

SUPER CHARGING YOUR BUSINESS ONLINE
PART 3



D.A.A.M

DIGITAL ADVERTISING AND MARKETING

FOCUS ON FACEBOOK

KEY TAKEAWAYS

The Facebook Pixel

Using Facebook Ads (Ad Center)

Creating Your First Ad

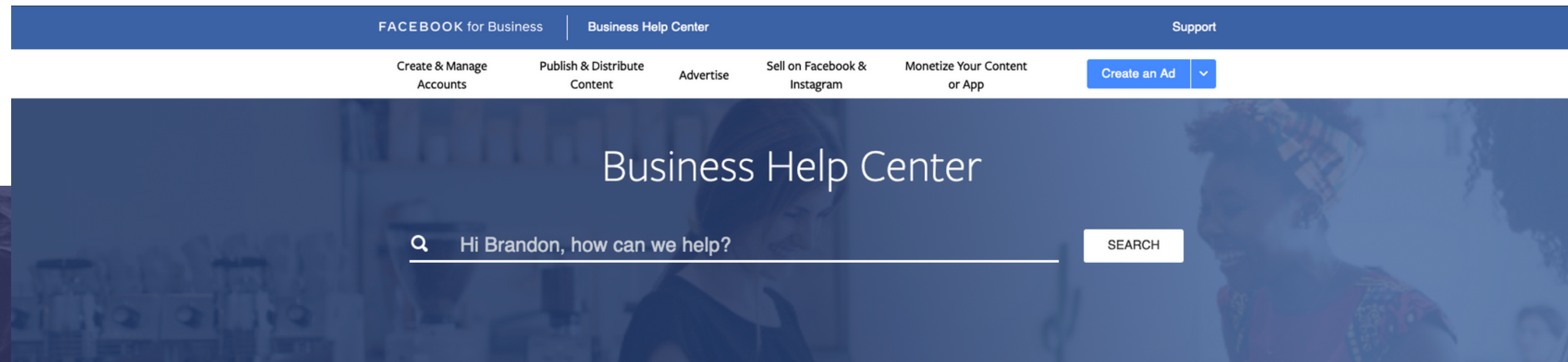
Building Your Audience + Sales Funnels

Tracking Ad Performance

FACEBOOK PIXEL

DON'T ADVERTISE WITHOUT IT

If you're not gathering data on how consumers are getting to and using your website - don't waste your money!



www.facebook.com/business

Learn More

FACEBOOK BUSINESS SUITE

[BUSINESS.FACEBOOK.COM](https://business.facebook.com)

- Ads Center vs. Ads Manager
- Events Manager (Pixel)
- Page Activity (can link to Instagram)
- Inbox
- Create & Schedule Posts
- Shop Performance
- Page Insights



FACEBOOK ADS

CREATING YOUR FIRST AD

Top 4 to get started on the right path

- What is your ads goal/objective?
- Who is your target audience?
- What are you advertising?
- How do you measure success of the campaign?

SETTING UP YOUR AD

CHOOSE GOAL

****Unless it's Brand Awareness, avoid boosting posts****

WEBSITE VISITORS

If you want traffic to your website + brand awareness - great starting goal

GREAT COPY

Boring copy will kill your ad, along with uninspired/poorly crafted imagery.

TARGET AUDIENCE

The right audience for your ad is based on the goal & placement in sales funnel

THREE PART SALES FUNNEL

TOP OF FUNNEL (TOF)

Brand Awareness
Promote Page
Boosted posts

MIDDLE OF FUNNEL (MOF)

Retargeting 1
Education
Sales

BOTTOM OF FUNNEL (BOF)

Abandoned Carts
Retargeting 2
Sales

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CUSTOMERS



HOW DO WE KNOW WHO TO TARGET?

WHERE ARE WE IN THE SALES FUNNEL?

CUSTOM AUDIENCES

BRAND AWARENESS

**There are 270,000,000
people on Facebook...**

**You will always need to
promote brand awareness
to cold audiences.**

TOF

CLOSING SALES

Retargeting Level 1

80/20 rule:

80% of your content should
educate the consumer

20% should be sales driven

Retargeting Level 2

Less education driven

More SALES DRIVEN copy

Urgency, Limited Time Offer,
etc

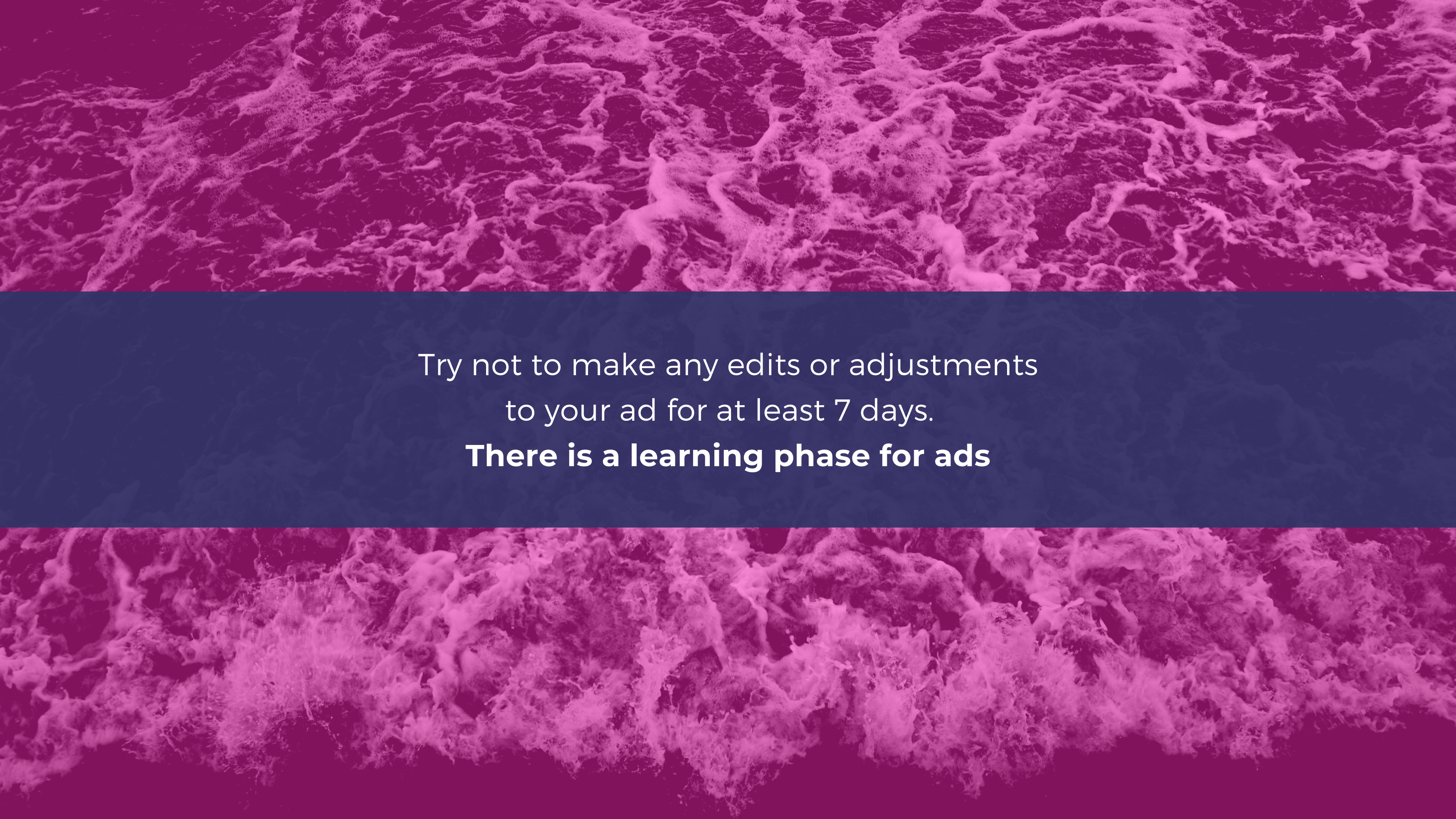
MOF & BOF



**SELECT CTA (SHOP NOW, ETC)
URL (LANDING PAGE)
SET YOUR BUDGET & DURATION**

Make sure:

All placements are selected
Facebook Pixel toggled on
Payment method input



Try not to make any edits or adjustments
to your ad for at least 7 days.

There is a learning phase for ads

VIEWING AD RESULTS

REACH

The number of people who saw your ad at least once (estimated)

Review people who engaged, locations to further dial in future ads

TARGET ACTIVITY

The number of times a person clicked on the ad and loaded the destination URL
i.e. landing page views

ALL ACTIVITY

Make sure your ad was engaging on multiple levels.
Engagements, reactions, link clicks, etc

CONVERSIONS

Did you increase sales, phone calls?

View Google Analytics to monitor traffic, user behavior,

KEEP TRYING!

DIAL IN YOUR ADS OVER TIME TO INCREASE SALES

EDISON APPS, LLC

PHONE NUMBER

719-203-7468

EMAIL ADDRESS

brandon@edisonappdesign.com

CONTACT INFO

Taking Your Business Digital

Digital Assets

Part 1

Setting up the foundation for your business' online success.



Your Website

Part 2

Building a website, an e-commerce site, or a blog?

Build on the right platform with the right tools to serve your customers and business needs.



Digital Advertising & Marketing

Part 3

Your online!

Now let's get traffic to your site, create brand awareness and convert some sales.

Focus on Facebook/Instagram Advertising



Analyzing Data

Part 4

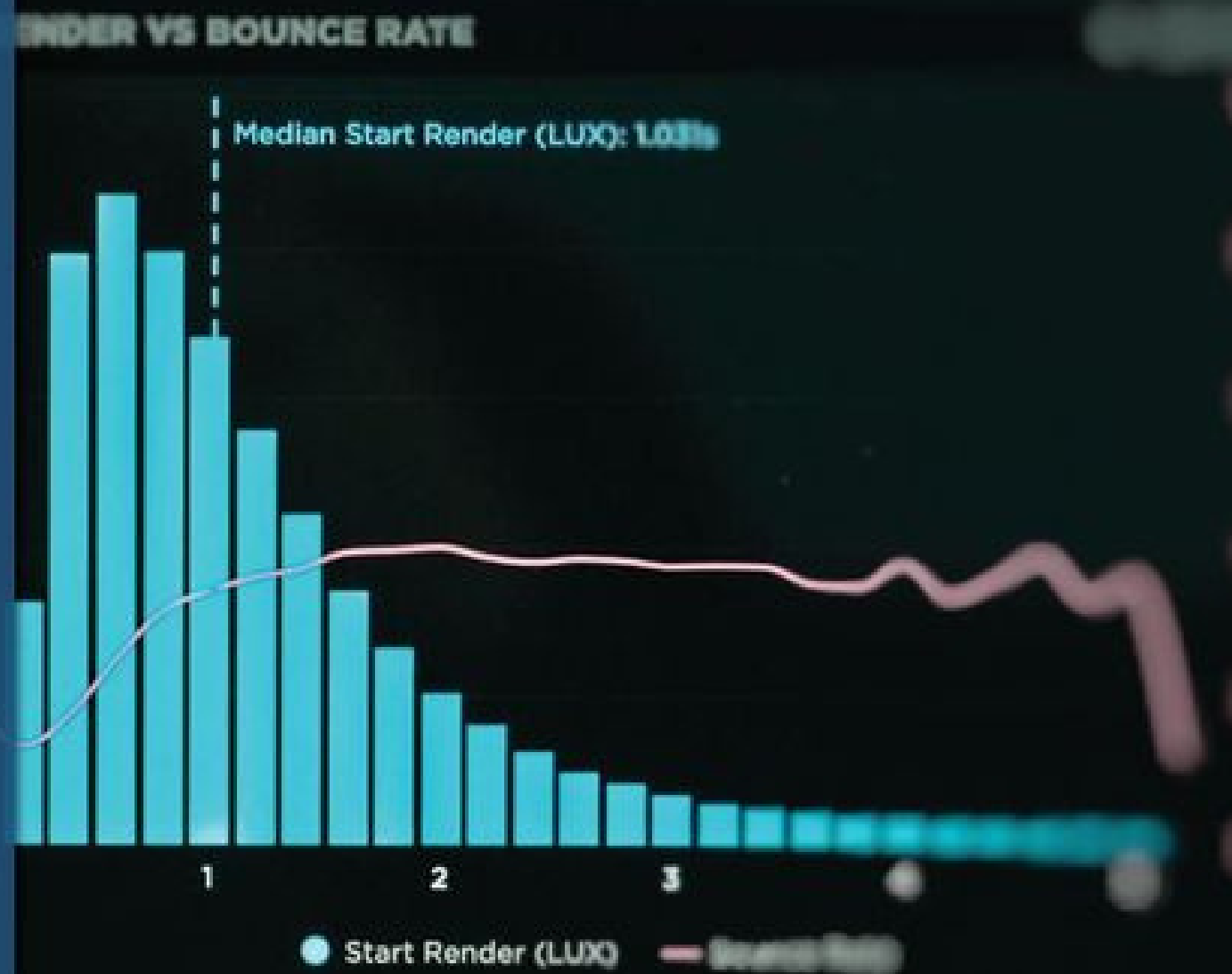
Make smart, informed business decisions by accumulating and analyzing the right data sets.

Make your advertising dollars work for you, not against you.



TAKING YOUR BUSINESS DIGITAL

Virtual E-Commerce Series



Part 4 of 4: Analyzing the DATA of Your Web Presence

January 14 • 11:30 am-1:00 pm