

POSTMEDIA SOLUTIONS

HOW TO ENGAGE YOUR AUDIENCE ON FACEBOOK

PART II

EXPLORE FACEBOOK MARKETING FOR IN-DEPTH TARETING OPTIONS TO DRIVE CUSTOMERS TO YOUR BUSINESS



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INTRODUCTION

In **Part I**, we explored how you can use Facebook marketing to advertise your business to reach new audiences and increase revenue. **Part II**, shows you how to use the platform's various in-depth targeting options to target your perfect audience.

Facebook offers you a lot of data and algorithm options to help you focus your marketing efforts on the people most likely to be interested in your business. Now all you need to do is learn how to master these advance audience targeting options to reach your goals like never before.



1

USE DYNAMIC CREATIVE

Facebook's dynamic creative feature is an effective way to ensure your images, videos, text and calls to action (CTA) resonate with your target audiences. It's an automated optimization tool that combines existing creative assets in ways that will help drive ad performance and automatically personalize ads for each person who sees them.

To get and stay ahead of your competitors, you must focus on the needs of your customers. Facebook's dynamic creative option can help you reach the right customers with the right message at the right time.



TIP

Dynamic creative is an additional tool to optimize your ads and should not be used as a substitute for split testing.

Personalizing your advertising is essential for today's consumers. Just look at the numbers:

- **79 per cent of consumers** say they are only likely to engage with an offer if it has been personalized to reflect previous interactions they've had with the brand.
- **74 per cent of customers** feel frustrated when website content is not personalized.
- **88 per cent of U.S. marketers** reported seeing measurable improvements due to personalization, with more than half reporting a lift greater than 10 per cent.



COMMENTS ARE KING

In addition to being able to access the aggregate results for how all your combinations performed in Ads Manager, you can also see the comments on the 10 creative combinations that generated the most engagement. This is critical information you can use to improve your advertising strategy. Plus, you can strengthen engagement by responding to comments.

USE DYNAMIC CREATIVE *continued*

BENEFITS OF USING DYNAMIC CREATIVE

In addition to personalizing ads, dynamic creative helps you:

- Find and automatically deliver high-performing combinations of your creative assets to your different campaign audiences.
- Improve website conversions, reduce mobile app cost per installation and increase mobile app installs.
- Quickly launch ads with multiple combinations of creative assets.

GET THE MOST FROM DYNAMIC CREATIVE:

- Choose your strongest assets. While you have the option of selecting up to 30 creative assets for your dynamic creative ad, quality trumps quantity. If you don't have high-quality images and videos, combine your best text assets.

- Use call-to-action buttons focused on what you want people to do. Test out several different CTA buttons to find out what works best.
- Use Facebook Pixel, an analytics tool, to make sure you reach the right people and to gain insights into who's visiting your website.
- Make sure text is clear, to the point and brief.
- Amplify the impact of your images using colour contrast and cropping to highlight what you want people to see. Add movement through time-lapse, looping and animation to make images stand out even more.
- Keep videos to 15 seconds or less. Showcase your brand in the first few seconds and at the end. Design videos to be equally effective with sound on or off.
- Choose the best aspect ratio for ad placement based on the device people will be using. For example, as people tend to hold their phones vertically, select a vertical aspect for Facebook and your Instagram feed and stories.



TIP

Dynamic creative accepts up to 10 images/videos, and five of each text asset (body text, title, description, CTA).



USE DYNAMIC CREATIVE *continued*

THERE'S A TIME AND PLACE FOR DYNAMIC CREATIVE

LOCAL PAY-PER-CLICK CAMPAIGNS

This type of campaign uses geotargeting and specific IP addresses or GPS locations to deliver content or ads to people based on their geographic location. By combining geotargeting and dynamic creative you can automatically generate a variety of location-based ads using appropriate product images and copy most relevant for customers in a given region. You can also design local promotions based on where the viewer is to attract them to your physical stores.

FEED-BASED PRODUCT CAMPAIGNS

These campaigns use data feeds to target consumers based on the product pages they've viewed. This information is used to serve them selected product ads and offers based on their past interest. These types of campaigns are largely used by e-commerce companies and work well for abandoned cart promotions and cross-selling. Using creative dynamic, you can connect a data feed to your creative to easily develop and showcase multiple versions of banner ads in all sizes.

SEQUENTIAL CAMPAIGNS

As the name suggests, sequential advertising presents ads in a specific order, according to a pre-designed frequency to tell a story to a clearly defined audience. Dynamic creative helps ensure you are creating a compelling narrative using high-quality images, video and text that will resonate with your audience. You can easily experiment, combining different formats with channels to best promote your brand to the right people.



USE DYNAMIC CREATIVE *continued*

DEMOGRAPHIC CAMPAIGNS

Dynamic creative allows you to put your first-person data to work to plan and develop individualized display ads for specific demographic groups based on the same product or offer. This helps ensure you are delivering the most effective ad for a given demographic.

CONTEXTUAL CAMPAIGNS

Dynamic creative can help enhance contextual advertising campaigns by customizing ads based on the content on a web page. These types of campaigns rely on first-party data and use keyword and topic tagging to target customers based on what they're reading, watching or listening to on their computers and mobile devices. Partnering with publishers such as Postmedia, which owns a network of brands, can provide access to highly valuable proprietary first-party data from a wide range of audiences.

CUSTOMER JOURNEY CAMPAIGNS

Using dynamic creative, you can target customers with ads that are customized to each stage of the buying journey and sales funnel. They get the message they need to move to the next stage when they're ready for it.

If you aren't already using dynamic creative to fuel your ad campaigns, now is the time. Dynamic creative delivers on the promise of digital advertising. It helps ensure you deliver the right message at the right time to the right person.



TIP

Use dynamic creative to create landing pages that meet the expectations of the demographic you are targeting.

2 LOOKALIKE AUDIENCES



A feature in Facebook ads called Lookalike Audiences can dramatically improve your targeting, allowing you to get your ads in front of people who are most likely to become customers. Essentially, the algorithm creates audiences made up of people who are similar to your existing customers. Because they have the similar likes and interests as existing customers, they are more likely to convert.

SHARPEN YOUR TARGETING LIKE NEVER BEFORE

Without proper targeting, you won't be able to make the most of your Facebook ad campaigns and are likely to reach the wrong audiences. This can be a costly mistake.

How does this happen? Facebook collects information about users from the time they join. Over the years, their interests and circumstances can change dramatically. The information in their profiles may be outdated or incomplete. Also, things users post can sometimes be confusing to interpret. Did a user take a trip to Labrador or own a Labrador retriever? Did they use Safari as a web browser or dream of taking a safari in Africa? If it's hard to tell, Facebook might get it wrong.

On the other hand, Lookalike Ads use a more comprehensive range of data. While Facebook doesn't outline the specific parameters, they likely include a user's profile data, interests, behaviour on the platform, pages liked and ad clicks. They also include data from the Facebook pixel installed on most websites. This pixel feeds Facebook information about what is happening on the site to improve ads.

A LOOKALIKE HOW-TO

If you haven't considered Lookalike Audiences, here is what's involved in setting them up. Your Facebook Business Manager sets out the steps you need to take to create a Lookalike Audience.

The first step is to make sure you're an administrator of the Facebook page. Then go to "Audiences" and select "Create Audience." When prompted, choose "Lookalike Audience."

LOOKALIKE AUDIENCES *continued*

Next, choose the source you want to base this audience on, choose the country or countries where you'd like to find a similar audience, and choose your desired audience size. Select "Create Audience." Within 24 hours, Facebook will create your Lookalike Audience. As long as you're still actively targeting it, the audience will be refreshed to meet your parameters every three to seven days.

TARGET THE BIG SPENDERS!

Another feature you can explore is value-based Lookalike Audiences. This is a new audience type you can create to reach people who are like your highest spending customers. These audiences are set up similarly to regular Lookalike Audiences, but Facebook uses the information you provide about customer value to help find more of them. Compiling this customer data may require you to pull lists of your customers and establish their life-time value to your business.

MORE WAYS TO CREATE LOOKALIKES

Once you're using regular and value-based Lookalike Audiences, there are other steps you can take to boost the effectiveness of your Facebook ads. Uploading your own source lists is another excellent tool.

A few sources for creating Lookalike Audiences:

- Customer list
- Newsletter subscriber list
- Website visitors
- People who have installed your app
- People who have spent time viewing the product pages on your website
- People who have interacted with your business off-line
- People who engage with your content, such as watching a video



LOOKALIKE AUDIENCES *continued*

These tips will help you use Lookalike Audiences effectively:

- If you use your customer data to create audiences, make sure it's up to date. Ideally, you're targeting people who are most like your best customers, so use data that will be helpful in achieving that goal.
- Match the source audience to your goals for an ad. If you want awareness, you could base your audience on your Facebook page fans and followers. If your goal is sales, try using website visitors as your source.
- Be open to testing your source audiences, the size of new audiences you want to target and other parameters to see what works best for your business.

NOT ALL LOOKALIKE AUDIENCES ARE ALIKE

Using Lookalike Audiences will likely improve your ad targeting, but it's not a one-size-fits-all solution. It can only work with the data available to try to create similar audiences.

What if Facebook doesn't quite understand your business or products? It doesn't use human judgment when making decisions, so it's a good idea to have someone experienced keeping an eye on things. Like other strategies and tactics, you may have to test different approaches to see which offers the best results.



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LEAD GENERATION

Social media platforms can be powerful drivers of traffic to your business website and it's tempting to get caught up in views and engagement metrics. It is understandable that many businesses get excited when posts get a lot of discussion and shares. However, if you're trying to grow your business, you can't forget to connect social media engagement to sales.

You will want to choose social media platforms for your business that have large audiences and superior targeting capabilities. Depending on the type of business you want to promote, Facebook can be very useful. Facebook offers ad features that you can use specifically for lead generation.



LEAD GENERATION *continued*

Facebook also has deep targeting capabilities built around demographics and interests, helping you reach customers likely to be interested in your products. The company has improved its Messenger app by offering extra features for businesses to better connect with and serve their customers in a personal way.

WHY FACEBOOK MIGHT NOT BE RIGHT FOR YOUR BUSINESS

Facebook is not well suited for many B2B companies, especially large enterprise brands where purchasing decisions are made over a long period of time and by groups instead of individuals. Most challenging, Facebook's algorithms make it difficult to garner organic views.

FACEBOOK LEAD ADS

Facebook offers lead ads that simplify the process of advertising while offering a solid ROI. Realizing that many users will need to fill out forms on a mobile device or a desktop computer, Facebook allows customers to simply tap your ad to have a form pop up. This form will already have their Facebook profile information filled in, so they can easily send it to you for you to follow up on as appropriate.

WHICH SOCIAL MEDIA PLATFORM IS RIGHT FOR YOU?

If your sales are primarily B2B, you'll want to use LinkedIn for lead generation, simply because the leads you get are more likely to be good ones. You'll be able to target based on professional information, and you'll connect with people when they are ready to talk business. On the other hand, if your sales are mostly B2C, you will want to look at Facebook for your lead generation.

These users are likely to be open to purchasing on the platform, and they may even engage with your content and share it. A company that invests in lead generation on social media is likely to benefit from increased visibility and market presence, higher numbers of followers on social media accounts, more opportunities for customer service, easier collection of customer reviews, and increased revenue.

FACEBOOK BOASTS MORE THAN 2.74 BILLION MONTHLY ACTIVE USERS AND MORE THAN 1.82 BILLION ACTIVE DAILY USERS



4 NEXT STEPS

Now that you've mastered how to use Facebook's targeting options, you are well on your way to targeting your perfect audience.

This is just an overview of this powerful marketing tool and how you can use it to create effective ad campaigns. We've compiled some resources to help you learn:

- Check out our blog at [POSTMEDIASOLUTIONS.COM](https://postmediasolutions.com)
- Connect with a digital media sales consultant who can help you take your marketing plan to the next level.

With our expertise, we can manage, track, and optimize your campaigns so you can focus on your business.

CONTACT US



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ABOUT POSTMEDIA

The Postmedia network is one of Canada's largest news networks with the added benefit of an owned and operated advertising channel that includes a highly engaged audience and a wealth of first-party data. Our portfolio of solution-based products and strategic approach achieve proven results for our clients.

The performance of your campaign is our priority. We partner with you and provide you with unparalleled performance transparency with our intuitive client dashboard, Postmedia Hub, which offers you 24/7 access to your marketing campaigns.

Along with your dedicated account manager and our highly trained and experienced support team, we are committed to your success with a goal of maximizing the impact of your investment.

Your success is our success.

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