Marketing on Facebook and Instagram

People NEED you

Create a Marketing funnel

5 step Marketing plan

1. Develop an Enticing Offer
2. Identify and find Your Ideal Customer
3. Create High Impact Ads
4. Gather Email Addresses
5. Nurture Prospective Clients

Module 1 – Create Compelling Facebook Ads

Define your freebie offer. A teaser, allows you to build rapport
Write your ad copy.
Create two to four different ad images in Canva.

Focus on the Pain Points

What does your product or service offer that can solve a problem or provide a better quality of life for your ideal customer?

Deliver your Freebie

- How-to Video - helpful info
  - 45-90 seconds
    - Five different ways to tie a scarf (retail)
    - How to put your hair in a messy bun in 30 seconds (hair stylist)
    - How to change your work look to evening glam in less than one minute (jewelry tutorial)
- PDF Cheat Sheet or Guide
  - Ex: realtor: 10 Ways to stage your home to make it look larger
  - Ex skin care company: 5 natural ways to make your skin look more youthful

- Ex: essential oils company: Top 5 essential oils for School age children to boost immune systems and increase alertness
- Discount
  - Great for retailers and product-based businesses
  - At least 20%
  - Keep it simple (only one offer per ad)

Creating Compelling Ad Copy

Anatomy of Every Ad

- Website URL - may be your web page or linked to email collector
- Text - Right above your ad image
- Headline - area below photo larger and bolder
- Display Link – link description (only shows on a desktop not on mobile)
- Image
- CTA Button

Ad copy to Avoid   https://www.facebook.com/policies/ads/

- Spammy language
- Weight loss claims
- Financial claims

IMPT to Focus on Pain Points – What does your product or service offer that can solve a problem or provide a better quality of life for your ideal customer?

Creating clickable ad images

Size of images –

Single image either 1200 x 628 or 1080 x 1080

Several images 600 x 600 milti

Instagram images – 1200 x 628

Attention Grabbing Images

- Sharable
- Relatable to ideal customer
- Encourage users to scan entire image
- Stand out in news feed
  - Emotion
  - Motion
  - Scan entire image
  - Direct eye contact to the benefit and call to action
  - Color
    - Red, greens and oranges (not the same blue as Facebook)
  - Speak to ideal client's pain points

https://www.canva.com/ is good for creating images for your ad.

Click on the left side, Create an ad, then on the right side click on custom dimensions (use 1200x628)
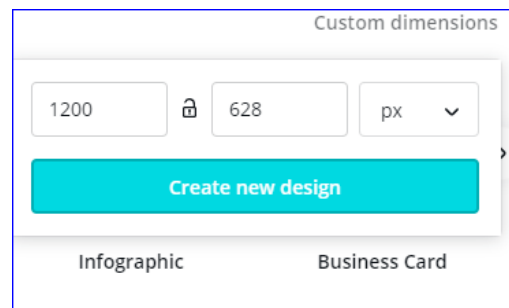
- Less than 20% text
- Test at least one image with no text (Facebook charges for more text)
- Then try the multi 600 x 600 and save 5 to 7 images at this size
  Test **2 to 4 different ad images** for every campaign that you try.

- For optimal results, be sure to use the Google Chrome browser and make sure your ad image has no more than 20% text. Check out this handy Image Text Check tool to see the proportion of text to image.

- **Free Stock Photo Providers:**

- Gratisgraphy

- Pexels

- [Picjumbo](#)

- [Pikwizard](#)

- [Pixabay](#)

- [RawPixel](#)

- [Reshot](#)

- [Stockvault](#)

- [Unsplash](#)

Save maybe 5 to 10 images to use for each campaign. For every campaign you will create different add images to see what performs the best.

Module 2 – Using Facebook's Ads Manager

Ads Manager is a tool we can use to make and place ads on Facebook and Instagram. [Click here to log into Facebook Ads Manager](#)

1. If you manage the ads for another business or multiple businesses Ask the primary Admin to make you a Page Admin.
2. Ask the Admin to add you to their Ad Account.
   1. Go to Ads Manager.
   2. Expand the Toolbar (three lines in top left of Ads Manager page).
   3. Click Settings.
   4. In Ad Account Roles section, click Add People.
   5. Add you as an Advertiser.

Every time you set up an ad you have to do the three levels, no way to get around

this.

Need to be in Chrome in order to have Ads Manager work properly.

Module 3 – Define and find Ideal customer

Customize your audience. Use at least three different audiences for about three days to see which one performs the best. Delete those that do not perform and try three more. Drill down until you find an audience that will work the best for your business.

Module 4 – Develop a High Converting Email Collector

This can be one of the tools listed below. I use Mailchimp, as it seems to be the least expensive and more intuitive to follow.

Module 5 – The Art of the Follow up

Module 6 – Understanding Reporting

Tools:

1. Canva – Free Online Tool
   a. Create Ad Images
2. Ads Manger
   a. Set up Facebook Ads
3. Lead Pages   (costs)
   a. Create Email Collector Landing Page
   b. Alternately, use MailChimp, Constant Contact or Privvy (free)
   c. MailChimp or Constant Contact both store email addresses and send out automated emails.