

NAMM[®] | U



Grow Your Business



Don't Give Up On Facebook!

**MICHAEL
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Ad Words, Analytics, Social and Internet Marketing Analysis



What We Will Cover...

- Best practices to improve your return on investment
- Getting the most from various campaign objectives
- Actual campaign results
- Tracking conversions across multiple devices



Perceptions

Why do we ignore what we know to be true?

Social networks created a thinking process that is counter to what we know: It takes frequency over an extended amount of time before people will purchase!

Many give up before reaching that positive investment point.



The Complaints

- I used to reach many more of my fans (So did everyone)
- I can't make it work (Based on what objectives and strategies?)
- I can't measure the effort (You can measure a lot)
- I don't have time to keep up (Can you spare an hour a week?)
- I give up! (Try the techniques here first)



My Experiences

- True, it's "pay-to-play," but it can be inexpensive
- Clear objectives plus some knowledge go a long way
- Must be willing to test – A LOT!
- Must be willing to set up metrics and analyze the data
- You must be patient – it takes time but it can work for you



Page Like Campaign

- Why use campaigns to grow your fan base?
- Boosting posts to fans can be cheaper than regular ads to non-fans
- Better than random Facebook user – this person showed enough interest to at least click the page Like button
- Great way to create more sales from active fans



Page Like Campaign 14,301 fans for \$0.10 a Page Like

14,301 Results: Page Likes \$0.10 Cost 4.22% Result Rate





Page Like Stats

- \$0.08 per page Like
- spend \$410.63
- page Likes: 5,267



Cup This

Sponsored

"Soy activista por la paz. Yo hago música y arte para crear belleza y conciencia para la..."



Cup This

Electronics

14,139 people like this.

Like Page

Page Like Stats

- \$0.11 per like
- spend \$367.97
- page likes: 3,435



A screenshot of a Facebook post from the page 'Cup This'. The post is sponsored and features a black and white photograph of a band performing live in a rehearsal space. The lead singer is in the foreground, wearing a tank top with a lightning bolt graphic and playing a guitar. A drummer is visible in the background. The text of the post reads: "I fit in just fine. Can't say the same for the rest of the world." -Carjack. #cupthis. Below the photo, the page name 'Cup This' is displayed, along with the category 'Electronics' and the text '14,139 people like this.' A 'Like Page' button is located in the bottom right corner of the post area.

Cup This
Sponsored


"I fit in just fine. Can't say the same for the rest of the world." -Carjack.
#cupthis

Cup This
Electronics
14,139 people like this.


Like Page

Boosted Post Stats

Spend \$20.00
843 link clicks, 601 entries
71% entered sweeps
Cost per entry: \$0.03
Total fan count: 32,000

 **Heil Sound** Like Page
Sponsored · 

It's hard to believe that the Heil Sound 50th celebration will be soon coming to a close. As a tribute to our hardworking vocalist and musician friends, we are giving away three - one per month - of the custom PR 20 50th Anniversary logo mics. Our 50th year in business has been a blast and we look forward to year 51! Enter now. #cupthis Cup This The Kelly SHU



Heil Sound 50th Mic Giveaway
Still The Best Vocal Mic Ever Made

[ENTER.NOWMIC-GIVEAWAY](#) Learn More



Abandoned Shopping Cart Ads

- Ad Reach 3,975 (people who abandoned a cart)
- Purchases: 217 spend: \$119 cost per purchase: \$0.43
- Ran: 12 days Frequency 8.13 (average # of times each person saw the ad)
- Most purchases within first 3 days- last 7 days the weakest



Remarketing Using Video Audiences

- Create video view ads to capture audience (upload to FB)
- Create second ad for those who watched 50% or more of the video (you can decide how much they need to watch)
- Can target audiences of people that watch multiple videos
- People who watch more than one of your videos are fairly well qualified!



Remarketing Using Video Audiences - Stats

- Cost of video views of 50% or more: \$0.09
- Spend: \$300
- Follow up campaign to drive website clicks
- Spend: \$300
- Purchases: 48
- Two campaigns ad spend total: \$600
- Cost per purchase: \$12.50



Email Campaign – Why?

- Target people who don't open your emails
- 60 to 70% of musicians use same email address for Facebook
- Your emails may be blocked by spam filters
- Gmail goes to promotions group
- Frequency will be higher with this smaller audience
- Multiple touch points are reminders of your offers



Email Campaign – Stats

- 2015 Holiday sale
- Spend \$500 purchases 424
- Reach 24,400 frequency 3.92
- Cost per purchase: \$1.18
- 5 day promotion

Segment By Campaign, Ad Group or Ad in Analytics with URL Builder

- Track revenue and products purchased per campaign
- Track user behavior, time on page, user site flow

Conditions
Segment your users and/or their sessions according to single or multi-session conditions

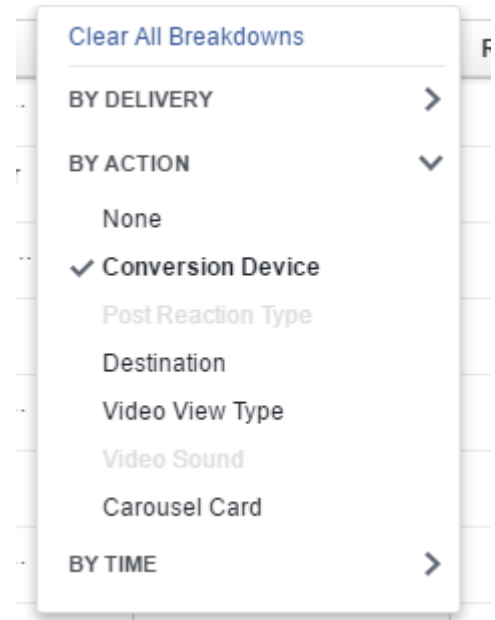
Filter Sessions ▾ Include ▾ ✕

Campaign ▾ contains ▾ fb-11-09-16_abandoned_shopping_cart_? D

fb-11-09-16_abandoned_shopping_cart_ads

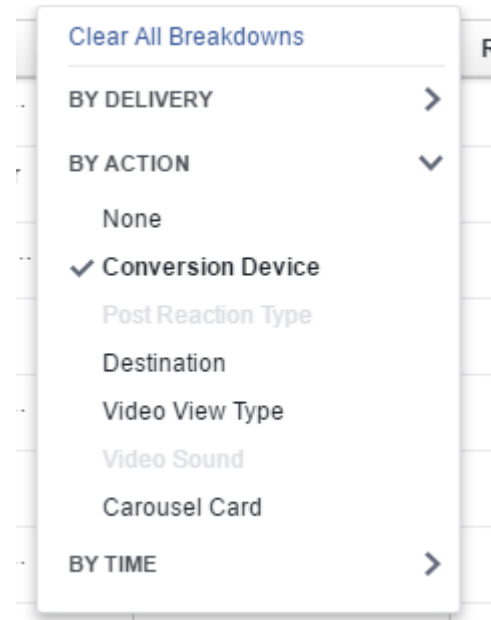
Mobile Awareness – Conversion on Desktop – X Device Tracking

- Someone sees your ad on mobile but doesn't act
- Later they come back to the site on desktop and purchase through ad click or search engine
- Are you missing these Facebook ad impressions that contribute to conversions?

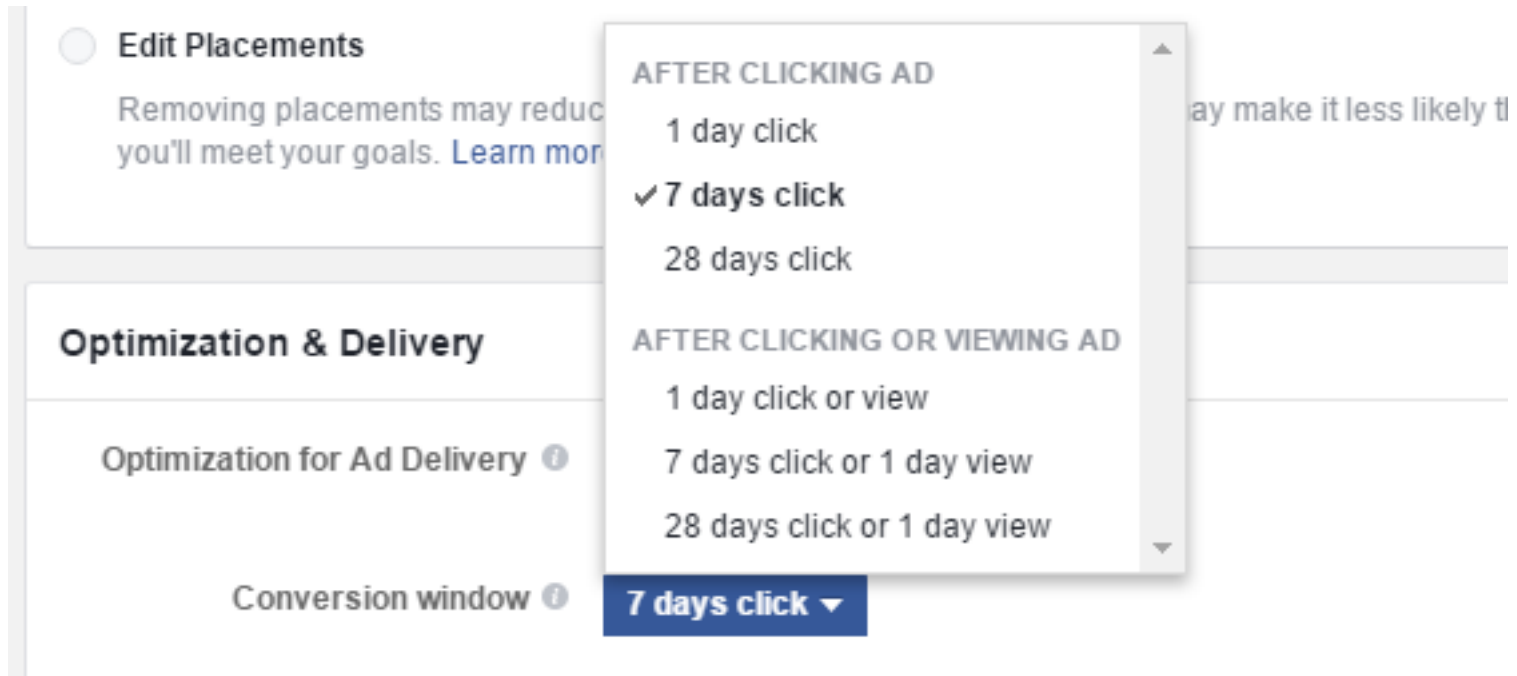


Analyzing Facebook Cross-Platform Conversions

- Go to your Ads Manager > Breakdowns
- Under By Delivery, select Placement and Device (impressions)
- Under By Action, select Conversion Device (conversions)
- Compare the two reports



How The Facebook Conversion Window Works



The image shows a screenshot of the Facebook Ads Manager interface. On the left, there is a sidebar with two main sections: "Edit Placements" and "Optimization & Delivery".

- Edit Placements:** This section is currently selected, indicated by a radio button. Below the heading, there is a warning message: "Removing placements may reduce the number of people you'll meet your goals. [Learn more](#)".
- Optimization & Delivery:** This section is partially visible below the "Edit Placements" section. It contains a sub-section titled "Optimization for Ad Delivery" with an information icon. Below that, the "Conversion window" is set to "7 days click", also with an information icon.

The "Conversion window" dropdown menu is open, showing the following options:

- AFTER CLICKING AD**
 - 1 day click
 - ✓ 7 days click (selected)
 - 28 days click
- AFTER CLICKING OR VIEWING AD**
 - 1 day click or view
 - 7 days click or 1 day view
 - 28 days click or 1 day view

The "7 days click" option is highlighted in a blue bar at the bottom of the dropdown menu.



Setting the Conversion Window

- One day attribution typically works better for campaigns of two weeks or less
- Three week or longer campaigns consider using 7 day or 28 day attribution
- Split test ad groups and measure your results over time
- Start with one day click to get a baseline



Why Conversions in Google Analytics and Facebook Won't Match

- Google Analytics attributes only the last traffic source (except for “Assisted Conversions” but GA can't track FB impressions
- Facebook will track data from logged in users across devices
- Facebook conversions will use your conversion window parameters



How to Make This Work For You

- Keep ad spends very low while testing (\$5 per day is minimum)
- Keep your audiences small – try for at least 4x frequency
- Only create ONE objective (video view, Page Like, link click)
- Track important data
- Make remarketing part of your strategy
- Set up and test X-device conversion tracking



Thank You!
Questions?

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