

# **Important Things to Know When Setting Up #ExtraGive Social Media Ad Campaigns**

Webinar 1

# Introduction



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NameSpark specializes in Social Media Marketing/Advertising + Email Marketing + Marketing Consultation

13+ years of marketing experience

M.S. Internet Marketing from Full Sail University in Orlando

Prefers to work with small local businesses and nonprofits

**NAME**SPARK

they should know your name



# What we will cover

- Strategy
- Ad Objectives
- Budget Options
- Ad-Sets
- Ads
- Audiences
- Placement
- Psychology of the scroll
- Ad Creative
- Ad Copy

# Strategy

- What is your goal?
  - Increase overall donations?
  - Get more new donors?
  - Target a younger audience?
- What is the story you are going to tell?
- What is most important to the potential donors who see your ad - what will make them donate to your CBO on Friday, Nov. 20?
- Consider a two phase approach:
  - Phase 1: Brand Awareness or Video views
  - Phase 2: Traffic to your landing page on ExtraGive site (day of ExtraGive)

# Ad Objectives

Recommended for ExtraGive

- **Brand Awareness** - show your ad to people that are most likely to remember it
  - Best option if you don't have a video and are using static images
- **Video Views** - pay for views of your video -- then in Phase 2 you can retarget people who viewed the Phase 1 video
- **Traffic** - pay for traffic to the ExtraGive page

# Budget Options

## Recommended for ExtraGive

- It's important to remember that there will be a lot of CBO's investing in advertising for the ExtraGive so there will be a lot of attention for the same target audience. *Do you want to blend in with the noise or rise above it?*
- Assuming you are going to target either Lancaster County or Central PA, the budget will be more dependent on how long you want to run the ads.
  - If you'd like to run the ads for the entire two weeks leading up to the ExtraGive, I'd recommended budgeting between \$500 - \$1000 for the ads. Comes out of a credit card you add to FB ads manager.
  - If you'd like to run the ads for the week (5-7 days) leading up to the ExtraGive, I'd recommended budgeting between \$200 - \$300, but don't be afraid to budget more if you can.

# Facebook Users in Lancaster

## Lancaster County

- Residents = 540,000
- Facebook Users = approx. 380,000
- 70% of residents on Facebook





# Ad Sets

This is where you choose the following:

- Budget
- Audience
- Location
- Age
- Gender
- Placement

# Audiences

Crucial part of ads process

- Custom Audiences
  - Lowest hanging fruit. These are the social media users who know your CBO and have engaged with you on social media, visited your website, or are on your email list. They have showed interest and are more likely to take action.
- Lookalike Audiences
  - Audience that likely doesn't know your CBO, but share similar qualities to your current custom audiences
- Detailed Targeting - Saved Audiences

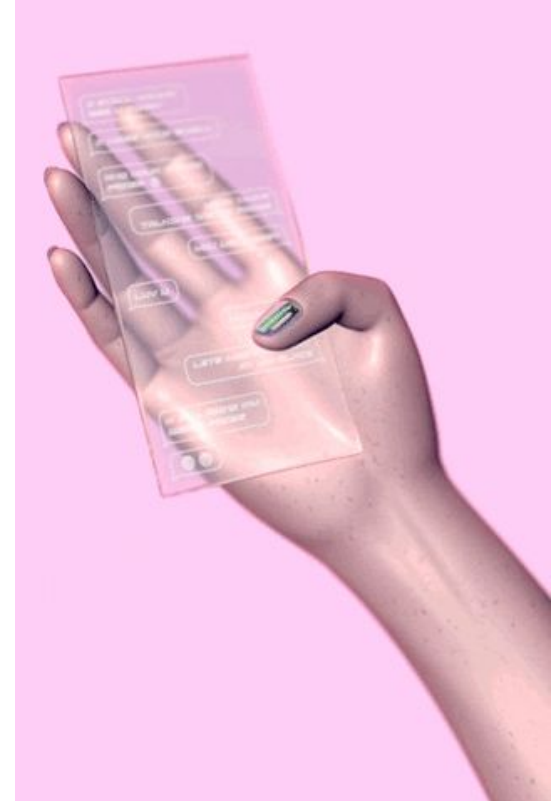
# Placement

Different places where your target audience will see your ads

- Feeds
- Stories
- In-Stream
- Search
- Messages
- In Article
- Apps & Sites

# Psychology of the Scroll

- When we scroll, we look for a reason to stop the scroll
- Our eyes see the ad creative first (static image or video)
- Our eyes then move to the headline to see if it's of interest to us
- Our eyes then move to the ad copy to see what the CTA and if we want to take that action.
- Video is a bit different, remember that most social media users do not have the sound on their phones by default, so consider using captions in video.



# Ads

This is where you choose the following:

- Identity
- Ad Setup
- Ad Creative
- Ad Copy
- Languages
- Tracking

# Ad Setup - Format of Ads

This is where you choose how to structure your ad:

- Single Image or Video
- Carousel
- Collection

# Ad Creative + Ad Copy

Select the media, text, and destination for your ad:

- Upload media
- Select the placement to edit (if necessary)
- Ad ad copy, headline, and description
- Destination (link to website, landing page, or FB Event)
- Call to Action - Learn More and Donate Now

# Resources

- ExtraGive Social Media Ads Strategy Template
  - [Google Drive](#)
  - [Microsoft Word](#)
  - [PDF](#)
- FREE Facebook Blueprint Training <https://www.facebook.com/business/learn>
- Facebook Ads Guide <https://www.facebook.com/business/ads-guide>
- Canva <https://www.canva.com/>
- Jon Loomer Blog <https://www.jonloomer.com/>