

The Top Ten Things You Need to Know About Facebook Ads

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Drum roll please...



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1. Different Ad Types



Facebook Ad Units

Page Post

Right-Hand Side

News Feed

News Feed

Logout Experience



Standard Ads

Standard Ads May or May Not Have Social Context

- Available when driving to a FB object or to a destination that is linked to one

Standard Ads Require Creative Assets

- Images, titles or bodies, depending

Standard Ads Allow Tracking

- The type of tracking will depend on the destination



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Sponsored Stories

Sponsored Stories Will Always Have Social Context

- Ad includes: friend's picture, name & the action taken on the ad

Sponsored Story Ads Will Never Need Creative Assets

- Friend's Action = your creative; make it engaging and relevant

Sponsored Stories are the Voice of a Friend

- The ads can only be directed to the friends of fans



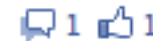
Sponsored Story



Jessica Gronski Second time today — at Starbucks with Philip Zigoris.



Starbucks



2. Make it Social!



Nielsen Ads with Friends

Difference in Ad Recall for Social vs. Non-Social Ads



Source: Nielsen Online Brand Effect, 2011

nielsen
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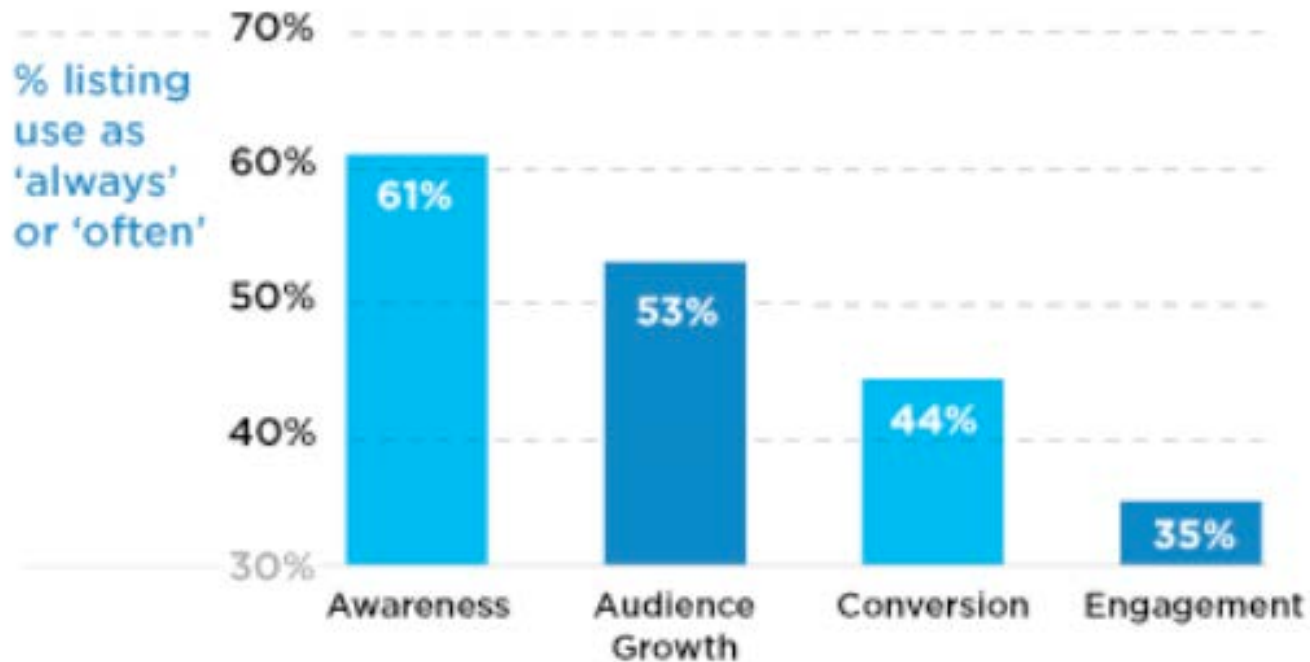
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3. Determine Goals



Factors for Using FB Ads

Most Popular Facebook Ad Goals



source: socialfresh.com





Common goal

- ▶ Drive traffic and direct response
 - ▶ Use targeting to reach your engaged audience
 - ▶ Leverage Facebook's scale to drive traffic anywhere

4. Learn How Auctions Work



Ad auction

$$\text{eCPM} = (\text{CTR} * \text{CPC}) * 1000$$

- ▶ This is what goes into the auction
- ▶ This is how yield and engagement is balanced
- ▶ Ads with higher Click-through-rate = lower CPC!
- ▶ You must use targeting to help you find your audience
- ▶ Ad auction system selects the best ads to run based on the ads' maximum bids and ad performance.
- ▶ All Facebook Ads compete against each other in this process, and the ads that are most likely to be successful will be shown.



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5. Learn the Newest Facebook Ad Capabilities



Learn the Newest Facebook Ad Capabilities

- ▶ Action measurement
- ▶ Premium Ads
- ▶ Mobile Platform Targeting
- ▶ oCPM (Optimized Cost Per Impression)



More placement options

Placement



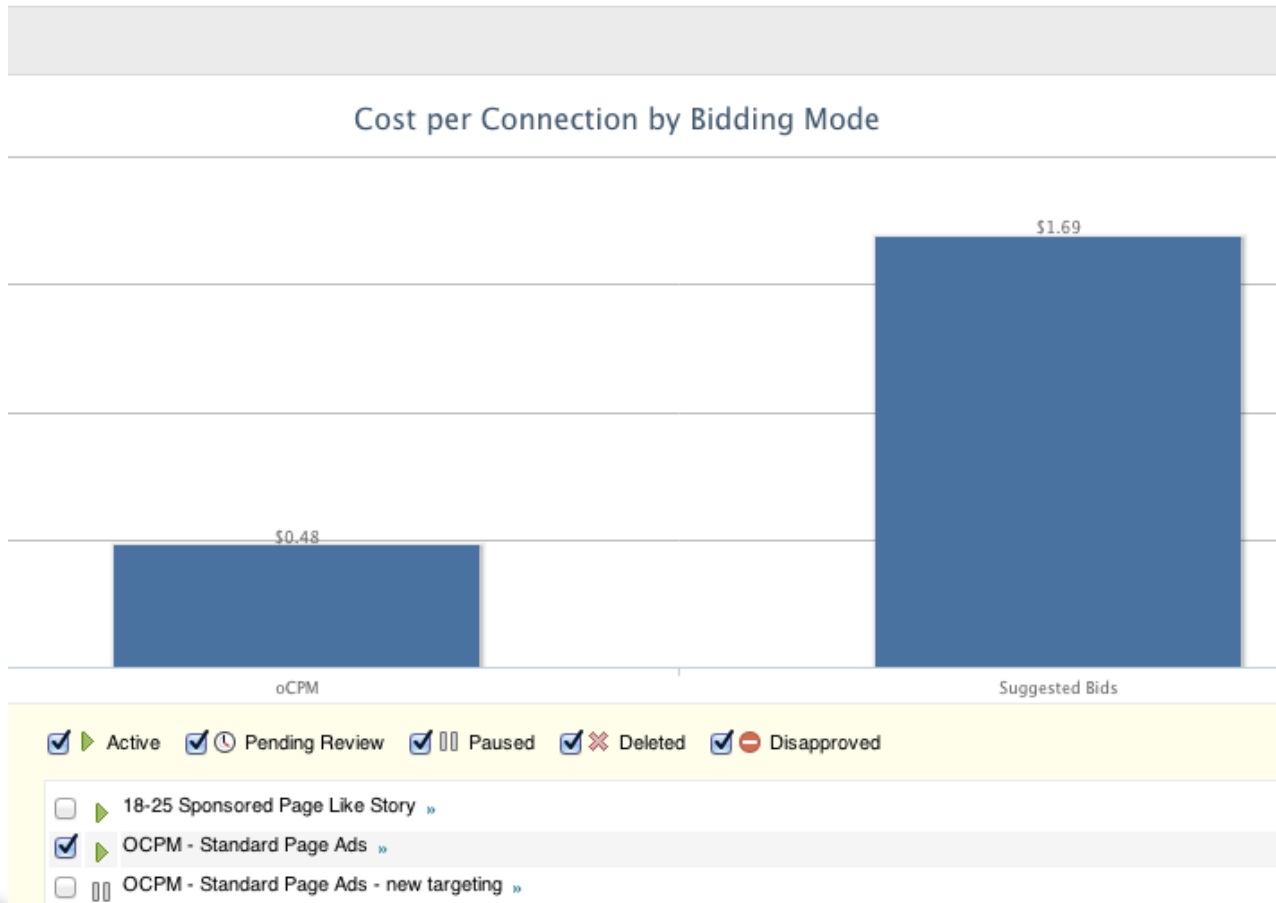
Choose where you would like your ads to be displayed.

NB: This is only applicable to sponsored stories and pag

- All**
Combination of Desktop and Mobile options
- Desktop**
Display in both the right hand side and the News feed on desktop
- Feed**
Display in the News feed on both desktop and mobile
- Desktop Feed**
Display in just the News feed on desktop
- Mobile Feed**
Display in just the News feed on mobile



Action measurement

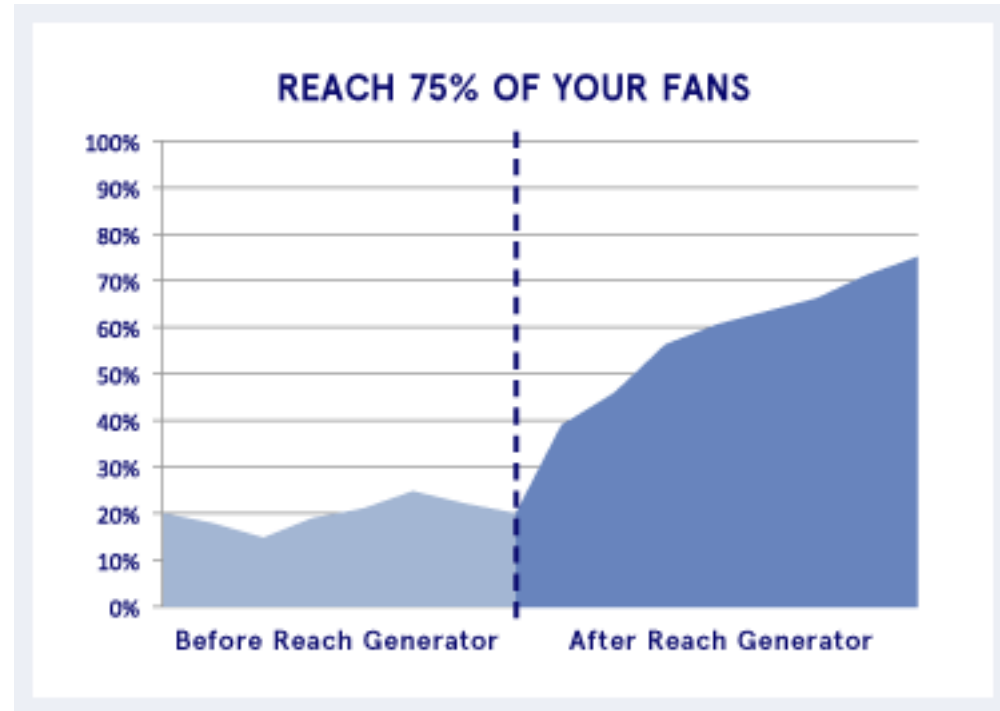


6. Check Out Reach Generator to Reach Fans



Reach Generator

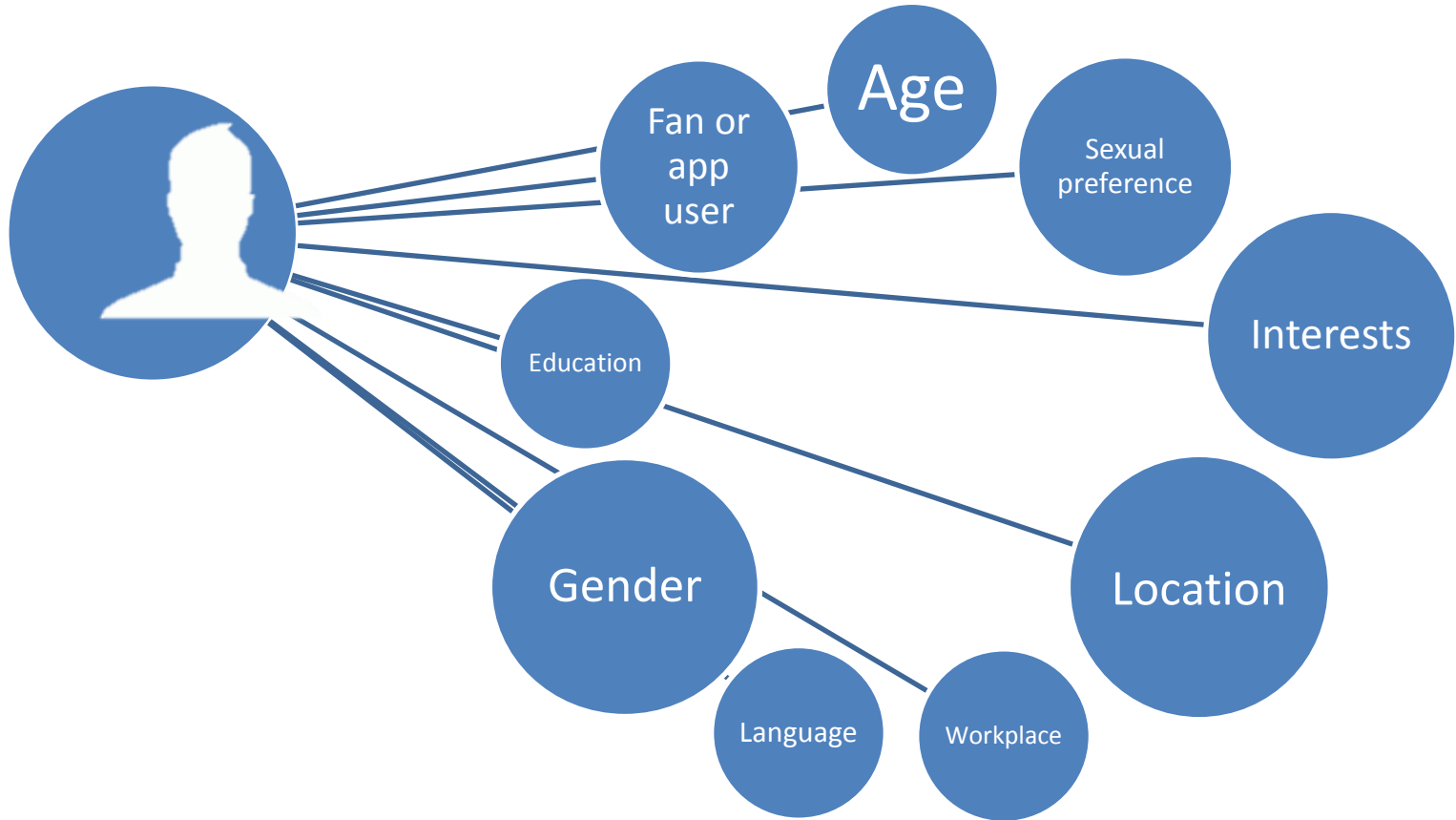
- ▶ Today, content only reaches about 16% of fans according to Facebook
- ▶ Now, you can guarantee that your posts get to at least 75% of your fans each month



7. Don't Forget to Target

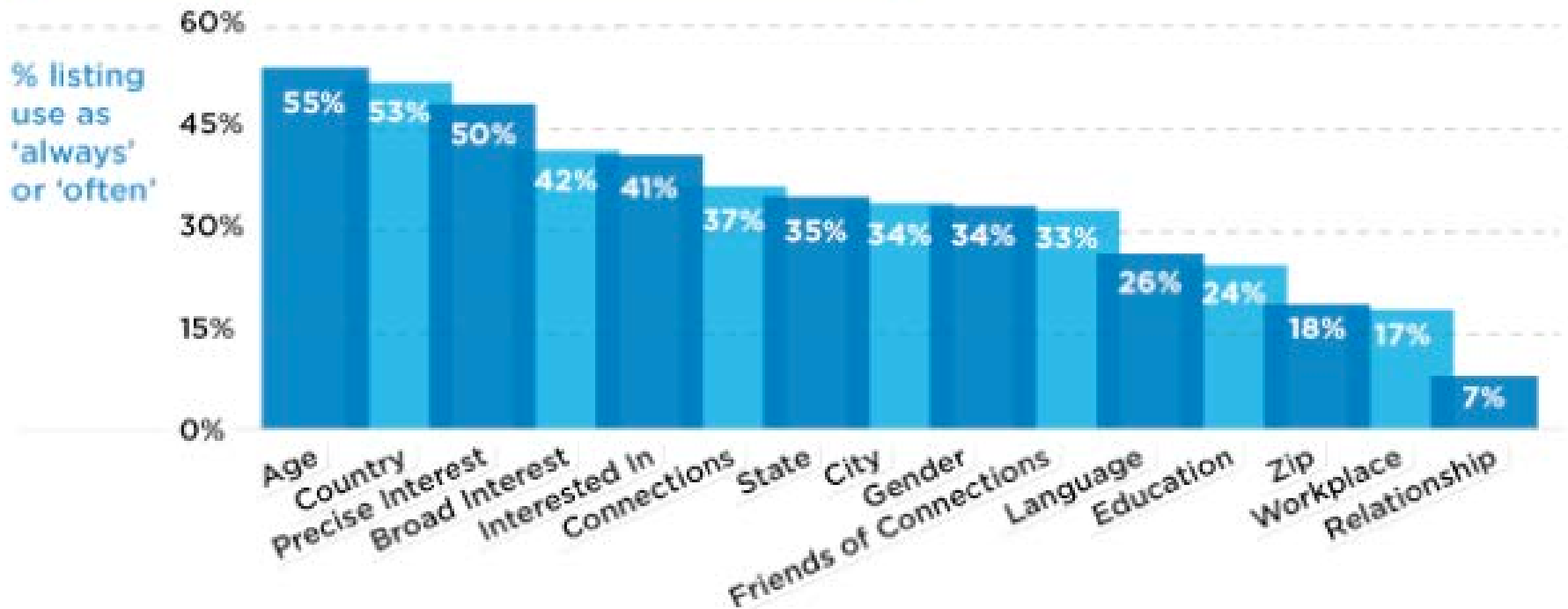


Target Your Audience!



What Facebook Gives You: Targeting

Most Popular Facebook Ad Criteria



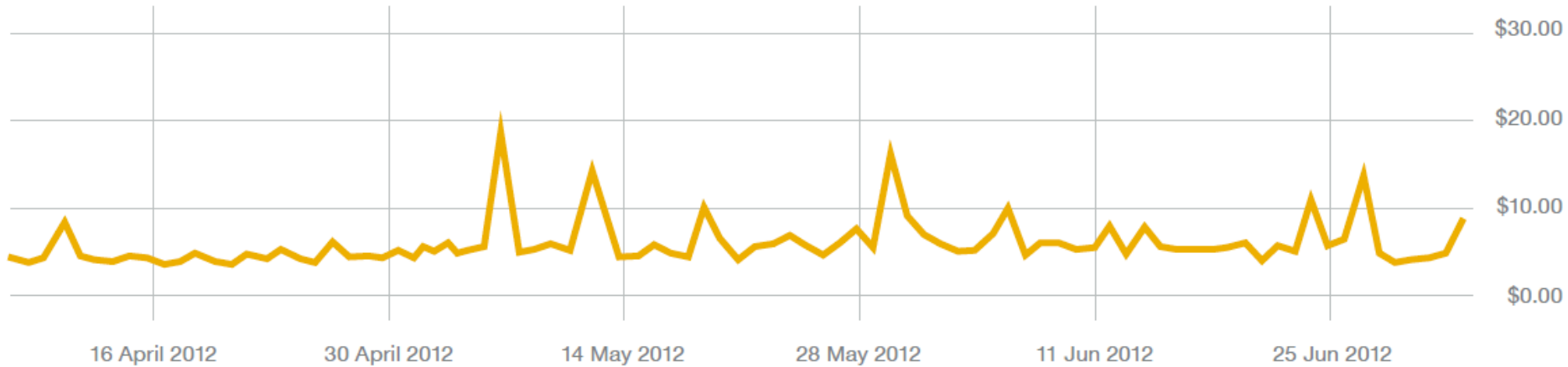
n=347 source: socialfresh.com



8. Measure, Measure, Measure



Measure, Measure, Measure



Spend

\$675.55

Clicks

4,988

Impressions

6,016,346

CTR

0.0829%

CPM

\$0.11

CPC

\$0.13



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Know the Acronyms

- ▶ **CTR- Click-through Rate**
- ▶ **CPC- Cost per Click**
- ▶ **CPM- Cost per Thousand Impressions**
- ▶ **CPF- Cost Per Fan**

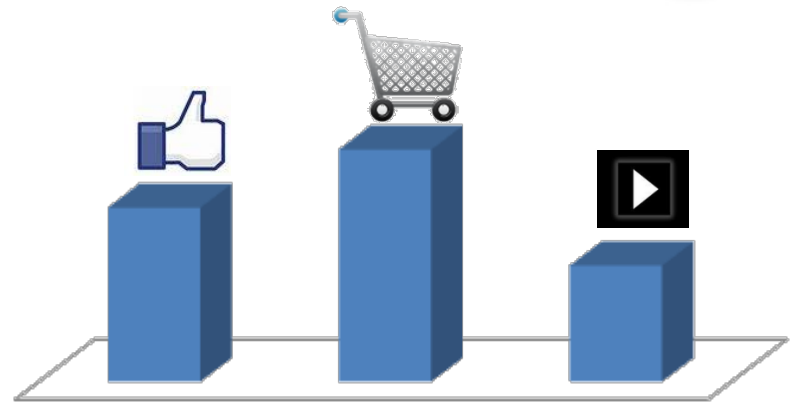


9. Optimization Gets Bang for Your Buck



What Are You Going to Track?

- ▶ For response and engagement campaigns, measure beyond the click
- ▶ Poor traffic does exist
- ▶ Conversion tracking is dependent on the ad format
- ▶ Facebook's new Action tracking allows you to track more than ever before



10. Your Content is Now Your Ads



Build your fan base



How filthy is your Ford Mustang?

Think you have the dirtiest Mustang around? Prove it by uploading a pic.

It's a gritty world out there—so we want to see all the grime your Mustang accumulates in action. Upload a pic and share your dirt with the world.

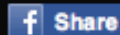


The old girl needs a wash

My Mustang is a pretty pony under all those layers of dirt. I swear.



Average Rating: 4.08
Number of Votes: 37



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Key Takeaways

- ▶ **Make informed decisions: choose ad types, targeting and metrics based on business goals**
- ▶ **Take a look at new capabilities: Premium ads, Reach Generator, oCPM**
- ▶ **They're called social ads for a reason- use them that way!**



THANK YOU!

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