

Facebook Advertising

Brent D. Payne



About . . .



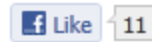
Brent D. Payne

Is a damn good looking BaldSEO that likes to yammer a lot on Twitter under the handle of [@BrentDPayne](#). He talks a lot about social media, SEO, his family, things that annoy him and just random things he finds funny or interesting. He used to be the head of SEO & social media at Tribune Co. but now he heads up BaldSEO, LLC an [SEO and social media marketing firm](#).

Dennis Yu



About Dennis Yu



[Dennis Yu](#) is co-founder and CEO of [BlitzLocal](#) providing leading edge local search solutions for regional, national, international multi-location and franchised enterprises. Over the years he has guided the development of a learning platform that specializes in [SEO](#), email, and [facebook advertising](#), optimizing campaigns to increase offline conversions via phone, lead generation, online ordering, and redemption. Founded in 2006, BlitzLocal is headquartered in Boulder, Colorado.

Facebook advertising STUD! Everything I learned about Facebook advertising I learned from him!

@BrentDPayne

Why Companies Fail in Facebook Advertising

Correlation is Not Causation

- More people die in hospitals than outside of hospitals

Last Click Attribution

- Get tracking software that can show you the 'assist'. [Google Analytics now does this]

What He/She Said Isn't True for You

- The value of a Facebook fan for them isn't necessarily the same for you.

Keywords are Keywords NOT Interests

- Keep in mind that Google is Google and Facebook is Facebook

Why Companies Fail in Facebook Advertising

Ads Take Users Away from Facebook

- People like to stay on Facebook, don't rip them away

The Ad Copy is Too Forward

- You are intruding on their 'fun time'. Tread lightly.

Multi-Step Engagement

- One step to get them to be a fan, another to keep them as one, another for their friends to become one.

Keep It Fresh, Man!

- Ads get old and stale...there is only so many people to reach and once you have they want something new.

What's Facebook Worth?

Brand Value = Fans x Fan Value

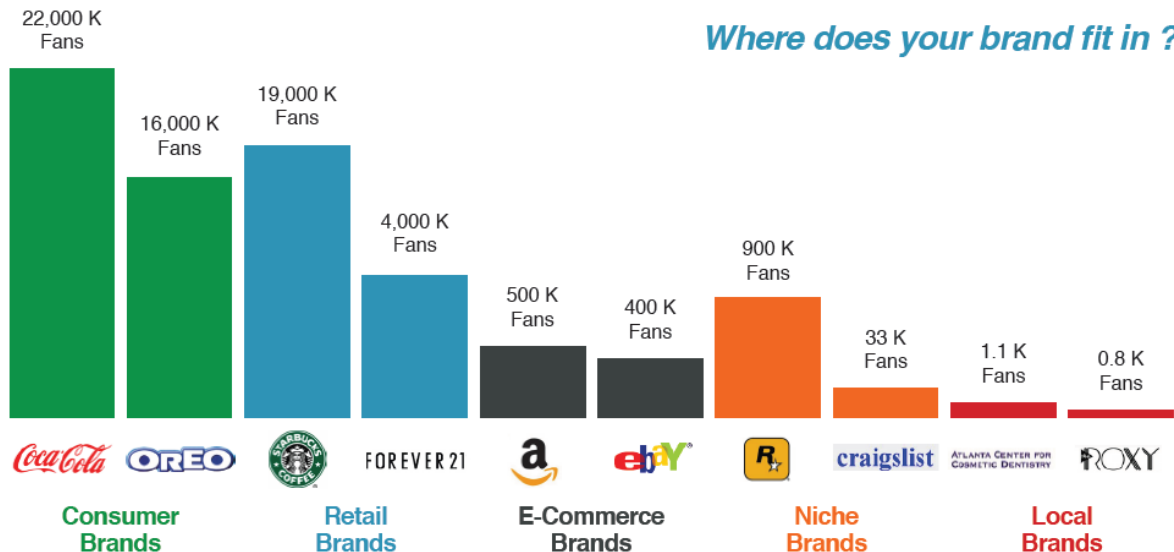
- The value of your brand on Facebook is a function of the number of fans you have multiplied by the value of your fan.

“How many fans should I have on Facebook?”

- Where do you rank in the industry?
- How much traffic does your website receive?
- How many fans do your competitors have?

Facebook Statistic

- The average Fortune 1000 company has 62,141 fans, which includes Starbucks at 19 million and various B2B brands at only a few thousand.
- *Source: Dennis Yu, BlitzLocal*



“What’s the Value of My Fans?”

Conversion Value Method

- How many Facebook fans convert and what is the value of that conversion?
 - Be mindful of last click attribution versus ‘assist’ attribution.

Invoice #	Revenue	Cost	Gross Profit	Facebook Fan? (Y or N)	Facebook Value
20110922A	\$ 143.00	\$ 117.26	\$ 25.74	Y	\$ 25.74
20110922B	\$ 205.00	\$ 159.90	\$ 45.10	N	\$ -
20110922C	\$ 245.00	\$ 176.40	\$ 68.60	Y	\$ 68.60
20110922D	\$ 154.00	\$ 140.14	\$ 13.86	N	\$ -
20110922E	\$ 198.00	\$ 176.22	\$ 21.78	Y	\$ 21.78
20110922F	\$ 204.00	\$ 181.56	\$ 22.44	N	\$ -
20110922G	\$ 423.00	\$ 373.93	\$ 49.07	Y	\$ 49.07
Total Value of Facebook:					\$ 165.19

Earned Media Method

- How much would it have cost to pay for the same traffic/impressions you receive from Facebook?

	Facebook Impressions	Search Engine CPM Advertising Cost	Facebook Value
Monday	12,582	\$ 3.28	\$ 41.27
Tuesday	13,782	\$ 4.32	\$ 59.54
Wednesday	15,200	\$ 3.87	\$ 58.82
Thursday	13,287	\$ 3.19	\$ 42.39
Friday	11,590	\$ 5.12	\$ 59.34
Saturday	7,834	\$ 2.98	\$ 23.35
Sunday	6,890	\$ 3.19	\$ 21.98
Total Value of Facebook:			\$ 306.68

Facebook is NOT Google AdWords

Google

- Advertising on the **WHAT**
- Happens when they are searching/wanting your product or service

Google

- Widest accurate audience **LARGE**
- AdText catering to the **WHAT** of the action

Facebook

- Advertising on the **WHO**
- Happens before they want/aware of the product or service

Facebook

- Most highly targeted audience **SMALL**
- AdText catering to the **WHO** of the action

Types of Advertisement for Pages

Sponsored Stories

- Wider Audience of Your Wall Posts

Option 1: Page Like Story

- People 'like' your page and their friends see they like it.

Option 2: Page Post Like Story

- People 'like' your page's post and their friends see they like it.

Facebook Ads

- More general advertising option

Option 1: Sponsored Page Post

- Select a Facebook page's post to promote to an audience

Option 2: Ads for Pages

- More general advertising option for pages

Destination: [?]

Type: Sponsored Stories [?] Facebook Ads [?]

Targeting is the Key!

Location

- Country
- City/State/Province/Region/Postal/ZIP Code

Demographics

- Age
- Sex

Interests

- Limitless Options

Connections of Facebook

- Anyone
- Only people that are not already fans
- People that are already fans
- Only friends of the fans of my page
- More advanced options

Estimated Reach

8,180 people

- who live in the **United States**
- who live in **San Francisco, CA**
- exactly between the ages of **25 and 35** inclusive
- who are **female**
- who like **cooking**

Estimated Reach

12,840 people

- who live in the **United States**
- who live in **San Francisco, CA**
- exactly between the ages of **25 and 35** inclusive
- who like **cooking**

Estimated Reach

204,940 people

- who live in the **United States**
- age **18** and older
- who like **lane bryant**



Estimated Reach

69,568,180 people

- who live in the **United States**
- age **18** and older
- whose friends are already connected to **Lane Bryant**

Targeting is the Key!

Estimated Reach [?]

920 people

- who live in the **United States**
- who live within 50 miles of **Chicago, IL**
- age exactly **18** and older
- who like **#Marketing, #Social media, #Business, #Internet marketing** or **#Search engine optimization**
- whose friends are already connected to **BaldSEO**

Estimated Reach

19,380 people

- who live in the **United States**
- age **18** and older
- who like **marriott, marriott hotel, marriott hotel manila, marriott resorts hawaii, marriott napa valley hotel spa, marriott international, marriott key largo bay resort, marriott shoals hotel spa** or **marriott hotels**



Hilton



Show your Marriott Rewards Card and receive 50% off your next stay at Hilton!

Advanced Demographics

- Interests
- Relationships
 - Sexual Preference
- Languages

Education

- College Grad
- In College
- In High School

Workplaces

- Specific Companies
 - Think about that...

Facebook for B2B Advertising

Conference Marketing

- Market to attendees before they attend

By Title and Industry

- Market to a specific group of individuals in an industry with a pre-determined title

Illegal Activities

- If they are bold enough to put it on Facebook . . .

Interests

Precise Interests: [?]

Search Engine Strategies Conference Expo x
Search Marketing Expo x #SMX Convention Center x

Suggested Likes & Interests

#Philippine International Convention Center #Lexington Center
 #Queen Sirikit National Convention Center #Oncenter
 #Colorado Convention Center #Spokane Center

Switch to Broad Category Targeting [?]

Interests

Precise Interests: [?]

#Construction x Operations Manager x

Suggested Likes & Interests

#Infrastructure #Erosion control
 #Masonry #Building code
 #Brick #Constructing Excellence

Switch to Broad Category Targeting [?]

Estimated Reach [?]

75,220 people

- who live in the **United States**
- age exactly **18** and older
- who like **marijuana**

➔

Estimated Reach [?]


95,880 people

- who live in the **United States**
- who like **marijuana**

Facebook for Public Relations

General Media

- Target employees of major newspapers, radio, TV, etc.
- Hyper-target the interest area



Workplaces: [?]

- The Washington Post x
- Chicago x
- The New York Times Company x
- Wall Street Journal x
- USA Today x

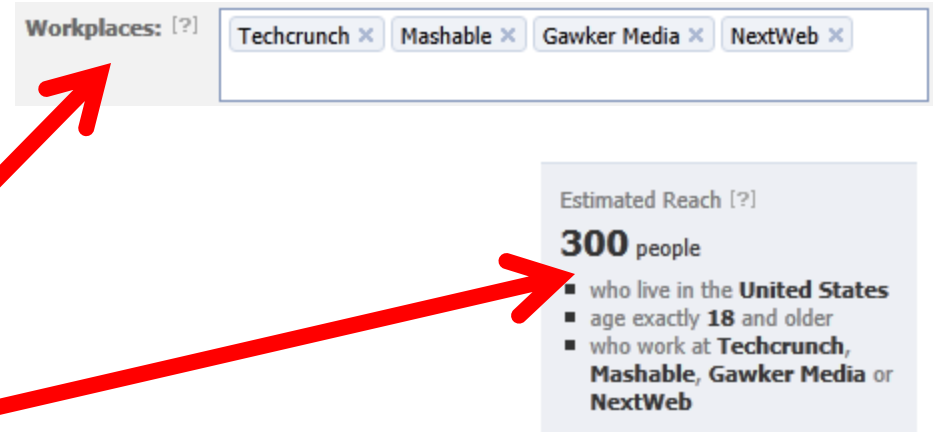
Estimated Reach [?]
5,940 people

- who live in the **United States**
- age exactly **18** and older
- who work at **The Washington Post, Chicago Tribune, Los Angeles Times, The New York Times Company, Baltimore Sun, Wall Street Journal, USA Today or News Corporation**

Red arrows point from the 'General Media' box to the 'Workplaces' and 'Estimated Reach' sections of this screenshot.

Bloggers

- Target employees of the major blogs or websites
- Hyper-target ad copy to underscore an interesting upcoming event/announcement



Workplaces: [?]

- Techcrunch x
- Mashable x
- Gawker Media x
- NextWeb x

Estimated Reach [?]
300 people

- who live in the **United States**
- age exactly **18** and older
- who work at **Techcrunch, Mashable, Gawker Media or NextWeb**

Red arrows point from the 'Bloggers' box to the 'Workplaces' and 'Estimated Reach' sections of this screenshot.

Copy Should Mimic Targeting

Segmentation



Fan Targeting



Web 2.0 Expo



We know you love us!
We love you too! Find out whats happening FIRST at Web 2.0 Expo!

Like -



Non-Fan Targeting



Web 2.0 Expo



Don't miss out on the Web2.0 expo! Click "Like" to find out more!

Like -



Friend of Fan Targeting



Web 2.0 Expo



Everyone is doing it, you should too! Click "like" to join your friends and find out about web2.0 expo!

Like - Dennis Yu likes this.

Your friend is attending, how about you ?

Scheduling and Advertising Type

Campaign & Budget

- Name the campaign something that makes sense to you
- Set your budget low for new campaigns and increase spend after testing

Schedule

- Consider staffing for social media marketing

Pricing

- CPM
- CPC

3. Campaigns, Pricing and Scheduling

[Ad Campaigns and Pricing FAQ](#)

Campaign & Budget

Campaign Name:

Budget (USD):

What is the most you want to spend per day? (min 1.00 USD)

Schedule

Campaign Schedule: Run my campaign continuously starting today

Pricing

Pay for Impressions (CPM)

Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per click? (min 0.01 USD) [?]

Suggested Bid: 1.31 - 1.90 USD

Note: Tax is not included in the bids, budgets and other amounts shown.

[Use Suggested Bid \(Simple Mode\)](#)

Use Google Trends for Ad Content

osama bin laden dead

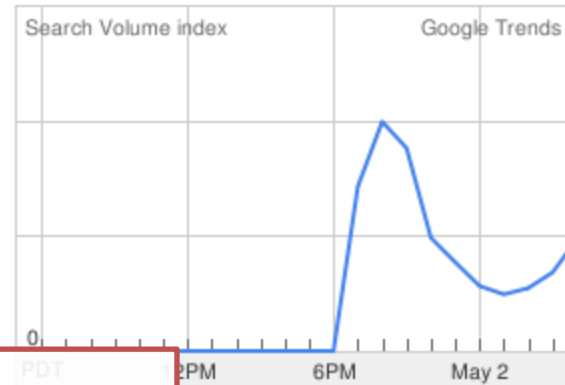
Hotness: **Volcanic**

Related searches:

osama bin laden, cnn, osama bin laden dead body, osama bin laden killed, bin laden

Peak:

10 hours ago



Hotness Factor

- Volcanic – Extreme volume
- On Fire – High volume
- Spicy – Strong volume, not worth chasing unless it's a hyperlocal term or you're a small site though
- Medium – Medium volume, not worth chasing after

Other Things to Consider

- Graph – Watch it and catch terms while they're still peaking
- Related Searches – Use them in your content to differentiate in high competition times

He Remains in Our Hearts



Instantly watch and brow:
amazing videos from the
world's biggest superstar.

Contact BaldSEO for More Details



Brent D. Payne – SEO & Social Media

Twitter: [@BrentDPayne](https://twitter.com/BrentDPayne)

Facebook: facebook.com/BrentDPayne

Email: bpayne@gmail.com

BALDSEO
SEO & Social Media Consulting Firm

Founder/CEO

Phone: 312.324.3344

Email: Brent@BaldSEO.com

Twitter: [@BaldSEO](https://twitter.com/BaldSEO)

BaldSEO.com