

POSTMEDIA SOLUTIONS

HOW TO ENGAGE YOUR AUDIENCE ON FACEBOOK

PART I

OPTIMIZE STRATEGIES TO MAKE YOUR FACEBOOK MARKETING STAND OUT



TABLE OF CONTENTS

- 1 GET CREATIVE
- 2 SET THE BEST BUDGET
- 3 OPTIMIZE FOR CONVERSIONS
- 4 IMPROVE ENGAGEMENT
- 5 NEXT STEPS
- 6 ABOUT POSTMEDIA



INTRODUCTION

Metaverse, formerly known as Facebook, remains one of the most powerful marketing platforms with more than **1.9 billion daily users** actively engaged with personalized content. Using this social media giant to advertise your business can be a solid strategy to reach new audiences and increase revenue.

Knowing how to reach the largest audience possible can seem daunting, but with a few simple strategies you can tap into the world's largest Rolodex. In this first part, we will help you understand and navigate Facebook; everything from creating engaging content to setting the right budget to optimizing for conversions.



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1

HOW TO CREATE MEMORABLE CREATIVE ADS

When it comes to promoting your brand on Facebook, the best way to stand out and leave a good first impression is to deliver great creative. This goes beyond using inspiring content, strong images and vibrant colours. It requires cohesive, engaging design that captures your target audience's attention and relays your brand's key message in just a few seconds.

This is becoming even more challenging as a growing number of businesses tap into the reach of Facebook. Also, increased mobile device use has changed the way people consume content. Postmedia Solutions has pulled together six best-in-class Facebook creative ideas for small businesses to help you stand out.

PROFILE YOUR CUSTOMERS

How would you describe your target market, the key group of consumers who will gain the most from using your products and services? Taking the time to create detailed buyer personas for each of your market segments will help you understand what motivates your ideal customers, the challenges they face and how to best influence their decision-making.

Once you have a clear picture of who your ideal customers are, you can design Facebook ads with the visuals and messaging that will inspire them to choose your brand. An added benefit: buyer personas will also provide the information you need to serve your customers better.



FAST FACT

People consume content **41 per cent faster** from a mobile news feed than from a desktop news feed. They also recall the mobile content at a significantly higher rate.

SELECT IMAGES THAT BEST REPRESENT YOUR BRAND

Looks matter. It's a simple and undeniable truth. In marketing, visual impact is just as important as focused targeting. What story are you telling potential customers with the images you share? Visual content is a critical part of any social media marketing strategy. Take the time to select the images that best represent you and will appeal to your ideal customers — wherever they are.



TIP

A buyer persona is a fictionalized version of your ideal customer. It should include information, such as their age, where they live and work, how they spend their time online and off, their likes and dislikes, and their interests.

HOW TO CREATE MEMORABLE CREATIVE ADS *continued*

Facebook accounts for **80.4 per cent of social media referrals** to e-commerce and retail sites in the United States. To make the most of the power of Facebook advertising, run multiple campaigns and adapt your ads and images to target specific geographic regions.

More is better. Use multiple images, known as carousel ads, to illustrate a range of your products. These help boost engagement and creativity, and strengthen your messaging.

SIZE IS IMPORTANT

The size of the image makes a difference. To make the most impact, your creative should take up the whole screen. When designing mobile ads, go vertical because most people hold their phones vertically. This will maximize the screen space and help your ad stand out.



TIP

Lifestyle images will help engage prospective customers, while product images are more attractive to people who have already visited your website to check out your products.

There are several online resources to find high-quality images, including Unsplash, Pixabay, iStock, CompFight and MorgueFile.

You can use free online tools, such as Pixlr Editor, Snappa and Canva, to edit images for extra impact. Editing images can help you leverage negative space and vibrancy — two big difference makers when it comes to standing out on social media.



HOW TO CREATE MEMORABLE CREATIVE ADS *continued*

TAP INTO EMOTION

People want to know how you can help them, but they also want to feel an emotional connection to what you're offering. Knowing what makes your target customers tick can help you design ads that focus on the user experience and create an emotional response.

USE VIDEOS

Video ads are twice as likely to create an emotional response as static ads, according to research conducted by the Mobile Marketing Association. This is particularly true of Facebook users. More than **1.25 billion people** visit Facebook Watch to discover and share videos. For marketers, video offers a creative, engaging way to show viewers your brand's personality and what you're all about — and build a competitive advantage.

Video ads can be shared in Facebook Video Feed, Stories and News Feed, as well as in the middle of other videos (a.k.a. In-stream).

Facebook recommends these tools to help build videos: Hyperlapse, Boomerang, Videoshop and Adobe Spark.



TIP
Animated ads are more likely to stand out in a Facebook News Feed. The social media platform offers free templates that will automatically animate Stories ads.



TIP
Keep text short, clear and crisp. Research shows the human brain needs just two to three seconds to engage with most desktop ads and trigger a positive or negative reaction. This drops to 0.4 seconds for mobile ads.



2

HOW TO SET THE RIGHT BUDGET

When figuring out budgets for Facebook ads, many business owners don't know where to start. What your business spends on advertising might differ significantly from what another company chooses to invest. Fortunately, Facebook offers a robust advertising platform with precise targeting parameters and flexibility in how much you can spend.

BREAKING DOWN HOW FACEBOOK BUDGETS WORK

Your budget for Facebook ads is the amount of money you allocate from your marketing budget to promote your ads on Facebook. The amount you spend will dictate how many people Facebook shows your ad to and how wide an audience you can reach. Keep in mind, the right budget for your business will depend on your total advertising budget and what you're selling. In addition, you'll want to compare costs against potential return. With Facebook's advertising platform, you choose how much you want to spend on each ad or campaign. Facebook will show you how much your desired reach and frequency will cost you. As you adjust the variables, your estimated cost will also rise or fall, allowing you to select a budget that works for you.

BUDGETS ARE CRUCIAL FOR CAMPAIGN SUCCESS

While setting these budgets may seem challenging at first, there are significant benefits to having ad budgets in place. Most importantly, a budget helps you control your costs. Budgets also help you break out your advertising dollars across multiple campaigns without overspending. You'll also be able to understand where your money goes as you set up your campaigns. You'll choose the reach and frequency for your ads, and Facebook will tell you how much it will cost to reach your desired audience. Then once you launch your campaign, it will spend how and where you approved.

CHOOSE YOUR OWN AD TYPE

There are many different types of Facebook ads, and the cost for each varies. You can choose from single image ads, video ads, carousel ads, and much more. As you get more comfortable running ad campaigns, you can start mixing up different types of Facebook ads.



HOW TO SET THE RIGHT BUDGET *continued*



CAMPAIGN BUDGET

A campaign budget should cover the various ad sets you might want to run. Instead of establishing budgets for every ad set, you determine one overall campaign budget, which allows Facebook optimization to spend more on ads that are performing well and less on those that are not.

AD SET BUDGET

An ad set budget is one you create for an ad set within your campaign. You'll likely have multiple ad sets running at a time. This type of budget works well to control how much money goes to each ad set.

LIFETIME OR DAILY BUDGET

While setting budgets, you'll notice you have a choice of a lifetime or daily budget. These help you plan your spending so that you don't go over budget per day or for the campaign's lifetime. Facebook calls this your budget duration, and it's another handy way you can be sure not to overspend.

CRUCIAL GUIDE FOR AD BUILDING

- **Identify your goals:** Are you promoting products or services, building your audience or retargeting people who have been to your website? What's your audience size?
- **Know your options:** Go through Facebook's advertising platform and compare the different ad and campaign types and their relative costs.
- **Choose the best budget:** As you refine your targeting and adjust your audience size, Facebook will show you the cost for each scenario. Choose one as a starting point.
- **Test and watch metrics:** Each campaign gives you valuable information you can reuse, including conversion rate, click-through rate, cost per impressions and your cost per result.
- **Expand on what works:** Use the data you collect to repeat your success.
- **Measure your return:** As you measure the impact of your campaign, you'll get a better idea of how much return you can get from your investment.

3

OPTIMIZE FOR MORE CONVERSIONS

Because conversions are one of the best ways to measure the success of your campaigns and invest more in the strategies that work, we need to take a closer look at how you can optimize your success. Conversion campaigns allow you to track and report on your return on investment, which is key to cementing ongoing investment in marketing efforts. You may want audiences to make a purchase, sign up for a newsletter, sign up for an event or move forward in other ways along their journey to becoming a paying customer. When this happens, it's called a conversion. A conversion campaign can convert browsers into buyers and can help you grow your business in meaningful and measurable ways.

OPTIMIZATION

First, be clear about what you want to achieve. If you can set clear goals for your campaign, you'll find it easier to make good decisions as you go along because each time you can measure which options move you closer to your goals.

TRACK BEHAVIOUR

Make sure you have the Facebook pixel installed on your website. It's a small snippet of code you add that tracks visitors to your site. It keeps a record of how people interact with your content and what actions they take once there.

CHOOSE THE TYPE OF CONVERSION

What action do you want the user to take? What's the goal of your campaign, and what would success look like for you? As noted above, this could mean they move from browsing to purchasing products. It could also mean visiting your website, subscribing to your newsletter or downloading a lead magnet or other item you're offering.

CREATE A LANDING PAGE

Be mindful of where you're sending valuable website traffic. Let's say you make a specific offer or reference a particular product or service in your ad. In that case, they should click and arrive at a page with relevant information about that product or service.



OPTIMIZE FOR MORE CONVERSIONS *continued*



TARGET AUDIENCES EFFECTIVELY

You can choose audiences based on demographics, location, interests and other information that Facebook collects and stores from its users. You can adjust the size of the potential audience based on the factors you choose or overlapping factors that help you target people who resemble your ideal customer.

CHOOSE YOUR BID STRATEGY

When optimizing your Facebook ads, you can consider different strategies for how much you want to spend and how Facebook will calculate your costs. Set a target cost to bid for results with an average cost as close as possible to your chosen budget. You can also set a maximum amount called a bid cost, limiting the amount Facebook will bid for you.

RETARGET USERS WHO DIDN'T CONVERT

If someone sees your ad and doesn't convert in the way you'd hoped, are they lost forever? Not necessarily. The ability to show ads again to users who didn't convert or "retarget" people is a valuable strategy you can try if you've installed the Facebook pixel.

ARE CONVERSION ADS ALWAYS THE BEST OPTION?

There are vast resources online for social media marketers who want to master the art of a conversion campaign on their own. However, just like learning how to make your Facebook ads stand out, it takes time to learn how to optimize campaigns properly. With so many variables, it can be easy to make mistakes or miss opportunities.

Once you get your campaigns running effectively and showing measurable results, it becomes easier to set budgets for Facebook advertising confidently. Many business owners prefer to lean on an agency to manage their Facebook ad campaigns to ensure their ads are making an impact and optimized to offer the best return on investment.



4 IMPROVE YOUR ENGAGEMENT

Engagement is a Facebook metric that gives a page owner insight of user activities on the page. If your content doesn't get your audience to stop scrolling through their feed, your content isn't engaging enough. Engagement is not just a badge or blue tick – it tells you more about your fans' loyalty as well as what interests them. If your content is too generic, has no value for your audience, and you don't interact with them, they cannot establish any kind of relationship with you.

**FACEBOOK
ENGAGEMENT
FORMULA**

ENGAGEMENT RATE =

ENGAGED USERS
reactions, shares, clicks, event responses
.....
TOTAL IMPRESSIONS
number of times your content is seen

WITH THE RIGHT FORMULA, YOU...

INCREASE LOYALTY Reactions (likes), comments, shares, and interactions are evidence of your brand's existence and make you look reliable. Whenever an incentive is offered, entertaining or useful content is uploaded, customers' brand loyalty increases.

INCREASE REACH A higher engagement rate most definitely means more organic reach on social media as well as substantially more paid marketing reach. Facebook's proprietary algorithm tends to drive higher traffic to that content, which gets more attention.

INCREASE BRAND AWARENESS Whether you're starting afresh or are an already established business, high engagement translates to increased brand awareness. Brand awareness is crucial to building street cred or even maintaining a sparkly image.

SPEND LESS In plain sight, getting a specific audience to engage with your brand can be more cost efficient in comparison to traditional formats like Billboards and TVC's. Organic engagement on Facebook complements your paid campaign and can reduce your overall campaign costs.



IMPROVE YOUR ENGAGEMENT *continued*

HOW TO INCREASE ENGAGEMENT WITH YOUR AUDIENCES USING PAID MARKETING

While engagement has lots to do with the quality of content you share, Facebook's ads manager has an engagement objective designed to increase audience engagement with your post or page.

BOOST YOUR POSTS This post engagement objective lets you drive your Facebook posts to relevant audiences who are more likely to interact with them over and above the fans that already follow you.

PROMOTE YOUR PAGE This objective gets likes and followership from Facebook users who are more likely to relate to your page, enjoy the content you upload and make use of the information you share.

GET PEOPLE TO CLAIM AN OFFER ON YOUR PAGE Offers are discounts/coupons you can share with an audience on Facebook to encourage them to shop on your website, at your physical store or both.

RAISE ATTENDANCE AT AN EVENT ON YOUR PAGE This objective lets you collect responses for an event you're hosting. While a user may select Interested or Attending, their friends' circle gets to see the engagement, getting more people interested.

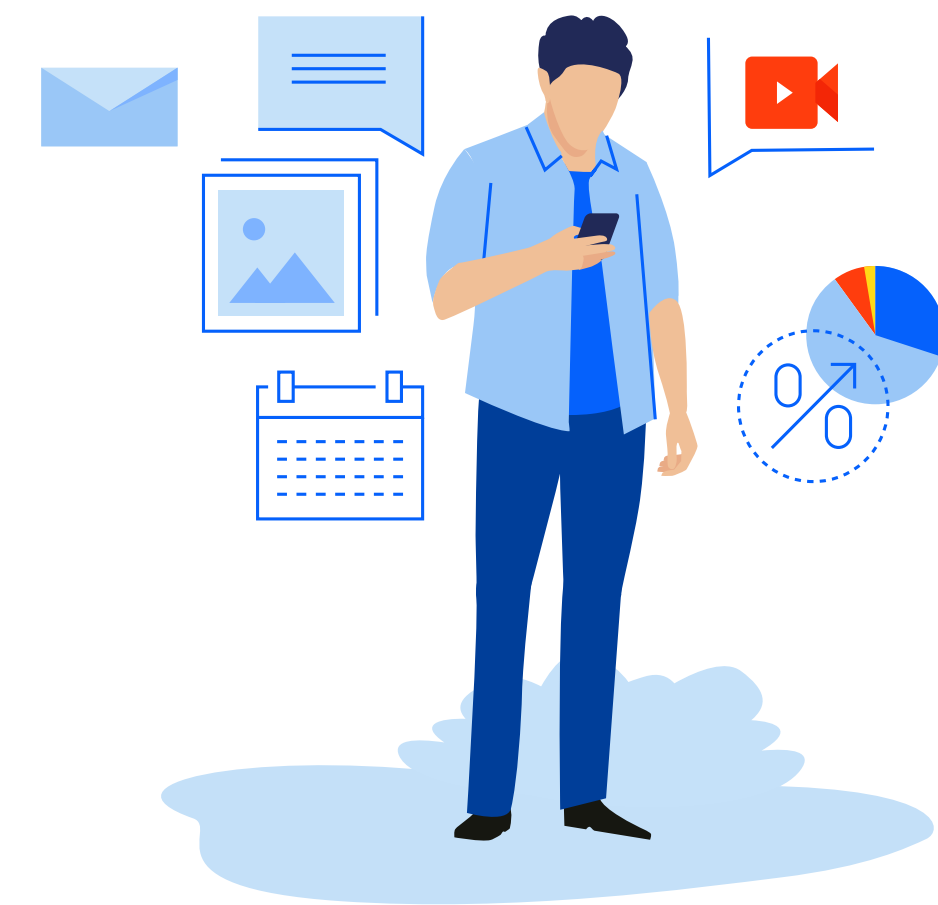
GO LIVE FROM WHEREVER YOU ARE

With more virtual events, many brands have turned to live interaction. Here are how some mediums brands are engaging with their fan bases:

FACEBOOK LIVE Go live on Facebook to broadcast a conversation, performance, Q&A, or virtual event. When broadcasting live, your community can join the conversation and ask questions, comment, react, or just follow along in real-time.

INSTAGRAM LIVE Just like on Facebook, going live is a simple way to create a virtual event.

ONLINE EVENTS Facebook and Instagram have a comprehensive set of tools to help you organize online events.



5 NEXT STEPS

Now that you know the benefits of Facebook marketing for your business and how to manage budgets, check out **Part II** of this guide to learn about Facebook's in-depth audience targeting capabilities.

Digital marketing is something that takes time, effort and resources. To set you up for success, we have created several resources for you!

- Check out our blog at **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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6 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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