JACOB INTERNATIONAL GROUP

Experience Authentic Tranformation

SOCIAL MEDIA QUICK GUIDE

FACEBOOK

Summary

1. How to create a Facebook Profile

2. How to Create a Facebook Business Page

3. Optimize your Facebook Business Page

4. Facebook Business Manager

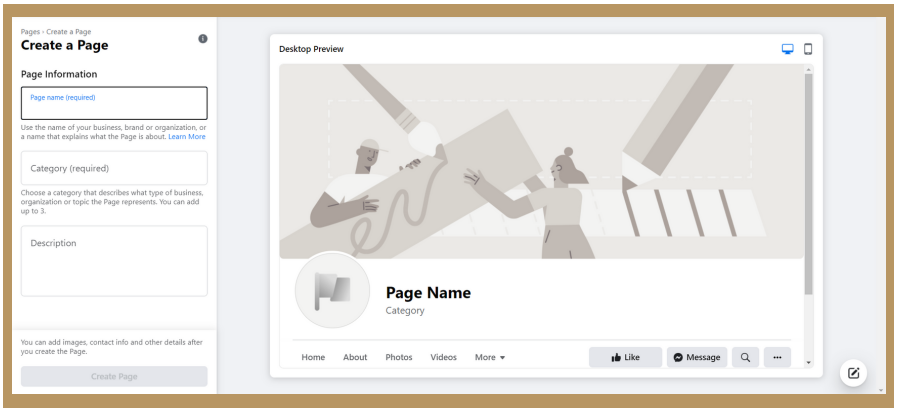
How To Create a Facebook Profile

1. Go to **facebook.com** and click Create new account.
2. Enter your name, email address or mobile phone number, password, date of birth, and gender.
3. Click Sign Up.
4. To finish creating your account, you need to confirm your email address or mobile phone number.

How to Create a Facebook Business Page

Step 1: Sign up

1. Go to **facebook.com/pages/create.**
2. Select the type of page you want to create: business/brand.
3. Click the Get Started button for that option.
4. Next, enter your business information.

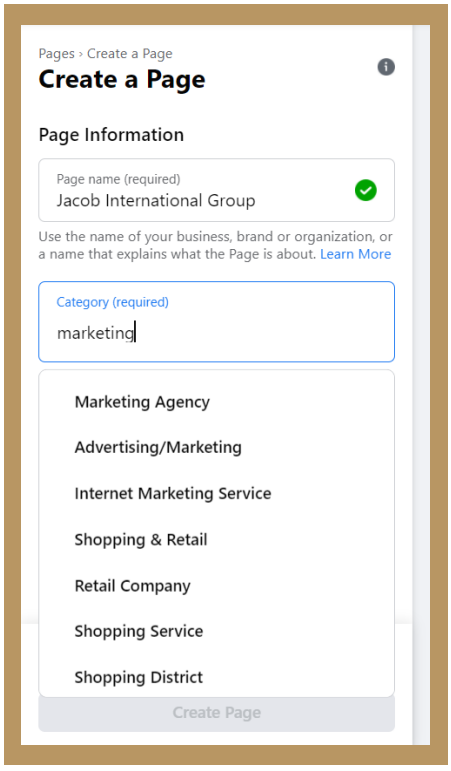


For your page name, use your business name or the name people are likely to search for when trying to find your business.

For category, type a word or two that describes your business and Facebook will suggest some options.

Then fill out further details like your address and phone number.

When you're ready, click Continue.



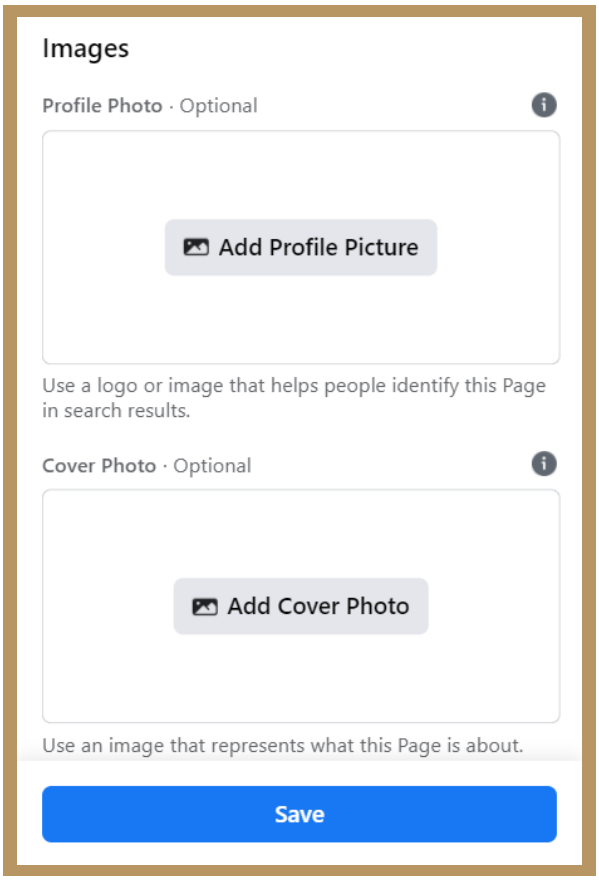
Step 2: Add Photos

Facebook profile picture displays at 170 x 170 pixels on a desktop and 128 x 128 pixels on mobile. It will be cropped to a circle.

Once you've chosen a great photo, click Upload Profile Picture.

Cover Image will display at 820 x 312 pixels on desktop or 640 x 360 pixels on mobile. The image must be at least 400 pixels wide and 150 pixels tall, but the recommended size to upload is 720 x 315 pixels.

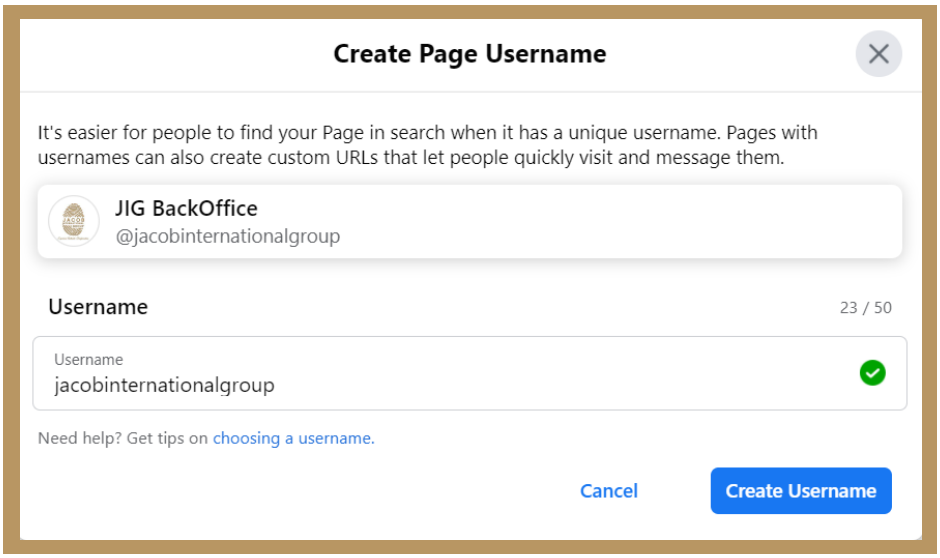
Once you've selected an appropriate image, click Upload a Cover Photo.



Step 3: Create your username

Your username can be up to 50 characters long.

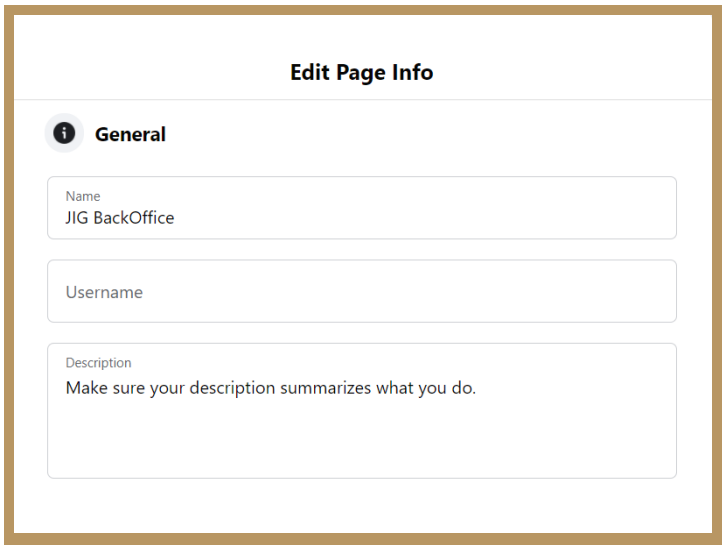
- Click Create Page @Username in the left menu to set up your vanity URL.
- Click Create Username when you're done.



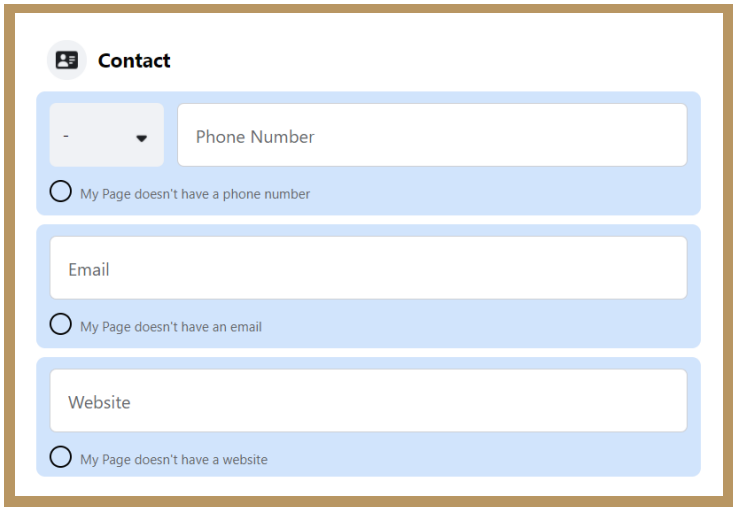
Step 4: Add your business details

Click Edit Page Info in the top menu. From this screen, you can share all the important information about your business.

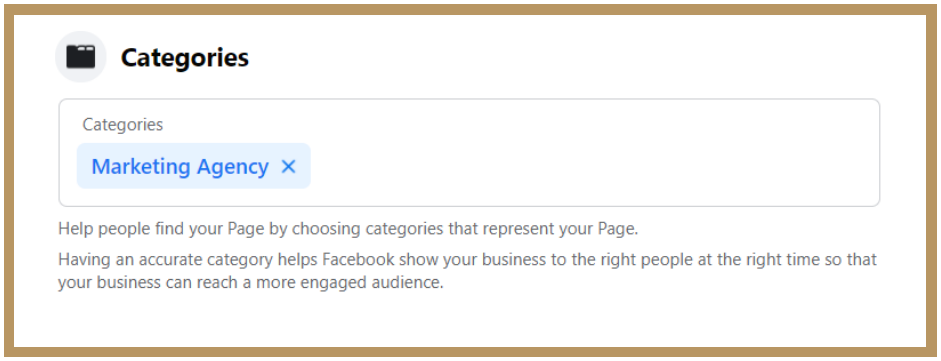
- Description - (maximum 255 characters)



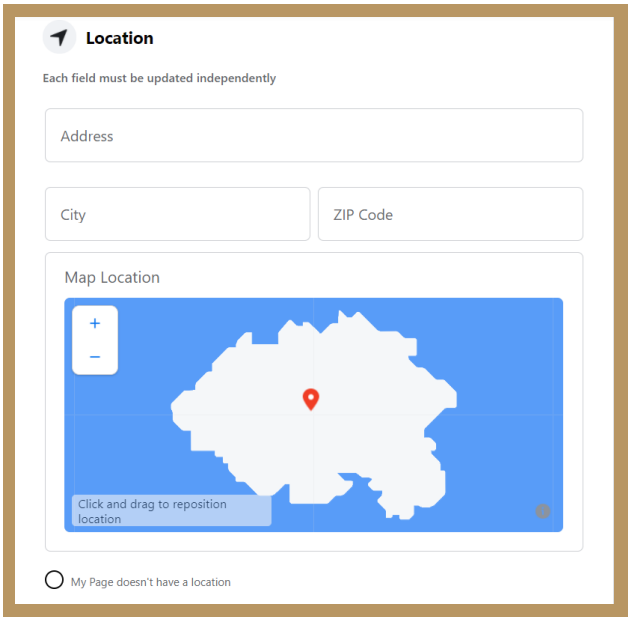
- Contact



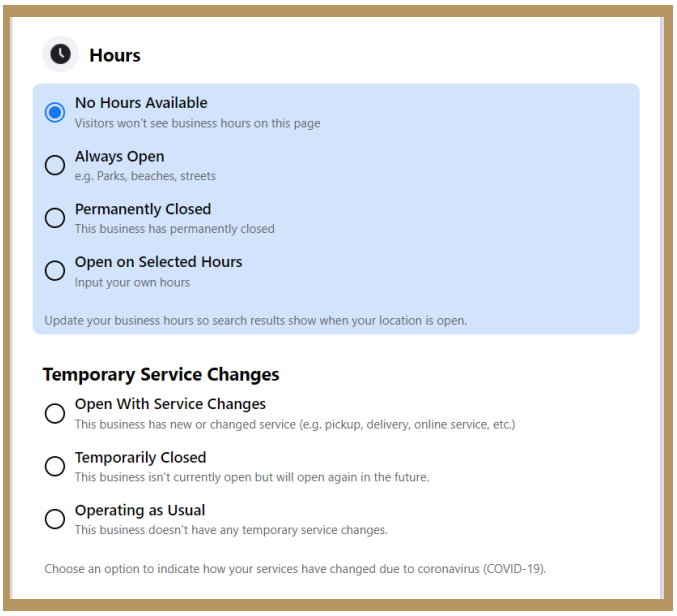
- Category



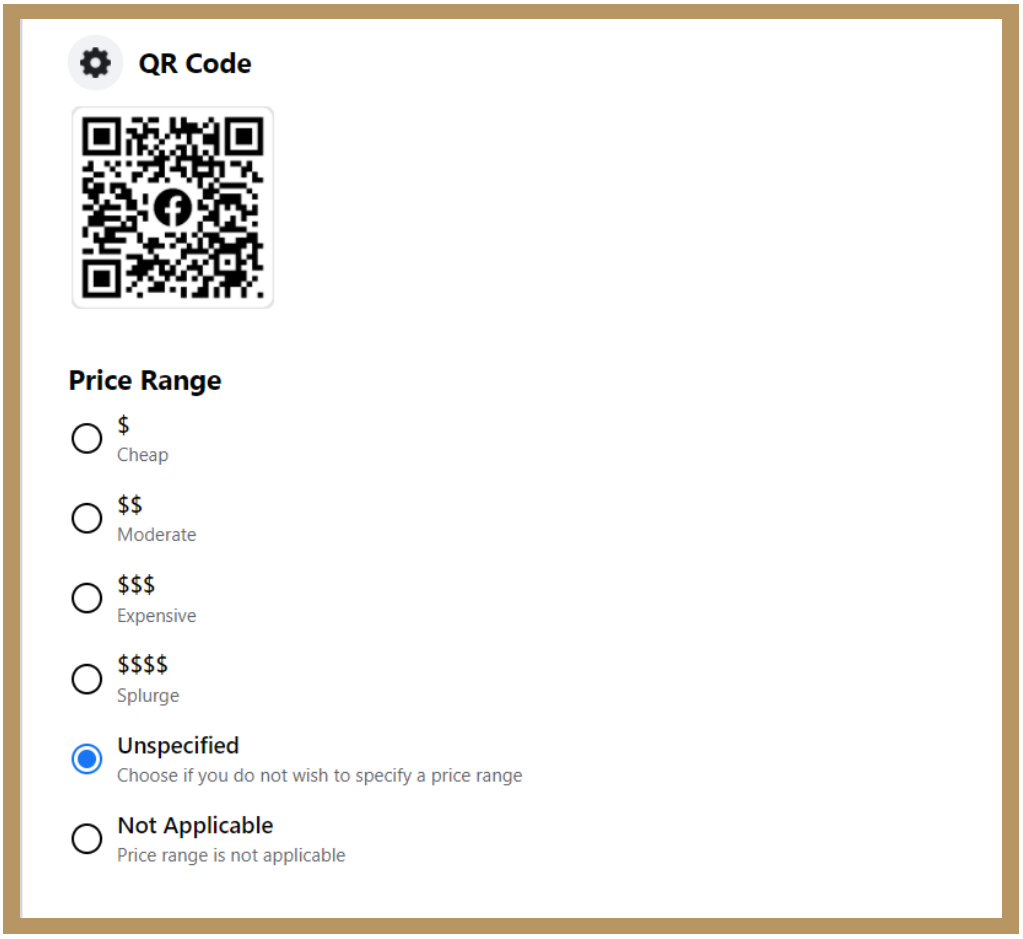
- Location



- Business Hours



- Extra options - your Impressum, price range, and privacy policy link.

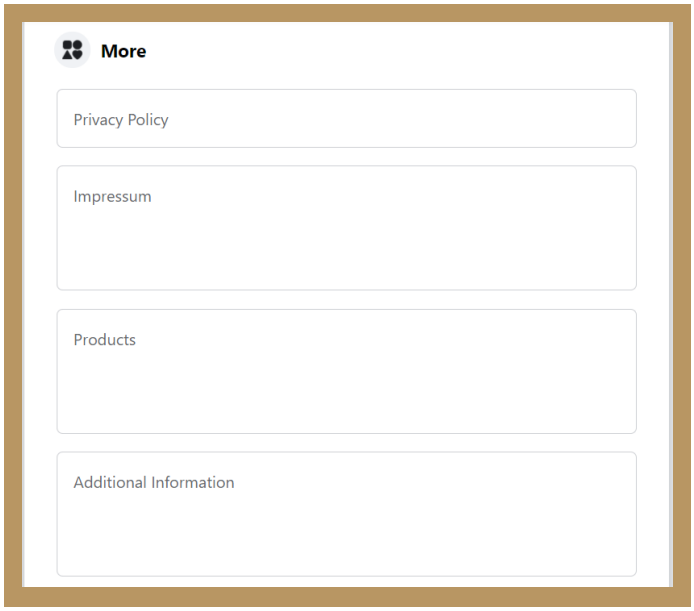


Click Save Changes under each section to implement your changes as you go.

Step 5. Tell your story

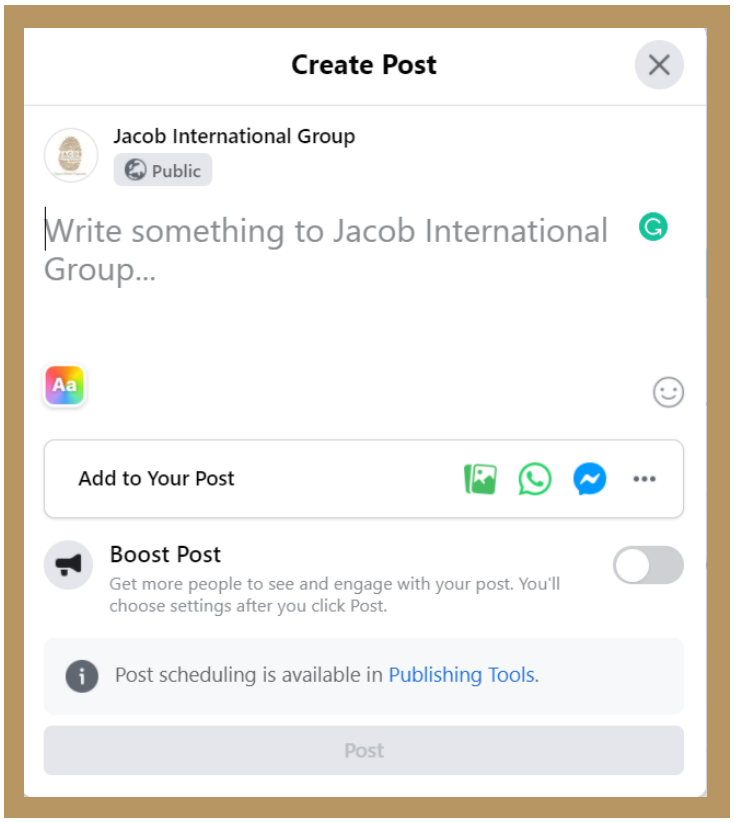
To add longer descriptions, click See more in the left menu, then click About, and then click Our Story on the right-hand side.

Enter a headline and text for your story, then upload a relevant photo. When you're finished, click Publish.



Step 6. Create your first post

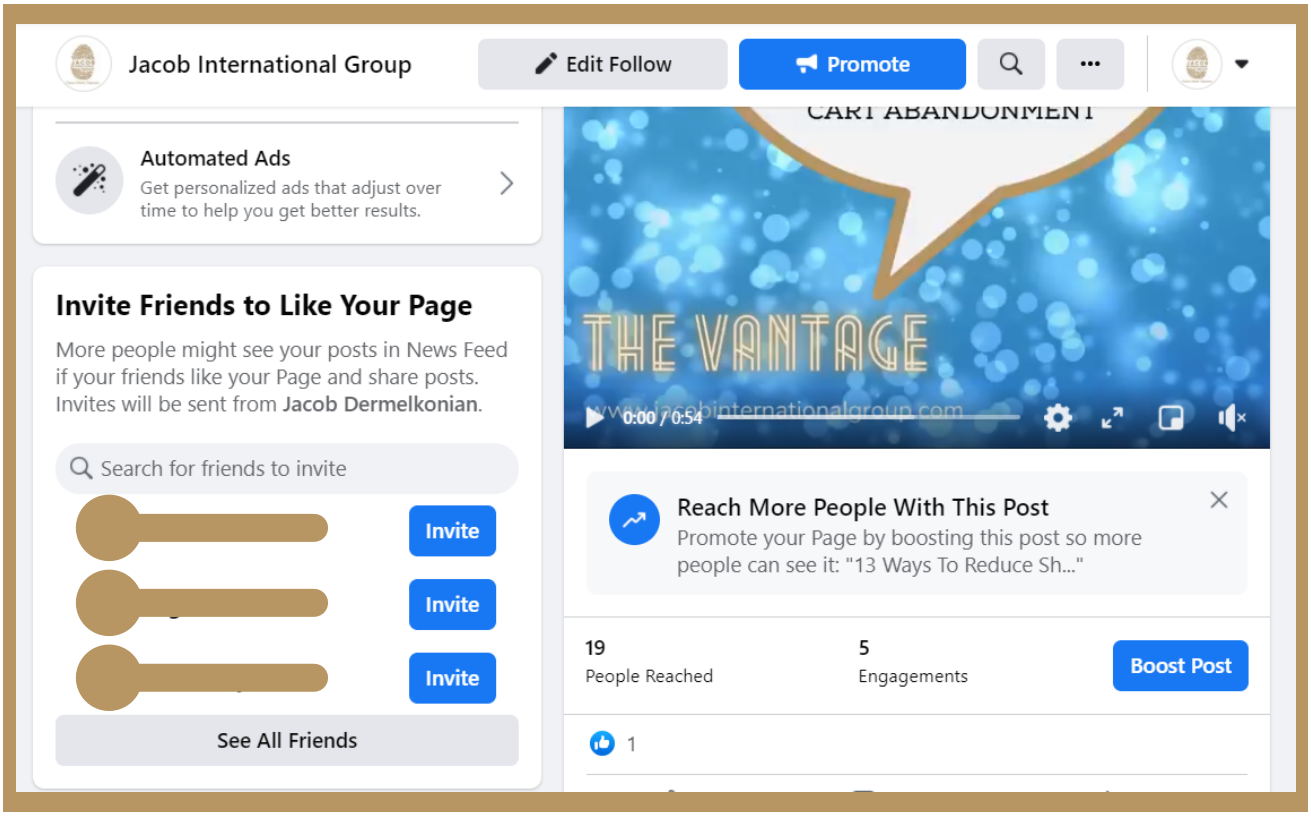
You could create a specific type of posts like an event or product offer—just click one of the options in the Create box at the top of your page.



Step 7: Publish your page and invite an audience

It's time to hit that big green Publish Page button in the left-hand menu. You need to get some fans!

Start by inviting your existing Facebook friends to like your page. Use your other channels, like your website and Twitter, to promote it. Add "follow us" logos on your promotional materials and email signature. If you're comfortable doing so, you can ask your customers to review you on Facebook, too.



Optimize your Facebook Business Page

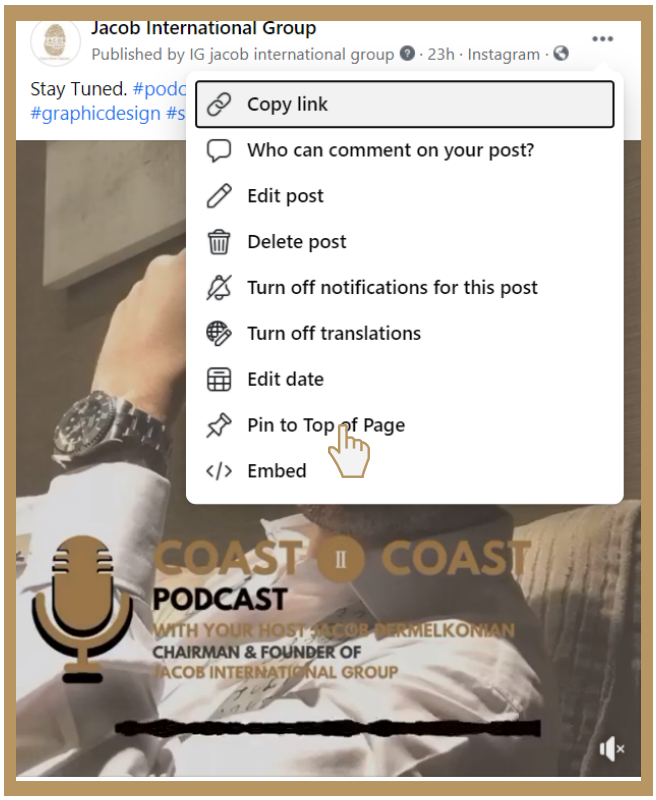
Add a call to action

To add your CTA, click the blue box that says + Add a Button, then choose which kind of button you want.

- For each type of CTA, you'll be given several text options to choose from. Select the option you prefer, then click Next.
- Depending on the button you chose, you may be asked to select some additional options. When you're ready, click Finish and your call-to-action button will go live.

Add a pinned post

A pinned post sits at the top of your Facebook business page, just under your cover image. It's a great place to put an attention-grabbing item that will draw your visitors in and make them want to stick around.



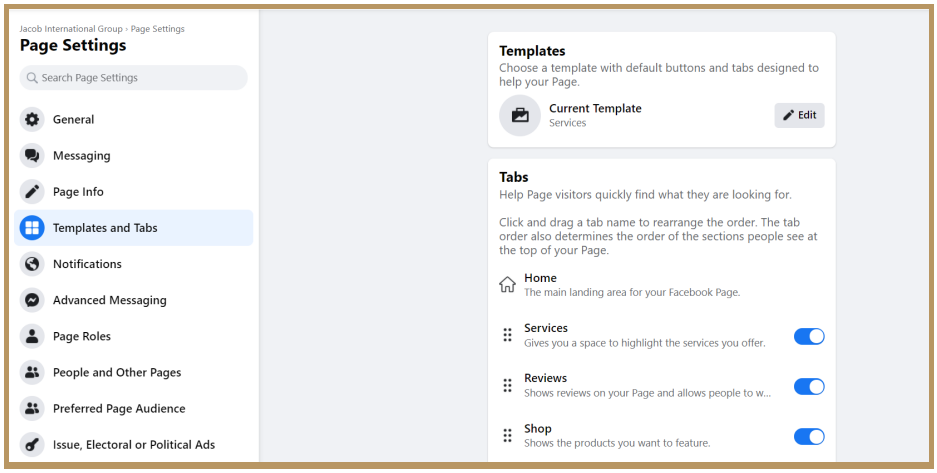
Start by publishing a new post, or scrolling down your feed to find an existing post you want to pin to the top of your Page. Click the three dots on the top right of the post, then click Pin to Top of Page.

Once you've pinned the post, you'll see a blue thumbtack icon in the top right corner.

Make the most of templates and tabs.

Each template has a set of buttons and tabs designed for particular types of business. For example, the Restaurants & Cafes template includes tabs for offers, reviews, and events.

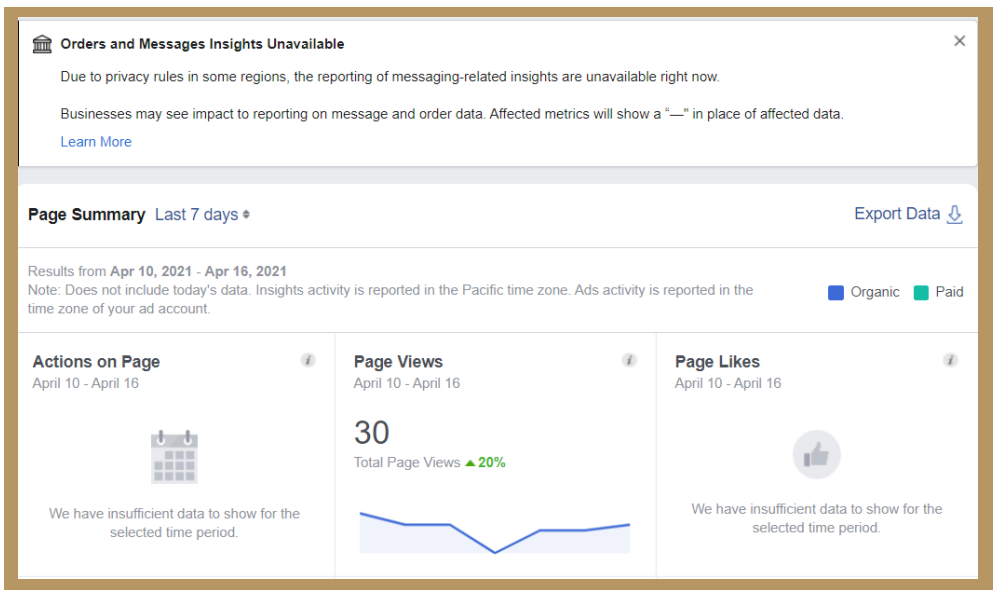
To access templates and tabs, click Settings in the top menu, then Templates and Tabs in the menu on the left.



Learn from Page Insights

Facebook Page Insights makes it easy to gather data about how your fans are interacting with your page and the content you share. To access Page Insights, click Insights in the top menu of your Facebook business page.

A key feature of Insights is the ability to see how many people have clicked on your call-to-action button, website, phone number, and address. To access this information click Actions on Page in the left menu



Review your settings

To access your settings, just click Settings at the top right of your Facebook page. Check your settings regularly, as your preferences and requirements may change as your business—and social following—grows.

For even more control over who can administer your page, and to control the roles filled by team members, contractors, and agencies, consider setting up Facebook Business Manager.

Like other pages

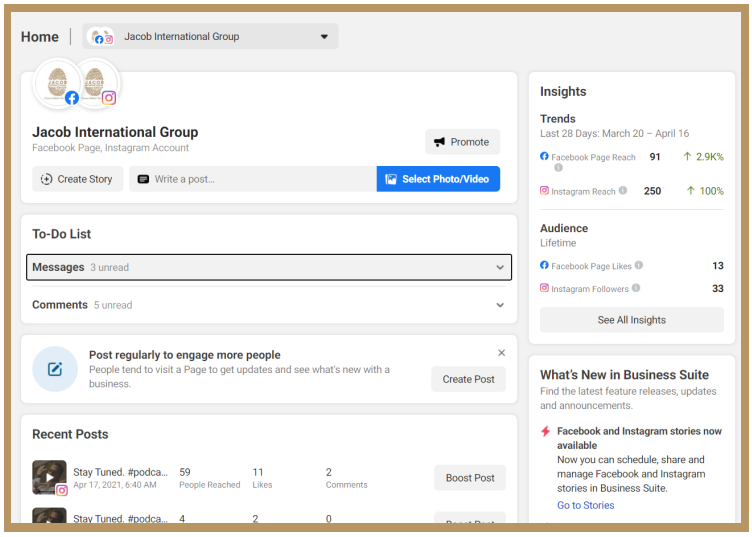
To follow other businesses, navigate to their Facebook page, then click the more icon (three dots) under the page's cover photo. Click Like as Your Page. If you have more than one Facebook business page, choose which one you want to use to like the other business, then click Submit.

Liked business will now appear in the Pages Liked By This Page section on the right of your page.

Facebook Business Manager

The Facebook Business Manager is a tool that allows you to manage multiple Facebook Pages, business assets, and ad accounts, as well as Instagram accounts and product catalogs, in one place. It also allows you to grant full or partial access to team members based on their role. This means you can seamlessly delegate tasks between multiple employees securely.

For agencies, this means you can link multiple client Facebook Pages to your Facebook Business Manager account without linking your or your employees' personal Facebook accounts as administrators. For businesses, it also means allowing employees to manage your Facebook Page without essentially having over ownership of your Page or assets.



Step 1: Set up a Business Manager Account

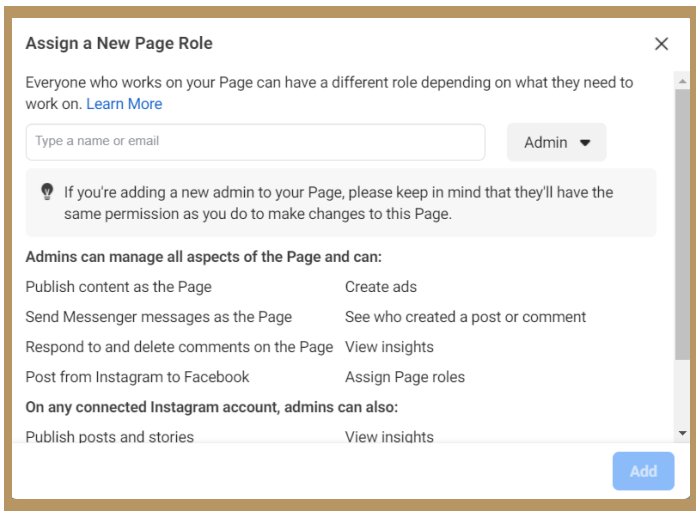
In order to begin advertising on Facebook, you need to set up a Business Manager account. Through Business Manager, you can access your pages, ads, and grant access for people to manage your accounts. Setting up a Business Manager account is easy:

1. Go to **business.facebook.com**
2. Click "Create Account"
3. Enter a name for your business, select the primary Facebook Page for your account, and provide your name and work email address

Next, set up advertising access through Business Manager:

1. Open Business Manager Settings
2. Under People and Assets, click on "Ad Accounts"
3. Select "Add New Ad Accounts" and click "Create a New Ad Account"

Once you have set up your payment method and billing information, you're ready to navigate to Ads Manager.



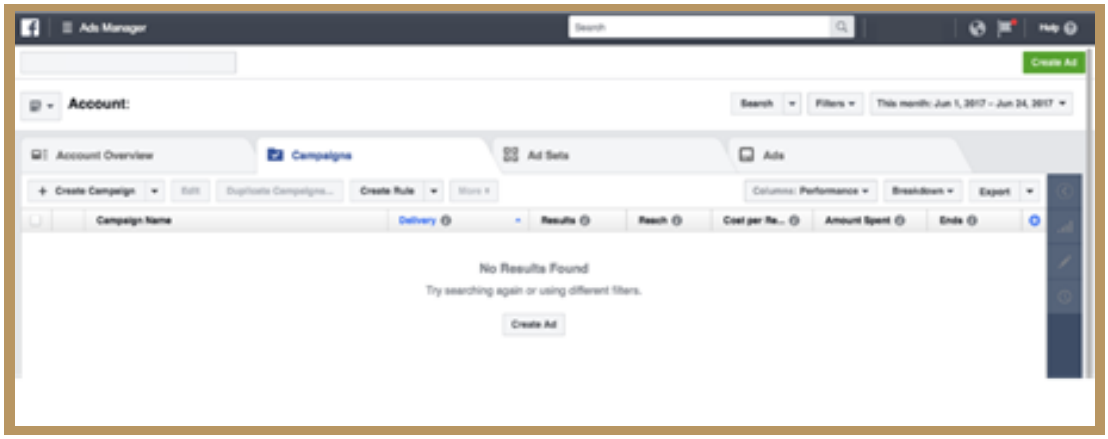
Step 2: Set up a Business Manager Account

Facebook Ads Manager is your advertising "headquarters." This home base includes functionalities that allow you to:

- Set up ad campaigns, ad sets, and ads
- Manage and modify media spend
- Target specific audiences
- Monitor campaign performance metrics

After creating your Business Manager account, you can access Ads Manager by clicking the drop-down arrow in the upper-right corner of your Facebook page and select "Ads Manager."

The Ads Manager dashboard looks like this:

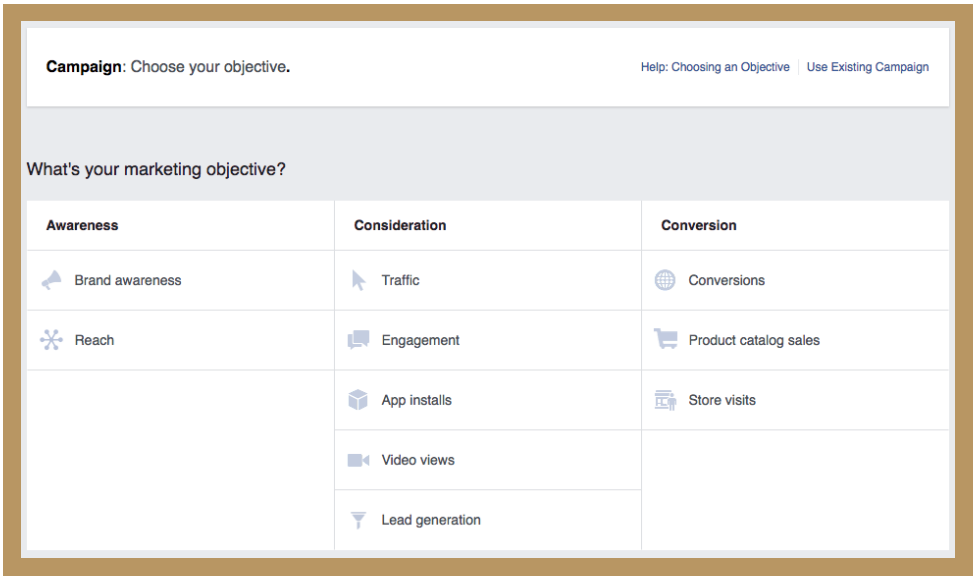


Step 3: Select an Objective

Once you are in Ads Manager, select the green "Create Ad" button in the top-right corner of the page. You'll be prompted to select a campaign objective, in other words, what you ultimately want to achieve with this ad: awareness, consideration, or conversion.

Awareness campaigns: generate knowledge and interest in your product or service.

- Consideration campaigns: allow people to engage with your business, click on specific links for more info, and keep your product or service top of mind.
- Conversion campaigns: prompt audiences towards a call-to-action (i.e. click to purchase, sign up for a promotion).



Once you've made your selection, create a campaign name–congratulations, your campaign is officially created!

Step 4: Select your Audience

Facebook's audience targeting capabilities are its bread and butter. With so much demographic information captured by users across the globe, it's possible to get extremely granular in whom you push your ad to. Here are just a few ways you can filter people:

- Location: country, state, city, zip code, or a mile radius
- Age/ gender
- Language
- Education: schools, year of graduation, the field of study
- Interests: pages they like, areas of interest (i.e. Entertainment, Fitness and Wellness, Food and Drink)
- Behaviors: purchase behavior, digital activities, charitable donations
- Net Worth
- Languages

Perhaps one of the best features offered in the Facebook Ad Manager is the ability to create Lookalike Audiences. Lookalike audiences are Facebook users who share similar qualities to other known groups (i.e. your customers, your Facebook fans, or known brand loyalists.)

When you create a Lookalike Audience, you can identify the initial criteria on your own or you can upload a custom audience list and Facebook will identify common qualities of the people (i.e. demographic information, location, or interests) and finds people who are similar (or lookalike) to them.

Essentially, this feature allows you to take your marketing team's list of existing customers and expand your advertising reach.

To ensure the quality of your Lookalike Audience, Facebook recommends that you upload an audience list that is between 1,000-50,000 people for better targeting results.

Step 5: Set your Budget

Facebook then allows users to take control of how much they want to spend on each ad.

There are currently two main ways to allocate media spend:

- Daily media spend (the average dollar amount you'll spend per day on an ad)
- Lifetime media spend (how much money you will spend over a set duration of time on an ad).

While Facebook suggests a $20.00 daily budget by default, you can always adjust your budget while the campaign is live with either option.

As a rule of thumb, I recommend you spend at least $5 per day on an ad. In addition, keep your ads running for at least seven days so that you can monitor behavior across the week as research suggests people tend to react differently to ads depending on the day of the week. You might want to start with $100 to test a 2-week campaign.

When setting your media to spend, it's also important to note the difference between CPM and CPC.

CPM is the cost per every 1,000 impressions (or every 1000 times your ad is displayed) while CPC means each time someone clicks on part of your ad that takes them to your website or app, you pay up.

Note: You can set a manual bid, which is the maximum amount you're willing to pay per link click.

According to Facebook, "Paying for impressions ("CPM") might be a good choice if you want to build awareness around your brand while paying for link clicks ("CPC") encourages people to visit your business's website or app." So, the latter may be best if you're trying to drive traffic or leads.

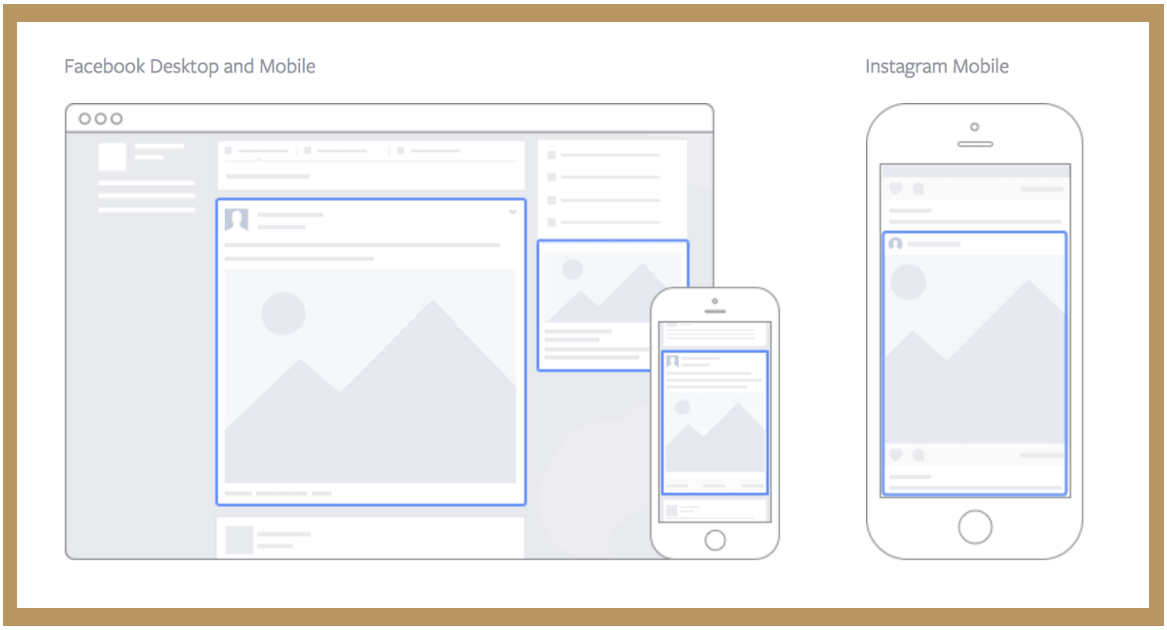
Remember, Facebook wants to maximize its earnings, so it will deliver your content to people most likely to convert. It's a win-win situation. Optimizing for conversions is an effective way to reach campaign goals and maximize your budget.

Lastly, keep in mind that you have complete autonomy over all aspects of Facebook Ads Manager, so play around with how your media spend impacts campaign performance–the more experimental you are, the more learnings you will gain for future campaigns.

Step 6: Decide Where to Run your Ad

If you use Facebook, you will have seen ads pop up on your mobile news feed, a desktop news feed, and on the right side of your screen (right column). In addition, with Facebook's acquisition of Instagram, you can create ads on Facebook Ads Manager for Instagram.

Below is a visual of where these ads are placed:



Desktop/ Mobile News Feed

Ads will appear embedded in the news feed of a user (alongside posts from friends and family). This is a good option for anyone who wants to build brand awareness and post engagement. Note: if you are driving users to a landing page from a news feed ad, make sure the website has a mobile responsive design so that mobile users have a seamless experience moving to the new landing page.

Right-hand Column

As its name suggests, this option places ads on the right column of Facebook and is the most traditional, "banner" style ad offered. This is only available for desktop users and is appropriate for ads encouraging users to purchase items or learn more about your product.

Facebook Audience Network

A network of mobile apps and websites that Facebook has partnered with to show ads. This is a good option if you want to maximize exposure and show your ads in front of people who are on different apps or websites. This placement is also effective in optimizing video views.

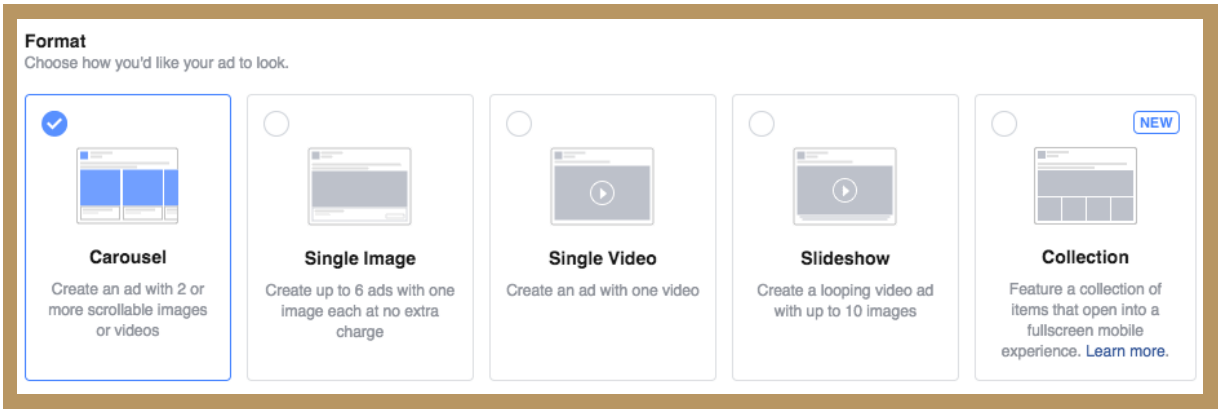
Instagram

Best for maximizing reach and building brand awareness to a target audience that is present on Instagram.

Step 7: Create your Ad

You're almost there! Now that you have set up your campaign, audience, and placement, it's time to input the creative and copy.

First, select how you'd like your ad creative to display:



There are 5 different formats:

Carousel

An ad with two to ten scrollable images or videos. The carousel ad format engages users because they can scroll through up to ten images or videos at a time.

Single Image

Ad with up to six variations of your ad displaying one image at a time. The Single Image ad is one of the most versatile ads and is a great place to start for those starting out with Facebook Ad Manager.

Single Video

Ad with one video. The Single Video ad allows you to tell an engaging story to your target audience.

Slideshow

Looping video ad with up to ten images. This ad format allows you to create a cohesive visual story. If done well, it can almost appear GIF-like for Millennial points.

Collection

Ad that combines images and video that displays as a full-screen experience. This is a great option to bring an added level of interactivity with users.

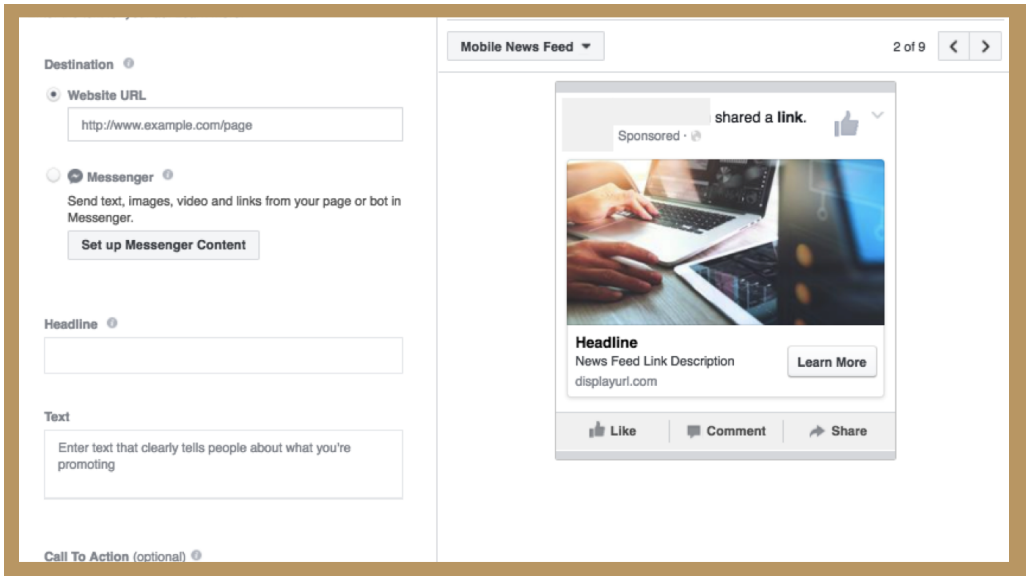
Next, it's time to select your image and build out the copy.

When it comes to selecting a compelling image, take it from Facebook: "Remember your photos will be competing with pictures of babies and someone's fancy dinner. Focus on the things about your business that make it stand out. The people. The environment. The products. Try to pick an image that will grab your audience's attention as they scroll through Facebook."

Go for the thumb-stoppers!

Facebook allows you to upload and test up to 6 different images, so if you're not sure what to choose, experiment! The right image can result in 100% or higher difference in CPC (cost-per-click) or CPA (cost-per-acquisition) results.

Once you have uploaded your image, populate each field to insert copy for your ad (preview below):



A couple of specs to keep in mind:

- Main ad text: up to 90 characters
- Headline: up to 25 characters
- Link description: up to 90 characters

As a best practice, front-load your copy with what is most important. When people are on Facebook, they scroll through quickly, so you need to ensure you grab your audience's attention from the get-go.

Also be explicit about the call-to-action, whether it be urging them to click to learn more or signing up for an upcoming event. As a general rule of thumb, keep it short and sweet.

Step 8: Place your Order

Once you have created your Facebook ad, click the green “Place Order” button. Your ad will be screened to ensure it does not violate Facebook’s Advertising Policies before it is approved and goes live.

Step 9: Monitor Performance

As mentioned previously, you have full transparency in Ads Manager on the ROI (return on investment) of your ads. Some noteworthy metrics to monitor are:

- Clicks: the number of times someone has clicked on your ad
- Impressions: how many times your ad was viewed
- Conversion Rate: what percentage of people who click your ad goes on to become a lead or make a purchase

Set a reminder at the same time every day to check in on your ads. If you’re not getting any traction try tweaking the creative, copy, targeting, or media spend.

FIN