PROVIDENCE
Strategic Consulting, Inc.

REDEFINING COMMUNICATIONS
ABOUT PROVIDENCE

• Strategic communications firm
• Public relations, public affairs, marketing and advertising, and government services.
• 15 years of experience in the Central Valley
Objectives & Presenter

• Content
• How to create an ad
• The dos and don’ts
• Facebook Business Manager
• Types of ads
• How to boost a post (and the difference between an ad and boosted post)
• Instagram ads
• Interpreting and analyzing performance

Madison Carter
Project Manager
Facebook remains the most popular social media platform

By 2021, more than 3 billion people will be using social media (InfluencerMarketingHub, 2020).

1. Facebook
2. Instagram
3. Twitter
4. LinkedIn
5. Tik Tok
Content Creation

• Brainstorm

• Create Goals

• Dos and Don’ts
  - Do: Visuals
  - Don’t: Excessive text
  - Do: Proofread
  - Don’t: Set it and forget it
Types of Content

- Holidays
- Events
- Special occasions
- Thank your audience
- Famous quotes
- Highlight employees
- Ask questions
- Testimonials
- Photo contest
- Tell a story
- Education
- Promotions
Business Manager

- Easy access
- Maintain control
- Add ad accounts
- No cost

✓ Go to business.facebook.com to learn more!
SOCIAL MEDIA ADS
Awareness Ads

Increase awareness for your brand by reaching people who are more likely to be interested in it or the maximum amount of eyes possible.

• Brand Awareness: it’s about recall, not necessarily tangible, concrete conversions
• Reach: max. amount of unique number of views within a time frame
• Video views: shown to those who are likely to view your video
Consideration Ads

- **Traffic**: drive consumers to on or off of Facebook, e.g. website, app, or Messenger
- **Engagement**
  - Post engagement
  - Page likes
  - Event Responses
- **App Installs**
- **Video Views**: again!
- **Lead Generation**: get more sales leads with consumer information, etc.
- **Messages**: get more people to message your business in Facebook Messenger
Conversion Ads

- Conversions: get people to take action on your website or app, e.g. adding payment info or making the purchase

- Catalog Sales: automatically show items from your catalog based on your target demographic (think: Amazon)

- Store visits: get people who are near your store
Target Audience

Target people by:
• Age
• Location
• Language
• Gender

- Can also avoid people to target, e.g. someone who already likes your page.
- Can also create multiple audiences and save them – comes in handy for future ads!
Boosting a post helps increase the likelihood that:

- People will see your content in their feeds.
- People are more likely to respond to a discount, sales promotion, or a strong call to action.
- Your customer's friends might see their friends' reactions and comment on your post.
Must be Facebook Page admin to link Instagram account to the Facebook Page

Android:
1. Go to your profile and tap ☰ in the top right.
2. Scroll down and tap **Linked Accounts**, then select **Facebook**.
3. If you haven't already, enter your Facebook login information.
4. By default, your Instagram account will link to your personal Facebook Timeline.
   To link to a Page instead, tap **Facebook** again and choose a Page that you manage by tapping **Share to**.

iPhone:
1. Go to your profile and tap ☰ in the top right.
2. Scroll down and tap **Linked Accounts**, then select **Facebook**.
3. If you haven't already, enter your Facebook login information.
4. By default, your Instagram account will link to your personal Facebook Timeline.
   To link to a Page instead, tap **Facebook** again, then tap **Share to** and choose a Page that you manage.
Ads that appear in stories and feed
- Reach
- Video views
- Conversions
- Website traffic
- App installs

In ad creation, make sure Instagram is selected, then choose where the ad will appear.
Interpreting Results
Facebook Insights: All-In-One

- Overview
- Promotions
- Likes
- Reach
- Page views
- Actions on page
- Posts
- Events
- Videos
- People
Basic Overview
- shows how many followers you gained or loss, reach %

Actions
- profile visits

Discovery
- reach: # of accounts reached
- impressions: # of times your media was seen

Followers
- broken down by age, gender, locations, and when the followers are online

Media & Promotions
- sorted by impressions, likes, profile visits, reach, saved, text, website clicks, calls, comments, emails, engagement, follows

Promotions
- must be signed into Facebook account that runs Ads Manager
- shows considerations and conversion based upon the ad used for Instagram
KPIs for Instagram Stories

- Reach: Good
- Impressions: Good
- Taps Forward: Not Bad
- Taps back: Better
- Swipes Away: NOT Good
- Replies: Best!
- Exits: WORST!!
Measuring Engagement/Maximizing Your Presence

• **Track Your Growth**
  - should be consistent
  - content needs to be enticing for this to be achieved

• **Timing**
  - post at the right time

• **Engagement**
  - likes, reactions, comments, replies, tags
  - these are immediate “feedback” indicators
  - engage with all comments, etc., good or bad
  - Tags: aim to get more of these!

• **Shares**
  - indicator that the post is a good and worth sharing. Aim to get more of these!

• **Clicks**
  - a great KPI of what actions are being taken with a particular post

• **ULTIMATE**
  - “Are you getting more of what you’re asking for?”
Questions?

Thank you for having us!

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