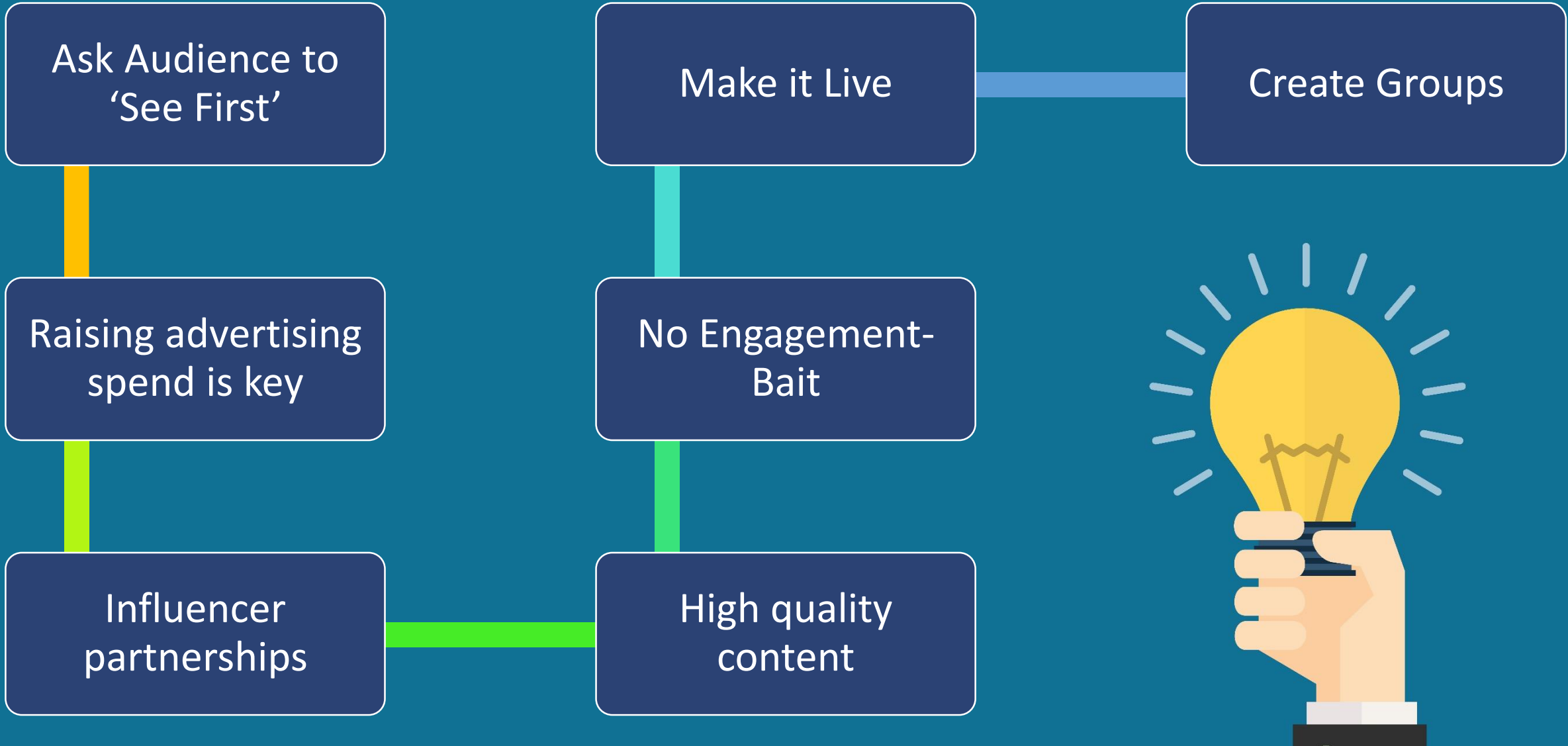
Newsfeed space is now limited

Possible rise in cost of advertising

Need to be creative as small businesses



# Facebook Tips



# facebook



## Advertising

# Creating a Facebook Advert

The screenshot shows the Facebook interface for a page named 'It's Cupcake Time'. The page features a cupcake-themed profile picture and a post with five colorful cupcakes. A dropdown menu is open from the top right corner, listing various options. The 'Create Ads' option is highlighted in blue. A red arrow points from the 'Create Ads' option to a callout box on the right. Another red arrow points from the top right corner of the page to the first callout box.

1. Sign In

2. Click here

3. Click Create Ads

# Creating a Facebook Advert

Caitlin Hogg (109947082910006)

Ads Manager

Search

Cait

Create new campaign ⓘ Use existing campaign ⓘ

**Campaign:** Choose your objective.

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

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Visits
	Video Views	
	Lead Generation	
	Messages	

Close

4. Pick an Objective

5. Click it

6. Scroll Down

7. Click this

# Creating a Facebook Advert

Caitlin Hogg (109947082910006) Create new campaign Campaign: Choose your objective.

App installs Store visits

Video Views

Lead Generation

Messages

Lead Generation

Collect lead information from people who are interested in your business.

Create split test: A/B test your creative, placement, audience and delivery optimization strategies **NEW**

Campaign name

**Set up ad account**

Close

- 4. Pick an Objective
- 5. Click it
- 6. Scroll Down
- 7. Click this

# Creating a Facebook Advert

**Ad account:** Set up ad account.

## Account

Enter your account info. [Learn more.](#)

Account country

Ireland ↕

Currency

Euro ↕

Time zone

Europe/Dublin ↕

UTC TIME

25/01/2018 14:55

LOCAL TIME

25/01/2018 14:55

Show advanced options ▾

Back

Continue

### Currency and time zone

All of your advertising billing and reporting data will be recorded in this currency and time zone. To change these in the future, you'll have to create a new ad account.

8. Set account location

9. Click Continue

# Creating a Facebook Advert

The screenshot shows the Facebook Ads creation interface. A red arrow points from the 'Ad set name' field (containing 'IE - 18+') to a callout box labeled '10. Name the set'. Another red arrow points from a blue notification box stating 'You've accepted Facebook's Lead Ads Terms for this Page. View Terms.' to a callout box labeled '11. Accept Ts&Cs'. A third red arrow points from the 'Create new' dropdown menu in the 'Audience' section to a callout box labeled '12. Create an Audience'. The interface includes sections for 'Page' (selected: 'It's Cupcake Time'), 'Audience' (with options for 'Custom Audiences' and 'Lookalike Audiences'), and 'Estimated daily results' (showing Reach: 720-3,300 and Leads: 4-24).

- 10. Name the set
- 11. Accept Ts&Cs
- 12. Create an Audience

# Creating a Facebook Advert

Ad set name **IE - 18+** [Advanced options](#)

---

**Page**  
Choose the Facebook Page that you want to promote.

Facebook Page **It's Cupcake Time** +

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

**Create new** Use a saved audience ▼

Custom Audiences **Everyone** Add Custom Audiences or Lookalike Audiences

Exclude | Create new ▼

Locations **Ireland**

**Custom Audience**  
Reach people who've already interacted with your business.

**Lookalike Audience**  
Reach new people on Facebook who are similar to your most valuable audiences.

**Estimates for your audience are not available.**

**Audience size**

Audience definition is unavailable.

Potential reach: unavailable

**Estimated daily results**

**Reach**  
720-3,300

**Leads**  
4-24

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

- Audience size
- Est results per day

# Creating a Facebook Advert

## Create a Custom Audience

### How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.



#### Customer file

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



#### Website traffic

Create a list of people who visited your website or took specific actions using Facebook pixel.



#### App activity

Create a list of people who launched your app or game, or took specific actions.



#### Offline activity NEW

Create a list of people who interacted with your business in-store, by phone or through other offline channels.



#### Engagement UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

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



#### Audien



Potential

#### Estima

Reach



720-3,30



#### Leads


4-24


The accu  
factors s  
budget y  
Numbers  
performa  
estimate


# Creating a Facebook Advert


**Video** UPDATED  
Create a list of people who have spent time watching your videos on Facebook or Instagram.  
From:  

**Lead form** UPDATED  
Create a list of people who have opened or completed a form in your lead ads on Facebook or Instagram.  
From:  

**Full-screen experience** UPDATED  
Create a list of people who have opened your collection ad or Canvas on Facebook.  
From: 

**Facebook Page**  
Create a list of people who have interacted with your Page on Facebook.  
From: 

**Instagram business profile** NEW  
Create a list of people who have interacted with your Instagram business profile.  
From: 

**Event** NEW  
People who have interacted with your events on Facebook.  
From: 

**Audience selection**

Estimated reach available

Specific

Potential reach

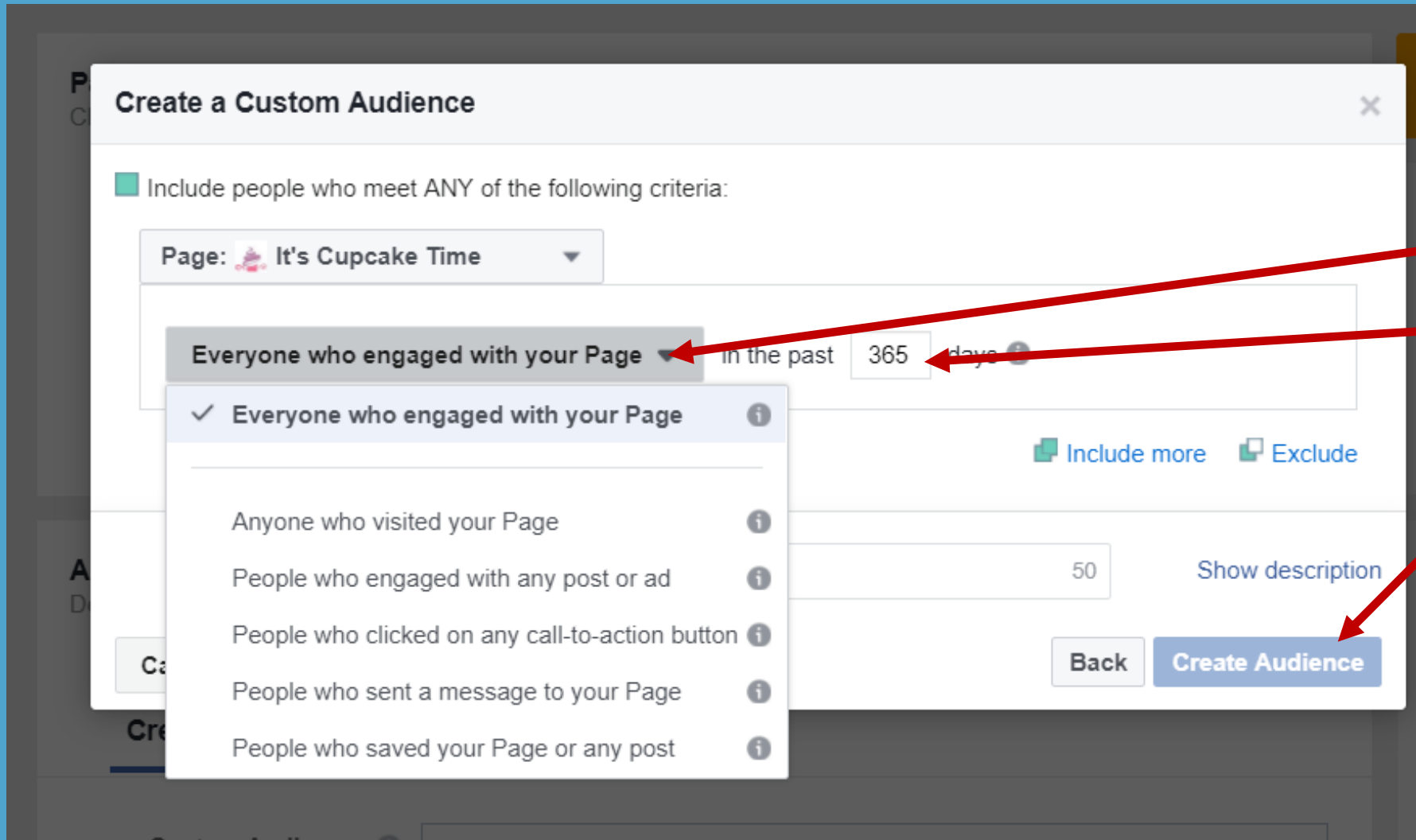
**Estimated Reach**  
720-3,300

**Leads**  
4-24

The accuracy of these estimates is based on various factors such as budget, targeting, and performance. Numbers are estimates and not guarantees.

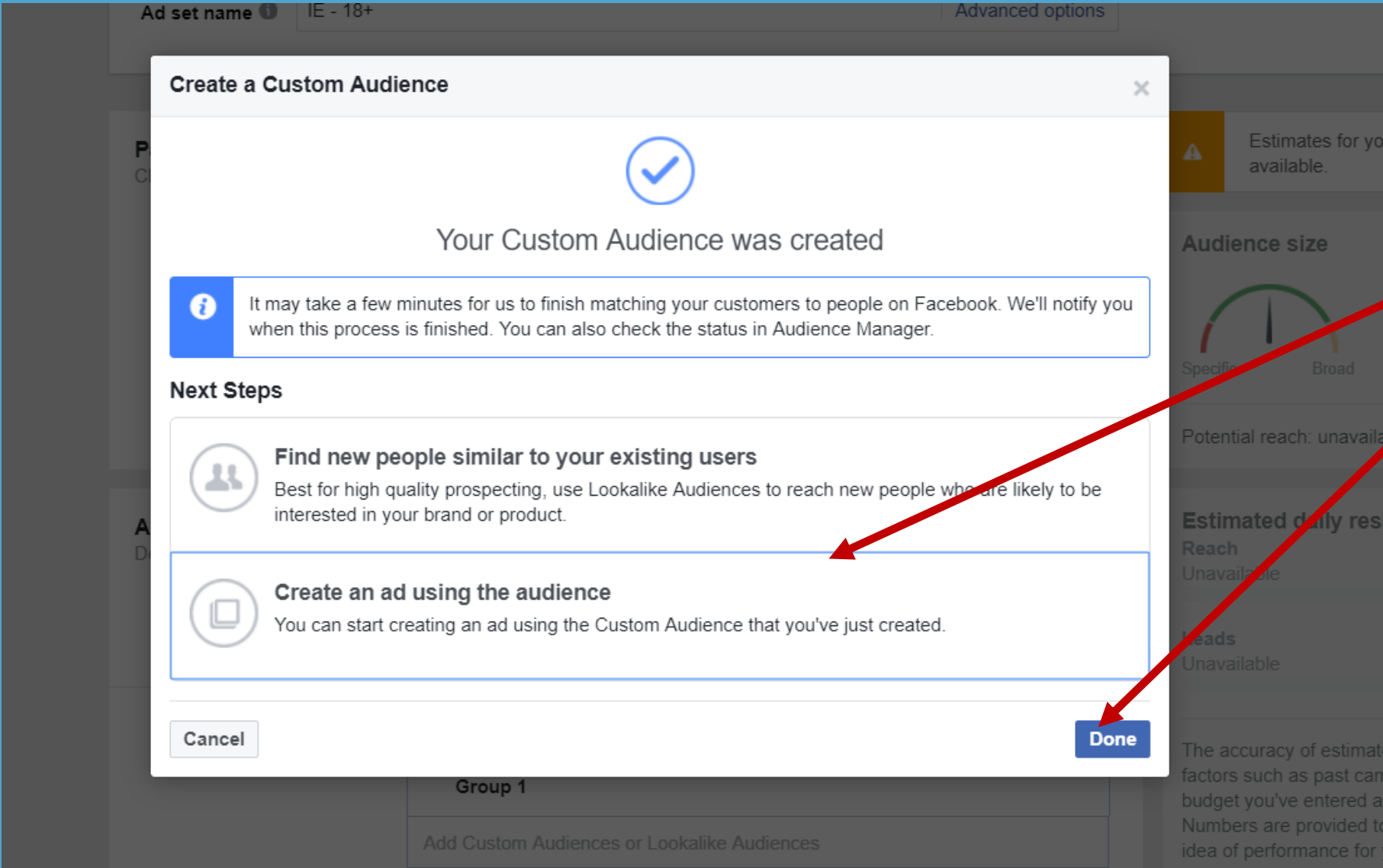
Were these estimates accurate?

# Creating a Facebook Advert



- Who are you targeting?
- Select timeframe
- Name, and create!

# Creating a Facebook Advert



Create Your Ad!

Click Done

Name, and create!

# Creating a Facebook Advert

Ad set name 18-40 Advanced options

Create new Use a saved audience

Custom Audiences Add Custom Audiences or Lookalike Audiences

Exclude Create new

Locations Everyone in this location

Ireland

Dublin

Include Type to add more locations Browse

Map showing Dublin location

Drop Pin

Add locations in bulk

Age 18 - 40

Gender All Men Women

Your audience is defined.

Potential reach: 860,000 people

Estimated daily results

Reach 1,300-6,000

Leads 4-26

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Scroll Down

Click Here

Type in Location

Select Age Range & Gender

# Creating a Facebook Advert

Ad set name 18-40 Advanced options

Create new Use a saved audience

Custom Audiences Add Custom Audiences or Lookalike Audiences

Exclude Create new

Locations Everyone in this location

Ireland

Dublin

Include Type to add more locations Browse

Estimated daily results

Reach 1,300-6,000

Leads 4-26

Age 18 - 40

Gender All Men Women

Potential reach: 860,000 people

Your audience is defined.

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results. Were these estimates helpful?

Scroll Down

Click Here

Type in Location

Select Age Range & Gender

# Creating a Facebook Advert

The screenshot shows the Facebook Ad targeting interface. At the top, there are tabs for Gender (All, Men, Women) and Languages (English (All)). Below this is the 'Detailed targeting' section, which is set to 'INCLUDE people who match at least ONE of the following'. A search bar contains 'cupcake', and a dropdown menu shows suggestions like 'Cupcake', 'Georgetown Cupcake', 'Cupcake Wars', etc. A red arrow points from the search bar to the 'Cupcake' suggestion. Another red arrow points from the 'Cupcake' suggestion to the 'Estimated daily results' section, which shows a reach of 66,096,260 people. A third red arrow points from the 'Description' of the 'Cupcake' interest to the 'Placements' section, which has 'Automatic placements (recommended)' selected. A fourth red arrow points from the 'Placements' section to the 'Or Use Own Keywords' callout box on the right.

Scroll Down

Click Here

Specify Your Persona

Or Use Own Keywords

# Creating a Facebook Advert

**Automatic placements (recommended)**  
Your ads will automatically be shown to your audience in the places where they're likely to perform best. For this objective, placements may include Facebook and Instagram. [Learn more.](#)

**Edit placements**  
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

**Budget & schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear.

**Budget** ⓘ   ⓘ  
€20.00 EUR

Actual amount spent per day may vary. ⓘ

**Schedule** ⓘ  **Run my ad set continuously starting today**  
 Set a start and end date

You'll spend no more than €140.00 per week.

[Show advanced options](#) ▾

**Estimated daily results**

**Reach**  
720-3,000 ⓘ

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Save Audience

Set Budget

Select Schedule

Continue


# Creating a Facebook Advert

**Ad name** ⓘ - Lead Generation [Advanced options](#)

---

**Identity**

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


 Caitlin Hogg ▼


Instagram account ⓘ  
The selected Page has no Instagram account connected. Your ad will use the Page name and profile picture. [Manage connections in Page settings.](#)


OR


---

**Format**  
Choose how you'd like your ad to look.

  
**Carousel**  
Create an ad with 2 or more scrollable images or videos

  
**Single image**  
Create up to 6 ads with one image each at no extra charge

  
**Single video**  
Create an ad with one video

  
**Slideshow**  
Create a looping video ad with up to 10 images

- Add an Instagram Account
- Pick a Format
- Scroll
- Type Up Your Ad

# Creating a Facebook Advert

**Text**  
Enter the text for your ad. [Learn more.](#)

Text

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

Automatically show the best-performing cards first ⓘ

1 2 3 +

Image  Video/slideshow

Select Image

**IMAGE SPECIFICATIONS**

- Recommended image size: 1080 × 1080 pixels
- Recommended image ratio: 1:1
- To maximise ad delivery, use an image that contains little or no overlaid text. [Learn more.](#)

For questions and more information, see the [Facebook Ad Guidelines](#).

**Ad preview** 1 of 1 ad < > [Share]

Mobile News Feed ▼ 1 of 5 < >

Caitlin Hogg shared a link. Sponsored · [Like] [More]

[Large Facebook Logo Image]

Sign Up

[Like] [Comment] [Share]

Add an Instagram Account

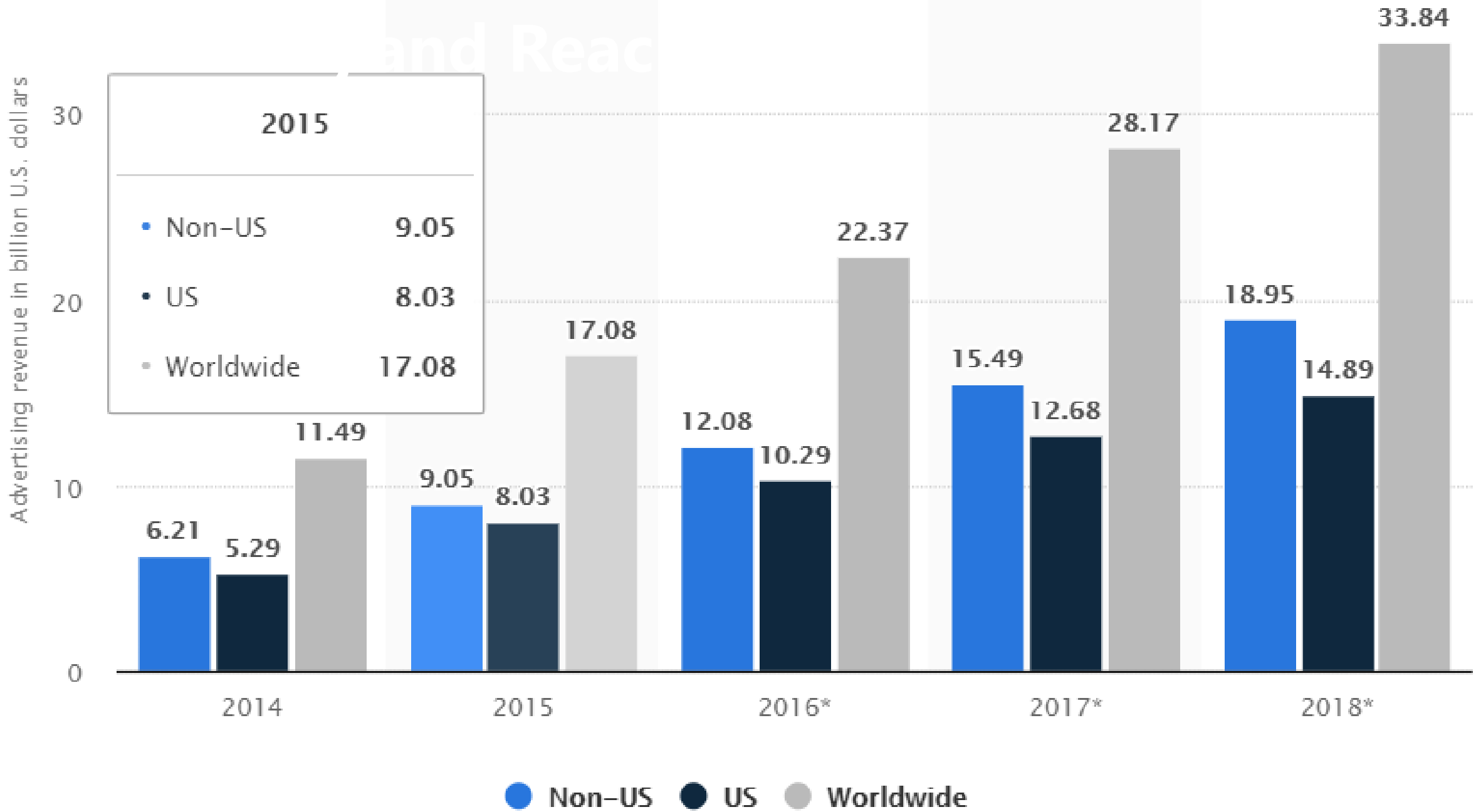
Pick a Format

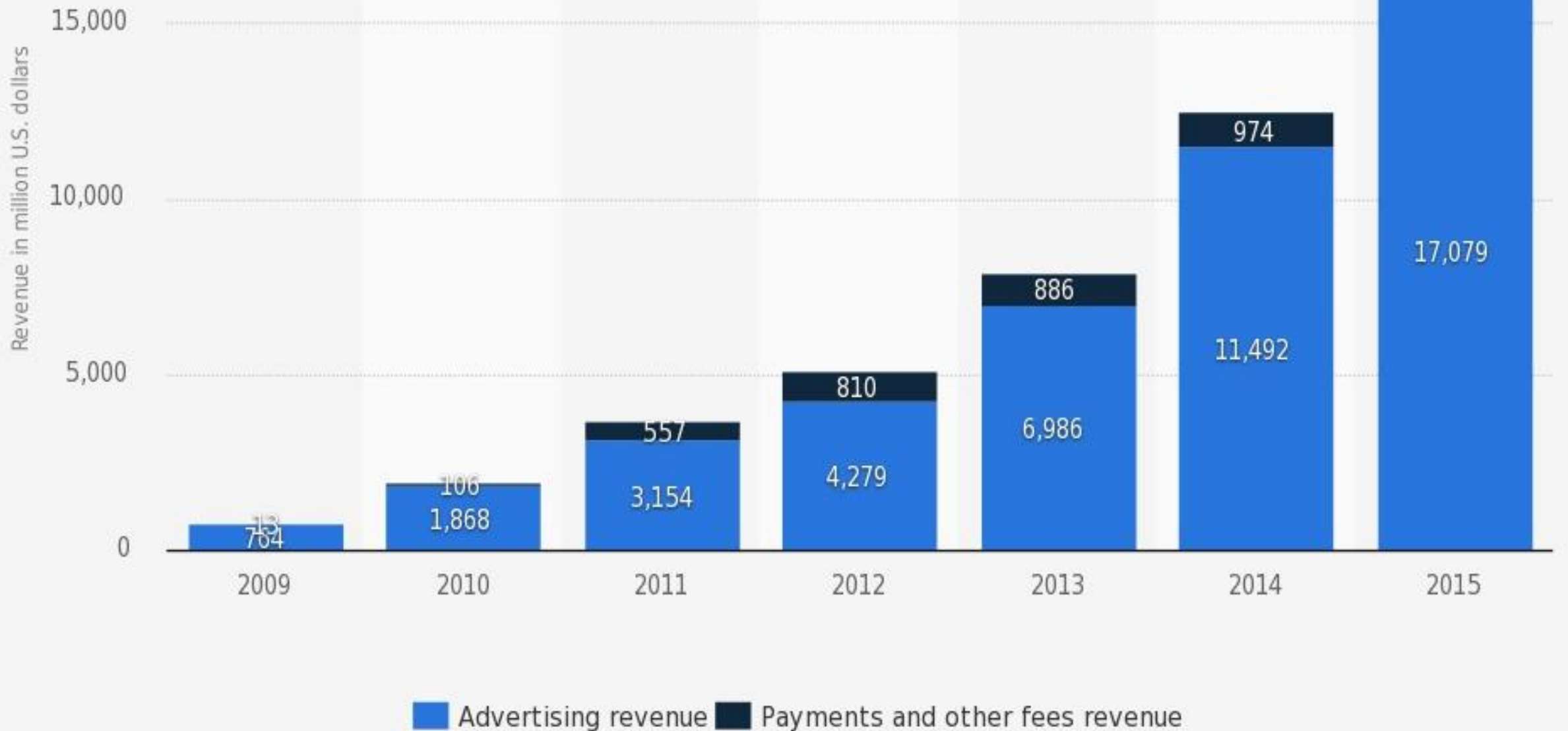
Scroll

Type Up Your Ad

Go through to Payment Page

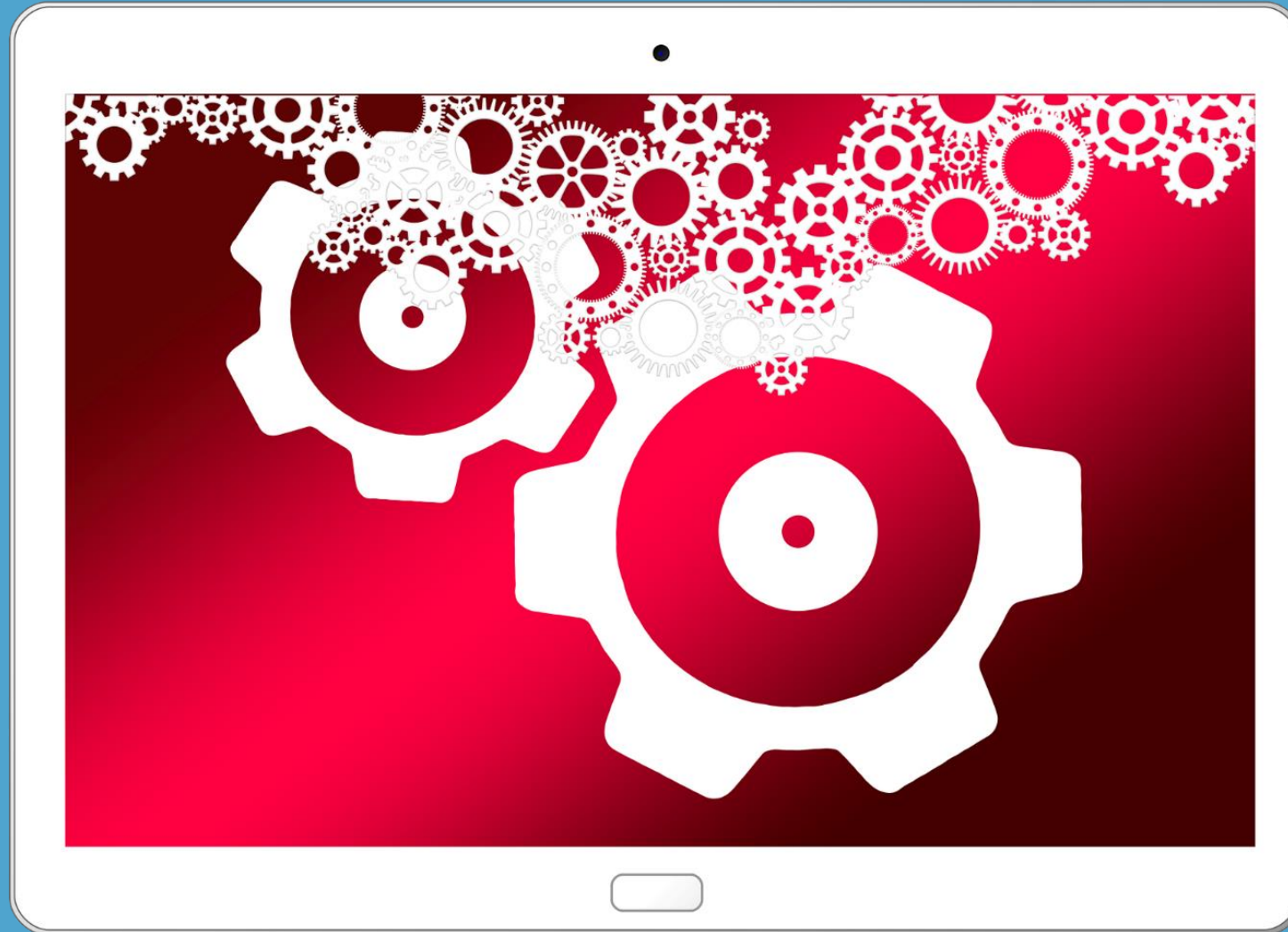
# and Reac



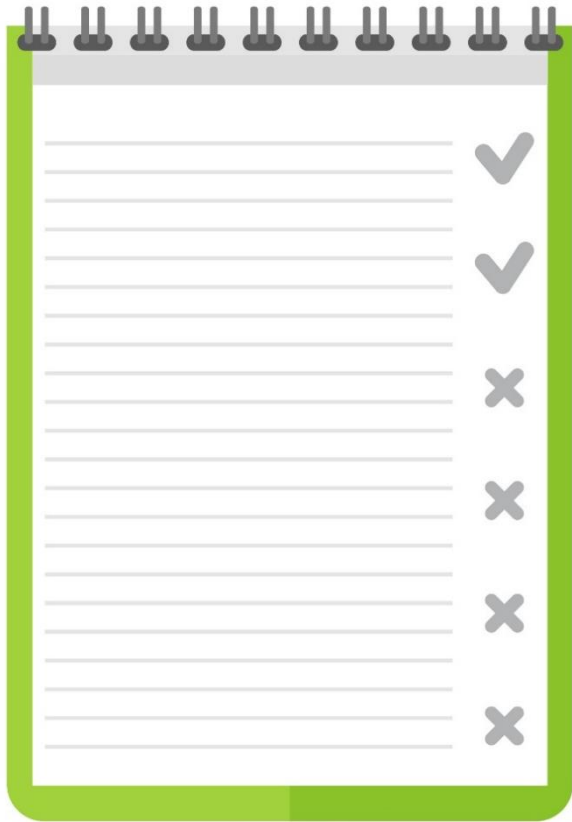


# Advertising and Reach

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Facebook



## Summary Lesson 5

- Why Facebook?
- Business Pages
- Facebook, Organically
- Advertising and Reach
  
- Summary
- Career Guidance
- **SPECIAL ANNOUNCEMENT**
- FAQ



**Next Up:  
Lesson 6**

## **Sales Funnel – Nurturing Your Lead Flow**

- The Sales Funnel
- The SMM Funnel
- Lead Flow/Generation and The Funnel
- B2B Marketing – Social Selling & LinkedIn
- Nurturing Your Leads
  
- Summary
- Career Guidance
- FAQ

# CHALLENGE



# ACCEPTED

## Lesson 5 Challenge

1. Find an Example of a Meme
2. Take a Screenshot
3. Share on our Facebook page
4. Use #ShawSocialExample
5. Win at Life

# Career Guidance

Do What You Love

