



Social Media
Marketing
from **facebook**



We are excited to welcome you to the Social Media Marketing workshop!

In this workshop, you will get introduced to the world of digital marketing with Facebook and Instagram.

You'll get hands-on experience creating and managing a real Facebook Page for a local small business, organization, or nonprofit. You'll also work with that organization to create a simple ad campaign and measure its performance. Through a series of mini-challenges, you will build practical skills and knowledge while helping your community, and build a foundation for a future in social media marketing. At the end of the workshop you'll have work you can use as a professional portfolio. You'll also have the opportunity to earn four micro-credentials that will certify your skills in social media marketing on Facebook and Instagram.

In this workshop, you'll learn:

- The value of social media marketing.
- How to help companies and organizations with social media marketing.
- How to use Facebook and Instagram for social media marketing.
- How to create and effectively maintain Pages.
- How to attract and engage users.
- How to use Facebook and Instagram ads and analyze their effectiveness.
- How to create and maintain security.



Your Challenge
Help an organization in
your local community
(business, school,
church, or other
community group)
solve a business
challenge with social
media.

That challenge might
include recruiting
new members,
building awareness
in the community,
advertising an event,
or increasing sales.

As you go through this workshop,
you will work with the organization
to determine their needs, set goals
to meet these needs, create a Page,
and create different types of posts
and ads on both Facebook and
Instagram.

You will also document your work
and use analytics to determine the
success of your efforts against those
overall goals.

The Workshop

This workshop is broken down into four modules:

- Social Marketing Basics
- Marketing with Facebook Pages
- Marketing with Facebook Ads
- Marketing with Instagram

In each module, you will tackle one aspect of social media marketing.

You'll ask and answer some guiding questions as you learn about the topic.

You'll then work through some guiding activities designed to help you think critically and analyze examples.

Then you'll take action through mini-challenges—creating posts, creating ads, analyzing reports—as you build and manage your Facebook Page and Instagram account.

Finally, when you've completed the module and feel confident about the skills you've built, you'll submit your work for a micro-credential (a digital badge) that will certify your social media marketing skills.

Module 1:

Social Media Marketing Basics

Learning Objectives

Students will be able to gather information about an organization and distill it into the essential elements needed for social media marketing platforms such as Facebook and Instagram.

- Understand basic social media marketing, especially with Facebook
- Understand the social media marketing needs of an organization
- Understand the elements of a Facebook business Page
- Understand how to create a Page and create posts of different types
- Understand security settings and how they apply to a business

Skills Aquired

- Identifying and analyzing the social media marketing needs of an organization
- Creating a Facebook Page, including privacy/security settings
- Completing Page information—about, profile, and cover photos
- Creating posts of different types—text, photo, and video

Challenge

- You will work with an organization in the community to identify their social marketing needs and develop an initial Facebook Page for the organization.



We are thrilled you have chosen to learn about Social Media Marketing Basics. This Digital Promise course has only one thing you need to do to join:

Please choose the lucky organization that is about to benefit from your new social media marketing skills.

You can choose a nonprofit organization or a for-profit business, as long as it is in your local community. There are many types of community organizations and businesses that you could choose—perhaps a group you are already a part of or a small organization in your community such as a theater, church, school, medical clinic, women’s shelter, donut shop, bookstore, etc. Avoid larger organizations or businesses that focus on a broader

area than the community they are in, such as a bank, public university, or chain of stores—they likely already have their marketing needs covered!

Once you have chosen the organization, make sure they are willing and happy to have your help. When you are going through this course, you will be asked to interview members of the organization, so make sure someone is able to talk to you.

If you’re not sure what organization to pick, you might try making a list of all the community-based organizations you have been part of or that your family and friends belong to. Maybe your neighbor works at an auto-shop that specializes in old cars or your grandmother has just joined a chorus for people over 50. Has an amazing new restaurant opened in your neighborhood?

This is your chance to learn a new skill while providing help to an organization or business you believe in.



Module 1: Lesson 1

Introduction to Social Media Marketing

What is social media marketing and why is it important today?

All organizations need good marketing. Social media is the fastest way today to spread information. Put those two together and you have social media marketing, one of the most valuable skills employers are looking for.

On a personal level, some people like to tweet and post on social media, and some don't.

But for an organization—whether for-profit, nonprofit, or community-building—using social media is essential.

Why is it important? Because social media marketing can help with four key things that all businesses need:

- 1 **Brand Awareness**
You can use social media to help people learn about your business and what services and products you offer.
- 2 **Website Traffic**
You can use social media to bring people to your website.
- 3 **Connect with your customers and audience**
You can use social media to build relationships with your audience and potential customers.
- 4 **Drive more sales**
You can use social media to sell your products and services.

Trying to promote an organization without social media is like opening a store without putting a sign out front. People need to know you're there!

How do I understand the social media marketing needs of an organization?

A public health clinic has different marketing needs than a new beauty salon or a small Girl Scout troop.

Understanding what those needs are is key to being successful in social media marketing.

3 key marketing needs

Create Awareness

- ✓ Let people know about about you
- ✓ Help them discover you
- ✓ Let them begin to engage with your organization

Who needs this?

Usually a new organization, a small organization, or one new to Facebook needs to create awareness of themselves—that is, they need to let people know they exist and what their organization is about. But even established businesses have to spread awareness about themselves.

Pique Interest

- ✓ Help people understand more about you
- ✓ What do you offer?
- ✓ What is unique?
- ✓ Help people engage with you

Who needs this?

Most organizations that are creating awareness usually also need to pique an audience's interest in order to get them to want to buy a product or try their services. It is safe to say that most organizations have this need.

Get Customers/Grow Sales

- ✓ Attract new customers to buy or use your services
- ✓ Attract new members to join your group
- ✓ Attract donors to your cause

Who needs this?

Most organizations need customers. While they may not directly “sell” something, many want new members, donors, attendees at their events, or volunteers. These all count as customers!

How do I understand an organization's audience?

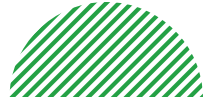
An organization or business usually has a target audience—a set of people that they believe will most likely benefit from the product or service being provided. The more you know about that target audience, the more you can target your social media marketing to that set of people.

One of the best things about using Facebook for social media marketing is the suite of tools it has to help you really target a specific set of people. This is not a flier on a telephone pole that gets seen—or ignored—by anyone who walks by. Posts to a Facebook Page or Instagram reach the followers the organization has in its network, as well as some of the people they are connected to if it gets shared.

When you purchase ads, you can reach people outside your network—but again, it won't be just passers-by. Ads can be targeted to particular types of people who are likelier to want whatever your organization is offering. You'll learn more about how to do this later.

The best way to learn about your organization's audience is to ask! If you are a member of the organization, it's likely that you probably know something about who you want to target. But if you're not, it might be helpful to interview some of the leaders of the group to find out what they think. You can find some suggestions for doing this in one of the guiding activities that follow.

Activity: Your Organization's Social Marketing Needs



Example 1: Car Wash



A local car wash just changed owners and the new owners are hoping it will be more successful than it has been in the past. To help, they've decided to not only improve existing services but also add new ones. They decided that they'll be offering a short-term buy-one-get-one-free promotion to boost sales.

Discussion Question:

What are this organization's social marketing needs? Check all that apply.

- ☒ Create Awareness
- ☒ Pique Interest
- ☒ Get Customers

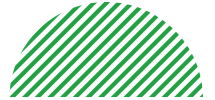
Answer:

All of the above. Because it's under new management, the car wash will need to let people know that they are under new management (Create Awareness), are new and improved and offer new services (Pique Interest), and are inviting people to come check them out with a two-for-one offer (Get Customers).

Additional Questions:

- What is the difference between "awareness" and "interest"?
- How can the idea of "under new ownership" be used to get more customers?
- What type of promotions can a car wash offer to attract more customers?

Activity: Your Organization's Social Marketing Needs



Example 2: Church Choir Group



The choir is starting to do more performances in the community, and they would like to make sure they have a good audience at their performances.

Discussion Question:

What are this organization's social marketing needs? Check all that apply.

- ☒ Create Awareness
- ☒ Pique Interest
- ☒ Get Customers

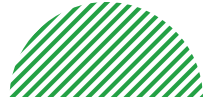
Answer:

This group needs all three. While the community may already know about them, it may be that people don't know that they are doing more performances in different places. They need to let people know about that (Create Awareness), let them know that these performances will be entertaining and fun (Pique Interest), and invite them to come (Get Customers).

Additional Questions:

- What type of people generally enjoy choir concerts?
- How might you convince someone to come to a choir concert for the first time?
- Should they limit their audience to members of the church, or is there a way to get even more people to come to the concerts?

Activity: Examples of Social Media Marketing Using Facebook



Resources

<https://nonprofits.fb.com/story/my-hero/>

<https://nonprofits.fb.com/story/mercy-corps/>

Many organizations have had great success using social media marketing. A closer look at some of those stories will be a great inspiration in finding out how to help

market the organization you have chosen. Here are examples of social media marketing campaigns from three nonprofit organizations and two

for-profit businesses. As you learn about each, you will draw comparisons to the organization you are working with.

Example 1: MY HERO

Non profit



Goal:

Create awareness and pique interest by sharing stories for people to engage with

Audience:

Targeted specific audiences

Key Campaign Lessons:

Create and share interesting content for your audience to connect with and share with their friends

Discussion Questions:

- What is the overall mission of MY HERO?
- What can you learn from their campaign lessons?
- What similarities do you see between MY HERO and the organization you have chosen to help with social media marketing?

Example 2: Mercy Corps

Non profit



Goal:

Create awareness but with urgency (earthquake response) and get "customers," who in this case are donors

Audience:

Broad reach, including lookalike audiences and custom audiences

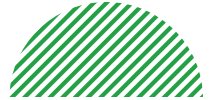
Key Campaign Lessons:

Create urgency, promote the posts that perform best

Discussion Questions:

- What is the overall mission of Mercy Corps?
- What role does "urgency" play in their campaign?
- What similarities do you see between Mercy Corps and the organization you have chosen to help with social media marketing?

Activity: Examples of Social Media Marketing Using Facebook



Resources

<https://nonprofits.fb.com/story/keep-a-child-alive/>

<https://www.facebook.com/business/success/cupcakin-bake-shop>

Example 3: Keep a Child Alive

Non profit



Goal:

Use gala event to create awareness and get donors

Audience:

Existing followers, reached through Facebook Live video, as well as Instagram posts

Key Campaign Lessons:

Use a good hashtag, respond to questions, ask questions, share content from other allies

Discussion Questions:

- What is the overall mission of Keep a Child Alive?
- What did they do to build relationships with their users?
- What similarities do you see between Keep a Child Alive and the organization you have chosen to help with social media marketing?

Example 4. Cupcakin' Bake Shop

For profit



Goal:

Grow business with local customers

Audience:

Locals who live near the physical shop, people already interested in flowers and weddings

Key Campaign Lessons:

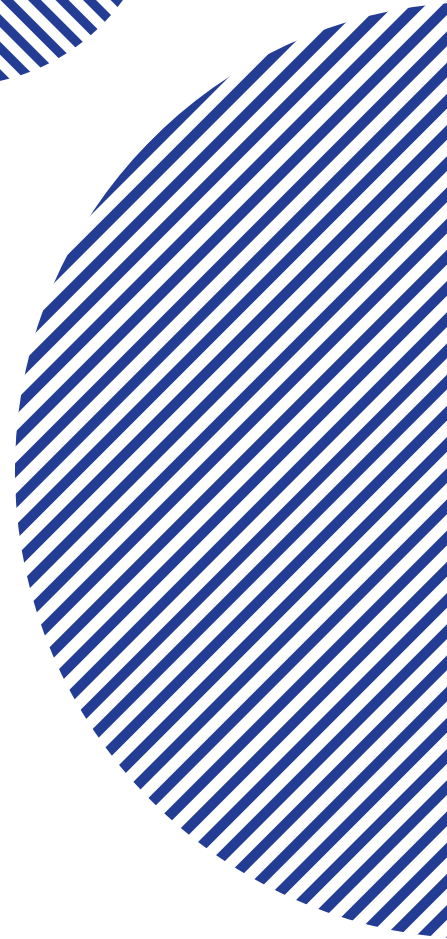
Ads run in late afternoon performed best (good time for cupcakes). Use of ads, core, targeting, and lookalike audiences were most effective

Discussion Questions:

- What is the overall business goal of Cupcakin' Bake Shop?
- How did they use their location to help their campaign?
- What similarities do you see between Cupcakin' Bake Shop and the organization you have chosen to help with social media marketing?

Module 1: Lesson 2

Create Your Page



What information do I need to create a Facebook Page for my organization?

There are two main things you'll need to get started in creating a Facebook Page:

Create an Account

If you don't already have a personal profile on Facebook, you'll need to create one to get started. But don't worry, it's easy to set up, and all your personal information will be

kept separate from the business Page. Check with the business or organization you're working with to see if there is anyone else they would like to have access to the business Page and make sure those people also have personal accounts. Everyone who will serve as an admin (who will monitor the account) on the business Page will also need an

account. You can add those people when you create the Page or at any later time.

Basic Information

You will also need the basic information about the organization you are working with, such as their address, their mission, and the correct spellings of the names of the people who work there that they wanted listed on the Page. If you are missing some of this information, you can still go forward, then go back and add the rest later. However, make sure that any information you do include is **ACCURATE**.

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 Cafe

Page Category, for example, Coffee Shop

Street Address

Culver City, California


90232

Phone


☒ Get Page tips in Messenger (?)

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


Get Started




Company, Organization or Institution




Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

What are the elements of a Page?


Resources

[https://nonprofits.
fb.com/topic/create-a-
page/?ref=nav-dropdown](https://nonprofits.fb.com/topic/create-a-page/?ref=nav-dropdown)

- Page name
- Cover image or video
- Profile image
- Call-to-action button

- **Short Description:**
This is a description of what your organization does and/or sells.
Make this as clear as possible

because it will also appear in search results when people look for you online.



The screenshot shows the Facebook Page for 'Purify H2O'. The page layout includes a top navigation bar with 'Page', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'. Below this is a 'Send Message' button. The main content area features a large cover image of hands holding water, a profile picture of a water drop, and a short description. The right sidebar shows the organization's location, address, and contact information.

Callout 1 (Profile Picture): This is a smaller image that you can also use to tell more about your organization. Often people use a logo as their profile image.

Callout 2 (Page Name): Most of the time, the name of the Page is the name of the organization or group.

Callout 3 (Cover Image): This is the large image that people see when they come to your Page. If your organization is a church, the image might be of the physical building, but it could also be an exciting photo of a gospel choir that has sung there. If your organization is a food bank, a photo of people receiving the food could be very moving. Whatever you use, it should help people understand what your organization provides.

Callout 4 (Send Message Button): You can add a button to the top of your Page to make it easy for people to take specific actions, like to call you, send you a message, or go to your website.

What do I need to know to manage the Page?

Resources

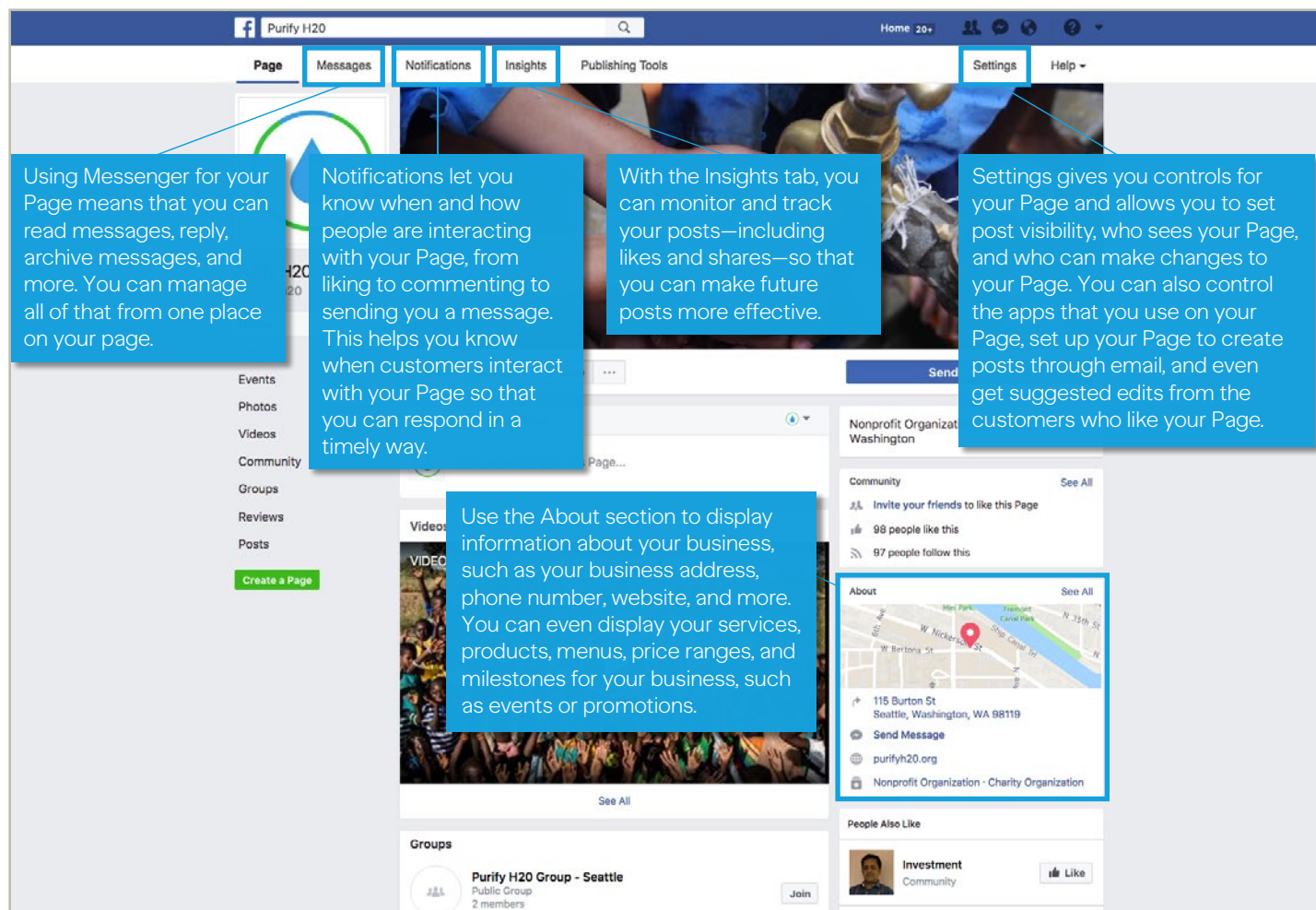
[https://nonprofits.
fb.com/topic/create-a-
page/?ref=nav-dropdown](https://nonprofits.fb.com/topic/create-a-page/?ref=nav-dropdown)

Once you've created a Page, you'll need to publish relevant content and see if people are interested in your posts..

tabs later in this workshop.

- Messages
- Notifications
- Insights
- Settings

You'll learn more about each of these



The screenshot shows the Facebook interface for the 'Purify H2O' page. The top navigation bar includes tabs for Page, Messages, Notifications, Insights, Publishing Tools, Settings, and Help. The left sidebar lists options like Events, Photos, Videos, Community, Groups, Reviews, and Posts, with a 'Create a Page' button at the bottom. The main content area displays a post from 'Nonprofit Organization - Washington' with 98 likes and 97 followers. The 'About' section is visible, showing the organization's address (115 Burton St, Seattle, WA 98119), website (purifyh2o.org), and category (Nonprofit Organization - Charity Organization). The 'People Also Like' section shows a community called 'Investment Community'.

Messages: Using Messenger for your Page means that you can read messages, reply, archive messages, and more. You can manage all of that from one place on your page.

Notifications: Notifications let you know when and how people are interacting with your Page, from liking to commenting to sending you a message. This helps you know when customers interact with your Page so that you can respond in a timely way.

Insights: With the Insights tab, you can monitor and track your posts—including likes and shares—so that you can make future posts more effective.

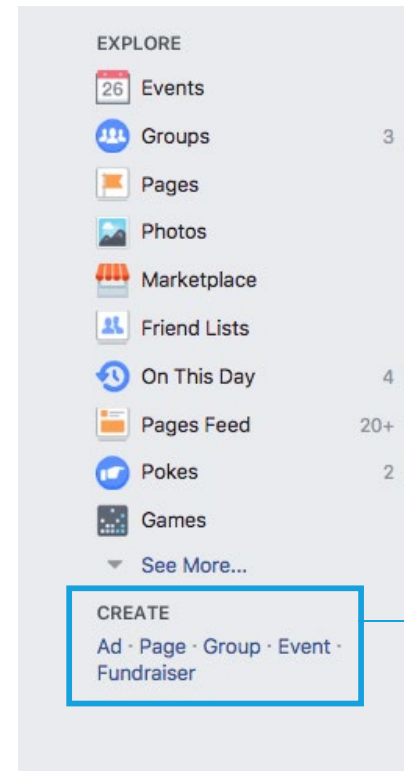
Settings: Settings gives you controls for your Page and allows you to set post visibility, who sees your Page, and who can make changes to your Page. You can also control the apps that you use on your Page, set up your Page to create posts through email, and even get suggested edits from the customers who like your Page.

About: Use the About section to display information about your business, such as your business address, phone number, website, and more. You can even display your services, products, menus, price ranges, and milestones for your business, such as events or promotions.

Mini Challenge: Create Your Page



This is the fun part! It's time to dive in and get started. As we've suggested, gather your information and your images from your group or organization and use them to create your Page. Feel free to experiment and explore all that you can do with your page. Get as familiar with it as you can because the more you know about it, the better you'll do!



Go to your personal Facebook Page, look for the Create Page Link on the left side menu, and get started!



Module 1: Lesson 3

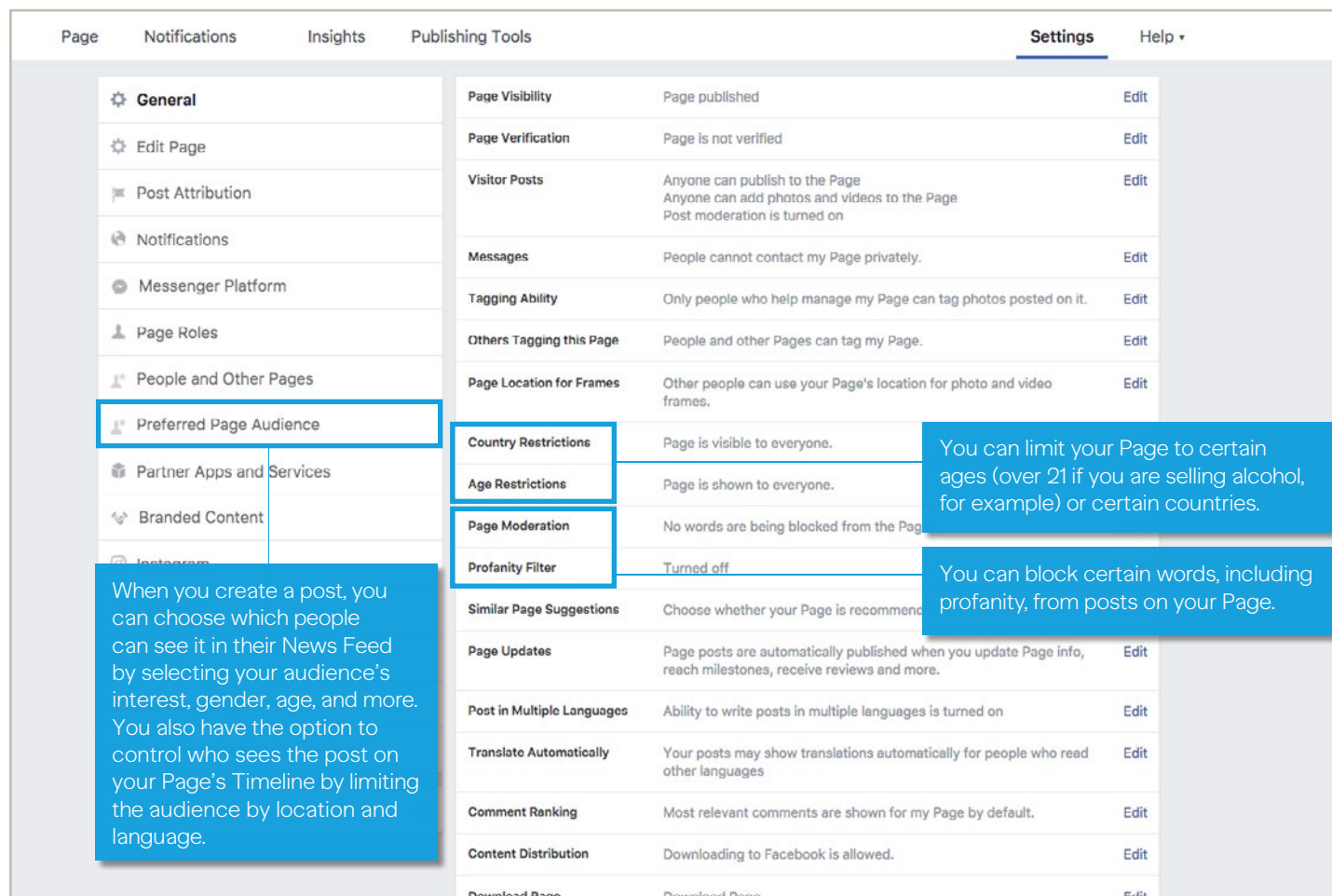
What About Security?

What security concerns are there?

Most organizations, whether business, nonprofit, or groups, are usually looking to get a lot of people to visit their Pages. But it is important to consider a few security issues for your organization:

- Who can see your Page?
- What can visitors do on your Page?
- What can visitors say on your Page?

Let's look at this more in detail. These are the ways you can control who can see your Page.



The screenshot shows the Facebook Page Settings interface. The left sidebar contains a menu with options like General, Edit Page, Post Attribution, Notifications, Messenger Platform, Page Roles, People and Other Pages, Preferred Page Audience, Partner Apps and Services, Branded Content, and Instagram. The main content area is divided into two columns. The left column lists settings such as Page Visibility, Page Verification, Visitor Posts, Messages, Tagging Ability, Others Tagging this Page, Page Location for Frames, Country Restrictions, Age Restrictions, Page Moderation, and Profanity Filter. The right column shows the current status for each setting and an 'Edit' link. Three blue callout boxes provide additional information: one for 'Preferred Page Audience' explaining how to choose the audience for posts, one for 'Country Restrictions' explaining how to limit visibility by country, and one for 'Page Moderation' explaining how to block certain words.

Setting	Current Status	Action
Page Visibility	Page published	Edit
Page Verification	Page is not verified	Edit
Visitor Posts	Anyone can publish to the Page Anyone can add photos and videos to the Page Post moderation is turned on	Edit
Messages	People cannot contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Location for Frames	Other people can use your Page's location for photo and video frames.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to people who like similar Pages	Edit
Page Updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
Post in Multiple Languages	Ability to write posts in multiple languages is turned on	Edit
Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit
Comment Ranking	Most relevant comments are shown for my Page by default.	Edit
Content Distribution	Downloading to Facebook is allowed.	Edit
Download Page	Download Page	Edit

Preferred Page Audience: When you create a post, you can choose which people can see it in their News Feed by selecting your audience's interest, gender, age, and more. You also have the option to control who sees the post on your Page's Timeline by limiting the audience by location and language.

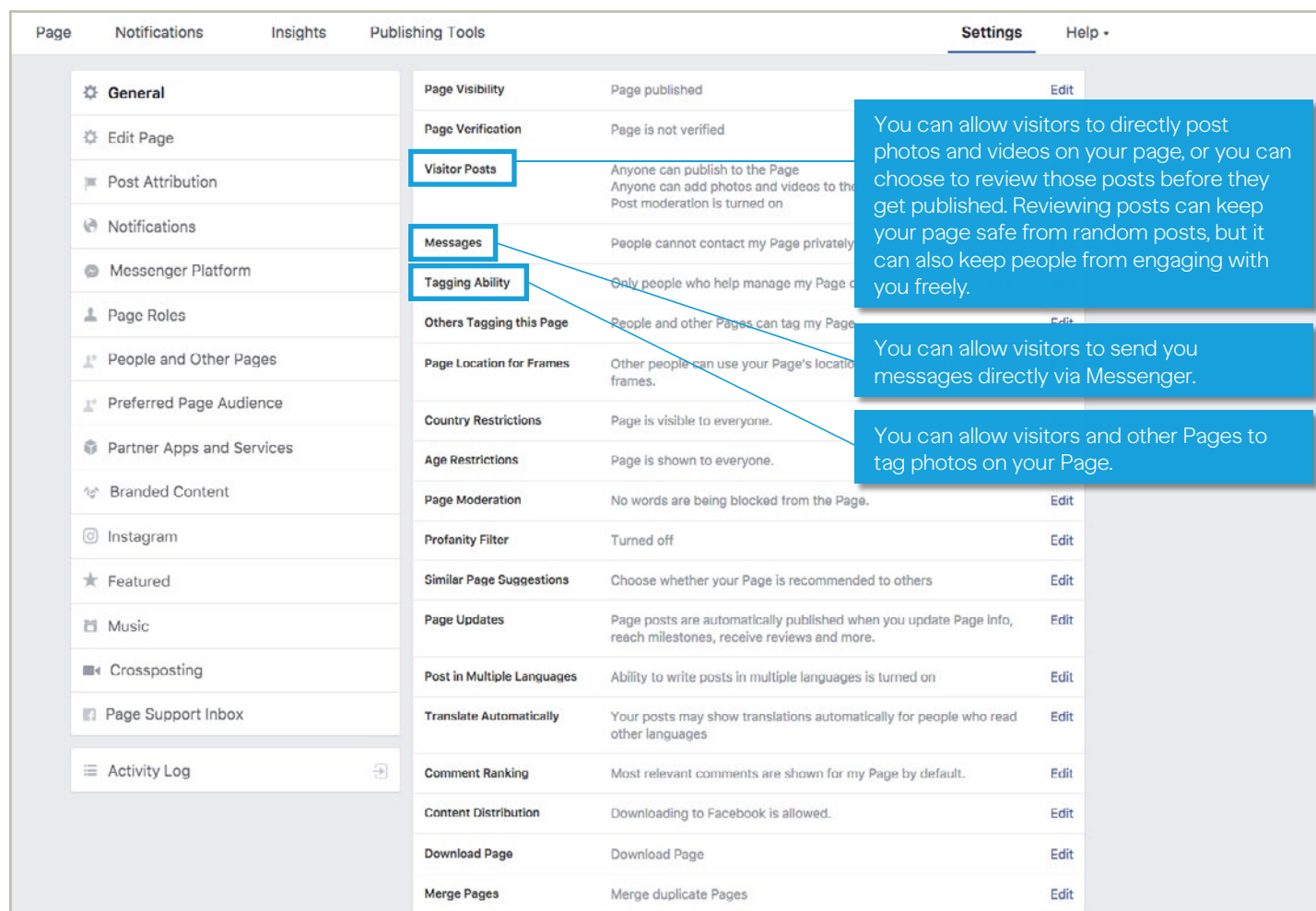
Country Restrictions: You can limit your Page to certain ages (over 21 if you are selling alcohol, for example) or certain countries.

Page Moderation: You can block certain words, including profanity, from posts on your Page.

What security concerns are there?

Let's look at ways you can control what visitors can do on your Page.

While a little more advanced, you CAN also block certain words from posts and comments—including profanity and curse words.



The screenshot shows the Facebook Page Settings interface. The left sidebar contains a list of settings categories: General, Edit Page, Post Attribution, Notifications, Messenger Platform, Page Roles, People and Other Pages, Preferred Page Audience, Partner Apps and Services, Branded Content, Instagram, Featured, Music, Crossposting, Page Support Inbox, and Activity Log. The main content area displays various settings with their current values and an 'Edit' button for each. Three blue callout boxes provide additional context:

- Visitor Posts:** You can allow visitors to directly post photos and videos on your page, or you can choose to review those posts before they get published. Reviewing posts can keep your page safe from random posts, but it can also keep people from engaging with you freely.
- Messages:** You can allow visitors to send you messages directly via Messenger.
- Tagging Ability:** You can allow visitors and other Pages to tag photos on your Page.

Setting	Current Value	Action
Page Visibility	Page published	Edit
Page Verification	Page is not verified	
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page. Post moderation is turned on.	
Messages	People cannot contact my Page privately.	
Tagging Ability	Only people who help manage my Page can tag my Page.	
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Location for Frames	Other people can use your Page's location in frames.	
Country Restrictions	Page is visible to everyone.	
Age Restrictions	Page is shown to everyone.	
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Page Updates	Page posts are automatically published when you update Page Info, reach milestones, receive reviews and more.	Edit
Post in Multiple Languages	Ability to write posts in multiple languages is turned on	Edit
Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit
Comment Ranking	Most relevant comments are shown for my Page by default.	Edit
Content Distribution	Downloading to Facebook is allowed.	Edit
Download Page	Download Page	Edit
Merge Pages	Merge duplicate Pages	Edit

Mini Challenge: Set Your Security Settings



Your challenge for this lesson is to make sure your security settings are appropriately set for your Facebook Page.

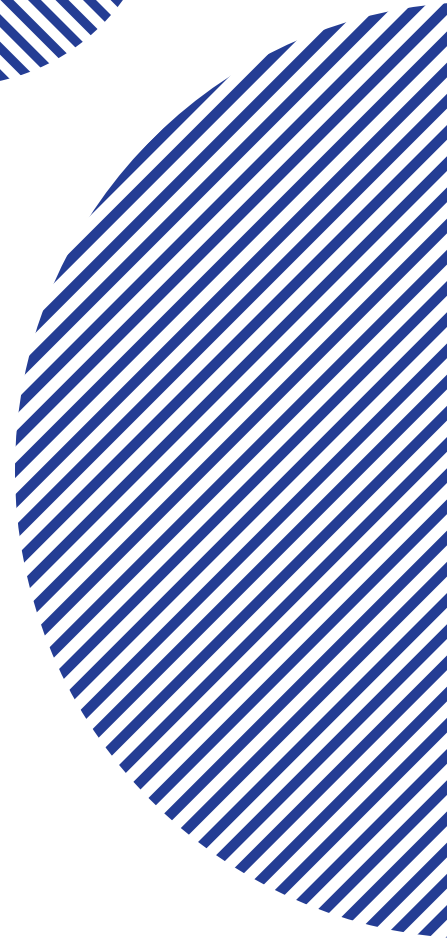
While, in general, most of the default settings will work just fine for your page, it is also a good idea to check with the organization that you're

working with to make sure they don't have any restrictions you should know about.

So, go to your Facebook Page, click on "Settings," and make any changes to the settings based on your company's needs.

Module 1: Lesson 4

Engage Your Audience

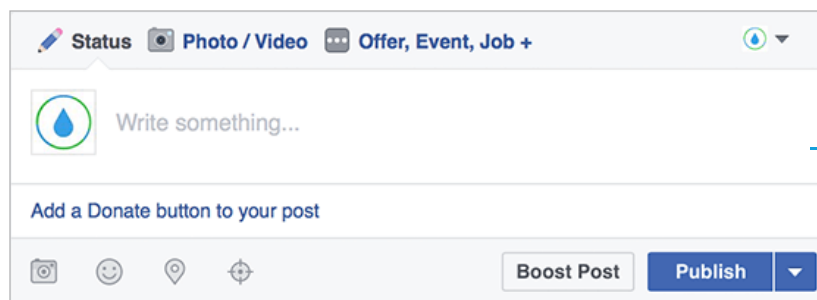


How do I promote the Page and attract people?

So, you have a Facebook Page. What do you need to do to start getting people to come to your Page? There are several things you can do to get started:

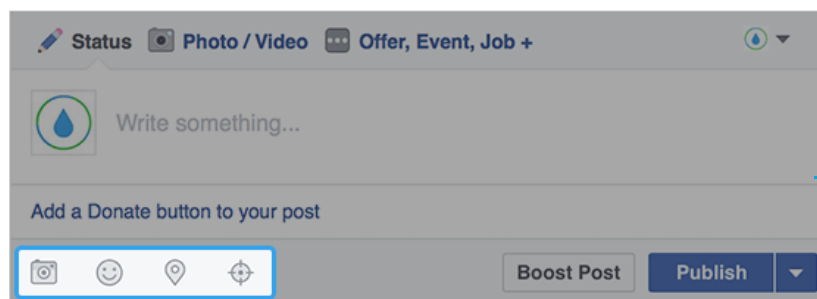
- **Post relevant content**
The single most important thing you can do is to create relevant posts.

The more relevant the content, the more likely people will interact with it. For example, if you're a bakery, it may be relevant to post videos of how to bake a moist cake or decorate cupcakes.



1 Write Something...

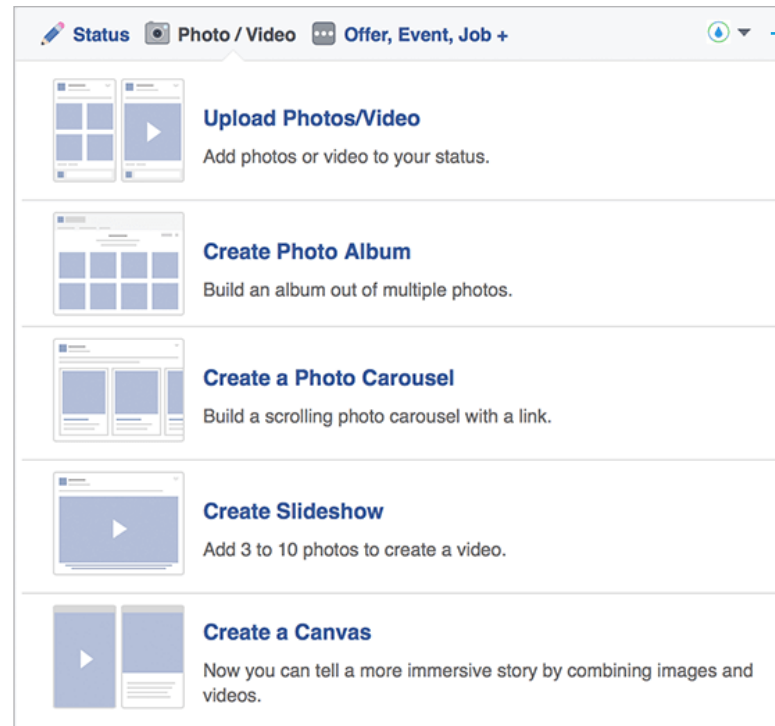
Posting is easy. Just start typing where it says "Write something..." Your update can be about anything you think supporters will be interested in, like announcing an event or showing photos of a project. All your posts are visible on your organization's Page and may show up in News Feed for people who've liked it.



2 User Post Features

Click the camera icon to add a photo or video to your post. Click the face icon to indicate what you're doing or how you're feeling. Click the location icon to add where you are, which is helpful if you're posting from different locations or an event. Click the down arrow next to Publish and select Schedule to schedule your post for later.

How do I promote the Page and attract people?



3 Insert Photos or Video

If you want to add photos or video to your post, click Photo/Video. When posting photos you have multiple options, including uploading a single photo or a series of photos across a carousel.

How do I promote the Page and attract people?



4 Publish Your Post

When you're ready, just click publish. Your post will be published to your page timeline and distributed to Page followers' personal News Feeds.

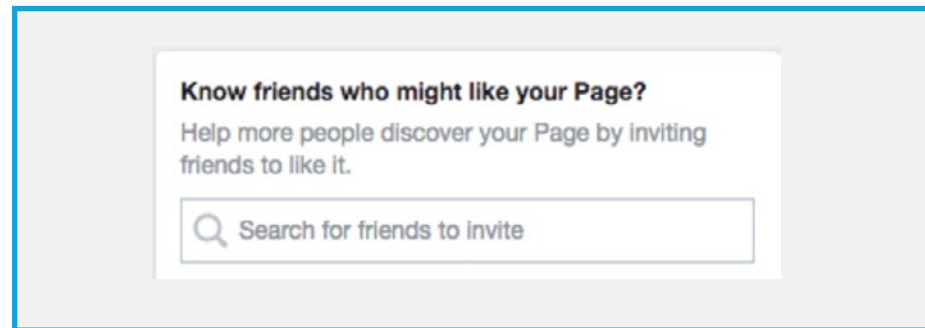
How do I promote the Page and attract people?

- Invite people you know to like your page

Building an audience on Facebook starts with inviting the people you already know to like your Page.

You want to invite people who are inclined to like and interact with what you're posting. As those people engage with your posts, their Facebook friends will see their

interactions with your posts, creating exposure to new audiences. Invite your friends, email contacts, and other community members and organizations that can help spread the word.



Invite your friends, email contacts, and other community members and organizations that can help spread the word.

- Promote your Page in other places

Give the people who visit your website the opportunity to join you on Facebook. You can start by adding a "Follow us on Facebook" button to your site.

And, of course, you can use ads to help promote your Page and business, but more on that in later modules.

If you have an email list, a blog, or accounts on other social media platforms, be sure to link them to your Facebook Page and remind people that they can get updates about your organization there.

What are the key elements of successful Pages?

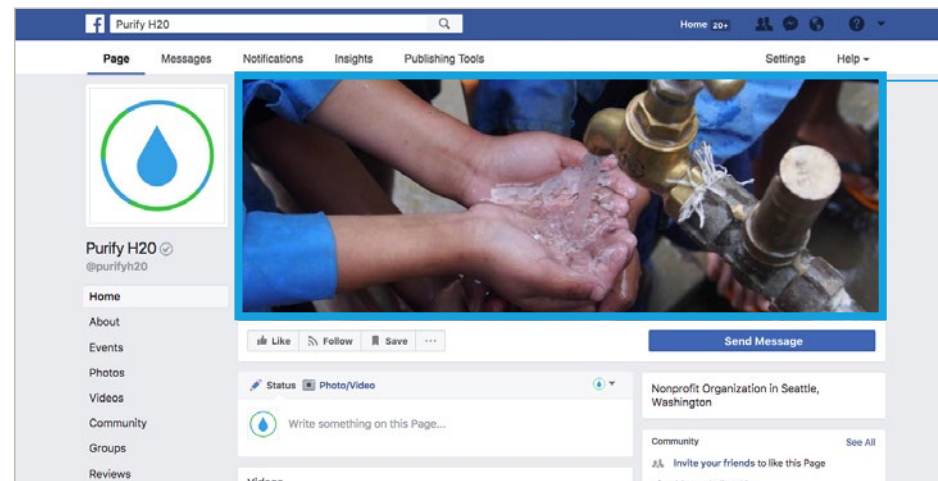
There are many, many elements that make a Page successful. Here are a few to think about:

- **Terrific cover image or video**

A great photo makes so much difference. Spend some time thinking about and capturing a good photo that you'll use for your cover. You'll want this photo to communicate something about your business, and you want it to be visually inviting.

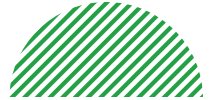
- **An interesting "About" section**

Do as much as you can to give visitors information about what your organization does. Make sure your descriptions are clear, interesting, and even inspiring! For example, if you're doing something to help your community, say so—"The Hub of Detroit is a retail bike shop that raises funds for the community projects of Back Alley Bikes." And don't be shy about including an inspiring mission statement as well: "Back Alley Bikes' mission is to provide cycling education and services with a focus on youth development, sustainable practices, and community access."



Great photo! Conveys the idea of Purity H2O in this single image.

Activity: Pizza place rewrite



Pretend you are re-creating a Page for local pizza place. It's known as a high-energy, relaxed place—always a bit of a party.

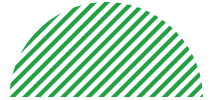
The person who tried to build the Page first just didn't like that type of restaurant and made it sound like a very classy, quiet place instead.

Can you fix it?

Let's rewrite it on the next page.

The screenshot shows the Facebook page for 'Donna's Pizza'. The page layout includes a top navigation bar with 'Home 20+', a secondary bar with 'Page', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools', and a right-hand menu with 'Settings' and 'Help'. The main content area features a cover photo of a brick building with 'DONNA'S PIZZA' in large red letters, a profile picture of a pizza slice, and a post from December 19, 2016, about a karaoke contest. The right sidebar displays the page's rating (5.0 stars), status ('Closed Now'), and community information.

Activity: Pizza place rewrite



Original Version:

current status:

“On Tuesday, there will be a karaoke contest from 7:00 to 9:00 p.m. The winner will receive a coupon for an extra large pizza.”

about section:

Donna’s Pizza has been in business since 1985. The original owner, Donna Tetrazini, has since retired, and the restaurant is managed by her twin daughters, Faith and Hope. Our pizza is always excellent, and our loyal customers are always pleased. Of course you probably prefer the quiet of your own home, but if you don’t have time to cook, you should come to Donna’s Pizza.

consider this:

Karaoke is fun, but the post is boring. Make this status update snappier and more interesting.



consider this:

It’s got some information, but does it make you want to eat there? Rewrite the “about” section in a more engaging way.

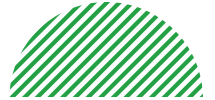


Your Version:

status rewrite:

about section rewrite:

Activity: Pizza place rewrite



Original Version:

profile picture:



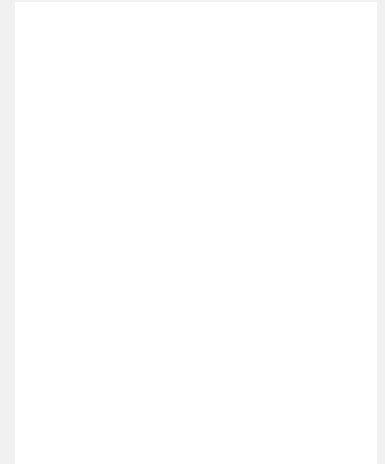
consider this:

Is that really the most interesting profile picture? Describe what you think the picture should show.

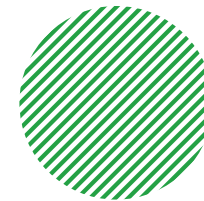


Your Version:

profile rewrite:



Mini Challenge: Learn more about your organization and its audience



In this module, we talked about how understanding the goals of the organization in terms of what they want to do with their social media marketing can help you decide on the ways you can connect with your audience. Knowing more about your audience can help you target your messages and posts to the people you want to see them. This will be even more important when you are buying and targeting ads. In this mini-challenge, you'll work with your group, organization, or business

to better understand their mission, audience, and goals.

Arrange a meeting with someone who works at the organization you chose. It may be the owner of the business or a person in charge, but you're looking for someone who can tell you about the organization and its mission.

The goal of the meeting is to understand as much as you can about the organization, including

fun stories, ways they do things, who their customers are, and who the members are. The more you understand, the more you'll have ideas for the kinds of posts and updates you can do.

We've put together some sample interview questions for you to ask and feel free to add to them. And don't forget to take notes or, better yet, record the interview in some way so you can come back to it later.

Interview Questions

- What is the mission of this organization?
- Who works for this organization?
- Who uses this organization? (For example, customers, members, congregates, audience, students, patients, parents, children, neighbors, refugees, homeless, dog owners, etc.)
- Who would you like to attract to the organization? (For example, more volunteers, more members, more donors, etc.)
- Is your organization trying to attract a specific type of person? (For example, knitters, marine biologists, etc.)
- When was this organization started?
- How has it grown and has the mission changed since the early days? What is going on right now with this organization?
- Is there an event on the calendar that the public should know about? (For example, a fundraiser, a film screening, a performance, a speech, a rally, a sale, a deadline for something important)
- Are there regular events that happen every year, every month, or every week?
- Who attends, and are you trying to attract more people? A new type of people? (For example, younger, older, Muslim, mothers, athletes, people with diabetes, twins, reformed felons.)
- Are you looking for feedback from the people who use your organization, and what decisions will you base on that feedback?

Mini Challenge: Engage your audience!



You'll need to use this week to get your page off the ground! You'll work on three things that you'll need to begin to bring people to your page:

- 1 Create posts of different types
You'll want to create different types of posts, like photos and videos. Have fun with these and try different things to see what people respond to!
- 2 Invite friends of the organization to like your Page
Use Facebook to invite your friends, email contacts, and other community members and organizations that can help spread the word.
- 3 Promote your Page in other places
Where you can, ask the organization to promote the page in other places. The simplest way is to ask them to start to add "follow us on Facebook" on their other promotional materials.

Get the Micro-credential

Congratulations! You have completed this module by:



- ✓ Creating your Page
 - ✓ Setting your security appropriately
 - ✓ Creating different types of posts (video, photo, etc.)
 - ✓ Inviting others to like your company's Page
-

Once you think you're ready, you can submit your work for review to earn the Social Media Marketing Basics Micro-credential. Your instructor will have instructions as to how to do the submission.

With this micro-credential, you can show employers and others that you have demonstrated the basic skills needed for a foundation in social media marketing with Facebook!

We invite you to continue developing your skills with the next module, Marketing with Facebook Pages.

Module 2:

Marketing with Facebook Pages

Learning Objectives

Students will gain a fundamental knowledge of social media marketing using Facebook.

- Understand what it means to use Facebook to promote a business
- Understand how to use Facebook Pages to build a presence for an organization
- Understand key strategies on how to create content and posts that engage audiences
- Understand how to use Facebook comments and Messenger to build a relationship with an audience
- Understand how to use Page Insights to report on likes, shares, views, and other key information about the organization's Page.

Skills Aquired

- Create and use posts of different types to engage an audience and build presence
- Monitor and respond to comments to build relationships
- Use Messenger to communicate directly with users to build relationships
- Use Page Insights to report on Page information
- Use Page Insights to inform and develop ongoing content engagement strategy

Challenge

- Now that you have a basic Page for your organization, in this mini-challenge, you will use your new Facebook Page to build awareness of your organization and to connect to your audience.



4-6
hour
class duration



sessions
plus out-of-class
homework

In this module, you will learn how to market using Facebook Pages. A lot of what you learn will apply to Instagram as well, but there is also a separate module for Instagram that will help you decide which platform is best for your message. (Spoiler alert: the answer is usually both.)

The big ideas in this module are building presence, creating relationships, and measuring the effect of your marketing.

You will have to be able to stand back and look at the big picture, asking, “What does my organization need, and who out there will meet that need?” At the same time, you must pay attention to the details, like asking whether the joyful colors of a particular photo are appropriate for the tone you are trying to achieve for your organization.

Perhaps most important, you will learn how to use Facebook’s tools for helping you track just how many people clicked on, shared, or bought something based on what you posted. By the end of this module, you’ll be ready to dive into the creative world of Facebook ads.



Module 2: Lesson 1

Introduction to Marketing with Facebook Pages

How do I use my Page to spread the word about my organization?

For small businesses, nonprofits, and community organizations, Facebook can be one of the easiest and most popular ways to let people know they are there and to tell their stories.

You've already started to engage your audience by creating different types of posts that tell the story of your group or business and that you think will be of interest to visitors. That's step one.

Over time you'll use your Page to build a strong presence for your organization and to build a relationship with your audience. These two things are the foundation to marketing with Facebook Pages. You'll learn more about this in this module.

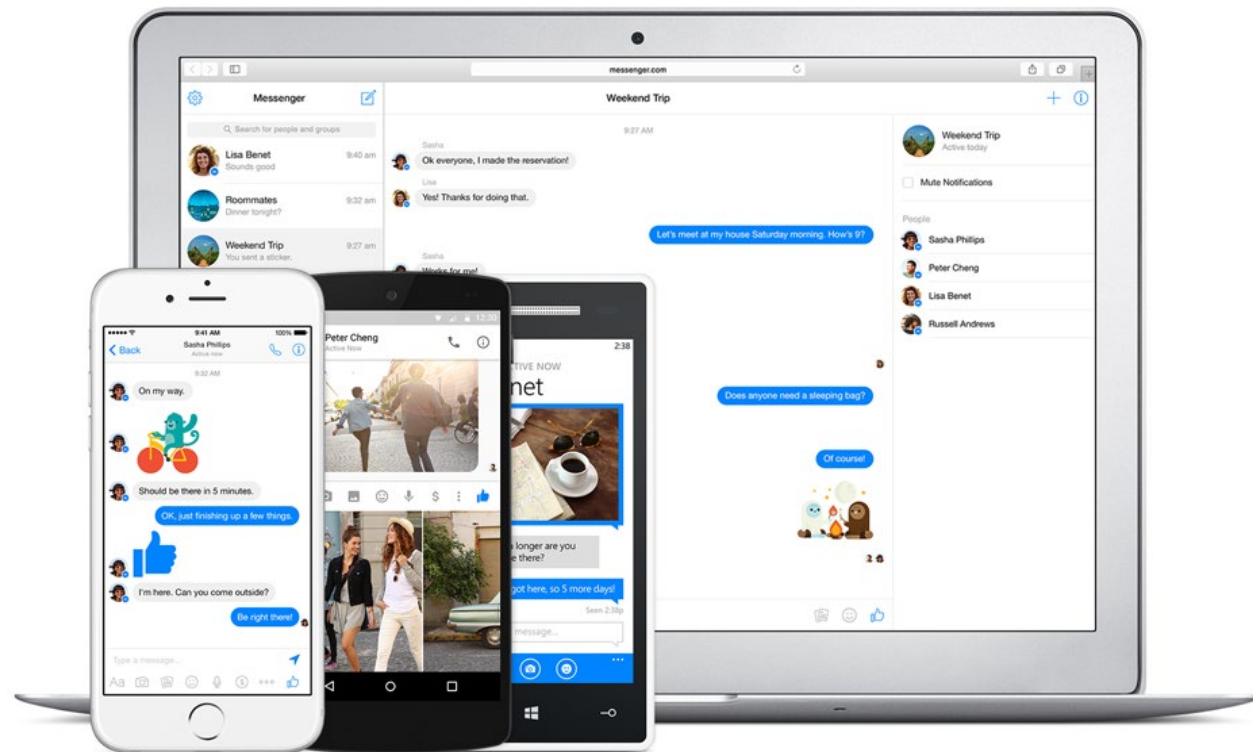


What does it mean to connect and build relationships?

Social media is about being social—that means connecting with people and building relationships. Two good ways to interact with your audience on your Page are through comments on your posts and directly through Messenger.

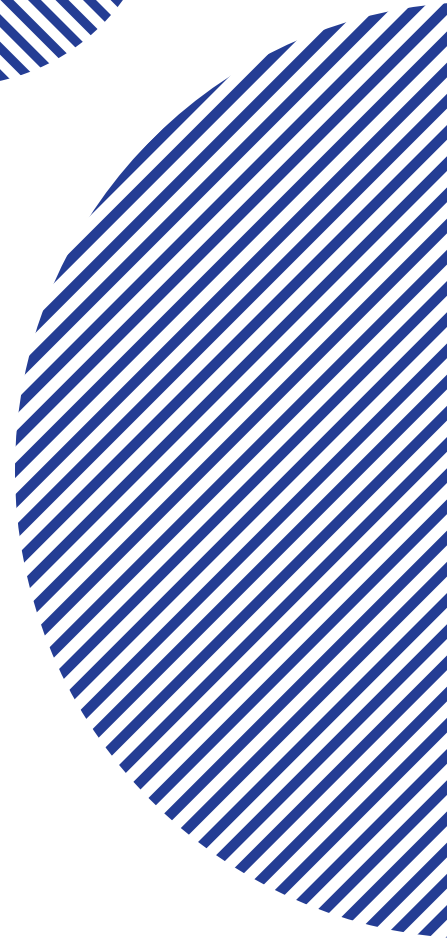
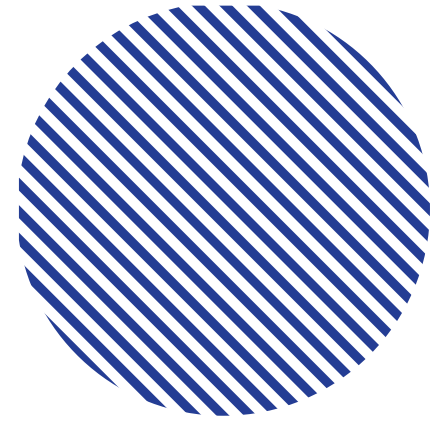
As people comment on your posts, you can reply and make your own comments as well. This can spark a conversation and engage even more people.

You can also use Messenger to communicate directly with users. You can invite people to message you with questions or you can respond to a comment someone makes by using Messenger. Doing this creates more of a personal connection for the user.



Module 2: Lesson 2

Build Your Presence



What strategies can I use to engage the audience?

- 1 Offer Relevant, Interesting Content
Offering your audience interesting links to articles, other videos, and events will keep them coming back for more.
- 2 Pose Questions
A good question can generate a lot of comments. Questions get many more comments than standard text-based posts. Pose the question and ask people to put their answer in the comments.



What makes an effective post?

There is no one formula for an effective post. It will depend a lot on your audience, your organization's mission and personality, and the goals you have for social media marketing. There are, however, some things to keep in mind as you create your posts.

An effective post:

Has a Clear Goal

The key to a successful Facebook post is to start with a clear goal. What do you want this post to do? Create awareness? Encourage comments that build community? Get people to share it? Get donations? If your post has a specific objective, it will be much more effective. And that objective should be obvious.

Has an Authentic Voice

People are your friends and fans because they like what you do. Your voice should be true to your brand—that is, to how you and your audience really sound. If your audience is skaters, you should post like a skater, not a Wall Street CEO.

Has Engaging Photos and Videos

We've said it before, posts with photos and videos get more attention. Use photos and videos that tell stories of others who are working with you, of events your organization has, or of things real people are doing at your organization. Images help people connect.

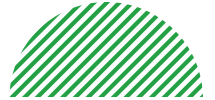
Asks for Engagement

A successful Facebook post has a clear call to action. In other words, it asks people to follow through in a specific way, using words such as "subscribe now," "share your ideas," or "tell us what you think." Think about ways to connect people to you. Remember, the goal of engagement on Facebook is primarily to build a community and create an interactive outlet of trust and sharing.


Isn't Always Selling

Don't make the mistake of making all your posts about selling or asking your audience for something. Mix it up with personal stories, interesting articles, and even humor. Post things that you think your audience will enjoy and connect with.

Activity: Creating an Effective Post




Example 1



Myrna Wong
March 3 · 🌐

Science! Science! Science! The big fair is still two months away, but we only have 9 more days to raise funds for a much-needed 3D Printer. This important 21st Century technology will not only help 14 CRS students make their projects a three-dimensional reality—it will serve the whole school in a number of ways. Remember that these printers make more than just Star Wars figurines and chess pieces. They are useful in medical science and other important industries that we want our students to care about. Click [here](#) to make a donation now!



3D Printing

3D printing in medicine has been skyrocketing. The list of objects that have already been successfully printed in this field demonstrates the potential that this technology holds...

[Donate](#)

Discussion Question

What is the goal of this post? You can choose one, two, or all three of the options, then explain your reasoning in a discussion or in writing.

- ☒ Create Awareness
- ☒ Pique Interest
- ☒ Get Customers

Answer

All of the above. Perhaps the primary goal of this post is to get people to donate (Get Customers), but by adding information and a photo, they are trying to pique the interest of their community. They are also using an educational message to create awareness for the need for getting students involved in scientific industries.

Additional Questions

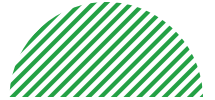
What does the “Donate” button signal to you about the goal of the post? What about this post will pique someone’s interest?

Why does the post work to create awareness about an event?


How might you do some of these same things with a post for your organization?

Activity:

Creating an Effective Post




Example 2

**Best Friends Animal Society**
March 3 · 🌐

Though she's only six years old, Fiesta has survived the cruel life of a dogfighting ring — and she has the health issues to prove it. Thankfully, now she's at Best Friends, where she'll receive all the medical attention she needs and, with any luck, the chance to open up and love.

Can you give just \$5 to help Fiesta and other animals like her? It's easy to make a gift today by clicking the DONATE button below! -abigail



Fiesta

Some people think Fiesta looks a little older than she really is. And it's easy to understand why. Though she's only six years old, she's survived the cruel life of a...

[Donate](#)

Discussion Question

Identify at least 3 of the “5 things that make an effective post” in this post from Best Friends Animal Society? What are they? How do they make THIS post effective?

Additional Questions

What other things might they have incorporated into this post? How might you use these same elements in your posts?

Mini Challenge: Create Effective Posts



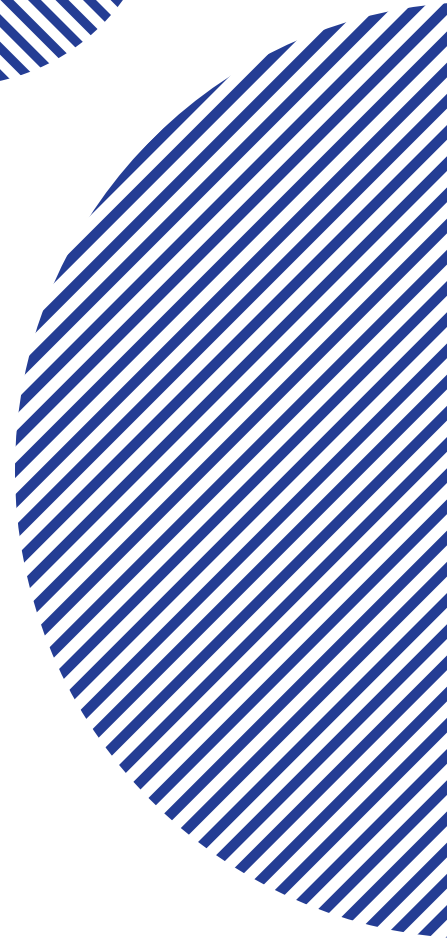
Your task this week is to create 5–7 posts that will engage your audience and help you begin to grow your community.

Some things to remember:

- Use the scheduler to help schedule your posts for the week.
- Have a clear goal for each post.
- Be authentic.
- And, above all, have fun! Social media is fun. Enjoy it!

Module 2: Lesson 3

Connect and Build Relationships



How do comments help make connections and build relationships?

Comments are a good way to know that you've piqued someone's interest. When someone comments, they've taken the time to engage with you.

Use a comment to start a conversation. Once someone takes the time to comment, it's more likely that you can engage them in a conversation and that they will engage with your posts again.

Just as you post regularly, you should also monitor your posts for comments. (You'll know you have comments if you set your notifications to notify you when someone comments.)

Do your best to respond to all comments, even the negative ones. It lets your fans know you care about what they say.

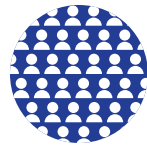
A few important DOs:

- Make sure your Page allows others to post and comment on it.
- Answer all comments, negative and positive.
- Answer questions promptly.
- Have fun! Try to draw them into a conversation with you!

How do I use Messenger to connect and build relationships?

Messenger lets you and your users connect and talk to each other instantly.

800 million Facebook users have access to Messenger and use it to send and receive messages instantly everyday. A Nielsen's Facebook



2 billion

Messages are sent between people and businesses every month, both automated and people-initiated.



53%

of people would rather message than call customer service.

Messaging Survey recently showed that messaging ranked second out of nine possible modes of communication with business, and that 53 percent of people are more likely to shop with a business they can message directly.



56%

of people say they are more likely to shop with a business they can message directly.

Using Messenger opens up a lot of possibilities:

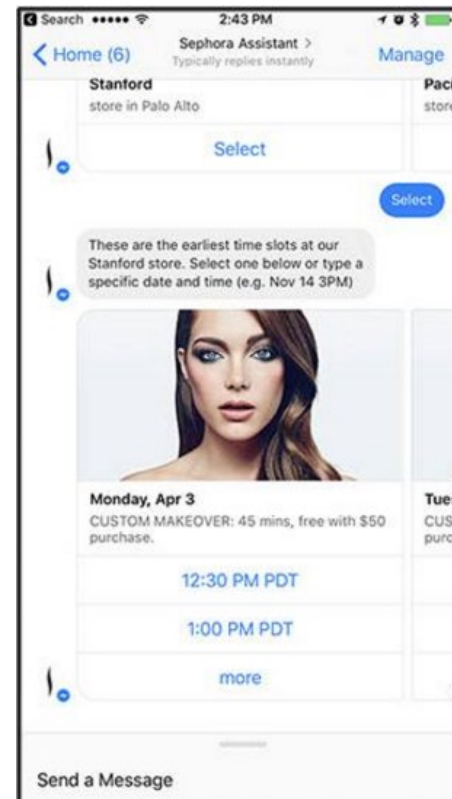
- Users can ask you questions.
- You can ask users questions privately.
- You can answer questions directly and resolve problems.
- You can follow up on a specific comment that someone has made.
- You can build more personal one-on-one relationships with some of your users.

How do I use Messenger to connect and build relationships?

Messenger lets you and your users connect and talk to each other instantly.

It may seem awkward at first to message someone you don't know, but give it a try.

You might be surprised by the conversation you have and the loyal fan you gain!



Using Messenger opens up a lot of possibilities:

- People can ask you questions.
- You can ask people questions privately.
- You can answer questions directly and resolve problems.
- You can follow up on a specific comment that someone has made.
- You can build more personal one-on-one relationships with people..

How do I manage my messages?

Here are few things you need to do take advantage of messaging on Facebook.

First, be sure to enable messaging on your Page. You can do that from Settings on your Page.

Second, as with comments, you'll want to monitor your messages and respond quickly.

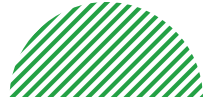
Facebook has several ways for you to reply quickly to messages. One way, of course, is just to reply manually when you get a message.

This will probably be what you do at first. But you can also set up instant replies for when you are not available. You can personalize the instant replies, and you can have different replies for different kinds of questions.

There are many other interesting features that make messaging easier, especially as the number of users on your Page grows, but they're too advanced to cover here. Just know that they exist under the Messaging tab on your Page and you can explore them later.

Activity:

Managing Your Messages



Let's imagine your organization has set up a fundraising event. Details about time, place, what to bring, what to wear, and what will happen are on the Facebook Page. But the flier that was mailed out left off the address of where it's happening.

You are getting about 20 messages a day asking where it is. Which of the following strategies should you use?

Set up an automated response that, regardless of the question, sends them the address.

Answer: No—20 messages a day is not enough to merit automation, and it will feel impersonal for those who were asking about something other than the address.

Write a well-worded, friendly response apologizing for the mistake in the flier and providing the address, then paste it into all of the messages from people asking that question.

Answer: Yes—even though you are not personalizing each response, you are providing what is needed, and that will meet your members' expectations.

Respond with a link to the Facebook Page and let them know that all the correct information is there.

Answer: No—the person already took the time to ask the question, and you want them to go to the event, so do not add another step for them. You can provide the answer AND the link to the Page, but don't make them feel silly for not figuring this out on their own. Remember with mobile users, Messenger is a separate app from Facebook.

Answer each message personally, providing not just the address, but something nice about that particular person.

Answer: This would be great, but maybe too time consuming if you have more work to do on the Page, so it depends on your availability. It is certainly a great opportunity to engage more users and make them feel personally connected to your organization.

Discussion Questions

- How do you know when your time is being well-spent marketing on Facebook and when you are spinning your wheels?
- What are some ways you can maximize customer engagement on your organization's Facebook Page?

Mini Challenge: Building Relationships



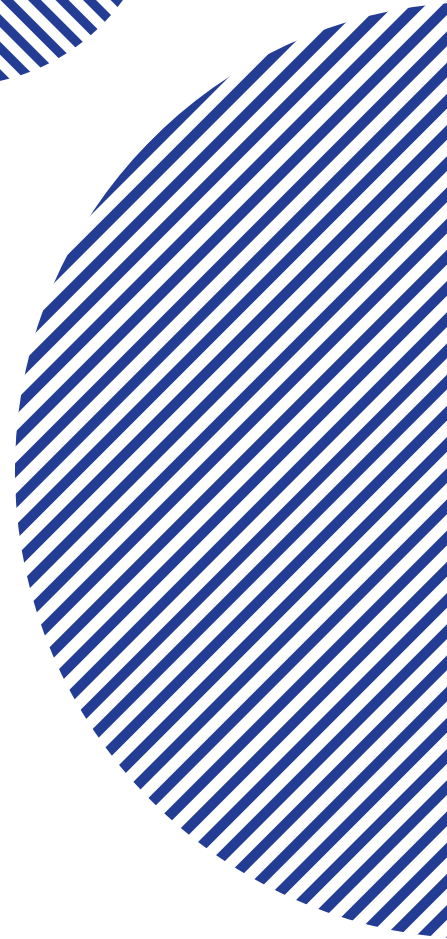
In addition to posting often throughout the week, your task is to start to build relationships with your audience. You'll do this by monitoring your posts for comments and, when when it's appropriate (like when they ask you a question), send a private message.

Use this opportunity to try different things—maybe post a photo as a comment, maybe ask a question in a comment, maybe send someone a link to another site via Messenger.

Also, use the week to get into the habit of monitoring your Page regularly. You'll want to be doing this from here on out.

Module 2: Lesson 4

Measure Your Efforts



How can I measure how people interact with my Page and posts?

Note:

The Insights tab on your Page does not show up until you have 25 Page likes.

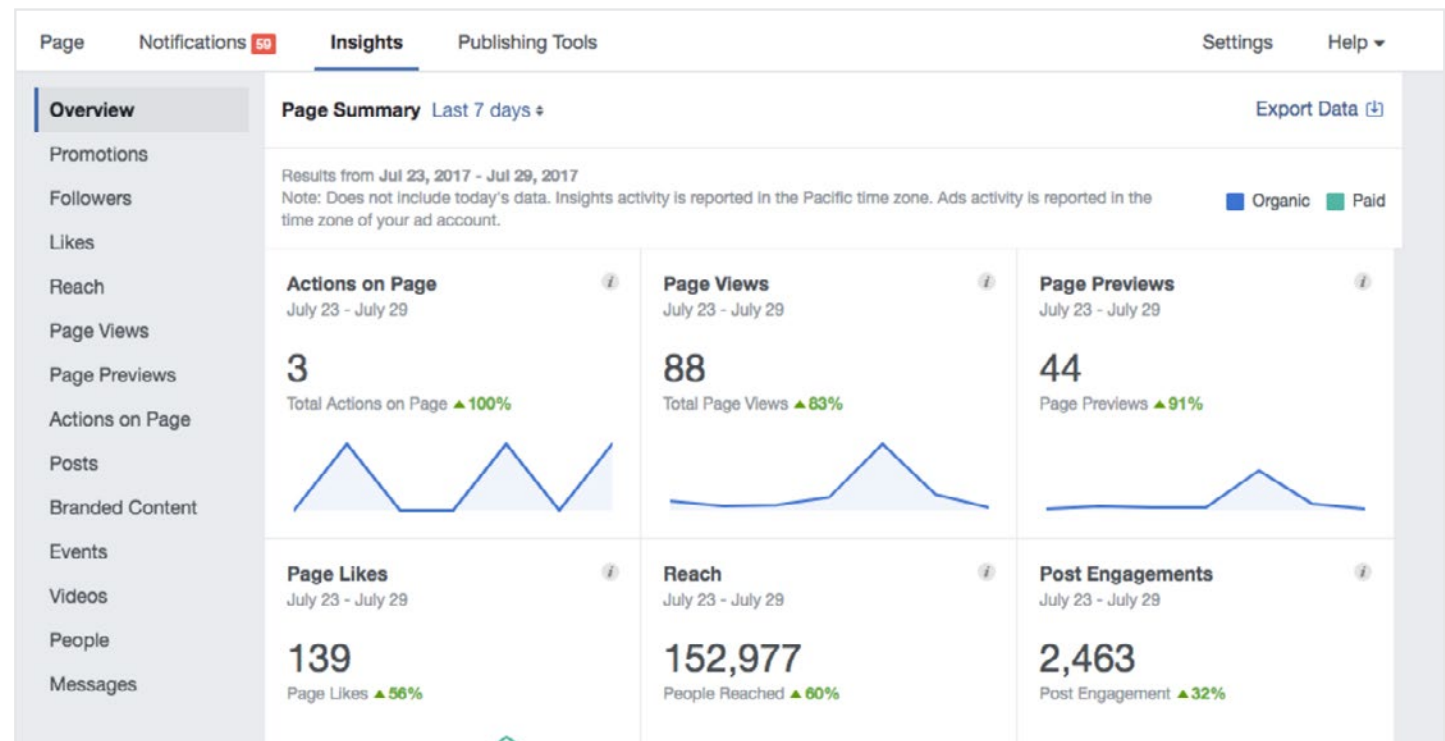
With Page Insights, you can learn what posts people are engaging with—or not engaging with—so you can make informed decisions about what content is having the most effect on your Page. These results will help you build your audience and get more people interacting with your organization through your Page.

Here is the information you can see with Page Insights:

- **Page views:** See how many Page views you have
- **Insights:** Click here to view insight on your Page and to get the dashboard below
- **Actions on Page:** See what actions people are taking on your Page
- **Followers:** Get metrics on your audience

- **Posts:** Get metrics on individual posts
- **Page Likes:** See how many people liked your posts
- **Videos:** Get metrics on video views
- **Page Followers:** See who is following your Page
- **Reach:** Understand who you are reaching with your posts

From the Dashboard you can dive more deeply into the information.

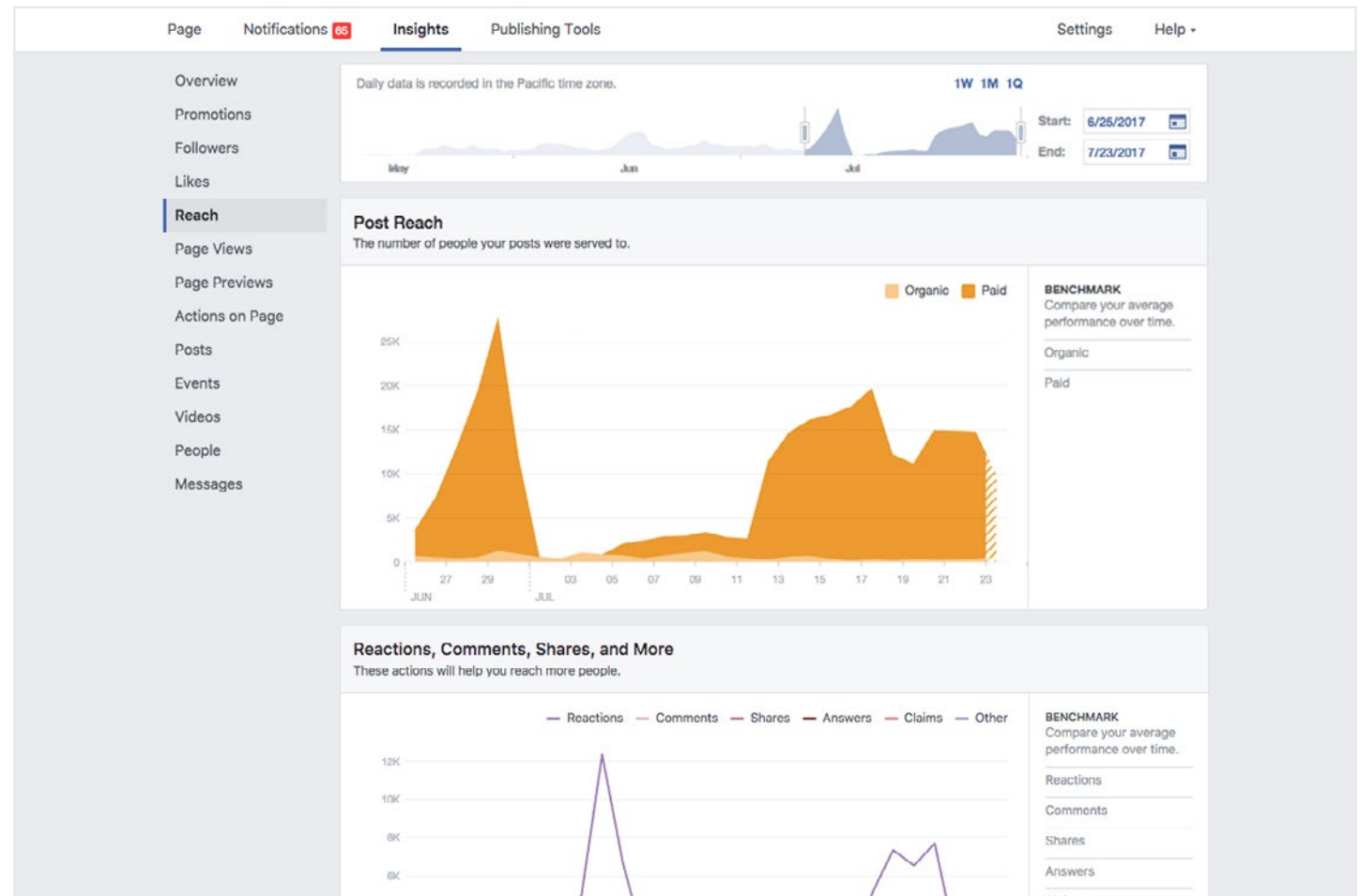


How can I measure how people interact with my Page and posts?

Reach

See how many people saw your posts, as well as how many liked, shared, and commented on them.

This will help you learn which posts get the most attention, allowing you to create more of the kinds of posts that people will interact with.

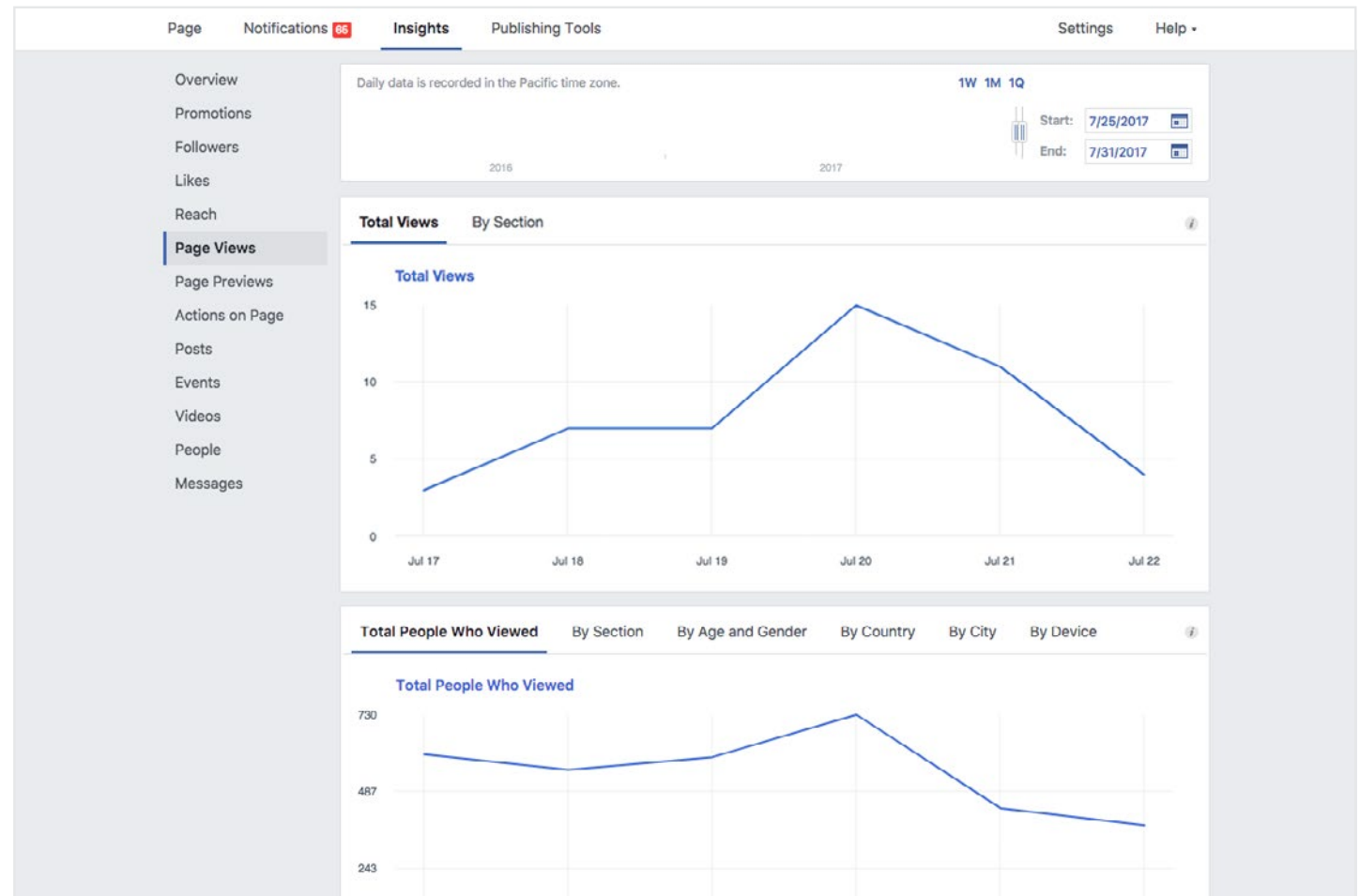


How can I measure how people interact with my Page and posts?

Page Views

Discover how many people are viewing your Page and what sections they're looking at. Then, get details on your audience by age, gender,

and location. Use this information to target different audiences or tailor the images and videos in your ads to their interests.

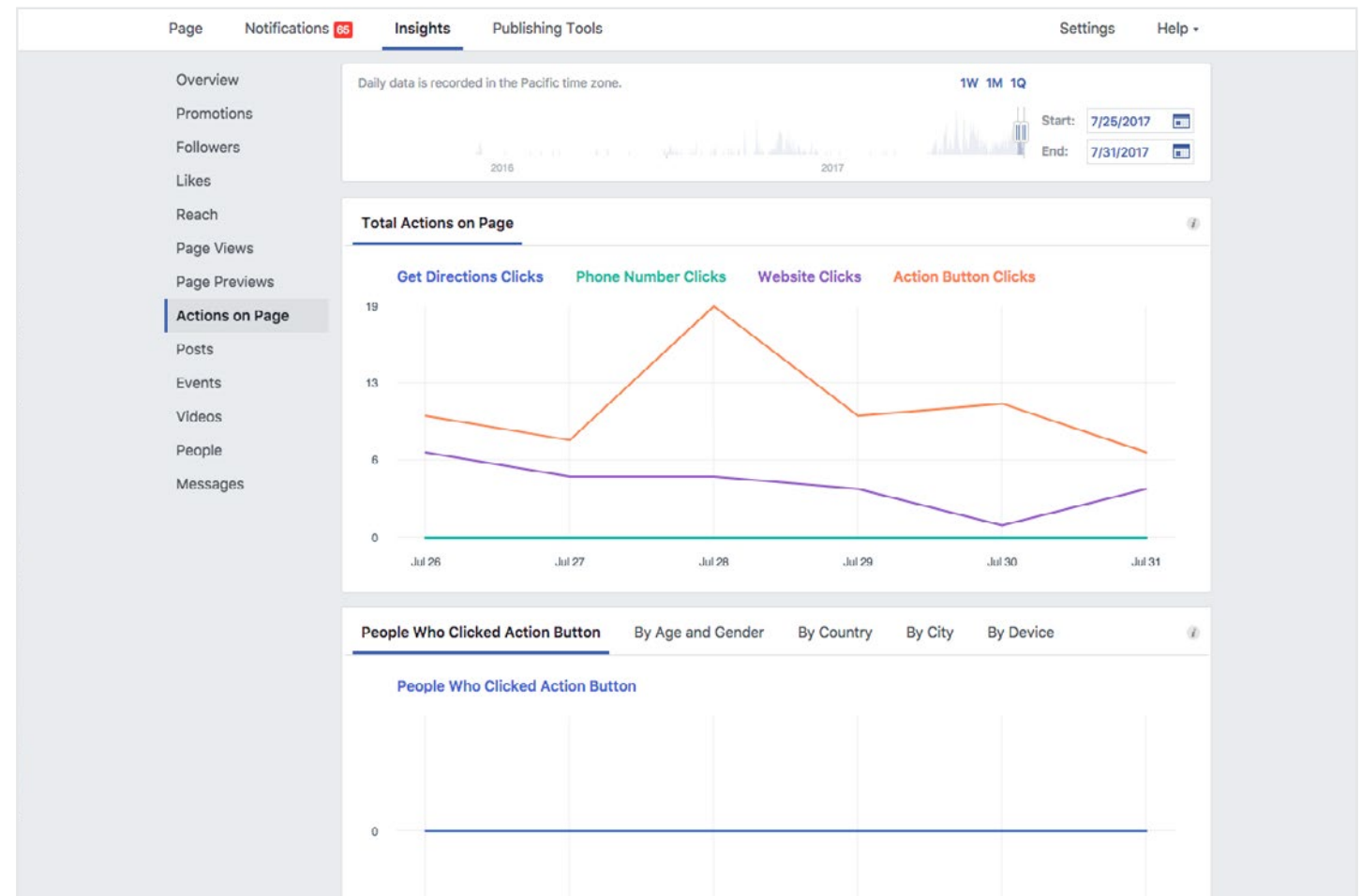


How can I measure how people interact with my Page and posts?

Actions on Page

See what actions people are taking on your Page—including whether they are going to your website or clicking on your call-to-action button.

This will help you adjust your Page to encourage people to take the actions you want.

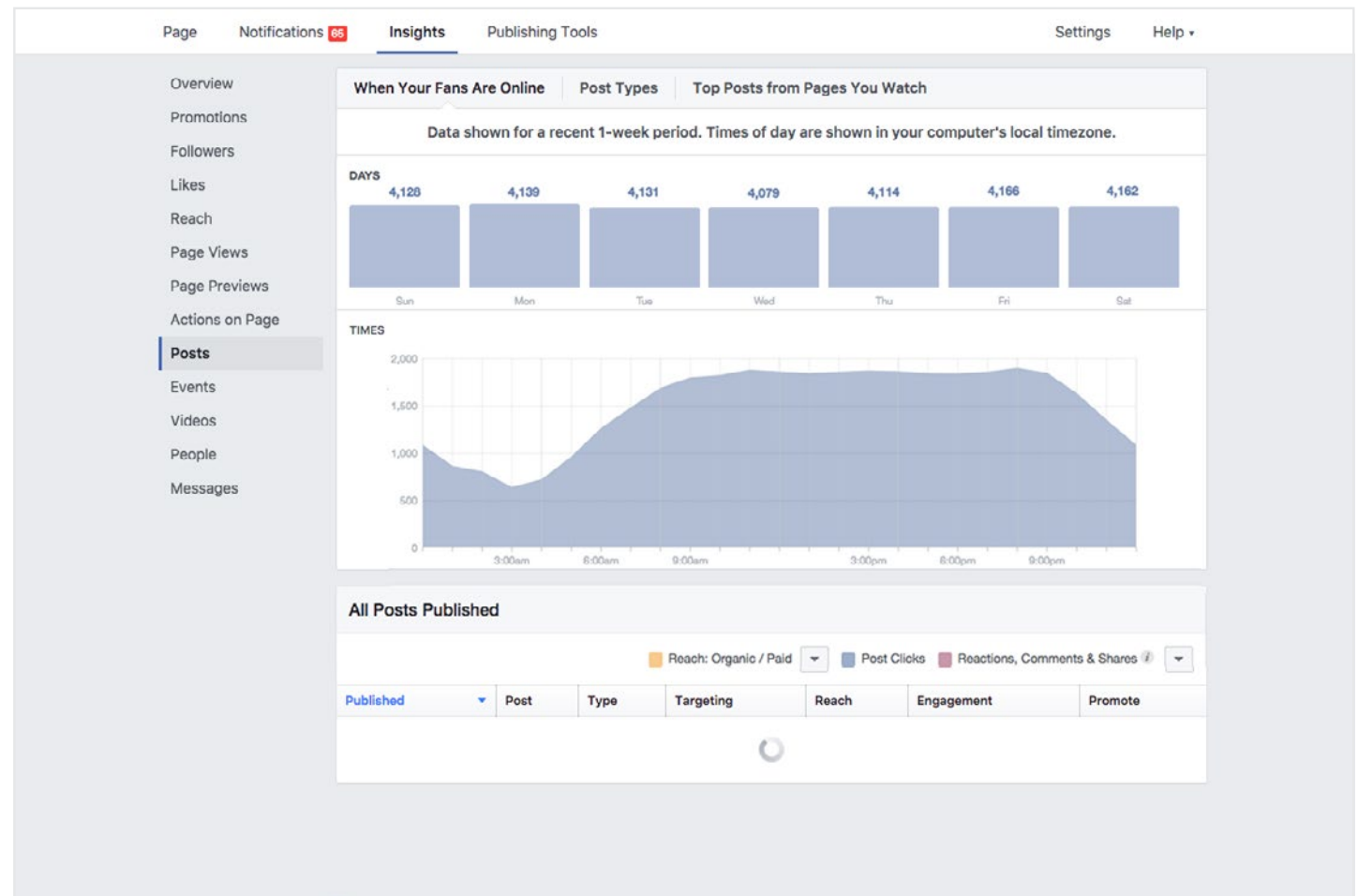


How can I measure how people interact with my Page and posts?

Posts

See a breakdown of how each of your Facebook Page posts have performed over time. You'll see how many people each post has reached,

how many responded with clicks and reactions, and the type of post so you can quickly analyze what's working best.

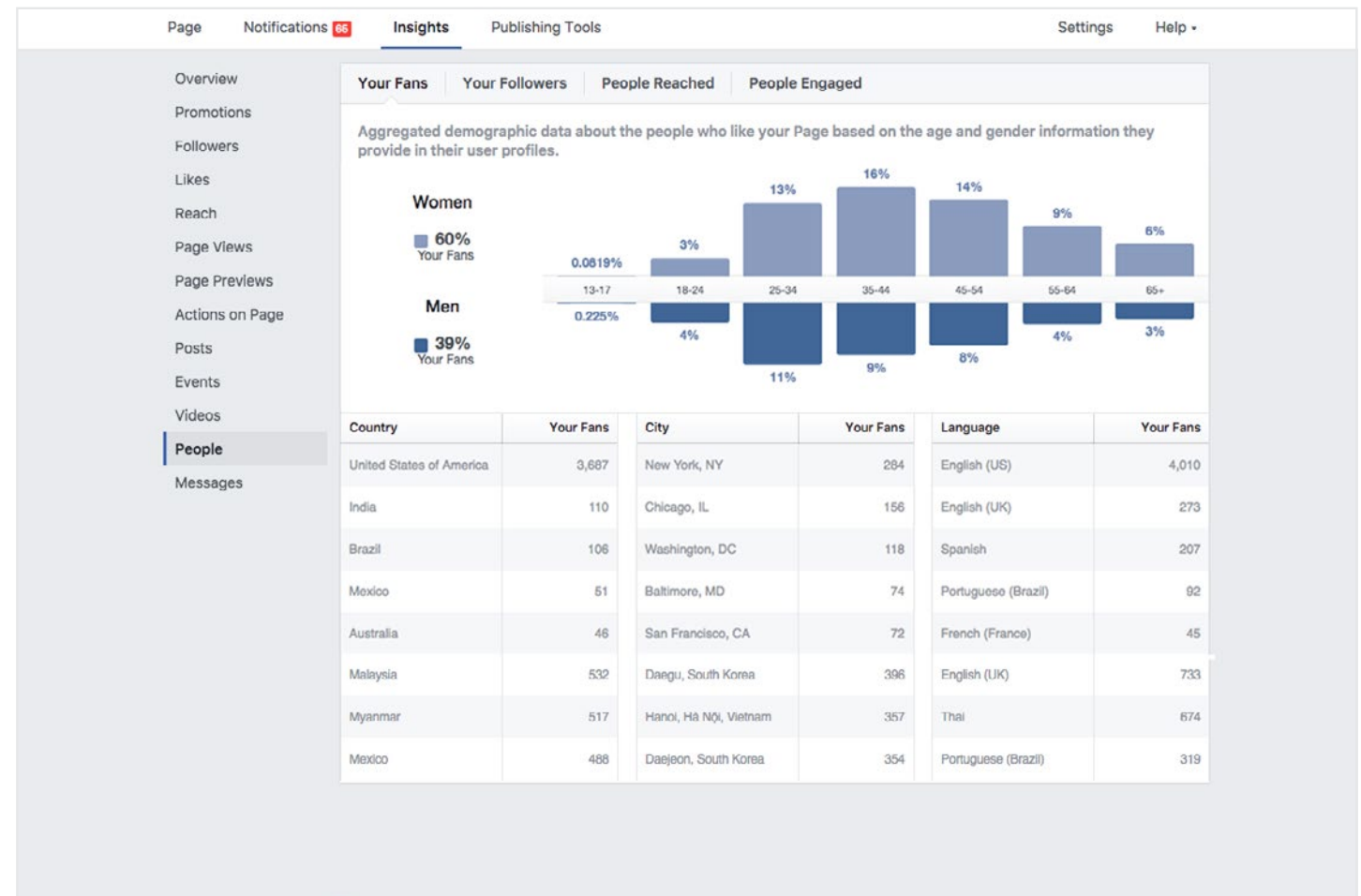


How can I measure how people interact with my Page and posts?

People

Understand your audience with aggregate information including age, gender, and location. You'll also see when people are looking at your

Page and how they found it. This can help you create posts for the best response.



Mini Challenge: Measure Your Efforts



As you've worked on this module, you've spent some time creating posts, monitoring those posts for comments, and engaging your audience via Messenger. Now it's time to use Facebook's tools to see how it's all going.

Your task is to look at the Insights tab for your Page to try to understand what's working and what's not.

The next step is to try to analyze why certain posts got a lot of likes and certain ones didn't. What patterns do you see? What might you try again? What might you change?

Write a short reflection on what you're seeing with your Insights tab at this point. Then use this information to inform the posts and interactions you'll have on your Page over the next week.

Get the Micro-credential

Congratulations! You have completed this module by:



- ✓ Creating relevant and engaging posts of different types to build your presence
- ✓ Measuring and monitoring the activity on your posts through Page Insights

Once you think you're ready, you can submit your work for review to earn the Marketing with Facebook Pages Micro-credential. Your instructor will have instructions as to how to do the submission.

With this micro-credential, you can show employers and others that you have demonstrated the basic skills needed to do some basic social media marketing with Facebook!

We invite you to continue developing your skills with the next module, Marketing with Facebook Ads.

Module 3:

Marketing with Facebook Ads

Learning Objectives

Students will learn to create Facebook Ads using Ads Manager

- Understand the basic process needed to create an ad
- Understand how to determine an objective for an ad campaign
- Understand how to use Ads Manager to target ads to specific audiences
- Understand how to set a budget and schedule for an ad campaign
- Understand how to use Ads Manager to create various types of ads (image, video, slideshow, carousel, etc.)
- Understand how to use Ads Manager to monitor and measure the performance of an ad campaign

Skills Aquired

- Determine the right ad objective for a business's goals
- Use tools to target specific audiences for an ad campaign
- Set a specific budget and schedule for an ad campaign
- Produce ads of different types (images, videos, slideshow, carousel, etc.)
- Use tools to monitor, measure, and edit an ad campaign to meet the campaign goals

Challenge

- Create a simple ad campaign for your organization that is in line with their specific business goal(s). For example, this could be creating awareness through an event, generating leads for new members, selling a product or service, or boosting loyalty to the organization.



6-8
hour
class duration



sessions
plus out-of-class
homework

The rise of social media has had a dramatic effect on how people communicate with friends and how news is spread, but possibly no industry has seen more change than the advertising world.

Remember Nielsen ratings? That's where data is gathered on the viewing habits of one or two million people in order to understand what they are watching on TV, and it's used to determine the cost of television commercials. It used to be best way to estimate what an audience would do. Today, that data is much more comprehensive and much more specific.

The more you know how to appeal to specific demographics and how to measure your ad's effectiveness, the better prepared you will be as a social media marketer. Even if your organization is nonprofit, advertising is an excellent outreach tool.

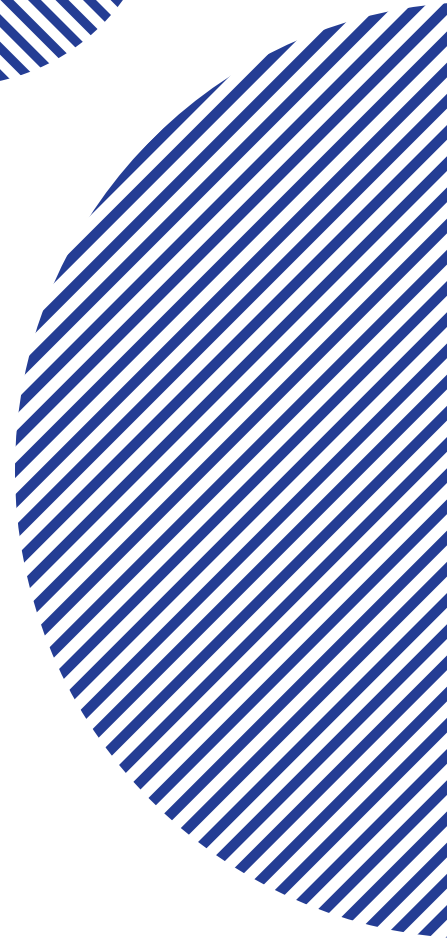
In this module, you will work with your organization to create and run at least two ad campaigns. Because the process can be a little complicated, we'll take you through it step by step in the following six lessons:

- **Why Ads?**
Organic vs paid ads
- **The Basics**
Overall process
- **Choose Audience**
Target specific audiences
- **Ad Placement**
When and where your ads are shown
- **Budget and Schedule**
Determine a good budget
- **Create Your Ad**
Create beautiful, compelling ads
- **Manage and Measure Your Ads**
Ad performance

Remember, this is the fun part! This is the chance to get creative and learn how to create compelling ads that help your organization add members, sell products or services, have a successful event, or whatever business goal you have!

Module 3: Lesson 1

Why Ads?



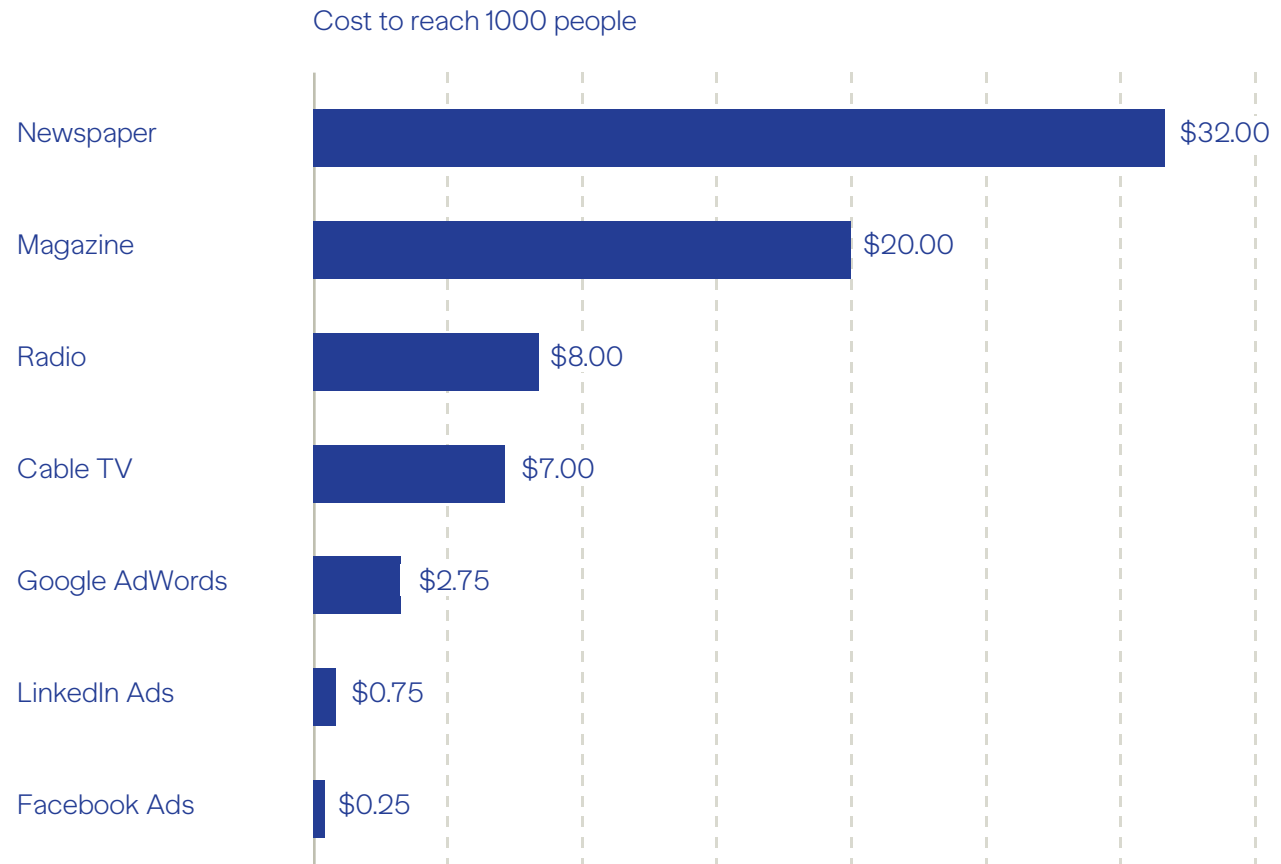
Why should I buy ads on Facebook?

Resources

[https://moz.com/
blog/1-dollar-per-day-on-
facebook-ads](https://moz.com/blog/1-dollar-per-day-on-facebook-ads)

- 1 Advertising on Facebook is relatively inexpensive as compared to other channels.

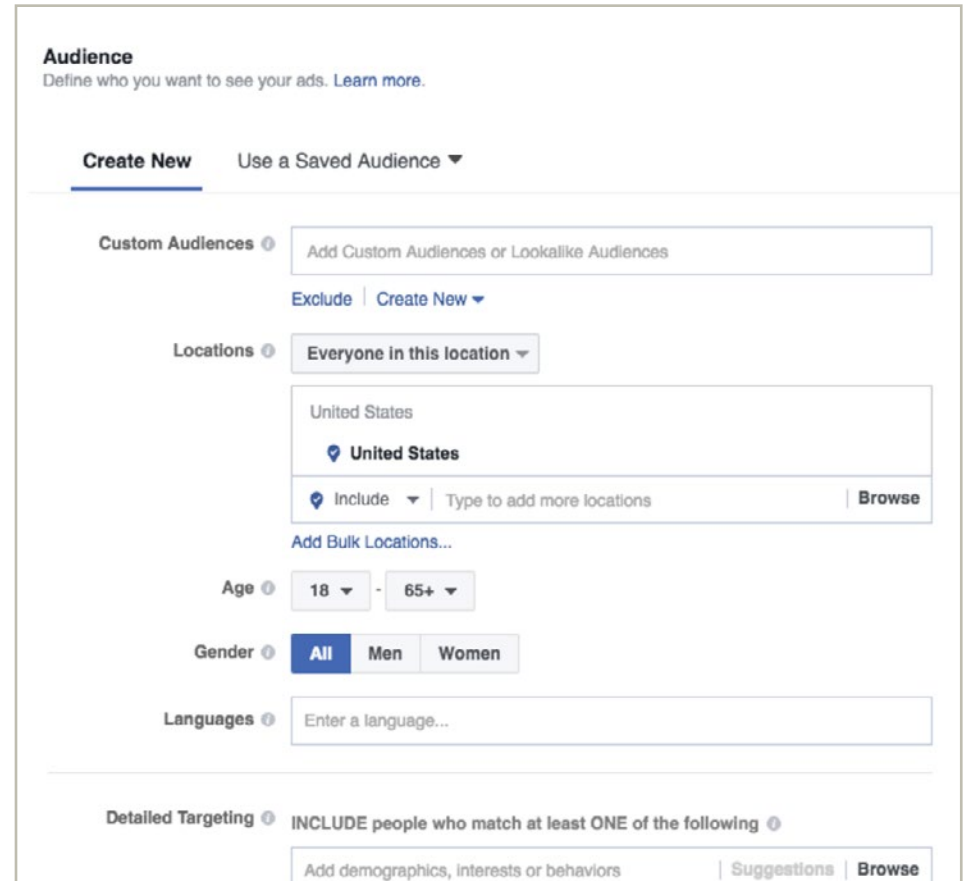
This graph from Brian Carter's Moz article really says it all. In terms of cost to reach a thousand people, Facebook is far less expensive than all other channels (online and offline):



Why should I buy ads on Facebook?

- Facebook's tools for targeting specific audiences are excellent.

Along with tons of different ad types, like video ads, the level of detail you can get with Facebook targeting capabilities is vast. Whether it be by demographics, connections, age ranges, languages, or locations, you can dig pretty deep with these targeting capabilities.



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

Create New | Use a Saved Audience ▼

Custom Audiences ⓘ

[Exclude](#) | [Create New](#) ▼

Locations ⓘ

📍 **United States**

📍 Include ▼ | [Browse](#)

[Add Bulk Locations...](#)

Age ⓘ -

Gender ⓘ

Languages ⓘ

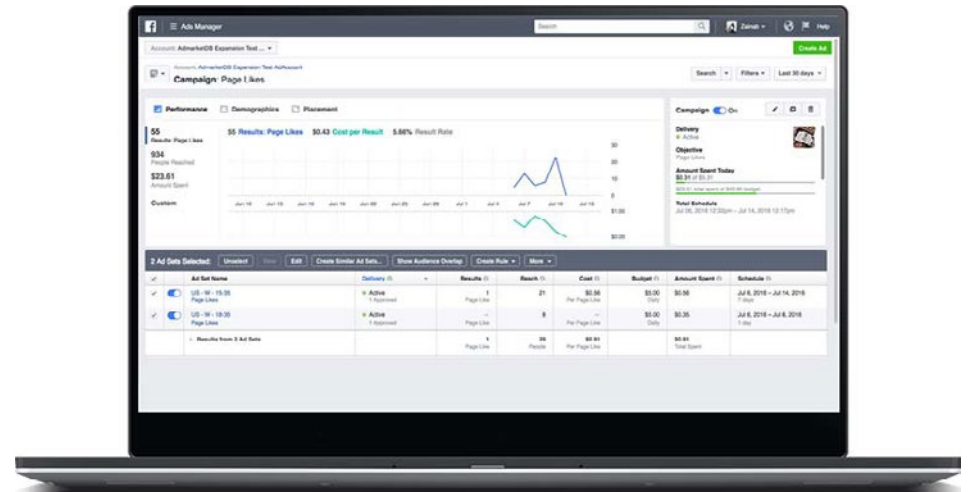
Detailed Targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ

| [Suggestions](#) | [Browse](#)

Why should I buy ads on Facebook?

- 3 Facebook's tools for measuring and reporting ads are excellent.

With Facebook advertising you can clearly see what you have spent and what results it has provided. You can report on a range of performance metrics including the number of times your ad was shown, the number of clicks on your ad, and the cost per click you received.



What are best practices related to advertising on Facebook?

There are 3 key things to remember when thinking about advertising on Facebook:

① **Be clear about your business goals before you start.**

Know the purpose of your Facebook Ad before you decide on a budget. Understand whether the aim is to increase for brand awareness, conversions, video views, etc. Each action made by your audience on your Facebook ad costs money, so make sure you are clear about your goals before spending the money.

② **Target your audience specifically.**

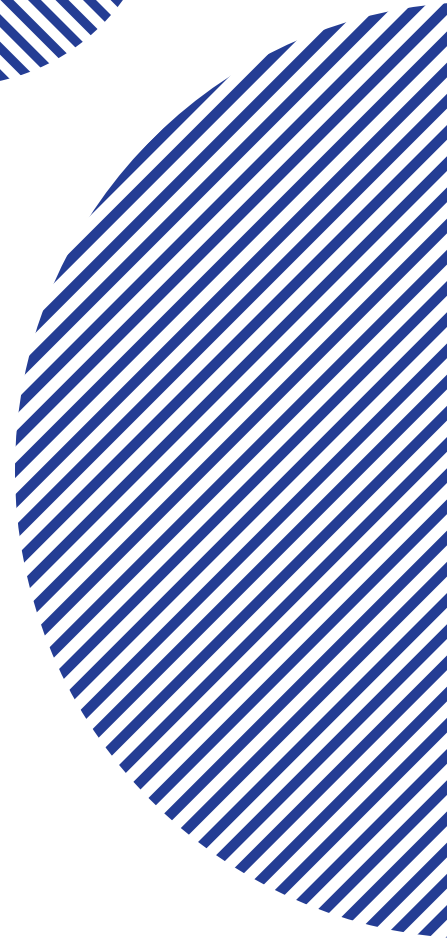
Take the time to narrow your audience targeting to make sure your ad will appear where the people you want to see it will be.

③ **Rotate your ads regularly.**

To avoid ad fatigue, rotate your Facebook ads regularly. “Ad fatigue” is when people see your ad too many times, so they can get bored and stop clicking. And, when people stop clicking, running an ad can get expensive.

Module 3: Lesson 2

The Basics



What do I need to start creating an ad?

Resources

<https://www.facebook.com/business/learn/facebook-ads-basics>

You will create your ads using Ads Manager, which is easy to use. There are five things you'll need to have thought about before you start creating your ad:

- Your ad objective
- Your target audience
- Where you want to place your ad
- Your budget and when you'd like your ad to appear
- Your content for the ad

How do I figure out my ad objective?

Resources

<https://www.facebook.com/>

We've talked before about your organization's goals for marketing on Facebook—are you looking to create awareness, pique interest, or get customers? How will this ad help with those goals?

It is important that you choose the right objective because your setting in Ads Manager drives all of the other choices you will make as you create your ad.

How do I figure out my ad objective?

Resources

<https://www.facebook.com/business/>












Here is what your choices will look like:

- **Brand Awareness:** Increase awareness for your brand by reaching people who are more likely to be interested in it.
- **Reach:** Show your ad to the maximum number of people.
- **Traffic:** Send more people to a destination on or off Facebook.
- **Engagement:** Get more people to see and engage with your post or page. Engagement can include comments, shares, likes, event

responses, and offer claims. You can chose post, page, or event responses.

- **App Installs:** Get more people to install your app.
- **Video Views:** Get more people to view your video content.
- **Messages:** Get more people to have conversations with your business in Messenger to complete purchases, answer questions, or offer support.

- **Lead Generation:** Drive more sales leads, such as email addresses, from people interested in your brand or business.
- **Conversions:** Drive valuable actions on your website or app.
- **Catalog Sales:** Create ads that automatically show products from your product catalog based on your target audience.
- **Store Visits:** Get more people nearby to visit your brick-and-mortar locations.

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

What do I need to know about my audience? How do I target specific groups?

Facebook has great tools for helping you target your ads to people who are most likely to view your ads and take action. Depending on the ad objective, you will be guided through selecting ways to target your ads.

But it's worth thinking ahead about a few things before you get started:

- **Age:** Is there an age range of people you want to target?
- **Gender:** Are you interested in targeting men, women, or both?
- **Location:** Do you want to reach folks in your community or in other parts of the city, state, or country?
- **Demographics:** Will you target people by education level, income, or other information?

You'll learn more about this in later lessons.

What kind of budget do I need?

You'll want to think about how much of a budget your organization has for advertising on Facebook.

If you are new to Facebook ads, it's a good idea to keep your budget low and consider testing different things. Fortunately, you can do this with a pretty small budget—sometimes as low as \$15.

When you set a budget, it's important to remember that this figure represents the maximum amount of money you want to spend. You can also set your budget to Daily or Lifetime:

- **Daily:** A daily budget is the average that you'll spend every day.
- **Lifetime:** A lifetime budget is the maximum that you'll spend during the lifetime of this advertising campaign.

You'll learn more about this in later lessons.

What ad formats are available?

You'll also want to think about what your ad will look like before you get started with the process of creating it. There are a variety of ad formats you can use:

- **Image**
Use beautiful images to convey your message.
- **Video**
Tell your story with sight, sound, and motion.
- **Carousel**
Show multiple images or videos in a single ad.
- **Slideshow**
Create lightweight video ads to connect with people across connection speeds.
- **Collection**
Tell a story with a single ad that showcases what you are offering.
- **Canvas**
Build a custom, fast-loading mobile advertising experience to tell your story beautifully.



How will I manage and measure my ads?

Managing and measuring your ads is an important part of what you'll need to do and Facebook has great tools to help you do that.

You'll learn more about Ads Manager and the Ads Manager App later in this lesson.

Ads Manager and Business Manager are more advanced tools and won't be covered in this workshop.



Facebook Ads Manager

Quickly create, edit, and manage Facebook ads, all in one place. This is the tool that works for most people and that you'll learn about a little later.



Facebook Ads Manager App

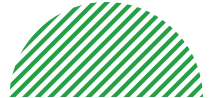
Monitor and control your ads from anywhere using your smartphone or tablet. We'll also give you an introduction to this tool a little later.



Facebook Business Manager

Allows businesses to securely share and control access to their advertising accounts, Pages, and more. This is an advanced tool and we won't cover it in this module.

Activity: Campaign Objectives



Resources

<https://www.facebook.com/business/success/teach-for-america>

The ad objective drives your entire campaign on Facebook. As such, it's important to think about your organization's business goals.

Let's consider some examples.

Example 1: Ad for Teach for America



Discussion Question:

What do you think the ad objective was for this ad?

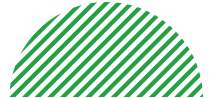
- Conversions
- Store Visits
- Brand Awareness
- Traffic

Answer: The ad objective was Brand Awareness. The idea was to tell the general public about this organization and what they do.

Additional Questions:

- What does the Learn More button tell you about this ad and the business goal?
- What elements of the ad are compelling and make you want to learn more?
- How might you use a Learn More button with your organization?

Activity: Campaign Objectives

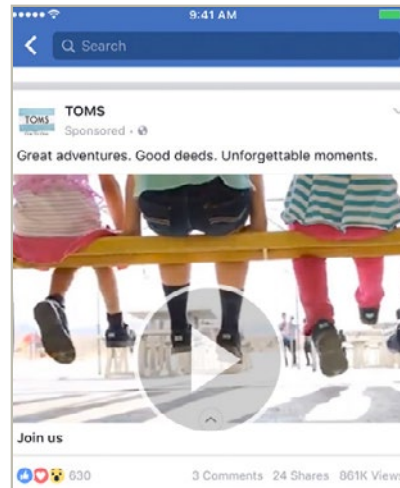


Resources

<https://www.facebook.com/business/success/toms>

<https://www.facebook.com/business/success/quaker-canada>

Example 2: Ad for Toms Shoes



Discussion Question:

What do you think the ad objective was for this ad?

- Conversions
- Store Visits
- Brand Awareness
- Traffic

Answer: This ad objective was Brand Awareness. The idea was to have people be inspired by the mission of the company.

Additional Questions:

- What about the video ad is compelling?
- Why would this ad work for raising brand awareness? What do you learn about their ad?
- What function does the slogan "We live for one, another" have in the ad?
- How might you use some of these elements in your ads?

Example 3: Ad for Quaker Canada



Discussion Question:

What ad objective do you think was chosen for this example?

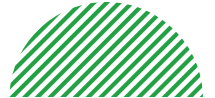
- Conversions
- Reach
- Brand Awareness
- Traffic

Answer: The ad objective was Brand Awareness. Quaker wanted to bring awareness to their #StopCOMPAREnting campaign and created video ads to draw parents into the campaign.

Additional Questions:

- How does the 360-degree photo help tell a story about parenting?
- How does the question posed on the ad help draw people in?
- In what way does this ad help build brand awareness?
- How might you use stories to build your organization's brand awareness?

Activity: Campaign Objectives



Resources

<https://www.facebook.com/business/success/canadian-diabetes-association>

Example 4: Ad for the Canadian Diabetes Association



Discussion Questions:

What do you think was the ad objective for this example?

- Conversions
- Reach
- Brand Awareness
- Traffic

Answer: The ad objective was Reach. The hope was to reach as many people as possible to share the two-minute test.

Additional Questions:

- How did using a diabetes risk test help engage and reach a lot of people? Would you take it? Why?
- How can a little education help engage people?
- Are there ways you can find to help educate people about your organization?

Mini Challenge: Decide on Your Ad Objective



As we said at the beginning of this lesson, choosing the right ad objective is key. The first thing you'll be asked to do when you create your ad is to pick an objective.

So in this mini-challenge, you'll need to determine the objective of your first ad.

Look again at the description of each objective. Consider each one, talk with others in your organization, and decide on the objective for your first ad.

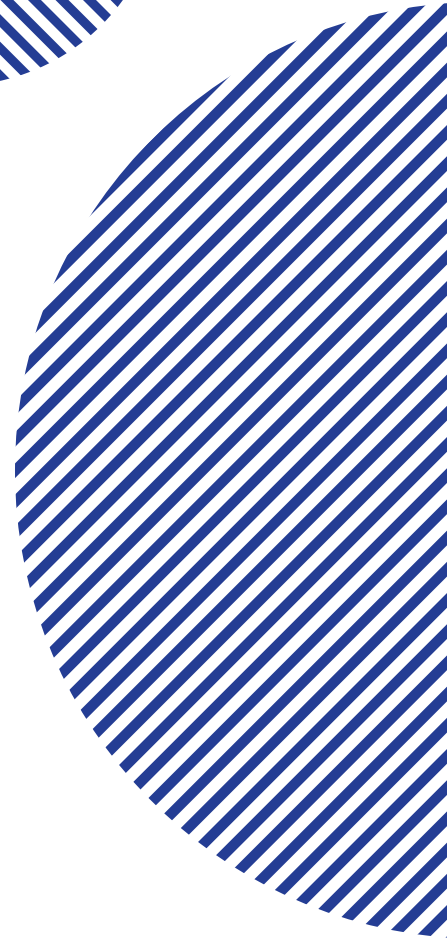
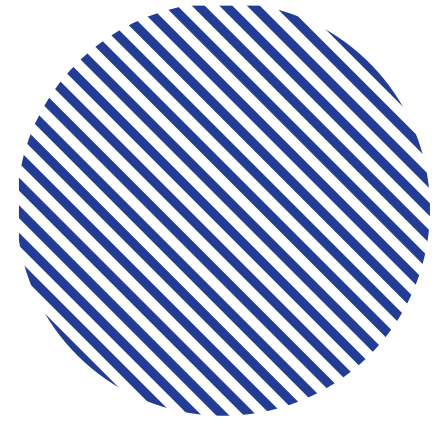
Write it down. You'll need it later when you begin to create your ad.

Discussion Questions

- What does "conversion" mean in terms of my organization's needs?
- What is the ultimate action they want people to take?
- Who is already aware of my organization's "brand"?
- Who might benefit by knowing more about my organization?
- Do people know about my organization and what we do?
- How can I create an ad that helps build that awareness?
- Can I drive traffic to somewhere specific like the website or an event page?

Module 3: Lesson 3

Choose Audience



Who is my audience and how do I find them?

Your people are here! More than a billion people use Facebook, Instagram, and Audience Network every day. With powerful audience selection tools, you can target the people who are right for your business.

Using what you know about your customers, such as demographics and interests, you can connect with people similar to them. There are three options for choosing your audience on Facebook:



Core Audiences

Select your audience manually based on characteristics, such as age and location.



Custom Audiences

Upload your customer list to connect with your customers on Facebook.



Lookalike Audiences

Use your customer information to find people similar to them on Facebook.

How do I reach people in my core audience?

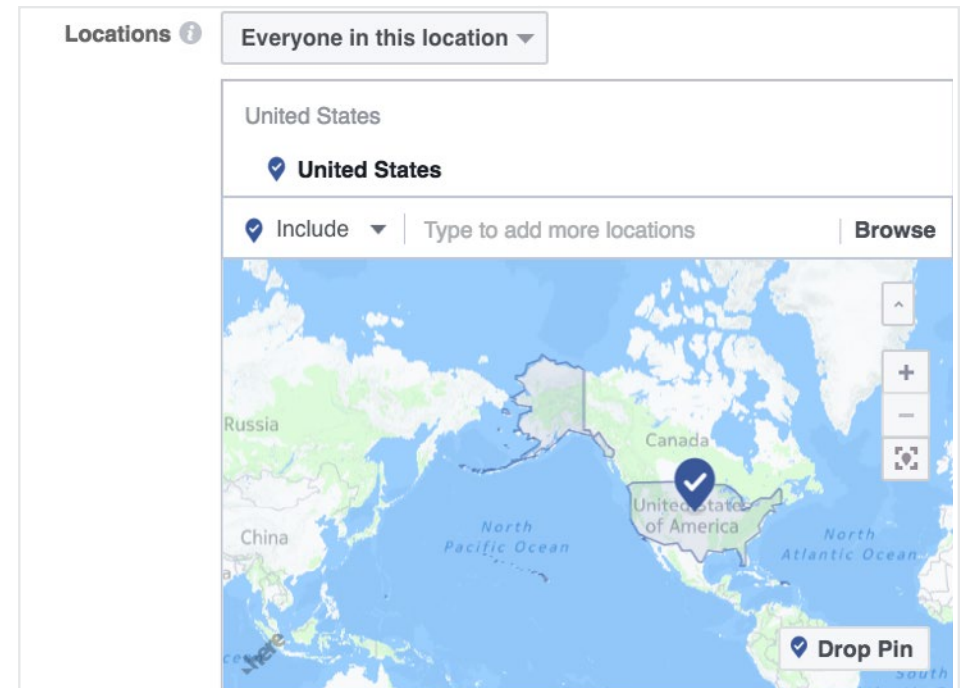
Whether you're a flower shop that wants more local customers or an online electronics retailer looking for people interested in your products, you can target people based on their

demographics, location, interests, and behaviors.

Facebook Ads Manager lets you do this in specific ways.

Location

Reach people in areas where you want to do business. You might want to target only people in our local community. You can do that. You might want to offer your services to people all over your state or all over the country. You can do that. You can even create a radius around a store to help create more walk-ins.



How do I create a Core Audience?

Age and Gender

Consider the age range of the people you are advertising to. Are you targeting older men who need auto repair services? Are you focusing on women in their 40s who would be interested in joining your group? Think about the age range and gender of the people who are most likely to engage with you and choose that range.

Language

Are you targeting Chinese speakers for your organization? You can you do that too!

The image shows a screenshot of the Facebook Core Audience selection interface. It features three rows of controls. The first row is for 'Age', with a dropdown menu set to '18' and another dropdown menu set to '65+', separated by a minus sign. The second row is for 'Gender', with three buttons: 'All' (highlighted in blue), 'Men', and 'Women'. The third row is for 'Languages', with a text input field containing the placeholder text 'Enter a language...'. Each row has an information icon (i) to its left.

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

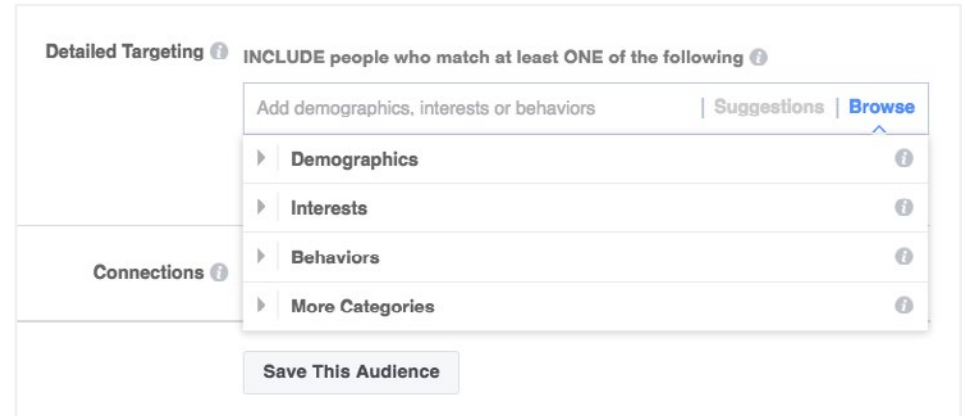
How do I create a Core Audience?

Detailed Targeting

A really interesting feature of Facebook is the ability to target groups by demographics (education, relationship status, etc.) interests, behaviors, and more. Here's where it really gets powerful. If you want to tell parents about your daycare, you can target only parents. If you want folks interested in biking to see ads for your bike repair shop, you can do that! Take some time to explore this feature—it'll help you really target your specific audience.

Connections

Connections allow you to choose people who have liked your Page(s) and posts, used your app, or gone to your event. This feature is a good way to reconnect with people who have been with you before.



The image shows a screenshot of the Facebook 'Detailed Targeting' interface. At the top, it says 'Detailed Targeting' with an information icon, followed by 'INCLUDE people who match at least ONE of the following' with another information icon. Below this is a search bar with the placeholder text 'Add demographics, interests or behaviors' and two links: 'Suggestions' and 'Browse'. A dropdown menu is open, showing four categories: 'Demographics', 'Interests', 'Behaviors', and 'More Categories', each with a right-pointing arrow and an information icon. To the left of the dropdown, there is a section labeled 'Connections' with an information icon. At the bottom of the interface is a button labeled 'Save This Audience'.

What is a Custom Audience?

Custom Audiences help you find your existing customers and contacts on Facebook. Connecting with people on Facebook who already know about your business can help you build relationships and drive sales.


Using Ads Manager, you can build lists of people who have visited your website, used your app, or engaged with your posts before.


If your organization has email or other member lists, this can be a powerful way of reaching those people directly! In general, however, this may be a feature to be used once you've built up your online community.


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.

**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.

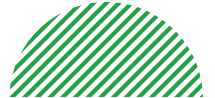
What is a Lookalike Audience?

Once your Page has been active for a while, you may want to build your audience based on people who are similar to your customers.

Lookalike Audiences helps you find people on Facebook who are similar to your existing customers or contacts. It's a powerful tool that uses the insights you've gained from your Facebook marketing and increases your chances of reaching people who might be interested in your business.



Activity: Target Audiences



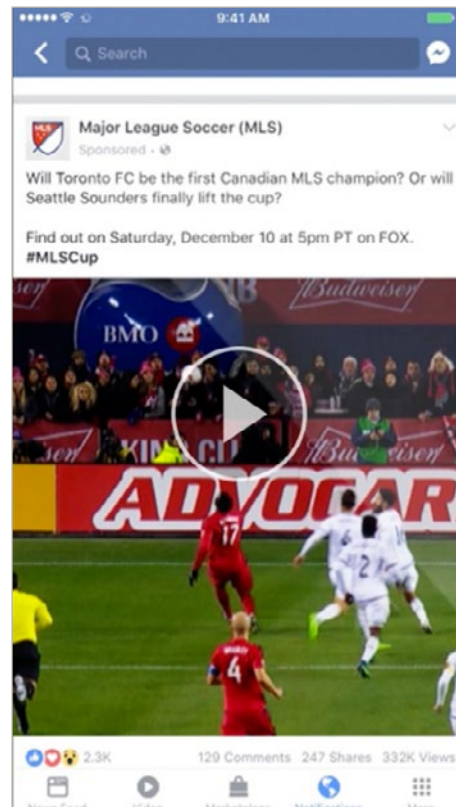
Resources

<https://www.facebook.com/business/success/major-league-soccer>

To take full advantage of Facebook's targeting options, you'll want to spend time thinking about the demographics, interests, and behaviors of your potential audience.

Here are examples from four organization.

Example 1: Ad from Major League Soccer



Discussion Question:

What can you tell about the demographics, location, interests, and behaviors that were considered when this ad was created?

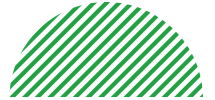
Answer:

- Goal: Raise brand awareness
- Gender: Men and Women
- Language: English and Spanish Speakers
- Interests: Soccer, Fans of specific MLS teams
- Demographics: Parents of kids who play soccer

Additional Questions:

- What elements of the ad were tailored to their target audience?
- Why is language an important element in this case? What does MLS understand about their US audience?
- What other demographics, interests, or behaviors might you add here?

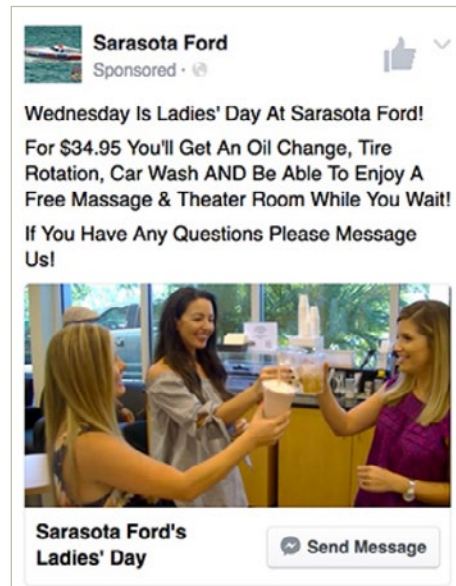
Activity: Target Audiences



Resources

https://www.facebook.com/business/success/sarasota-ford#u_0_h

Example 2: Ad from Sarasota Ford



Discussion Question:

What can you tell about the demographics, location, interests, and behaviors that were considered when this ad was created?

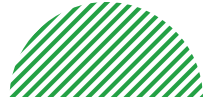
Answer:

- Goal: Increase sales of services and cars using specific promotions
- Gender: Ad 1 - Men and Women, Ad 2 - Women
- Age: Ad 1 - 30+, Ad 2 - 30+
- Location: Living near dealership
- Interests: Ad 1 - veterans related groups like Veteran of America, Ad 2 - cars, specifically Fords
- Demographics: Ad 1 - Veterans, Ad 2 - Car owners
- Behaviors: Likely to purchase a new or used car

Additional Questions:

- What role did location have in this ad? Why choose folks living near the dealership?
- Why do you think they picked Veterans and women to target?
- Do you think that targeting people who were likely to purchase a car is limiting or do you think it was a good choice?
- Are there any similarities between your target audience and this target audience?

Activity: Target Audiences



Resources

<https://www.facebook.com/business/success/sheetz>

Example 3: Ad from Sheetz



Discussion Question:

What can you tell about the demographics, location, interests, and behaviors that were considered when this ad was created?

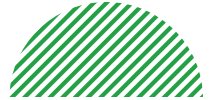
Answer:

- Goals: Increase store visits, increase sales of food and beverages
- Gender: Men and women
- Age: 25-44
- Location: Living near stores
- Interests: Fast food, fast casual restaurants
- Custom Audience: targeted audience who liked their Page

Additional Questions:

- How does the target audience of Sheetz match its goals?
- What other interests might have been targeted?
- How does location play a role and why?
- Is there something in these ads that helps you think about your organization?

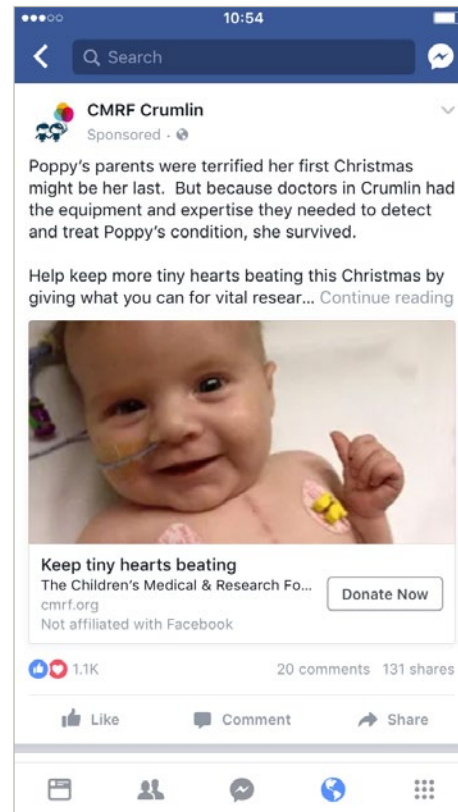
Activity: Target Audiences



Resources

<https://nonprofits.fb.com/story/cmrf-crumlin/>

Example 4: Ad from CMRF



Discussion Question:

What can you tell about the demographics, location, interests, and behaviors that were considered when this ad was created?

Answer:

- Goal: Fundraising
- Gender: 83% Women
- Age: 25-45
- Custom Audience: Mothers who had been treated successfully in Crumlin

Additional Questions:

- Why might a Custom Audience be a good idea for this ad?
- What about this ad is compelling to the CMRF's target audience?
- Are there any ideas in this ad that you can apply to your organization?

Mini Challenge: Think About Your Target Audience



Using the ad objective you chose earlier, use this form to think about each of the ways you can target your audience.

Don't worry if it's not too targeted at first, you can change and refine your settings as you run your ad.

Keep the form for later. You'll want to refer to it when you are creating your ad.

location

age:

gender:

language:

demographic:

interests:

behaviors:

Discussion Questions:

- What have you noticed about the age and gender of most of the people involved in your organization?
- What type of person would be very unlikely to join your organization?
- Even if your organization wants all types of people, what type of person is most interested?
- What would a young person say was great about your organization?
- What would an older person say is great about it?
- Are those different things?



Module 3: Lesson 4

Ad Placement

How do I get the widest reach for my ad?

With a few clicks, you can run ads across Facebook, Instagram, and Audience Network. The ad placement options (the places where you can run ads) let you grow your reach with precision.

More Places

You will be able to reach people on their favorite apps and websites with ads across Facebook, Instagram, and Audience Network.

Across Devices

You can show your ads on whichever device your audience happens to be using, with ad placement options for mobile or desktop.

Running ads across platforms and devices is easy. Just build your ad once, then select Facebook, Instagram, and Audience Network under Placements. No resizing or reformatting required.

How do ad placements work?

Through Ads Manager, you can choose to run your ads across the Facebook family of apps and services. This gives the system

more flexibility to get your more and better results. The different places your ads are shown are called “placements.”



The available placements are:

Facebook

- Feeds
- Instant Articles
- In-Stream Videos
- Right Column
- Suggested Videos
- Marketplace

Instagram

- Feed
- Stories

Audience Network

- Native, Banner, and Interstitial
- In-Stream Videos
- Rewarded Videos

Messenger

- Home
- Sponsored Messages

There are two approaches to using placements: automatic and manual. Most people will use the automatic placement that allow Facebook to optimize placements across the system.

Should I use Automatic Placements or manually choose them myself?

Resources

<https://www.facebook.com/business/help/965529646866485>

<https://charlielawrance.com/the-ultimate-guide-to-facebook-ad-placement/>

Facebook recommends using the automatic placements option, which basically tells our system to find the most relevant people and cost-effective results available across all of these placements.

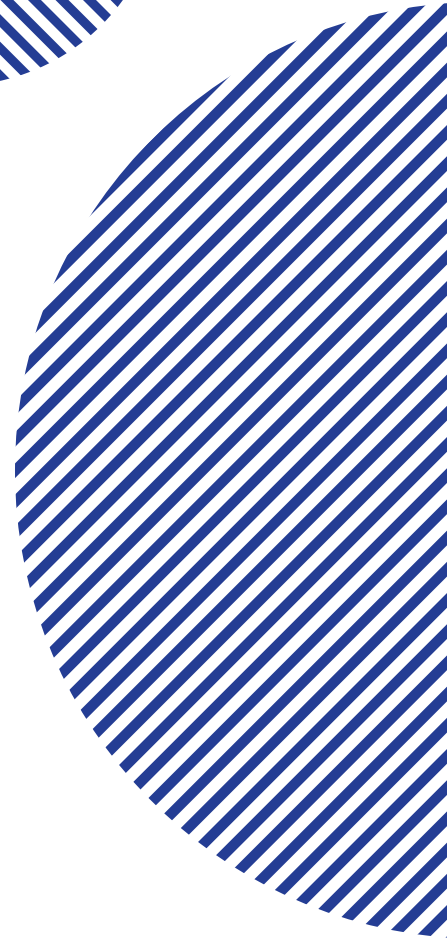
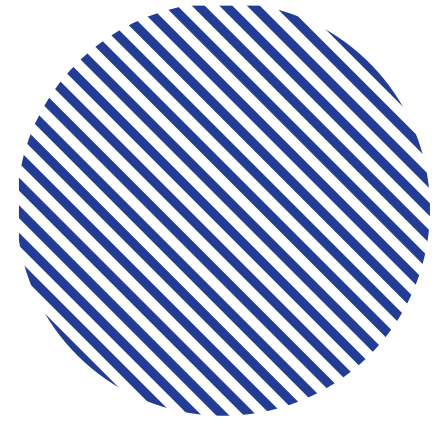
The ad delivery system is designed to get you the most results at the lowest average cost overall—not the lowest average cost for each placement. It will look at placements on Facebook, Instagram, Audience Network, and Messenger and choose the specific placements in each that are the most relevant to your ad objectives, audience selections, and other settings.

Taking advantage of every placement is the most efficient use of your budget.

You can also choose your placements manually, using the Edit Placements option. Generally, though, doing this involves understanding a lot about your audience and their behaviors and is a more advanced set of skills than we cover in this workshop.

Module 3: Lesson 5

Budget and Schedule



How does the auction system work?

Resources

<https://www.facebook.com/business/help/430291176997542>

Facebook uses an auction as a basis for their ads system. The auction can seem complicated, but it is important to have general sense of how it works before you create an ad and set a budget.

Overall, when showing ads, Facebook tries to balance two things:

- 1 Help advertisers reach their prospective audiences
- 2 Make sure Facebook users have a positive experience

To do this, they hold an auction that takes both things into account. That way, advertisers are reaching people receptive to their ads and users are seeing something they're interested in. The goal is to match the right ad to the right person at the right time. This is different from a traditional auction because the winner isn't the ad with the highest monetary bid, but the ad that creates the most total value.

The ad that wins an auction and gets shown is the one with the highest total value. Total value isn't how much an advertiser is willing to pay to show their ad. It's a combination of 3 major factors: the advertiser bid, the estimated number of clicks or purchases (or other action) the system estimates the ad will generate, and the quality and the relevance of the ad to the person who will see it.

An auction takes place whenever a Facebook user is eligible to see an ad. The "participants" in an auction are ads targeted to an audience the eligible person falls into. Billions of these auctions take place everyday.

To learn more about how the auction works, see Resources.

Should I use a Daily budget or a Lifetime budget?

When you buy ads on Facebook, there are two ways to set your budget:

Daily Budget

Your ad runs until your maximum budget is met each day, for a pre-specified number of days.

Lifetime Budget

Your ad runs continuously until a maximum amount is reached, or the advertising end date arrives.

A daily budget gives you the most control, since you know exactly how much you're spending each day. With a lifetime budget, your spend will vary from day to day. Both models can be adjusted or terminated at any time, so as long as you're keeping a close eye, you don't have to worry about unexpected charges.

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ

✓ Daily Budget

Lifetime Budget

\$5.00

\$5.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

You'll spend no more than **\$35.00** per week.

Show Advanced Options ▾

How do I set my bid?

Once you've decided on how much you want to spend, the next step is to determine your bid. This is the amount you're willing to pay for deployment of your ad.

Facebook will automatically suggest a bid amount based on your industry and audience. This is usually a reliable estimate, so if you don't feel like playing around with bids, you can leave this as is.

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ

Daily Budget ▾

\$5.00

\$5.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

You'll spend no more than **\$35.00** per week.

[Show Advanced Options ▾](#)

What happens when I increase or lower my bid?

One thing to keep in mind is how adjusting your bid amount will affect your ad performance. Don't forget that you are competing with other advertisers who are trying to reach the same audience. The more competition for the ad, the higher the suggested bid.

Increasing the bid improves the odds of your ad getting shown. You should think about this if your ad isn't getting shown often enough to reach your daily budget.

Lowering the bid decreases the odds, AND it means you're paying less per click. Lowering the bid might be smart if you're reaching your daily budget a lot and want to spread your dollars further. Just be careful—bidding too low may drop views of your ad altogether.

Can I control the schedule and delivery of my ad?

There are two things to pay attention to as you think about scheduling your ad:

Schedule

You can choose to have your ad run continuously. Your ad will be eligible to start running after Facebook reviews and approves it. The review process typically takes up to 24 hours, although in some cases it may take longer. If you've scheduled your campaign to start immediately, it'll start running once it's been reviewed.

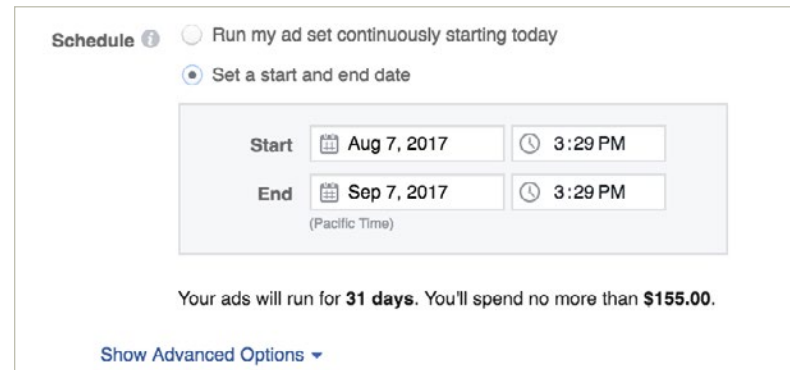
You can also schedule your ad to start at a specific date and time for a specific period of time.

Delivery

There are two pacing options available for ad delivery: lowest cost or target cost. The choice is called "Bid Strategy," and it's made in the "Budget & Schedule" section at the ad set level when creating a Facebook campaign.

Lowest cost: This tells Facebook to bid with the goal of getting you the lowest possible cost per optimization event while also spending your entire budget by the end of the day or your ad set's (or campaign's) lifetime (depending on its budget type—daily or lifetime). You can also set a "bid cap," which tells us the maximum amount we can bid in an auction.

Target cost: This tells Facebook to bid with the goal of achieving an average cost per optimization event as close to your cost target as possible. This strategy is only available when using the following objectives: Lead Generation, App Installs, Conversions, or Catalog Sales.



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

Start	<input type="text" value="Aug 7, 2017"/>	<input type="text" value="3:29 PM"/>
End	<input type="text" value="Sep 7, 2017"/>	<input type="text" value="3:29 PM"/>

(Pacific Time)

Your ads will run for **31 days**. You'll spend no more than **\$155.00**.

[Show Advanced Options](#) ▼

Mini Challenge: Budget and Schedule



Now is the moment to think about what your budget for this first ad will be.

You'll want to discuss an amount with your contacts at the organization. Consider starting with something fairly low—maybe \$15. Also consider whether you want to set a Lifetime Budget or a Daily Budget.

Lastly, you'll want to think about the scheduling. For this workshop, it will be best to start the ad run immediately.

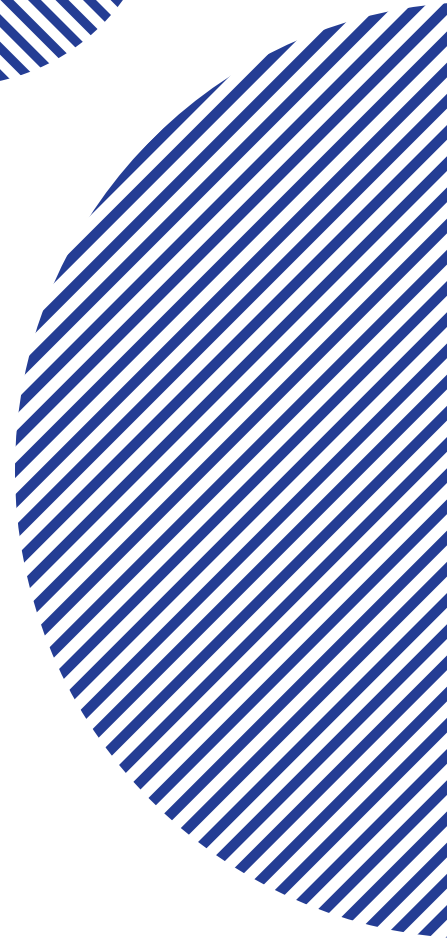
Write down your budget amount to enter later when you begin to create your ad.

budget:



Module 3: Lesson 6

Create Your Ad



How do I create single-image ads?

Whatever your business goals are, a single-image ad on Facebook or Instagram is a great way to increase awareness of who you are and what you do.

An image in an ad gives you a clean, simple format to use with an inspiring visual and engaging copy.

This basic format is the most popular format especially for organizations that are new to Facebook and are still learning about what works and what doesn't.

Creating an image ad is similar to creating a simple Page post with a photo. With Ads Manager, you'll upload a great photo and add engaging text.



How do I create video ads?

Over 100 million hours of video are watched every day on Facebook—that's more video than you could watch in 11,000 years. The video advertising options on Facebook,

Instagram, and Audience Network are designed to reflect the way people actually consume video—from bite-sized videos they watch on the go, to longer video styles they watch on the couch.



You'll want to use video to make a memorable human connection with your viewers. Use it to tell stories, to show how people are using your products or services, to show the impact of your work, and to help people understand who you are as an organization. You can build trust and connections with your audience this way.

How do I create video ads?

Resources


<https://www.facebook.com/business/>

Creating a video ad is similar to posting a video to your Facebook Page. Using Ads Manager, you'll upload a video and add engaging text. You can also create a video ad right from your Facebook Page by publishing and boosting a post with an image.

To learn more about the best video quality, acceptable formats, and aspect ratios, see Resources.

Video

Choose the video you'd like to use in your ads.

 Upload a video, or use one from your library.

+

Upload Video

Browse Library

Recommended Video Specs

- Format: .MOV, .MP4 or .GIF files
- Resolution: at least 720p
- File size: 2.3 GB max
- Recommended aspect ratio: widescreen (16:9)
- Facebook: 60 minutes max
- In-Stream: 5 - 15 seconds
- Instagram Feed: 60 seconds max

Paste a Video File Link

You can upload a video faster by pasting the link of a hosted video file.

[Learn more](#)

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

Text


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

Text

We anodize parts


☐ Add a website URL [?](#)

Ad Preview

1 of 1 Ad < > 

Desktop News Feed ▾

1 of 12 < >

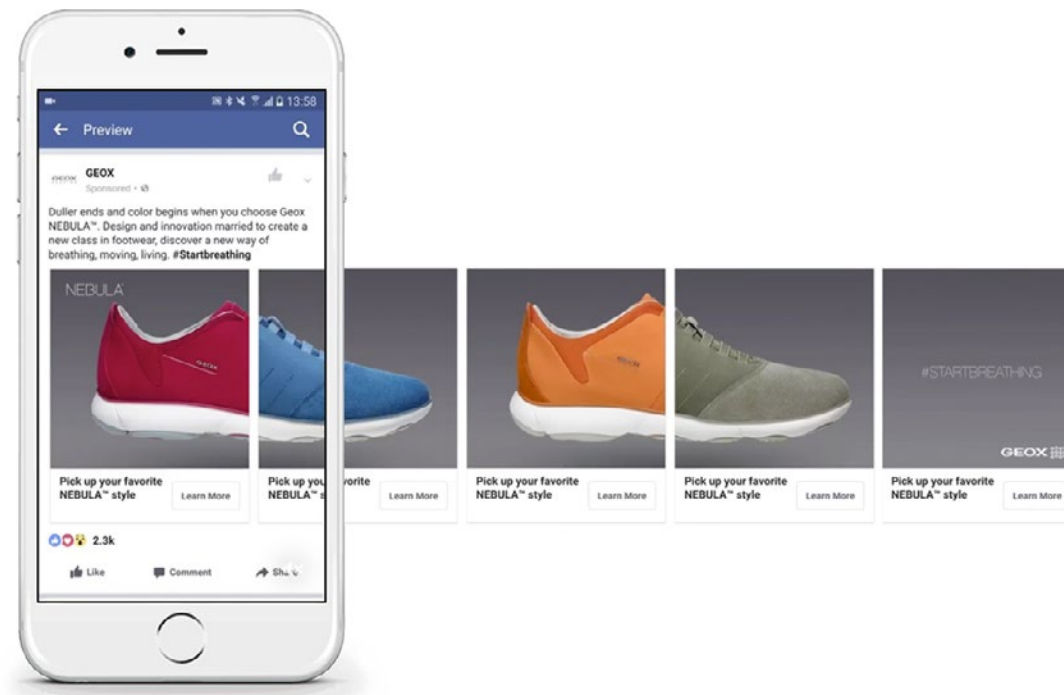


How do I create carousel ads?

The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card. The ad format can be

used by any business to accomplish a variety of advertising objectives. When should you use carousel ads? This format is a good way to start using more complex formats for your ads. If you're selling products, you can use them to show off several of your products at once, or show different views of the same product. If you're promoting an event, you can

show several pictures of last year's event. You can tell your company's story or visually explain how you have made a difference for a client. The key advantage to this format is that you can put a call-to-action on each card of the carousel. This means you have the potential to get multiple clicks from one ad!



How do I create carousel ads?

Here are some ways to use the carousel format:

Show Multiple Products

Give customers more options and encourage them to purchase by showing a different product on each carousel card, with links to different landing pages.

Highlight Different Features of a Single Product

Use each carousel card to show different product angles or details to better inform customers.

Tell a Story

Use images or videos in succession to illustrate a compelling narrative.

Explain a Process

Walk people through how your business works step by step.

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

Text

We anodize parts

Cards

☒ Automatically show the best performing cards first ⓘ

☒ Add a card at the end with your Page profile picture

1 2 3 +

Image Video / Slideshow Remove

Image ⓘ


Select Image

IMAGE SPECIFICATIONS



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

For questions and more information, see the Facebook Ad Guidelines.



Headline ⓘ 40

Ad Preview 1 of 1 Ad < > 

Desktop News Feed ▾ 1 of 13 < >




 **Applied Anodize, Inc.**
Sponsored · 

We anodize parts

Headline 1
News Feed Link Description

Headline 2
News Feed Link Description

 Like  Comment  Share

Creating a carousel ad is easy. You'll select up to 10 images or videos, add text for each, and post them as a set.

How do I create slideshow ads?

Slideshow ads give you the power of video, without the time and expense.

Facebook slideshow ads are video-like ads that use motion, sound and text to tell your story beautifully across devices and on every

connection speed. You can create a slideshow ad in minutes and use it to tell a story that develops over time.

You can even create a slideshow ad out of stock images available in Ads Manager or use an existing video.



How do I create slideshow ads?


You can think about using slideshow ads instead of video ads if you don't already have a video. You can also think about slideshow ads instead

of carousel ads if you have a series of images that string together to tell a good story.

Creating a slideshow ad is easy. You'll select up to 10 images or a video and automatically create a slideshow. You can also add text, transitions, and music.

Slideshow

Show 3 to 10 Images in a video.



Create a new slideshow using images or video, or find one you've already created in your library

+

Browse Library

Create Slideshow

Use 3 - 10 images to create a slideshow video for your ad

Recommended Slideshow Specs

- Use high resolution images or a video file to create a slideshow
- Recommended aspect ratio: widescreen (16:9)
- Facebook and Instagram: 50 seconds max
- Slideshows will loop

Learn more about [how to create a slideshow](#).


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

Text


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

Text


We anodize parts

☐ Add a website URL 

Ad Preview

1 of 1 Ad
<
>


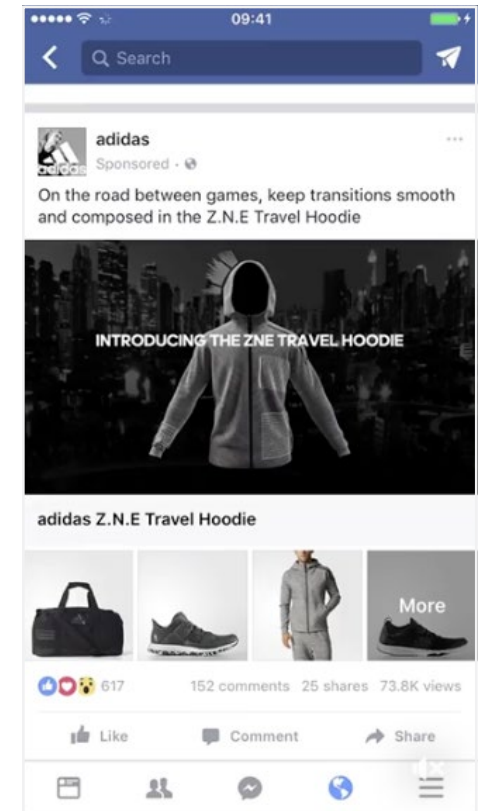
Desktop News Feed
▼
1 of 12
<
>



How do I create collection ads?

Collection is an ad format that makes it easier for people to discover, browse, and purchase products and services from their mobile device in a visual and immersive way. With collection, people who tap on your ad can browse more products or learn more about the features of a specific product, in a fast-loading, full screen experience, without leaving the Facebook app.

A collection ad has a “lead” video or image, followed by four product images below. If someone taps on the ad, it opens up a broader catalog of up to 50 different products. Then if they tap on a specific product, they’ll go to the advertiser’s website or app to make the purchase.



How do I create collection ads?

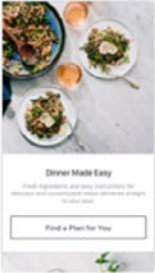
Creating a collection ad can be done through Ads Manager. You'll select the photos you want to use and add the URLs on your website that you want each photo to go to.

Create New

Use Existing

⚡ Start with a Template ?

Templates are pre-built and ready to go. Just add your own content.



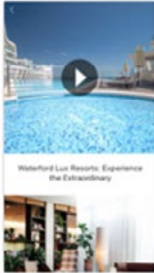
Get New Customers

Drive conversions with a mobile landing page that encourages action.

Dinner Made Easy

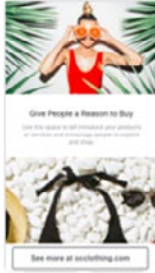
Fresh ingredients and easy instructions for delicious and convenient dinner delivery straight to your door.

Find a Plan for You



Showcase Your Business

Give people an engaging way to explore your brand, product or service.



Sell Products

Create an experience that lets people shop for your products or services right from their mobile device.

🛠️ Use the advanced Canvas builder ?

Use the Canvas builder to control the layout and access advanced design and interaction options.

Links

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

Text

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

Ad Preview

1 of 1 Ad < > 🔗

Desktop News Feed ▼

1 of 10 < >

i

This ad format is not currently supported on desktop news feed

Module 3 Lesson 6: Create Your Ad 53

What is a Canvas and how do I create ads with it?

Canvas is a powerful tool that allows you to build custom ads for various purposes. For the purposes of this workshop, we'll describe how it works and when to use it. A more advanced discussion of it is out of the scope of this workshop.

Canvas is a fullscreen experience for mobile devices. It can be used with all Facebook ad formats—carousel, single image, single video, slideshow, or collection.

The easiest and quickest way to build a Canvas is with templates. You can find Canvas templates in Ads Manager or Power Editor. Canvas templates are perfect if you are new to Canvas or have limited time to create your ads.

There are three simple templates to choose from. Each template is optimized for a business goal:

[Sell products](#)

Shows features and benefits of your products or services to inspire mobile shopping from your online catalog.

[Showcase your business](#)

Drives awareness of your brand and educates people through Canvas storytelling—a powerful way to engage your audience.

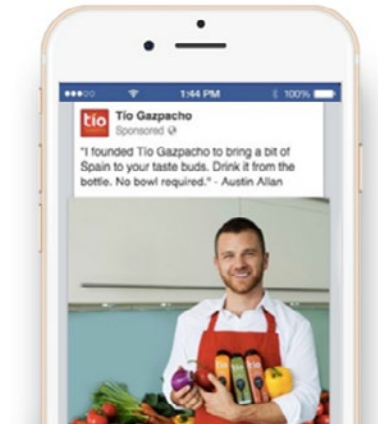
[Get new customers](#)

Brings your landing page to Canvas, and highlights the features and benefits.

What should I think about as I design and create my ads?

Start With a Goal

Start by choosing a goal for your ads, then tailor their style and format around what you hope to achieve. For example, you can increase awareness of your brand by using media that tells a story about the people behind your products. Here, Tio Gazpacho's ad tells a story about why he started the business.



Show People Using Your Product

Facebook ads often run in someone's News Feed or Instagram feed, right next to posts from their family and friends. To create attention-grabbing ads that feel like a familiar part of someone's social fabric, show images of people benefiting from your product, instead of just the product itself.



What should I think about as I design and create my ads?

Less (Text) is More

Too much text is distracting and can lead to your ad being shown to fewer people. Images that are uncluttered by text have greater impact.

Ad Image



Ad Image in Grid with Text Boxes Selected



0 boxes = 0% text



8 boxes = 32% text

Focus Your Message

Crop tightly around the important part of the image. If you're trying to fit too much information into a single piece of media, consider using the Carousel format to show off multiple images within a single ad.

If you're running multiple ad sets within a single campaign, be sure all your images have a consistent theme.

Use High Resolution Images

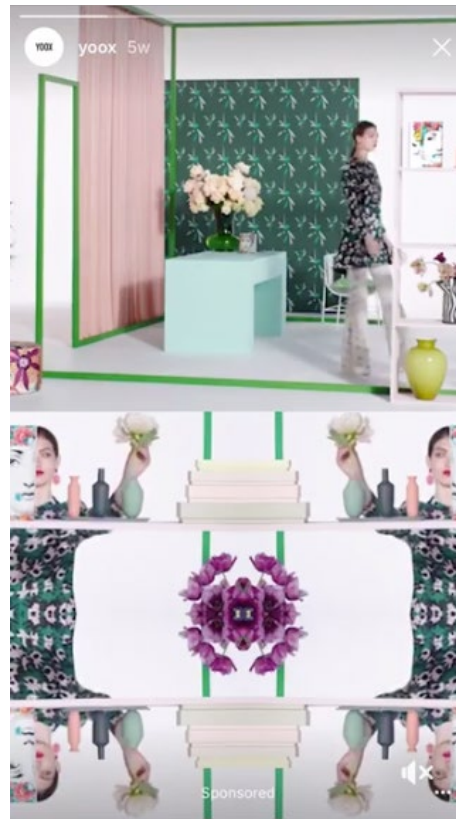
You don't have to be a professional photographer to create great looking ads. Just be sure to pay attention to the size and quality of the media files you're working with. Find size recommendations for your particular advertising objective in the Facebook Ads Guide.

Play Around

Be sure to play around with different images and formats before you commit to a particular ad, and always preview how your ad will look "in the wild" before you run it. You can do all of this over at Creative Hub. You can also create mock-ups, get feedback on your creative, and find inspiration from other advertisers.

What strategies can I use to create good ads?

What makes a good ad? Good ads are ads that people interact with. Think about these 4 elements when you are creating your ads:



1 Make it Visual

The more visually appealing you make your ad the better. It will be more likely to grab people's attention, be shared, and be remembered. The Facebook algorithms also treat visual content more favorably and will do better when the system is choosing which ads "win" the auction to be shown to users. No matter what type of ad you create, your image needs to be visually appealing.

2 Make it Relevant

Find ways to make sure your content and ads match the interests of your audience. Remember, you are spending money when someone views or clicks on your ad (depending on the settings you use). If you're showing ads that aren't relevant to your target audience, you're wasting your time and money and will likely not see success with any kind of advertising.

What strategies can I use to create good ads?

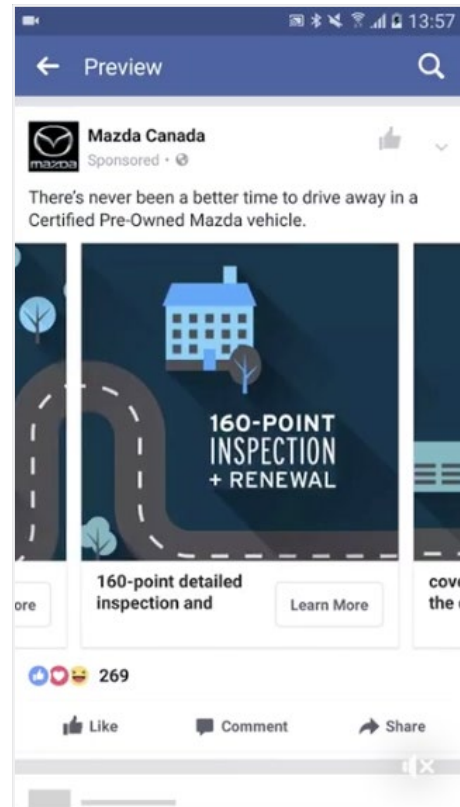
3 Give Them a Value Proposition

A value proposition is the reason a user clicks on your ad to learn more about your product. How is your product or service different from any other? Why should the viewer click on your ad?

Your value proposition should be believable. For example, saying you have the best massages in the city will not make people come to your business's Page, but maybe offering 20% off will—something like, “Nashville loves a good massage! Come try ours today and get 20% off your order with this coupon.”

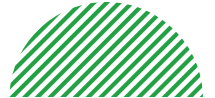
4 Give It a Clear Call to Action

A beautiful and relevant ad is great, but without a call to action (CTA), your viewer might not know what to do next. Add a CTA like “Buy now and save X%,” or “Offer ends soon” and add a sense of urgency to your viewer. Your CTA should encourage people to click on your ad now.



Activity:

Creating Good, Effective Ads



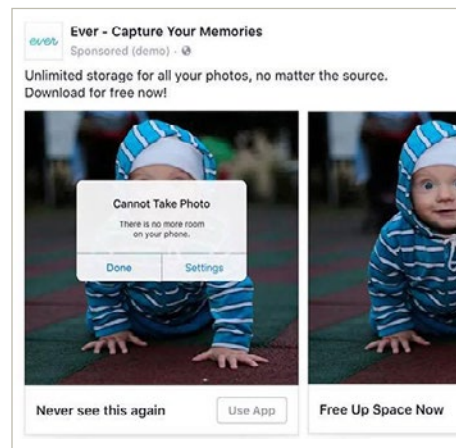
Resources

<https://www.facebook.com/business/success/ever>

To get your creative juices flowing, look at a few examples of some different ads. Look for ways in which

each uses strategies for creating good, creative ads.

Example 1: Ad and case study from Ever



Discussion Question:

What strategies do you think make this a good, effective, creative ad?

Answer:

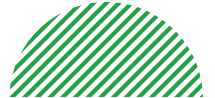
- It's Visual: This ad uses a carousel of cute photos showing a familiar experience for so many of us!
- It's Relevant: It was targeted to iPhone users, many of whom have had storage and space problems with their phones.
- It's Valuable: This ad is full of value. Words like "Never see this again" and "Free up space now" help viewers understand how the app can help them.
- It Has a Clear Call to Action: Viewers are invited to download the app for free, and on each photo in the carousel, you're invited to Use the App.

Additional Questions:

- What elements of this ad strike you as effective?
- What might you change to make it better?
- Are there strategies here that you can apply to your ads?

Activity:

Creating Good, Effective Ads



Resources

<https://www.facebook.com/business/success/cupcakin-bake-shop>

Example 2: Ad and case study from Cupcakin' Bake Shop



Discussion Question:

What strategies do you think make this a good, effective, creative ad?

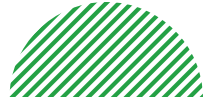
Answer:

- It's Visual: This ad uses beautiful, close up images of their cupcakes to make them look delicious!
- It's Relevant: It was targeted at people who lived within 5 miles of the store, making sure that it would be easy for them to come in. After running ads for a bit, they learned that running ads in the late afternoon encouraged people to stop in on their way home from work for a great dessert!
- It's Valuable: This ad is full of value. "Berkeley's Best Cupcakes" and the images clearly show what the store offers. Great cupcakes!
- It Has a Clear Call to Action: Viewers are invited to "come try" the cupcakes and because they want to encourage visits to their store, they include a "get directions" button as well.

Additional Questions:

- What elements of this ad strike you as effective?
- What might you change to make it better?
- Are there strategies here that you can apply to your ads?

Activity: Creating Good, Effective Ads



Resources

<https://www.facebook.com/business/success/cheetos>

Example 3: Ad and case study from Cheetos



Discussion Question:

What strategies do you think make this a good, effective, creative ad?

Answer:

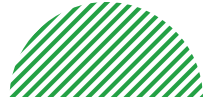
- It's Visual: Fun video ad that uses Cheetos iconic mascot, Chester Cheetah, and a team of freestyle soccer stars called Los Cheetahs. They travel to many everyday locations such as a laundromat and a bakery, entertaining customers with a fun and unexpected show.
- It's Relevant: The ad was targeted at parents and younger soccer fans who also like snacks.
- It's Valuable: The value in this ad is in the "fun attitude" it promotes—all associated with Cheetos!
- It Has a Clear Call to Action: Viewers are invited to join the Cheetos Football Club.

Additional Questions:

- What elements of this ad strike you as effective?
- What might you change to make it better?
- Are there strategies here that you can apply to your ads?

Activity:

Creating Good, Effective Ads



Resources

<https://www.facebook.com/business/success/nilla-wafers>

Example 4: Ad and case study from Nilla Wafers



Discussion Question:

What strategies do you think make this a good, effective, creative ad?

Answer:

- It's Visual: Great photo ads featuring mouth-watering images of Nilla Wafers used in a variety of recipes, including strawberry shortcake and banana pudding.
- It's Relevant: The ad was targeted at moms 35-50 years old who liked snacks and were bakers. The objective of the campaign was to remind their target audience that Nilla Wafers are an easy, fun way to make delicious snacks.
- It's Valuable: The ads provide great ideas for simple, fun recipes to make and share.
- It Has a Clear Call to Action. Because this was a brand awareness campaign, viewers were invited to "like" the Nilla Wafer Page to get more recipes and fun.

Additional Questions:

- What elements of this ad strike you as effective?
- What might you change to make it better?
- Are there strategies here that you can apply to your ads?

Mini Challenge: Create Your Ad



This mini-challenge has two parts.

Part 1

Prepare the creative for your ads. You'll want to prepare 2-3 ads to run in this first campaign. Try to experiment with different ad formats as much as you can.

- Gather the photos and/or videos (or go take a few if you need to!) you want to use.
- Write the copy you'll use. Keep it as short and engaging as you can—just like you would in a post.
- Decide on your call to action. You'll want to make sure you are asking your audience to DO something in response to your ad—Like your Page, go to your website, sign up for an event, buy something.

Part 2

Use Ads Manager to create your first ad campaign.

You will use all that you've prepared in this module to create your first real, running ad. Make sure you have the following things ready before you start:

- Your ad objective
- Information you will use to target your audience (demographics, age, location, interests, behaviors)
- The amount of money you want to spend on the campaign
- The creative—photos, videos, copy—for your ad

Ready? Let's get started!

Mini Challenge: Set Goals for Your Ad



Before you get started running your ad, it's important to set some goals. Remember, setting goals will help you measure how well you are doing. Think about actions you want people to take with your ad. Do you want them to link to your website, Like your Page, buy something, sign up for an event? Think about the numbers of people you think you'd like to take that action. What about the people you want to reach?

It's okay to keep your goals modest until you learn more about what works and what doesn't with your audience.

My Goals:

action I want people to take

number of those actions:

target audience:

gender

location

age

amount of money to spend:

Now have a discussion and [write a brief paragraph](#) describing what it is you think makes people engage with some ads but not others. Yes, the simple answer is that some ads are more interesting to certain people, but a lot of ads get ignored because there are so many. What kind of emotion or attitude is going on in a person's head when they choose click on an ad in Facebook?



Module 3: Lesson 7

Manage and Measure Your Ads

What tools do I use to manage and measure my ads?

Creating great ads on Facebook is just the beginning. You'll also want to measure the effectiveness, reach, and quality of your ads. Facebook ad management tools give you several ways to do this, based on how many and what kinds of ads you're running. See what's working and what's not, and experiment with different images and headlines to gauge what gets the best reaction. You can also create and manage your ads right from your phone, wherever you happen to be.

You'll use the same tools you use to create your ad, to manage your ad—Facebook Ads Manager or the Facebook Ads Manager App.



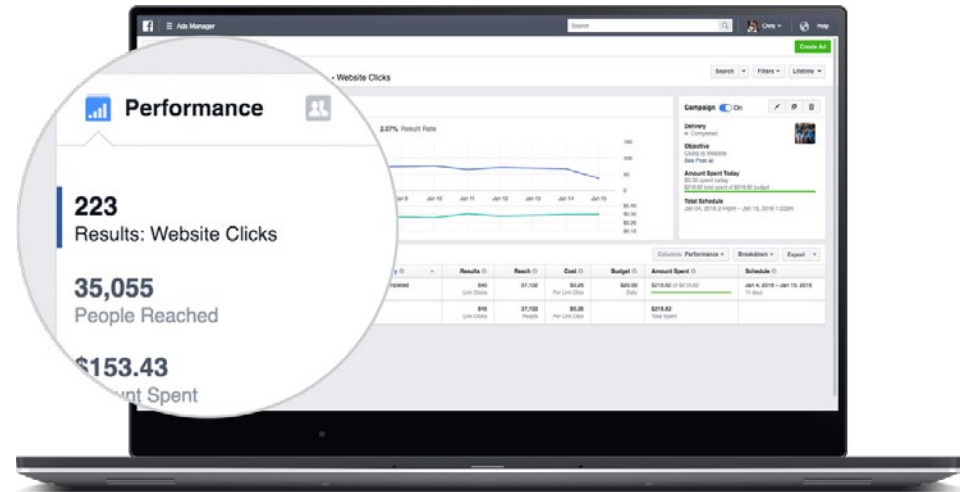
What tools do I use to manage and measure my ads?

Ads Manager

Use Ads Manager's powerful features to analyze results and make informed changes to your ads and campaigns.

In Ads Manager you can:

- Quickly duplicate your ads, ad sets, and campaigns.
- Edit all your ad settings, such as targeting and budget, from one place.
- See all the metrics that matter to you, right from one consolidated view.
- Customize your graphs and tables to see the metrics most important to you.



What tools do I use to manage and measure my ads?

Ads Manager App

With the Facebook Ads Manager app for iOS and Android, you can monitor current ads or create new ones from anywhere.

Download the app for free on the App Store or Google Play Store, and:

- Create ads
- Edit existing ads
- Measure ad performance
- Receive push notifications

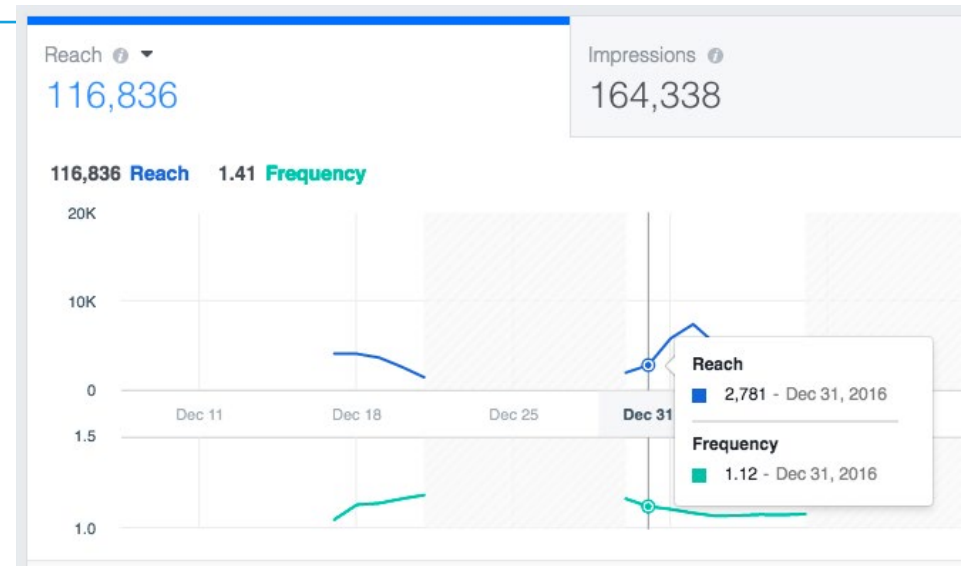


How do I use Ads Manager to measure ad performance?

Ads Manager shows you how your advertising is helping you achieve your business goals across Facebook, Instagram, and Audience Network. You can analyze your campaign results and learn more about your audience, your product sales, your campaign's reach, and much more. With this data, you can

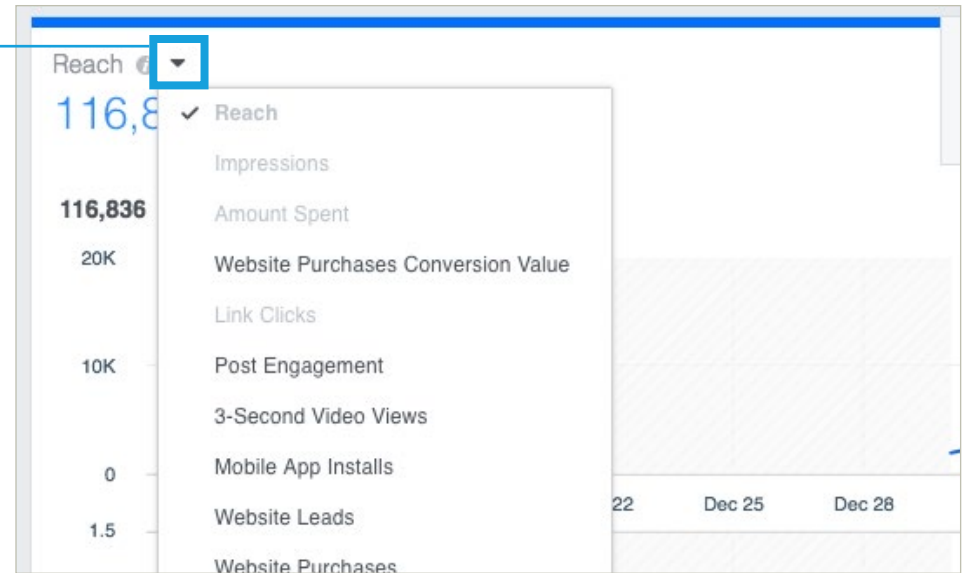
make more informed decisions when building your campaigns and ultimately improve your results. Under the Account Overview tab, you can view a detailed summary of all your advertising activity, learn how your campaigns are performing, and gain insights for future campaigns.

First, you can use the charts to understand how your campaigns are performing over time and analyze trends. Hover over the charts to see more information on your campaigns.

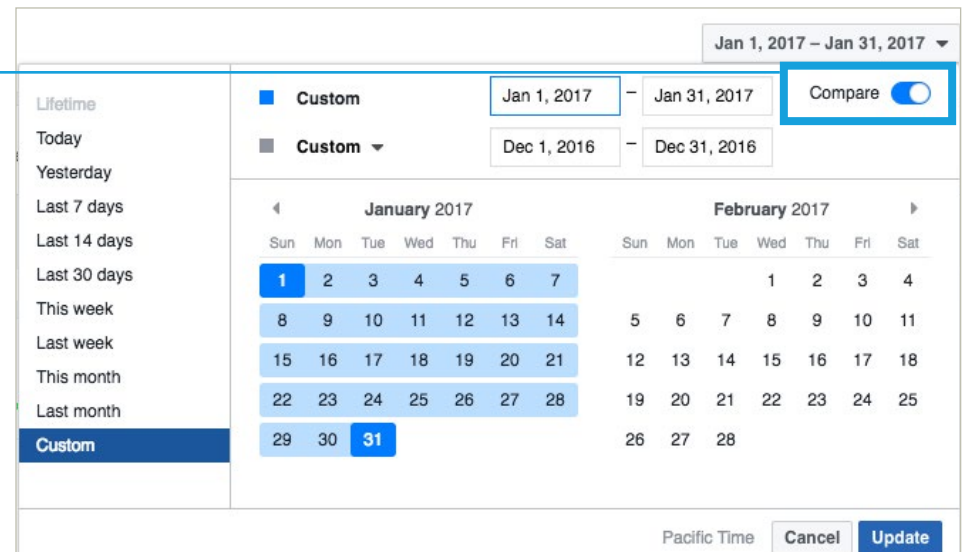


How do I use Ads Manager to measure ad performance?

You can customize the metrics you want to see. There are four sections with metrics you can adjust (such as reach, impressions, amount spent, and link clicks). To change the metric you see in a section, click the icon next to the metric name and choose a new metric from the list.

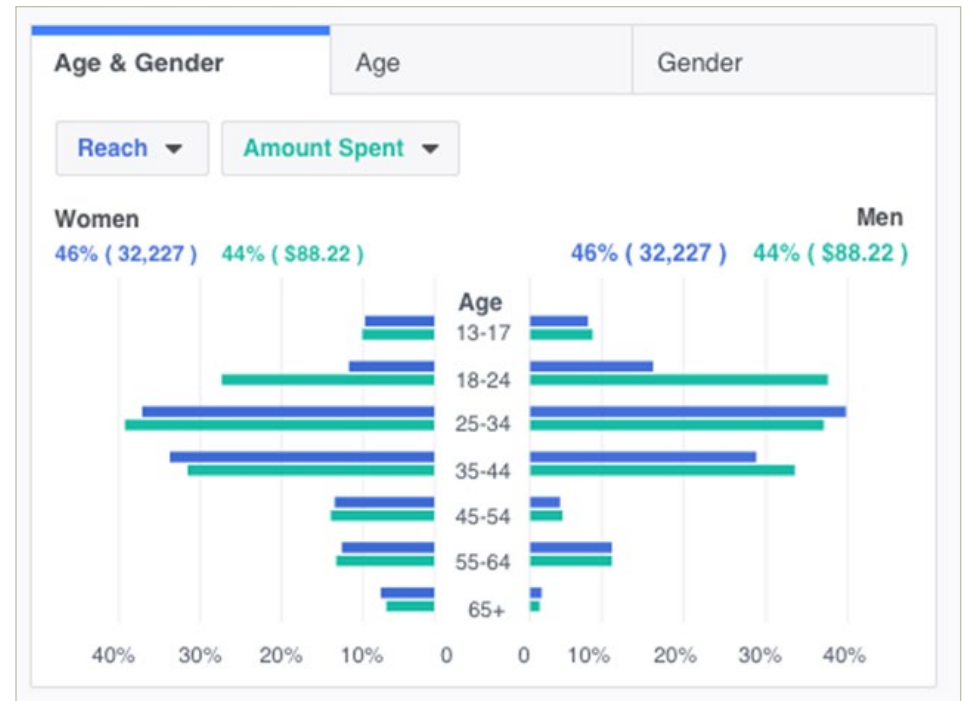


You can compare your results between two time periods to understand if your ads performed better in one period over another. Click on the date range drop-down menu. Click Compare and choose the dates that you want to compare.



How do I use Ads Manager to measure ad performance?

If you want to see what group of people are interacting with your ads based on age and gender, select Age & Gender, Age, or Gender.

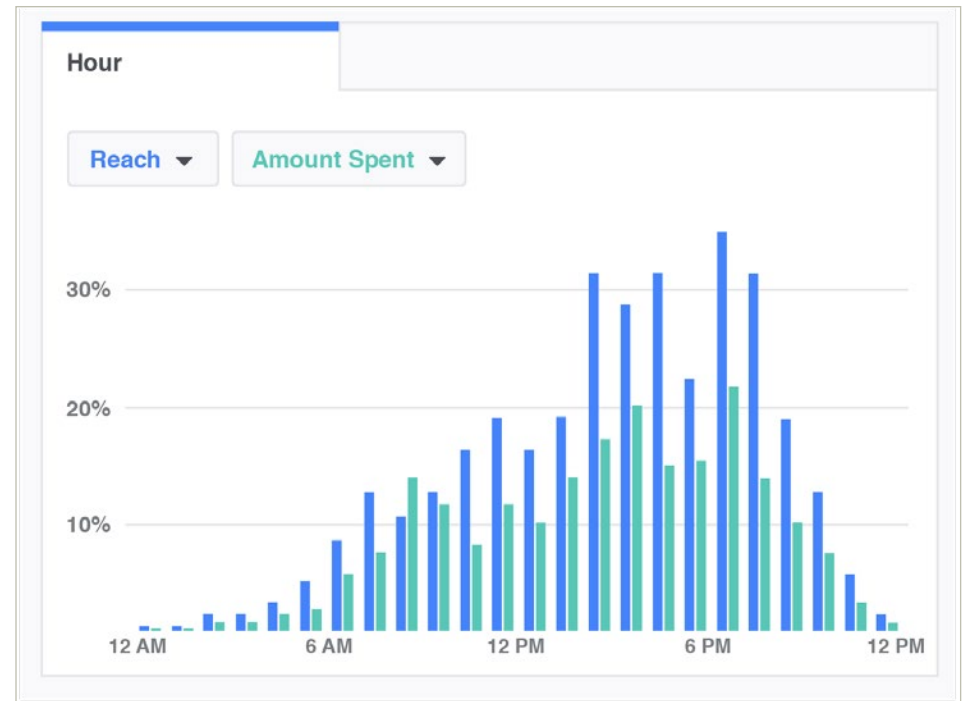


To see the location of the people viewing your ads, select Country, Region, or DMA.



How do I use Ads Manager to measure ad performance?

You can also see what time of day people are viewing your ads and the corresponding ad spend.



What data do I look at to understand my ad performance?

Most of the time what data you should look at depends on your goal, but there is a way to think about this overall.

In most cases, it is useful to think about these four things:

- Actions
- Cost Per Action
- Spend
- Frequency

Actions

For campaigns you run, you know what action you want your audience to take, like make a purchase on your website (conversion).

Make sure you are clear about what action you want and use the Facebook reports to monitor that action.

There is a long list of actions that you can monitor. In fact, the Facebook ad reports provides dozens of options to choose from. Choose the ones that are appropriate for your ad.

Cost Per Action

The number of actions alone may not provide enough information about your ad performance. If one ad generates 20 actions, is it more successful than an ad that generates 15? Not if it costs you more money to get those 20 actions.

For most actions, you can monitor your costs in Ads Manager.

What data do I look at to understand my ad performance?

Spend

It's often a good idea to combine the Cost Per Action metric with the spend. The spend will tell you if you need to shift your budget from one ad or campaign to another. Or raise or lower the spend of an effective or underperforming ad.

Frequency

Frequency is the average number of times your audience sees your ad. It's related to reach and the number of impressions your ad has had.

You might think that the more times they see your ad the better, but in fact, there is a balance you have to think about. You don't want people to see your ad so many times that they ignore it completely, or worse, get angry about seeing it so much.

In general, think about a frequency score of 5.0—too much higher than that might mean that you viewers are getting ad fatigue.

What is the difference between Cost per Click and Cost per 1,000 Impressions?

On Facebook (and in the digital marketing world in general), there are two ways to think about costs:

- Cost per Click (CPC) is the cost for 1 click on your ad.
- Cost per 1,000 Impressions (CPM) is the cost for 1000 impressions/ views of your ad.

If your goal is to get people to take a certain action—such as getting people to click on your website—you should select CPC. This is because Facebook will show your ad to people who are more likely to complete that action. If you want a lot of people to view your ad, choose CPM but keep in mind that your ad may get shown to more people overall, but not necessarily those who will follow your link or “Like” your Page.

How do I monitor the amount that I am actually paying for my ad?

When you want to see how much you're spending on your ads, you can see an estimated daily spending limit in Ads Manager. In the Billing section of Ads Manager, you'll find all your final charges including the specific ads you paid for and exactly what you paid for, like running an ad for awareness or getting people to click your ad.

How do I set a spending limit on my account?

You can set an account spending limit to ensure your ad account doesn't spend more than you're comfortable with. If you set an account spending limit, your ads will turn off when your limit is reached. An account spending limit is an overall limit on how much your ad account can spend over its lifetime.

It doesn't reset automatically after a certain amount of time, such as at the end of the month. To continue advertising after you've reached your limit, you can reset the amount spent toward your limit to \$0. You can create, change, reset or remove a spending limit on your account at any time.

Mini Challenge: Measure Your Ad Performance



This week, as your ad runs, use Ads Manager or the Ads Manager App to monitor ad performance.

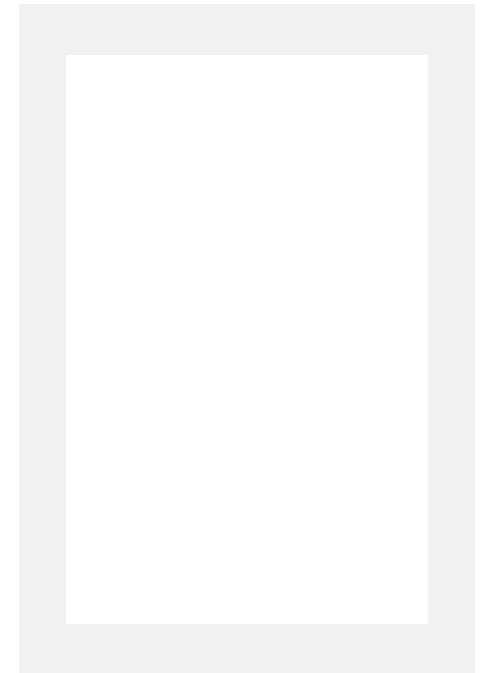
Depending on your objective, you'll want to look at several things:

- Did your ad generate the number of link clicks to your website or signups for your event that you were hoping for?
- What was the cost per click, signup, etc.?
- What have you spent so far on the ad campaign?
- What is the frequency that your ad is being shown?
- What else can you learn about how your ad is doing with your audience?

Reflect and analyze your results, perhaps with a partner or in a class discussion. What surprised you? What went well? What isn't going so well? What can you tweak or change that you think will help?

Don't worry if things didn't go as well as you hoped. This is your first try. Even the most experienced digital marketers have to try, fail, and try again to learn what works and what doesn't. Don't be afraid to explore and try new things!

Write down this reflection. You'll need it for the Micro-credential.



Mini Challenge: Run and Measure a Second Ad



Now's your chance to take what you've learned from creating and running your first ad and do something different with a second ad. Use the creative—images, videos, etc.—that you created for other ads in Lesson 6 to start another ad.

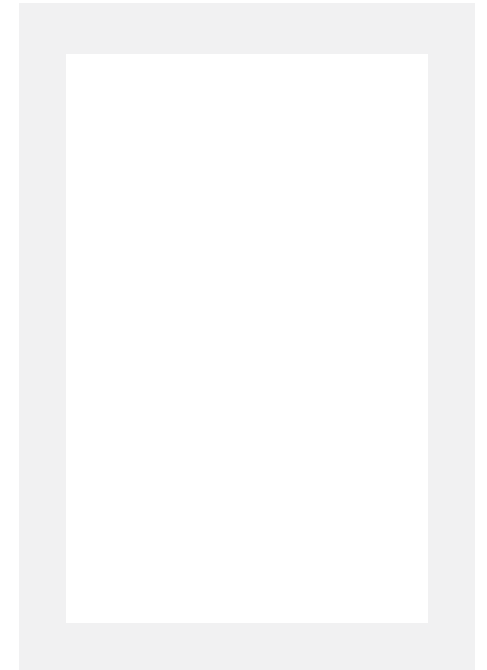
You'll want to have the same things ready before you create your ad:

- Your campaign objective
- Information you will use to target your audience (demographics, age, location, interests, behaviors)
- The amount of money you want to spend on the campaign
- The creative—photos, videos, copy—for your ad

And then you'll want to monitor your ad regularly to see how it's doing.

Be creative. Try something different. Who knows what you'll learn when you explore and try new things!

At the end, do another reflection (with a partner or in class) about how this second ad performed and write it down. You'll also use that reflection for the Micro-credential.



Get the Micro-credential

Congratulations! You have completed this module by:



- ✓ Choosing your ad objective for your ad
 - ✓ Choosing your target audience for your ad
 - ✓ Setting a budget and schedule for your ad
 - ✓ Creating 2-3 ads of different types (image, video, carousel etc.)
 - ✓ Measuring and monitoring ad performance to learn what is working and what is not
-

Once you think you're ready, you can submit your work for review to earn the Marketing with Facebook Ads Micro-credential. Your instructor will have instructions as to how to do the submission.

With this micro-credential, you can show employers and others that you have demonstrated the basic skills needed to run a basic ad campaign using Facebook!

We invite you to continue developing your skills with the next module, Marketing with Instagram.

Module 4:

Marketing with Instagram

Learning Objectives

Students will gain an understanding and the skills related to Marketing with Instagram.

- Understand how to use Instagram to promote a business
- Understand the similarities between Instagram and Facebook for social media marketing
- Understand key strategies on how to create content and posts that engage audiences
- Understand how to use Instagram Insights to measure performance of posts, followers, and impressions
- Understand how to create effective ads for Instagram
- Understand how to measure ad performance in Ads Manager

Skills Acquired

- Create and use Instagram posts of different types to engage an audience and build presence
- Use Instagram Insights to track profile information to inform an ongoing engagement strategy
- Create and produce ads using formats for Instagram (photo, video, story, etc.)
- Use tools to monitor, measure, and edit an ad campaign to meet business goals

Challenge

- In this challenge, you will select another business goal for your organization and create a simple ad campaign for Instagram to address that goal.



4-6
hour
class duration



sessions
plus out-of-class
homework

Like Facebook, Instagram is a popular way to stay in touch with friends, but can also be great for marketing. It's hard to put a price on something like that, but Facebook did in 2012 when they bought Instagram for one billion dollars.

Instagram tends to be more about images than text, though both are used.

In the final module of this workshop, you will be able to apply much of what you have already learned as you dive into creating content and ads for Instagram.

A good general rule throughout is to scroll through Instagram yourself and develop your own ideas of what you think makes one post or advertisement more engaging than another.

Ready to spread the word?



Module 4: Lesson 1

Getting Started

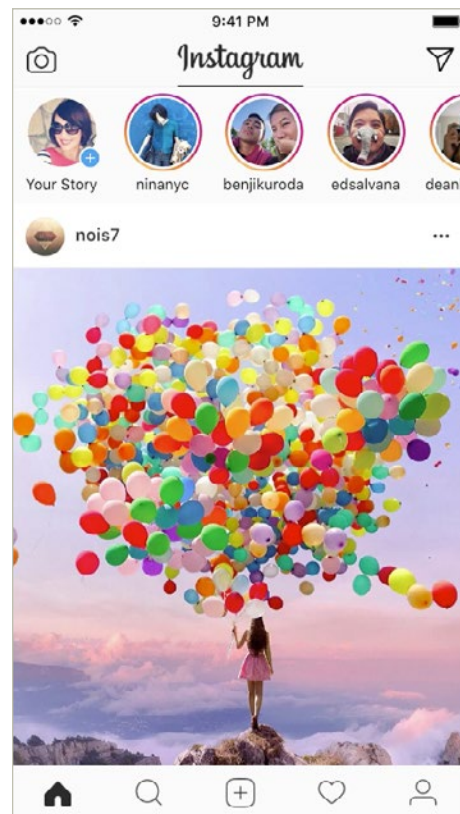
How does an Instagram business profile work?

Your Instagram business profile is another good way to build your business presence and connect with potential customers and users of your services or product.

Though it is a lot like Facebook, Instagram has some unique features that can be good for your business:

It's More Visual

Instagram is visual! At its core are images that tell people's stories. Finding ways to use photos and visual to tell your group or organization's unique story is key to marketing on Instagram.



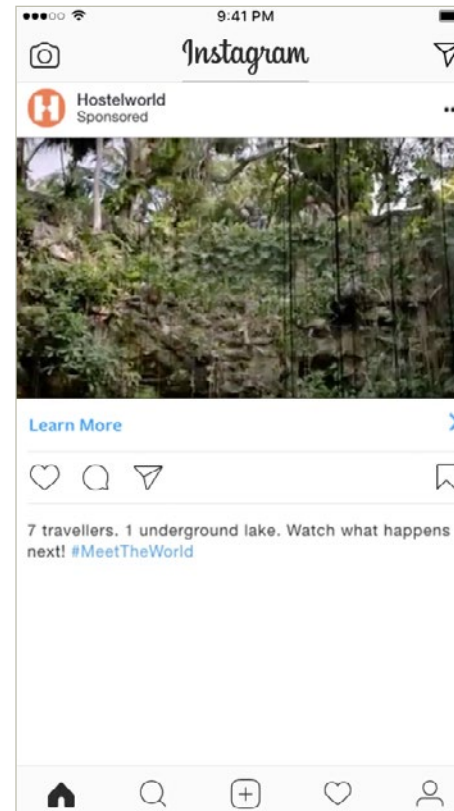
How does an Instagram business profile work?

You Can Use Hashtags

Instagram uses hashtags to categorize content. Users can search using hashtags to find content they are interested in. There are two types of hashtags: branded hashtags and community hashtags.

Community hashtags are general hashtags like #travel, #fitness, #cooking that are good for helping find content related to those hashtags. Using these type of hashtags makes it easier for people to find your posts and can help you build your audience.

Branded hashtags are specific to your group or company. They might contain your brand name, product, or a specific campaign. You can use branded hashtags to get people to spread the word about your brand by using your branded hashtag. For example, Hostel World created a #MeetTheWorld campaign, in which they invited people who stayed at their hostels all over the world to post pictures from their travels and use the hashtag #MeetTheWorld.



How does an Instagram business profile work?

Resources:

<https://business.instagram.com/blog/business-instagram-stories>

You Can Add Stories

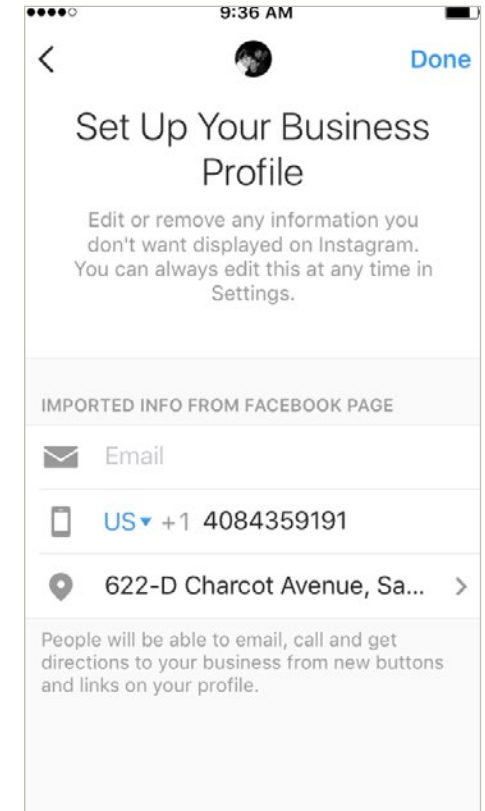
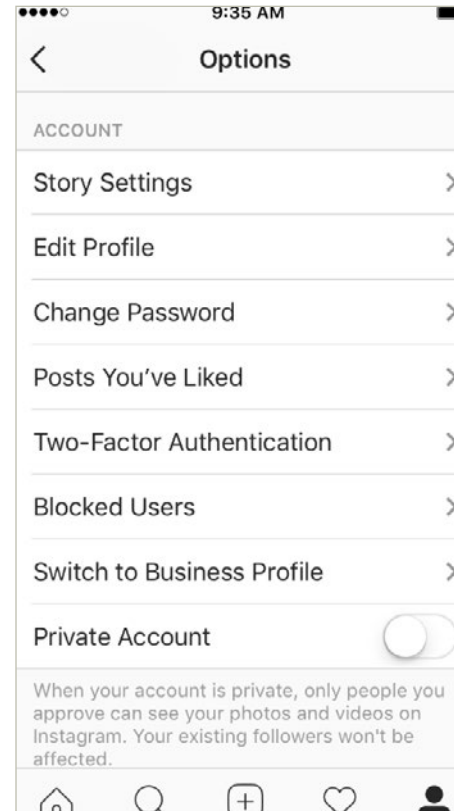
A fun feature of Instagram is Stories. It is a way for people to share several “moments” of their daily lives, not just the ones they post on their profile. As they share multiple photos and videos, they appear in a slideshow format: their story. Businesses can also share stories with their followers.

For example, you might think about ways to tell a “behind-the-scenes” story of your group. Or you might use it to show many different ways people use your product.

How do I get started?

Getting started on Instagram is pretty straightforward.

- Using your mobile device, download and launch the app from wherever you usually get them (App Store, Google Play, Windows Phone Store).
- Sign up as the organization you are working with. It's best to log in with your organization's Facebook account, but you can also use an email address.
- To set up a free business profile for the organization you are working with, go to Settings, then scroll down to Switch to business account. This will let you add information like business hours, location, and phone number—coming up in the next part of the lesson.



What strategies can I use to market my organization effectively on Instagram?

Don't forget that, like Facebook, Instagram is a SOCIAL media platform. You'll want to do a lot of the same things you do on Facebook to build your presence and build relationships with your audience.

Here are a few key strategies to think about as you begin to use Instagram:

1 Use Hashtags

Hashtags help you get your posts out to a broader audience.

To learn more about which community hashtags you might use, do a search for keywords that are associated with your business or organization. Using these types of hashtags really helps people discover and follow you.

And, be creative about coming up with brand hashtags, especially if you want to have your audience use your brand hashtag on the content they create.

What strategies can I use to market my organization effectively on Instagram?

2 Pay Attention to Your Profile

Your profile on Instagram functions similarly to your Facebook Page, so pay attention to it! Consider these tips:

- Make sure your images and description gel with your brand's vibe.
- Always include a link back to your website.
- Use your company logo somewhere in your profile so users know it's the official profile for your company.
- Consider adding one brand-specific hashtag to your profile so users know it "belongs" to you.
- Include your physical location if you have a local business.
- Make sure your images and other content are consistent with your other social media properties.

3 Post a Variety of Engaging Images

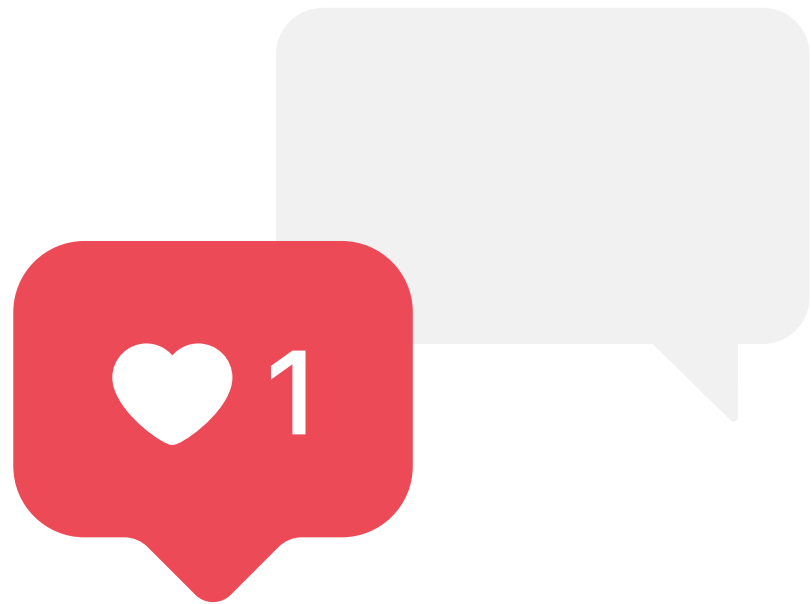
Be creative and vary the types of images and videos you post. Consider these ideas:

- User-submitted photos
- Behind-the-scenes photos of your workspace or events
- Sneak peeks of new products
- Short product demos or tutorials
- "Day in the life" shots to show your personal side
- Holiday-themed images and videos

Mini Challenge: Create Your Instagram Business Account

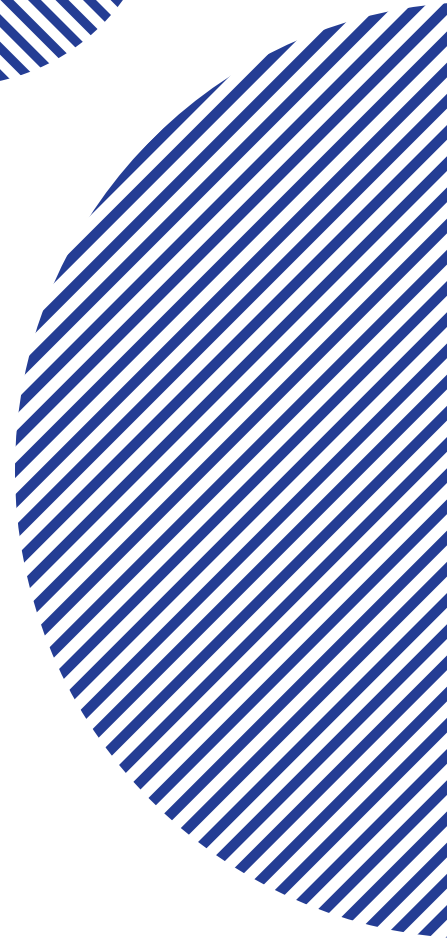


If you haven't already, now is the time to create your business account on Facebook. Then, just as you did with Facebook, spend some time getting to know Instagram. Do some hashtag searches that are related to the work your group does.



Module 4: Lesson 2

Creating Content



How is creating content the same as on Facebook?

When you are marketing something on Instagram, of course you want your ad to be visually interesting and engaging. But that's not enough. It also has to accomplish something, and that something must be connected to your overall business goal.

Facebook and Instagram have many similarities, but Instagram is generally more visual, more mobile, and faster.

On Facebook, we catch up with our friends and look at articles or videos they share with us, and we may be doing this on a mobile device or computer. The Instagram user only uses a mobile device, and is looking to discover new things.

Here are some ways to think about creating content that will work for both Instagram and Facebook:

1 Create High-Quality, Simple Photos and Videos

High-quality, visually appealing images are at the heart of what users respond to on both Instagram and Facebook.

2 Keep Text to a Minimum

Because Instagram is such a visual medium, it's a good idea to keep your text to a minimum. A text-heavy post on Facebook doesn't translate too well on Instagram.

3 Choose Images that Visually Go with Your Group's Brand and Identity

You'll want to make sure that all of your photos and videos have a cohesive feel to them—in other words, they should feel, in general, like they all “go” together. If you do this, people who view your content on both Facebook and Instagram will start to associate that feel with your organization and will get more and more familiar with it.



How is creating content the same as on Facebook?

4 Don't Forget the Call to Action

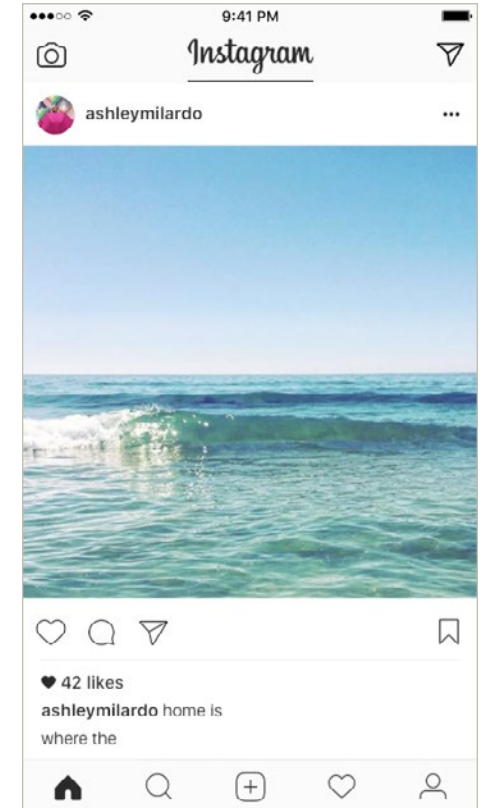
Just because Instagram is very visual, don't forget that you want your audience to engage with you and interact with you. All of your photos and images should include some way that people can go to your website, Like your post, share it, or take some other kind of action.

Don't forget that if you're posting some of the same content on both platforms, you'll want to try to do the posts and run ads at different times of the day. And you might consider developing several images for the same ad or post that you can rotate across both platforms. These kinds of strategies help ensure that users engage with your content, rather than ignore it because they've seen it before.

What makes content good?

Good content on Instagram is simply good creative. And it follows the same three creative principles you'd apply to any marketing channel.

- 1 **Have a Distinct Visual Presence**
Include your logo, an element that really shows off something about your company, a brand color, or even a product you're known for to make your ads distinct and easily recognizable for the community.
- 2 **Be a Storyteller**
Tell a story that supports your business goal. Whether you want to raise awareness or increase sales of a specific product, make sure the imagery and copy align with your main goal.
- 3 **Put Thought into Your Creative**
Campaigns need to be well-crafted to stand out. This doesn't mean you need to build additional content for Instagram. It just means you need to put as much love and care into the ads to inspire as you do in your business. Ensure the quality of your content is reflective of the quality of your business.



How do I create engaging images and videos?

Resources

<https://www.facebook.com/business/>

Sharing quality content on Instagram doesn't have to be difficult. In fact, there are a few tricks you can try to create professional quality photos and videos.

- **Take Quality Photos**

To take quality photos using your mobile phone, make sure you have good lighting. Place your subject near natural light, like a window or door frame. Or, add external lighting with a lamp, iPhone flashlight, or inexpensive lighting kit you can purchase online.

- **Enhance Your Photos**

Use other apps to enhance your photos and videos. Use Layout to lend your shots a more editorial style. Use Hyperlapse to give viewers a quick view into the behind the scenes. Or use Boomerang for a fun spin on an otherwise still photo. You can also experiment with new Instagram Stories to create content in a low-tech, authentic way and show off real, behind-the-scenes moments.

- **Utilize Other Platforms**

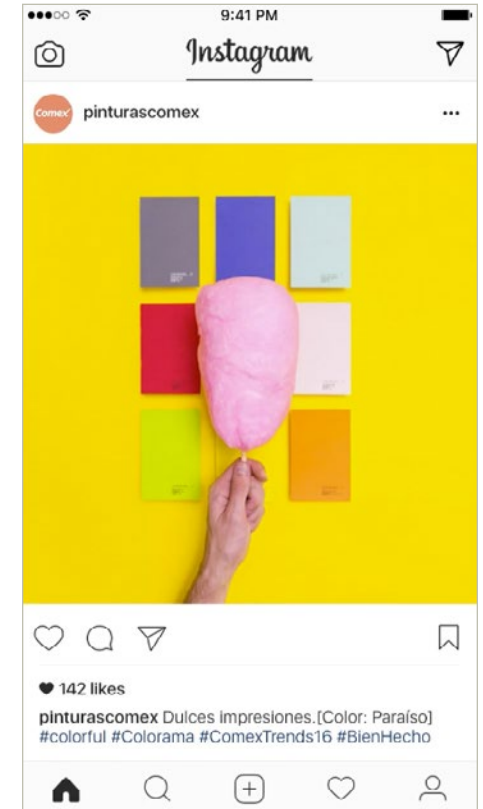
Borrow photos or videos from your other platforms like your Facebook Page, website, or other marketing materials.

- **Switch It Up**

Experiment with different backgrounds to change the tone and feel of a shot. Mix colorful backdrops, contact paper, or fabric to add dimension and depth to product shots.

- **Have Fun With It**

Can't decide on one shot? With Carousel Ads, you can share up to five photos and/or videos in one ad. Just make sure the first frame is eye-catching so people scroll through. You can also take a panoramic photo and crop it into multiple, single shots for a cool effect.



What information can I get about my posts, followers, impressions, and stories?

You can use Instagram Insights to view information about your posts. It's as easy as going to your profile and tapping. From there you can view:

Overall Metrics

- Impressions: Total number of times your posts and stories were viewed
- Reach: Number of unique accounts who viewed your posts and stories
- Website Clicks: The number of clicks to links you've included in your business profile description
- Profile Views: The number of unique accounts who've visited your business profile

You'll also see some insights about your followers, including gender, age, and location information.

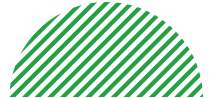
Posts

- Likes
- Comments
- Saved: The number of unique accounts that saved your post
- Impressions: Total number of times your post was seen
- Reach: Number of unique accounts who saw your post
- Engagement: Includes the total number of unique Instagram accounts that liked, commented on, or saved your post
- Video Views: The total number of times your video was viewed

Stories

- Impressions: Total number of times your story was seen
- Reach: Number of unique accounts who saw your story
- Replies: Number of times people sent messages through the Send Message option on your story
- Exits: The number of times someone swiped from one of your stories to someone else's story, or returned to their Feed

Activity: Tell a Good Story



Resources:

<https://www.facebook.com/business/ads-guide/traffic/instagram-carousel/?toggle0=Photo>

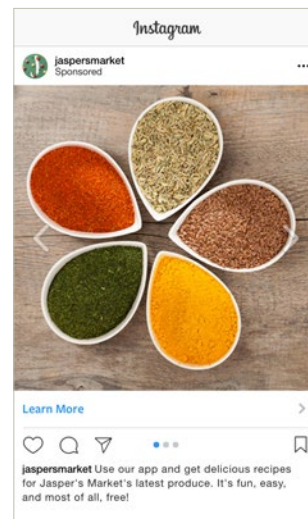
People talk a lot about how you need to “tell a story” when you are trying to engage someone’s interest. What does that mean?

It doesn’t have to start with “Once upon a time...” nor do you need a wedding at the end. But some sense of cause-and-effect, a feeling at first

glance that makes you want to know where this idea is going, will make your message as appealing as any good story.

Example 1: Carousel Ad for Jasper’s Market

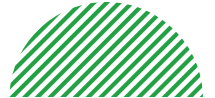
Look at this post from Jasper’s Market, which uses text and three photos in the form of a carousel ad. Notice the main text asks users to appreciate that they have kitchen items—not just food—available.



Discussion Questions:

- How do the photos work together to tell a story?
- How do the photos communicate that they have more than food available?
- What is appealing about these photos?
- What other elements tell you about Jasper’s Market?

Activity: Tell a Good Story



Example 2: Carousel Ad for Bentley

Resources:

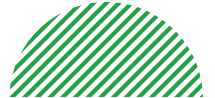
<https://www.facebook.com/ads/creativehub/>



Discussion Questions:

- What “story” is being told in this post?
- What is the most effective aspect of this ad?
- What questions about Bentley do you have after the ad is finished?
- Is there anything you think could have been done better to make the ad more effective?

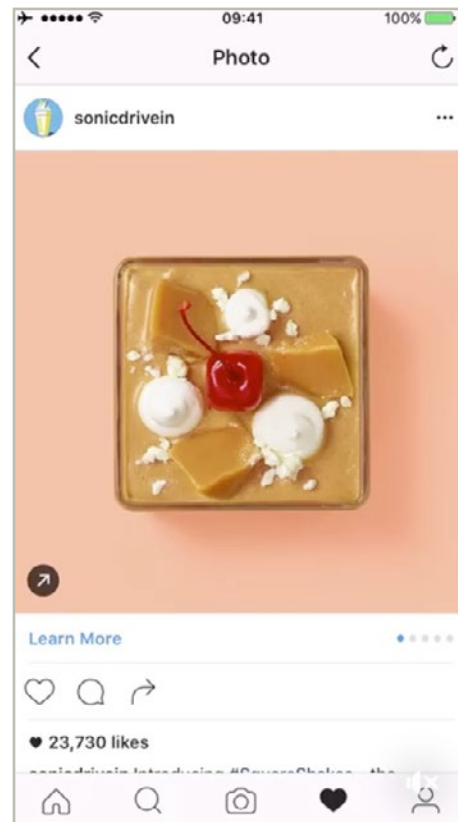
Activity: Tell a Good Story



Example 3: Ad for Sonic Drive-In

Resources:

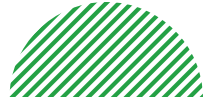
<https://www.facebook.com/ads/creativehub/gallery/1293117720713163/>



Discussion Questions:

- What is this ad trying to show?
How does the speed of the images help or hurt the ad?
- What elements of the image composition make the ad compelling?
- How would you describe the overall tone of this ad?
- How might you use something similar for your organization?

Activity: Tell a Good Story



Resources:

<https://www.facebook.com/ads/creativehub/>

Example 4: Video Ad for Stranger Things from Netflix



Discussion Questions:

- How does this video ad grab your attention?
- What information was not communicated?
- The ad ends with a shot that shows several different Netflix shows. How does that link to the beginning of the ad?
- How might you use something similar for your organization?

Mini Challenge: Create Instagram Posts



For this lesson, your challenge is to think about and create 3-5 posts specifically for Instagram.

Keep in mind some of the tips about taking quality photos, using features like hashtags and Stories to build your audience, and telling a “story” about your organization through the images and videos you post.



Module 4: Lesson 3

Creating and Measuring Ads

How do I create ads for Instagram?

Instagram uses the same powerful advertising tools as Facebook. That way, you can set up, run, and track campaigns the same way you do with Facebook ads. In fact, as you've already learned, you can create an ad

in Ads Manager and have it shown on both Facebook and Instagram at the same time.

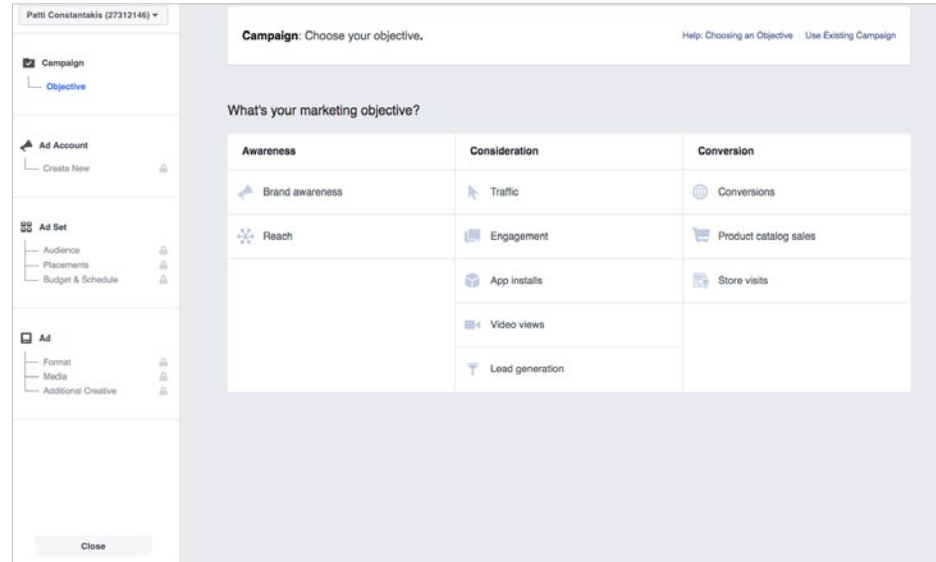
As a reminder, though, here's a quick review on how to create and run ads:

1 **Create a Business Page & Profile**
You must have a Facebook Page to run ads and an Instagram business profile. Since you already have that, you're good to go!

2 **Set Up Ad**
Select your ad objective, target audience, and ad format within Ads Manager..

3 **Determine Budget**
Decide how long your ads will run and what budget you're comfortable with spending.

4 **Publish**
When your ads are ready to go, hit Publish. You'll get a notification when your ads are approved and ready to run.



Campaign: Choose your objective. Help: Choosing an Objective · Use Existing Campaign

What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

Close

What should I think about before I create an Instagram Ad?

Based on your research and interviews with people from the organization you are working with, here are some things to think about before you create your ad.

Is the organization promoting...

- A specific, one-time event?
A recurring event?
- A new product? An existing product?

Is the organization hoping to get more...

- Volunteers?
- Likes, comments, posts, shares?
- Donations?
- Paying customers? Store visitors?





Some photogenic things associated with your organization are...

- The physical building/grounds they use?
- The people who work there?
A product or line of products they sell?
- An event they are producing?
(i.e. performance, charity event, product demonstration)

Which ad formats do I use for Instagram?

Most of the ad formats that you can use for Facebook are also available for Instagram. The formats that work best are the ones that emphasize the visuals.

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


<input type="radio"/>  Carousel Create an ad with 2 or more scrollable images or videos	<input checked="" type="radio"/>  Single Image Create up to 6 ads with one image each at no extra charge	<input type="radio"/>  Single Video Create an ad with one video	<input type="radio"/>  Slideshow Create a looping video ad with up to 10 images
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Which ad formats do I use for Instagram?

As a reminder, here are the ad formats available for Instagram:


- **Single Image**
An ad with one single image.
- **Single Video**
An ad with one single video.
- **Carousel**
Ads with two or more scrollable images or videos
- **Slideshow**
Ads that are looping videos with 10 images each and music.
- **Story Ads**
Ads that show up between people's stories on Instagram. You can do single image or single video story ads.

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

☒


Single Image

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

☐


Single Video

Create an ad with one video

Placements
Show your ads to the right people in the right places.

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

Device Types **All Devices (Recommended)** ▼

Platforms

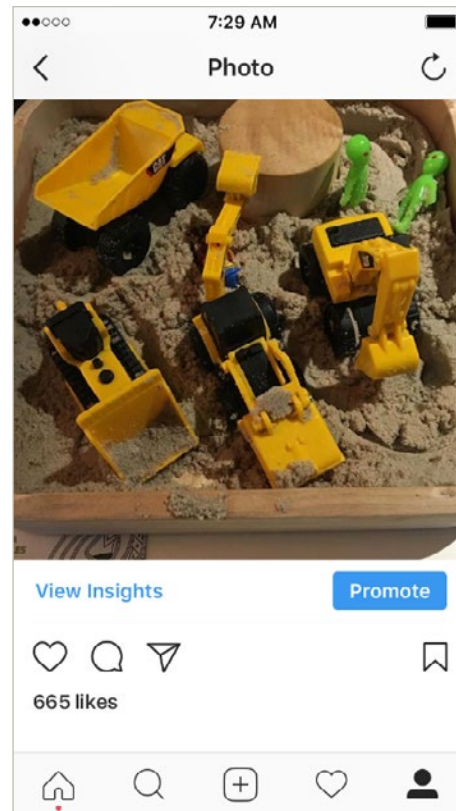
Facebook	<input type="checkbox"/>
Instagram	<input checked="" type="checkbox"/>
Feed	<input checked="" type="checkbox"/>
Stories	Ineligible

Can I create ads from within Instagram?

You can use any one of your Instagram posts to promote as an ad. It's one of the easiest ways to create an ad.

When logged in using your business profile, just click the Promote button on the screen. You'll be prompted to choose your ad objective. Then you'll choose your call to action, your target audience, your budget, and the amount of time you want to run the ad. It's that easy!

The Promote button lets you experiment with different types of posts and ads to understand what engages your audience the most.



How do I measure Instagram ad performance?

Just like with Facebook, you'll measure ad performance in Ads Manager.

Ads Manager shows you how your advertising is helping you achieve your business goals across Facebook, Instagram, and Audience

Network. You can analyze your campaign results and learn more about your audience, your product sales, your campaign's reach, and much more. With this data, you can make more informed decisions when building your campaigns and ultimately improve your results.

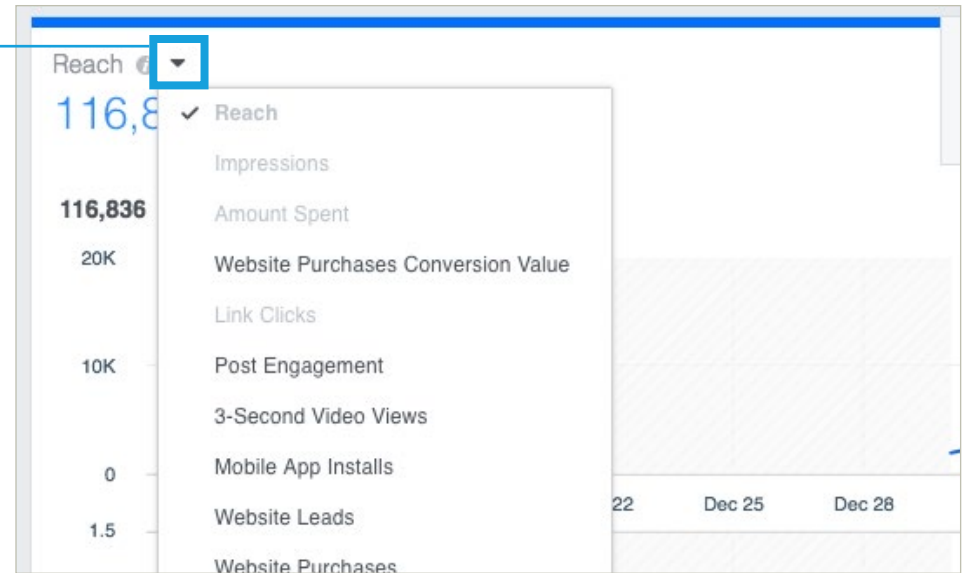
Under the Account Overview tab, you can view a detailed summary of all your advertising activity, learn how your campaigns are performing, and gain insights for future campaigns.

First, you can use the charts to understand how your campaigns are performing over time and analyze trends. Hover over the charts to see more information on your campaigns.

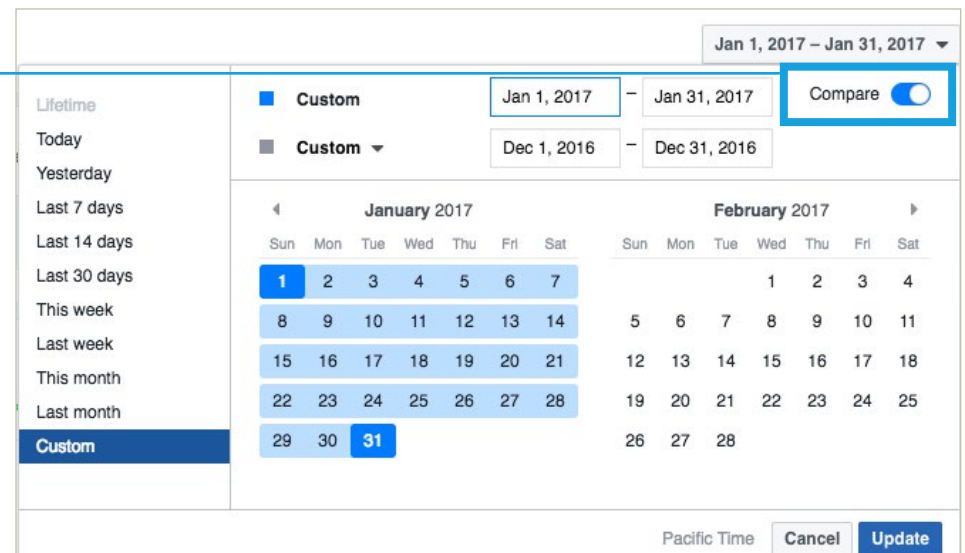


How do I measure Instagram ad performance?

You can customize the metrics you want to see. There are four sections with metrics you can adjust (such as reach, impressions, amount spent, and link clicks). To change the metric you see in a section, click the icon next to the metric name and choose a new metric from the list.

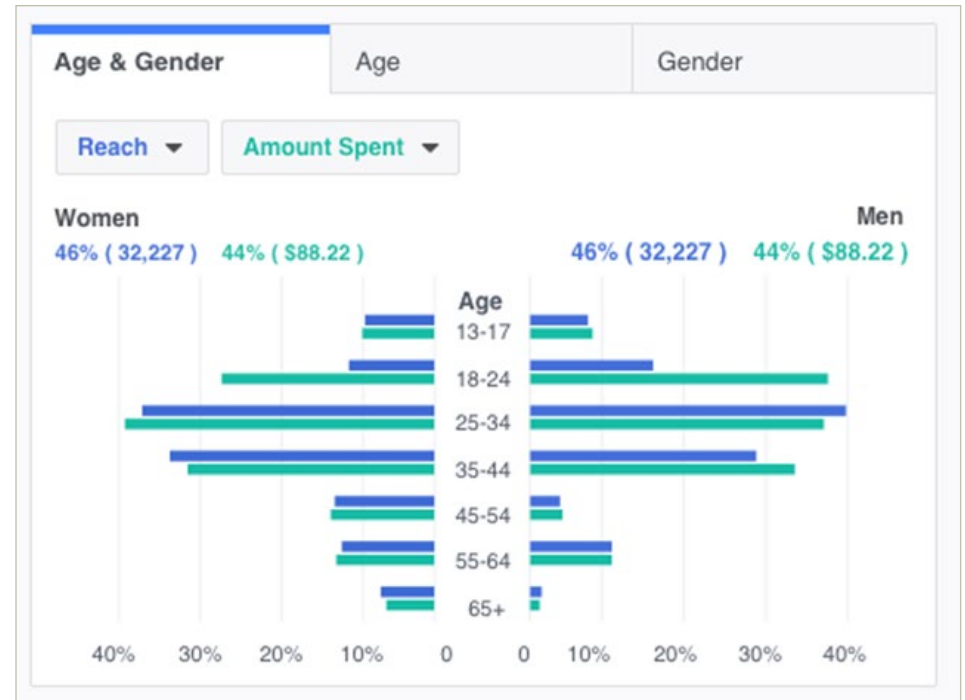


You can compare your results between two time periods to understand if your ads performed better in one period over another. Click on the date range dropdown menu. Click Compare and choose the dates that you want to compare.



How do I measure Instagram ad performance?

If you want to see what group of people are interacting with your ads based on age and gender, select Age & Gender, Age, or Gender.

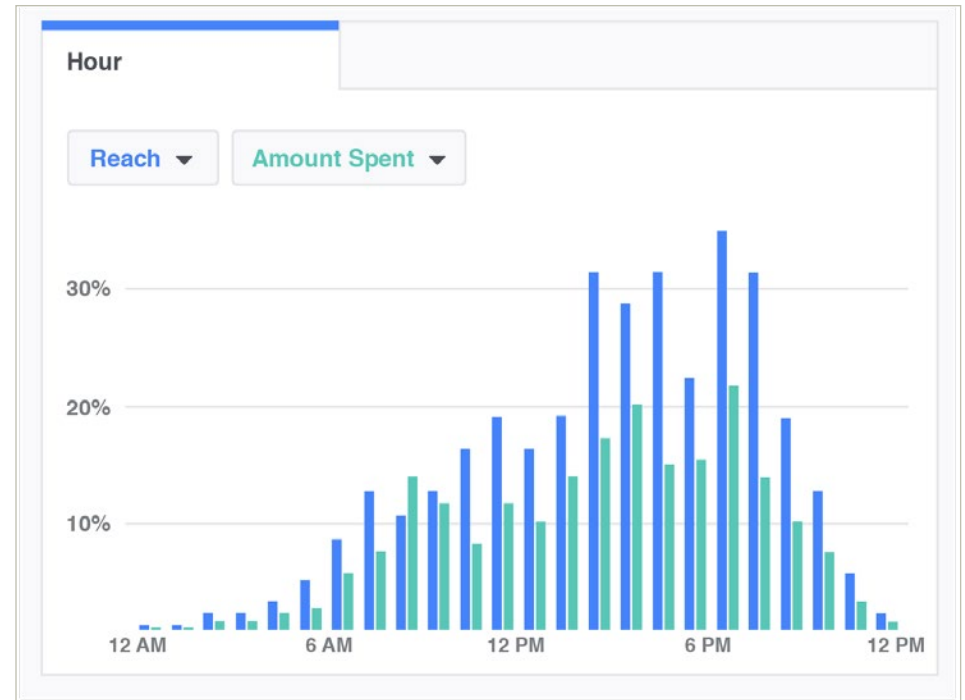


To see the location of the people viewing your ads, select Country, Region, or DMA.

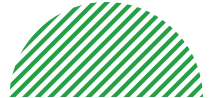


How do I measure Instagram ad performance?

You can also see what time of day people are viewing your ads and the corresponding ad spend.



Activity: Instagram Ads



Resources:

<https://business.instagram.com/success/hutch/>

We've talked about the several kinds of ad formats that you can use on Instagram.

Let's look at some examples of different formats and ways that you can use the format to create an effective ad.

Example 1: Story Ad

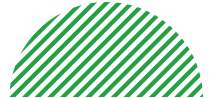


Here's an ad from Hutch, an interior design app. The ad was designed to drive new downloads and installs of their app.

Discussion Questions:

- What are the elements of the story ad?
- How are they able to give users a good idea of what it will be like to use the app?
- Why is this ad appealing?
- What other ways can you think about using story ads?
- How might you use a story ad with your organization?

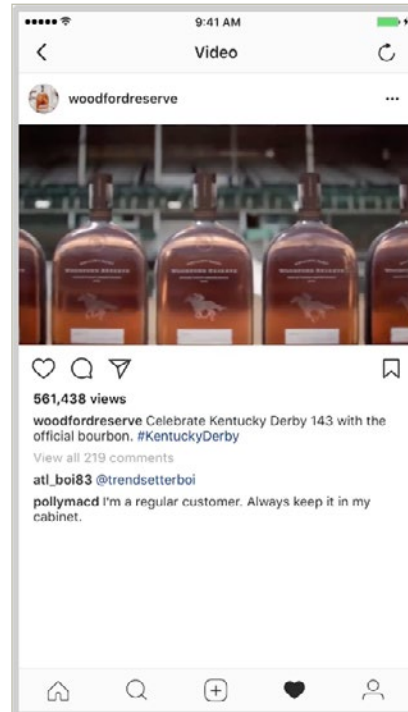
Activity: Instagram Ads



Resources:

<https://business.instagram.com/success/woodford-reserve/>

Example 2: Video Ad

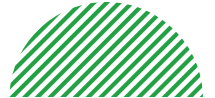


Here's a video ad from Woodford Reserve. The goal of the ad was to increase brand awareness, especially at the Kentucky Derby.

Discussion Questions:

- What are the elements of the video that help show off the brand and product?
- Why do you think video works in this case, instead of just a photo?
- Notice the hashtag #kentuckyderby. Why did they include that hashtag?
- Why is the ad appealing?
- Can you think of ways they could have done a less "professional" video to show off their brand and product?
- What ways might you use video ads for your group?

Activity: Instagram Ads



Resources:

<https://business.instagram.com/success/levis/>

Example 3: Carousel Ad



Look at this story about the #LiveInLevis campaign whose objective was to raise brand awareness with its Mexican audience.

Discussion Questions:

- How did Levi's use carousel ads to attract viewers?
- What about the ads was compelling?
- The text includes hashtags and tagging (@chiaraferragni). Why? How does that help build reach?
- How might you use text and hashtags with your organization?
- How might you use carousel ads with your organization?

Mini Challenge: Create Your Ad



This mini-challenge has two parts.

Part 1

Prepare the creative for your Instagram ad. This should be very similar to what you did for your Facebook ads, but try to spend some time thinking about ways to create something for Instagram. Think about mobile. Think about telling a story. Think about trying something you didn't try in your Facebook ads.

Part 2

Don't forget you'll still need to have the following things ready before you start:

- Your campaign objective
- Information you will use to target your audience (demographics, age, location, interests, behaviors)
- The amount of money you want to spend on the campaign
- The creative—photos, videos, copy—for your ad

Mini Challenge: Measure Ad Performance



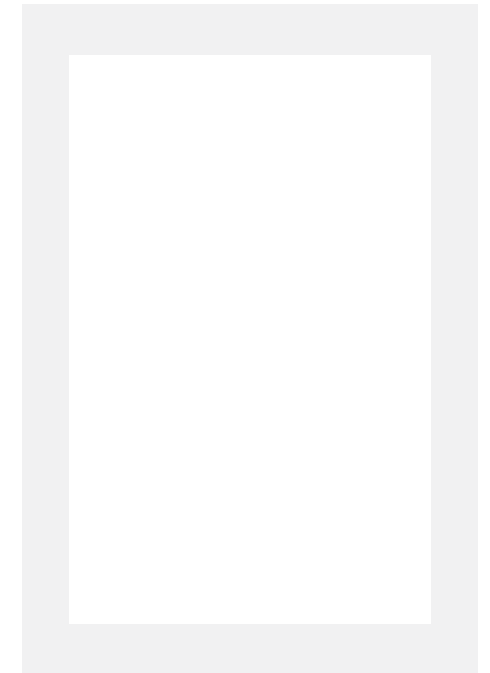
As your ad runs, use Ads Manager or the Ads Manager App to measure and monitor your ad.

Depending on your ad objective, you'll want to look at several things:

- Did your ad generate the number of clicks, Likes, links to your website, signups for your event that you were hoping for?
- What was the cost per click, Like, signup, etc?
- What have you spent so far on the ad campaign?
- What is the frequency that your ad is being shown?
- What else can you learn about how your ad is doing with your audience?

Reflect and analyze your results, perhaps with a partner or in a class discussion. What surprised you? What went well? What isn't going so well? What can you tweak or change that you think will help?

Write down this reflection. You'll need it for the Micro-credential.



Get the Micro-credential

Congratulations! You have completed this module by:



- ✓ Creating an Instagram business profile
 - ✓ Creating 3-5 posts of different types to use on Instagram
 - ✓ Creating and running an ad specific to Instagram
 - ✓ Measuring and monitoring your ad to learn what is working and what is not
-

Once you think you're ready, you can submit your work for review to earn the Marketing with Instagram Micro-credential. Your instructor will have instructions as to how to do the submission.

With this micro-credential, you can show employers and others that you have demonstrated the basic skills needed to market using Instagram and run an ad campaign using Instagram!

Congratulations on completing all four modules in our Social Media Marketing series!