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# How to Make Your Facebook Ads Pay Off

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[#PRNews](#)



**Everything starts with content to create an  
experience.**

For the CAP

# Set the Foundation

- Choose the right objective
- Select your audience
- Decide where to run your ad
- Set your budget
- Pick a format
- Measure and manage

# What's Working

- **We diversify by using both boost a post and advertising campaigns.**
- **Let Facebook do the work; their algorithm for knowing when a post should be boosted has increased our audience engagement.**
- **When boosting a post our minimum investment is \$30; this has been a solid starting place for us and has yielded consistent results.**
- **When advertising we bid and allow Facebook to optimize our spend based on ad performance.**
- **We have dedicated staff and some agency partnerships to manage digital marketing efforts.**

# What's Working

- **We measure based on the campaign and/or ad objective(s); for example video views, follower growth, reach and engagement.**
- **We use both text and imagery for all ads including boosted posts; and optimize for both desktop and mobile.**



# Successful Posts = A Boost

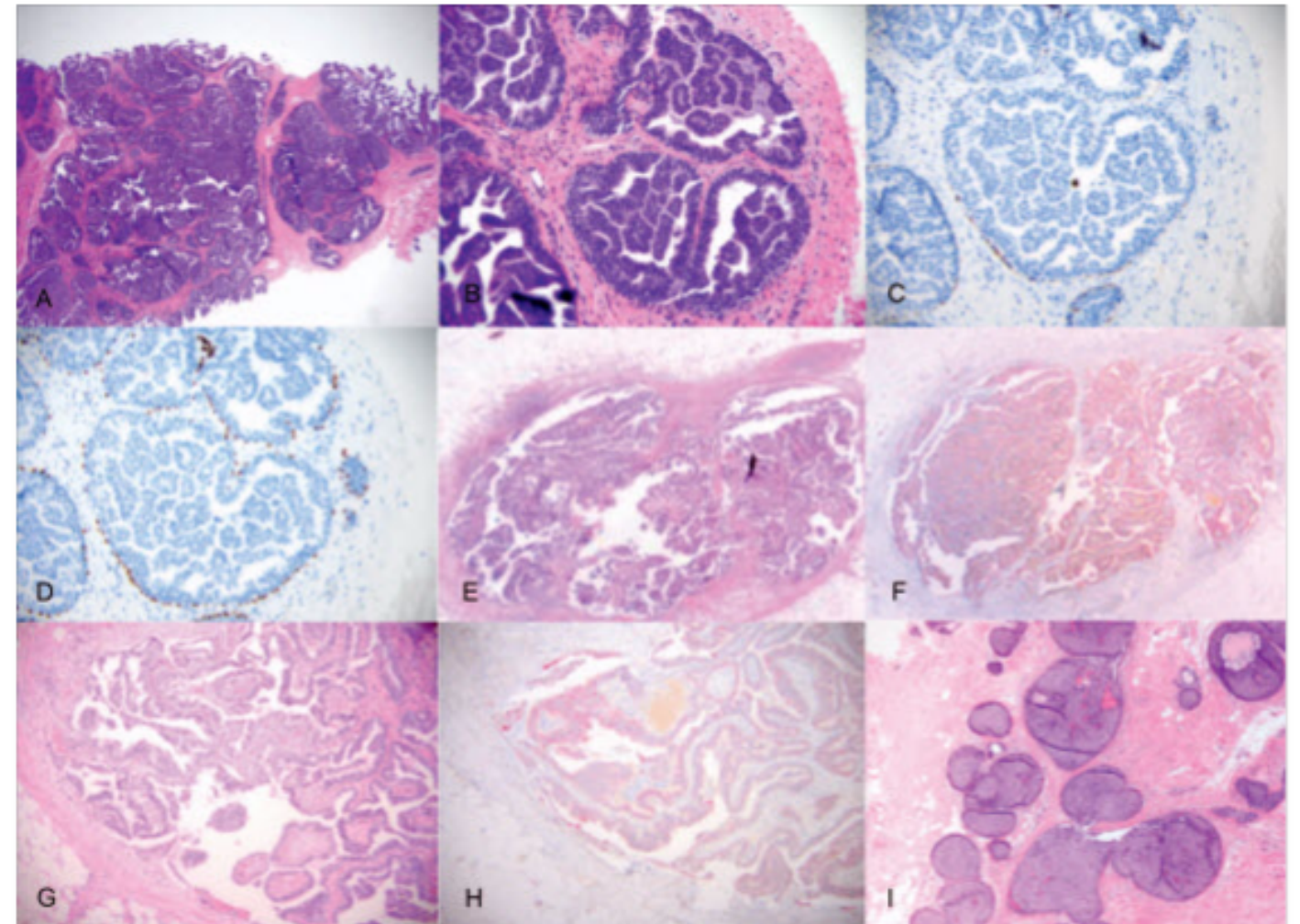
- Take your organic success and “boost” it with paid.
  - Write copy that lasers in on your target audience.
- Visual is better
  - Use both text and images.
  - Don’t place text on top of images.



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8,278 people reached

▶ \$25.23 Left

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# Establish a Bid Strategy and Budget

- **Know what you want to invest by looking back YoY.**
  - Give Facebook the permission to bid for ad space based on the constraints and goals you provide. This generally allows you to maximize your budget and avoid overspending.
  - Bid Accurately: If you're bidding manually (rather than letting Facebook optimize your bid), it's a best practice to set your bid at the maximum amount you'd be willing to pay for the result your ad set is optimized for.
- **Facebook ads work on any budget.**
  - Establish rules and/or criteria for running ads when cross-departments and/or agencies are using the same account; this can occur when payment is centralized and ad placement is decentralized model



# Key Takeaways

1. Make the time investment - How often do you publish new posts on your Facebook Page?
2. Make the financial investment – How much money can you invest monthly to support your strategy?
3. Make the “people” investment (if possible)



# Questions & Answers



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