Leveraging Facebook to build your eCommerce Business

#ecomsa

Reach all of the people who matter to you – at scale

High-quality reach

11M+
monthly active people
ZA

mostly people are on mobile

11M
mobile monthly active people
ZA

6.6M
mobile daily active people
ZA

Source: Facebook ZA internal data, Sep 2014

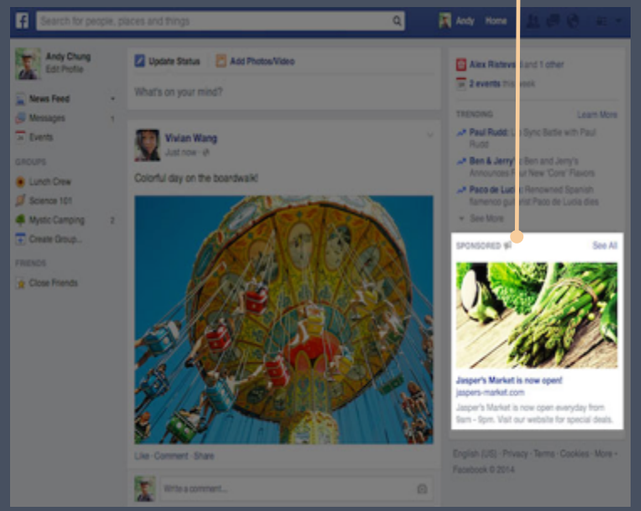
Put your content in the most
engaging space online and on mobile
News Feed
Jasper's Market
Apple pie baked fresh daily! Come early to make sure you get a slice!
8:54 AM
Like
Comment
Share
Thea Schwartz Johnson at Aéroport
Nice Côte d'Azur

Placements on Facebook

News Feed Desktop

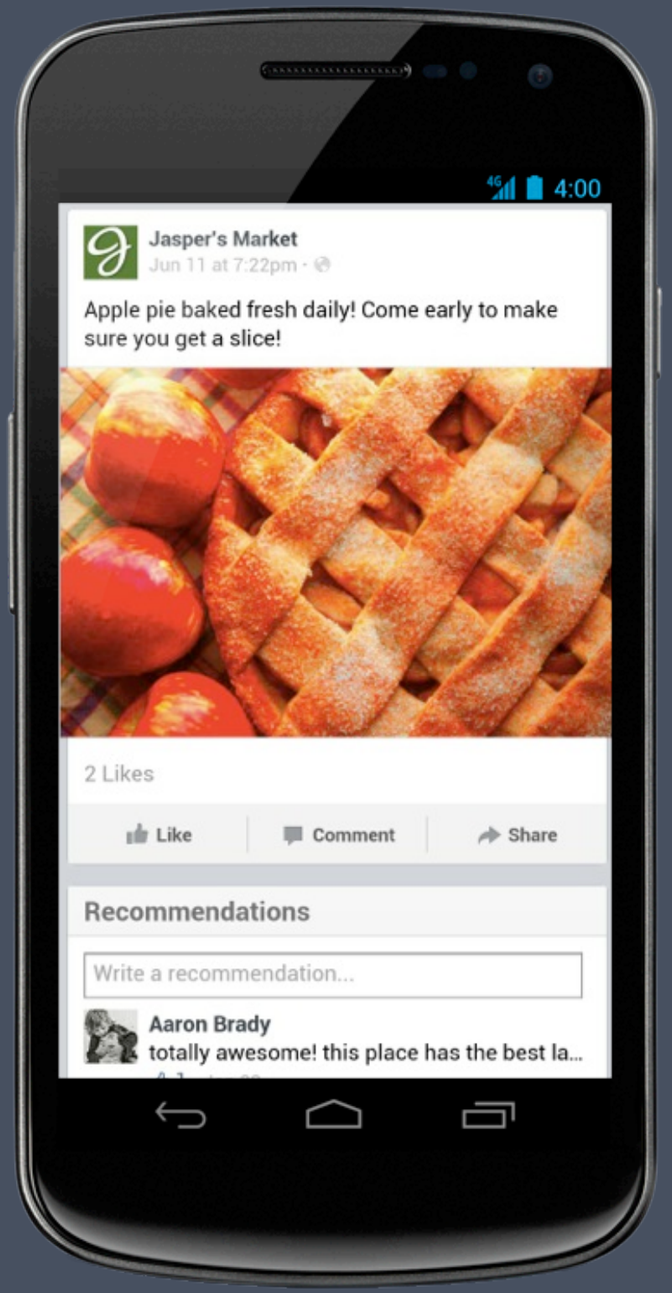
News Feed Mobile

Right-Hand Column

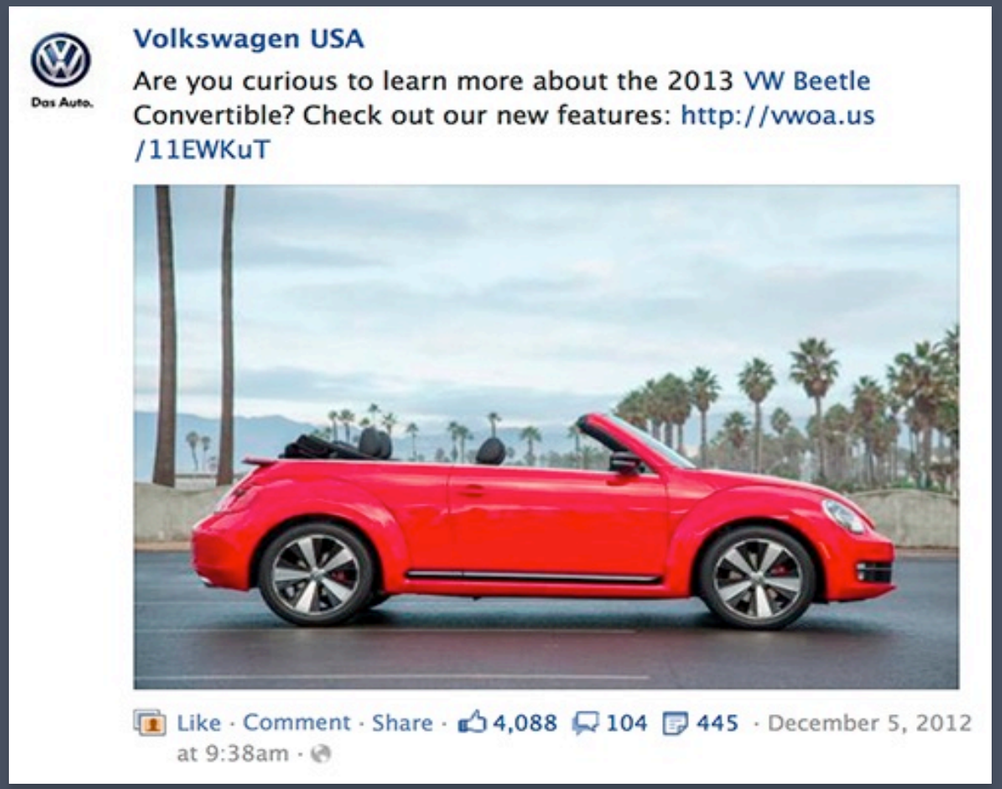


Logout Experience

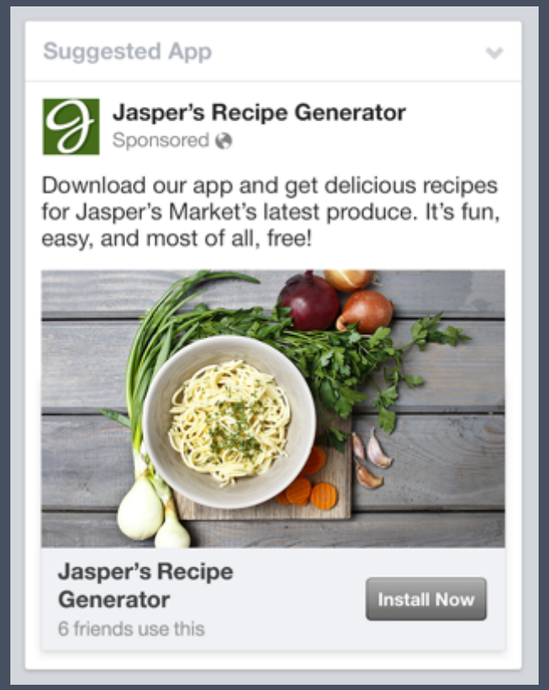
Only ads placed in News Feed show up on mobile



Ad formats

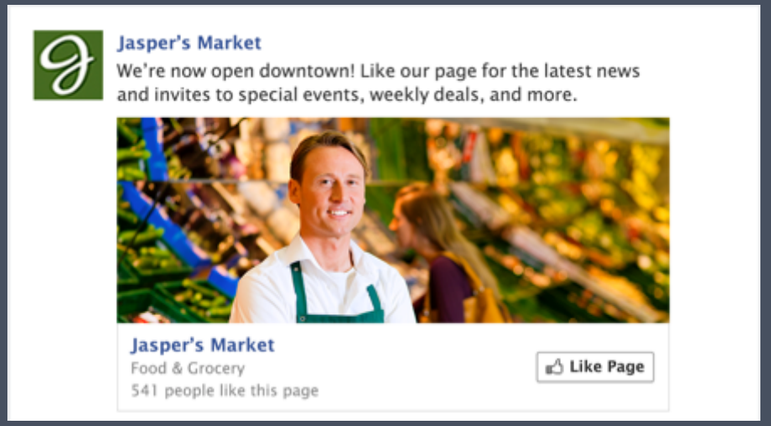


Page post ad



Mobile app install ad

Domain ad



Page like ad

Why do you do marketing?

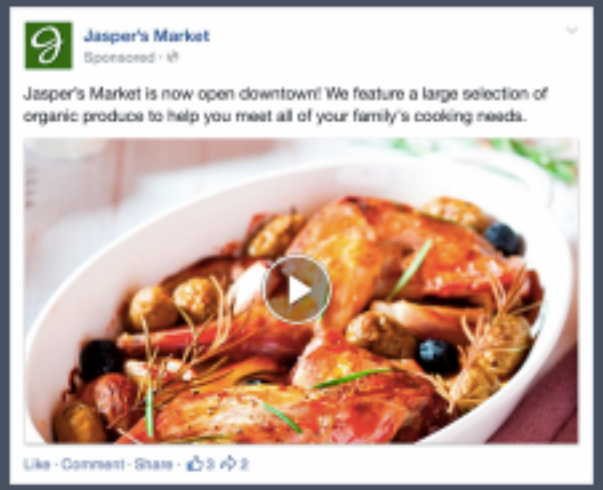
Social is good but business results are better!

Ad Types by Objective

	Mobile App Ads	Photo Page Post Ad	Video Page Post Ad	Offer Page Post Ad	Link Page Post Ad	Event Page Post Ad	Domain Ad	Log Out Unit
Brand Awareness & Engagement		X	X					
Drive Traffic to Website/ Online Sales					X		X	X
Mobile App Installs/ Engagement	X							
Drive Footfall to Store				X		X		

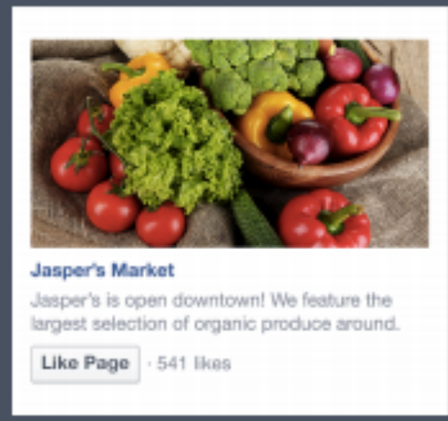
Brand Awareness & Engagement

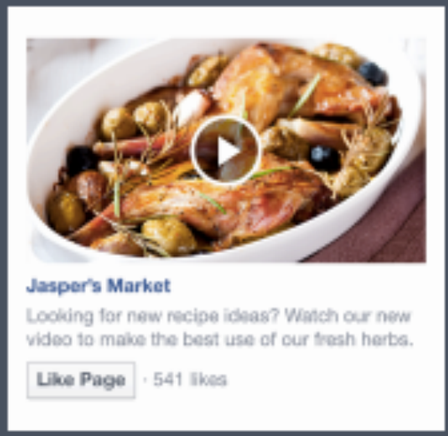
News Feed desktop



News Feed mobile

Right column (large format - desktop only)





Native hosted video vs. 3rd party hosted (i.e YouTube & Vimeo)

Katie Morrison and 12 other friends like Diesel.

Diesel
Sponsored (demo) ·

#denimeye: "La passione per i dettagli è questione di punti di vista".

Guarda il video su La Gazzetta dello Sport http://bit.ly/lagazzetta

See Translation

Like · Comment · Share · 1,225 39 217

11x
larger image than offsite video

Katie Morrison and 12 other friends like Diesel.

Diesel
Sponsored (demo) ·

We've teamed up with i-D magazine (official) to get you moving!

Introducing the A-Z of Dance

#joggjeans #iDdance

A-Z of dance

Diesel and i-D presents 'A-Z of Dance', a dynamic new video showcasing 26 of the world's favourite dance styles from krumping and twerking to rumba and bhang...

YOUTUBE.COM

Like · Comment · Share · 4,930 86 768

** Optimised for link clicks

Ad Types by Objective

	Mobile App Ads	Photo Page Post Ad	Video Page Post Ad	Offer Page Post Ad	Link Page Post Ad	Event Page Post Ad	Domain Ad	Log Out Unit
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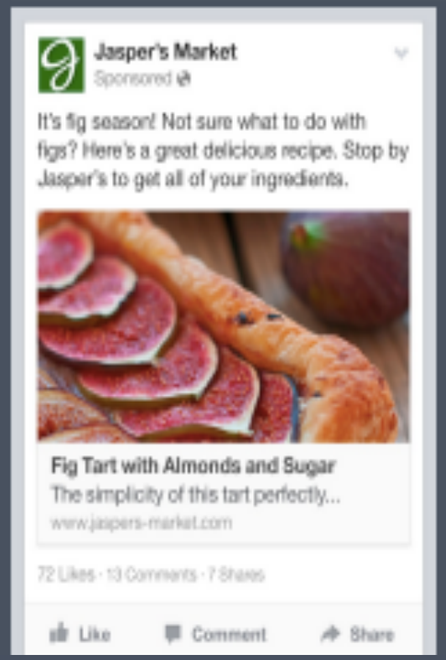
Drive Traffic to Website/ Online Sales					X		X	X
Mobile App Installs/ Engagement	X							
Drive Footfall to Store				X		X		

Drive Traffic to Website & Online Sales

News Feed desktop

News Feed mobile



Right column (large format - desktop only)

Post Link Ads = Best format to Drive Offsite

3.5x larger image vs. old link Ad

photo ad w/ URL

New Page post link ad

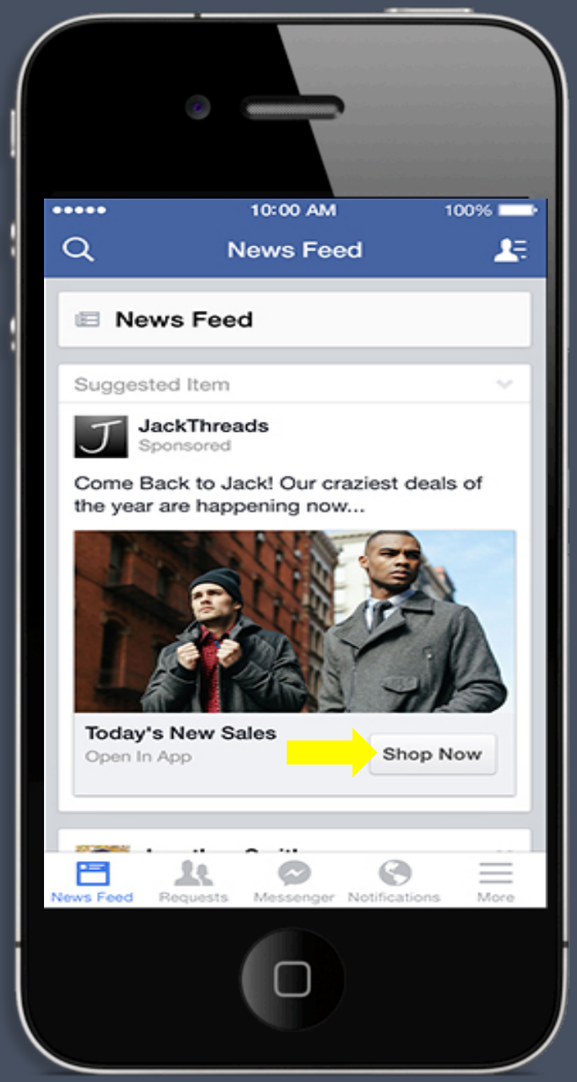
Clicks offsite

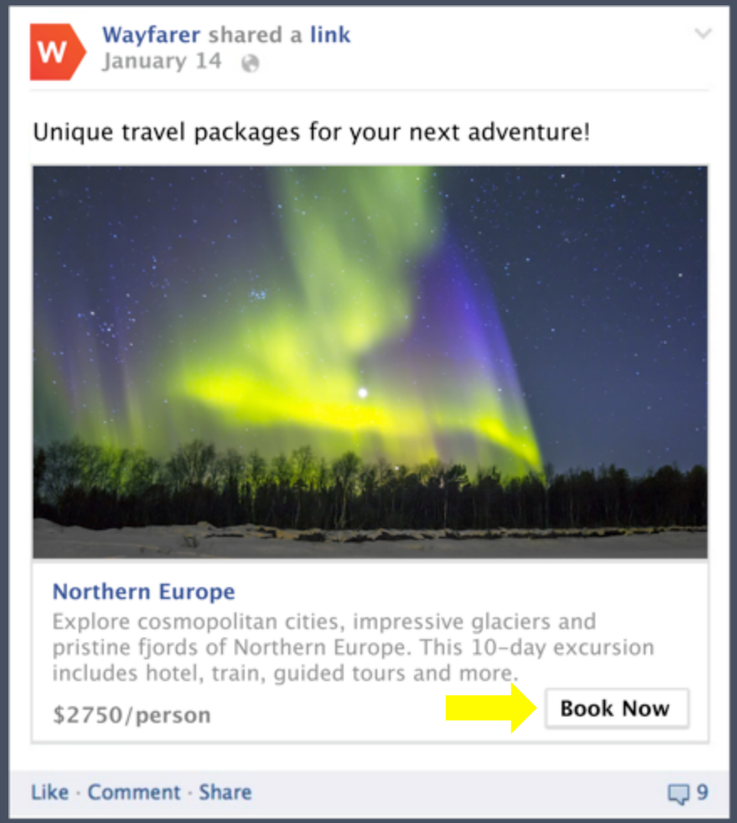
Call-To-Action (CTA) Page Post Link Ads

**must drive traffic offsite

Advertisers can choose from 5 CTA's:

1. Shop Now
2. Learn More
3. Sign Up
4. Book Now
5. Download





Facebook Exchange (FBX)

Work with a DSP to follow users back to Facebook through cookie-matching and real-time bidding

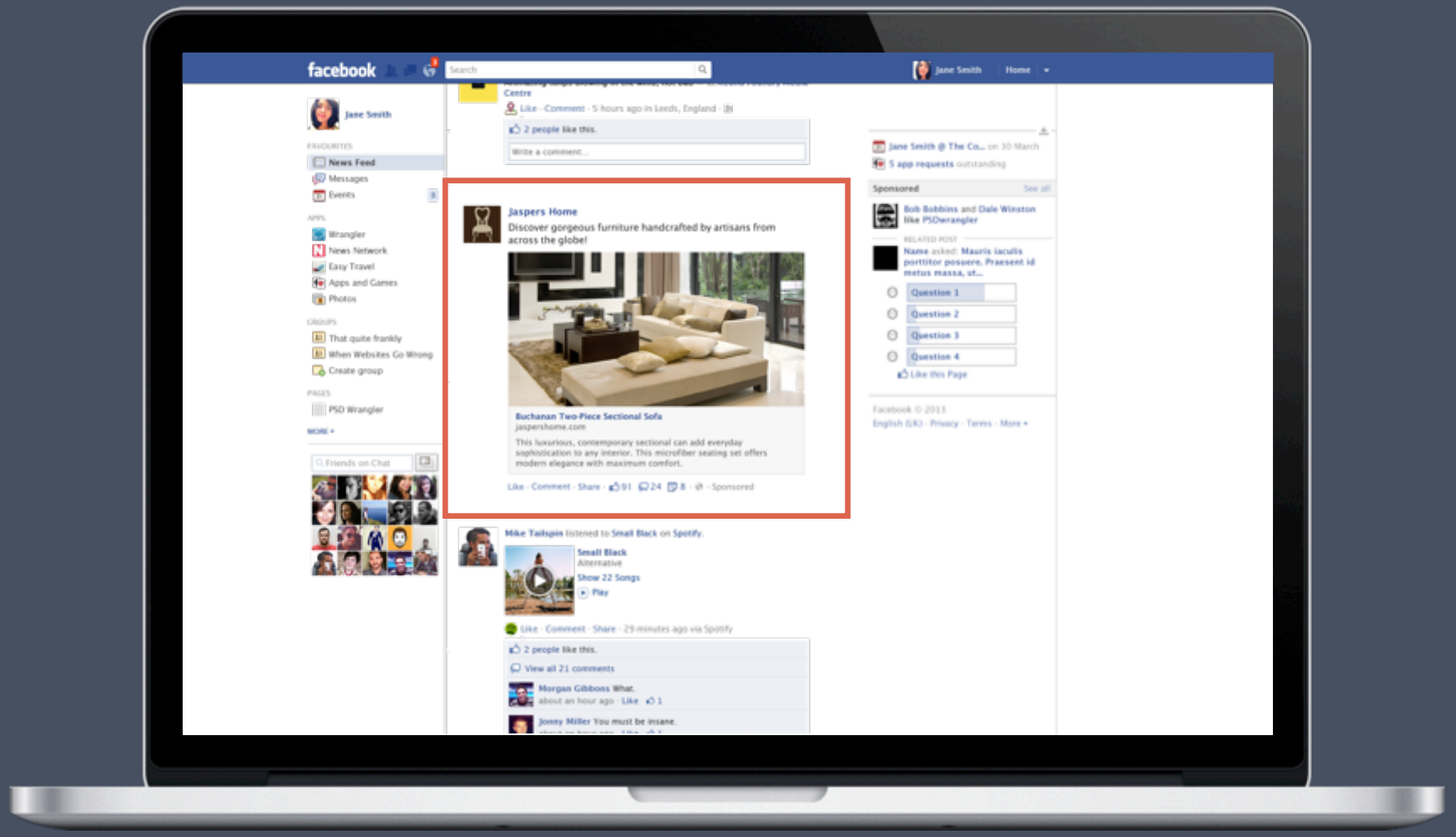
Visits website

Flagged with cookie

Visits Facebook

Person recognized by cookie, bid placed, and ad served

Deliver real-time dynamic ad creative



Source: Facebook internal data, June 2013

Ad Types by Objective

	Mobile App Ads	Photo Page Post Ad	Video Page Post Ad	Offer Page Post Ad	Link Page Post Ad	Event Page Post Ad	Domain Ad	Log Out Unit
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Drive Traffic to Website/ Online Sales					X		X	X
Mobile App Installs/ Engagement	X							
Drive Footfall to Store				X		X		

Drive: discovery & installs

App ad for installs served in News Feed

Drive: Retention, Engagement & conversion

Open Link

Use App

Play Now

Shop Now

Listen Now

Watch Now

Book Now

Ad Types by Objective

	Mobile App Ads	Photo Page Post Ad	Video Page Post Ad	Offer Page Post Ad	Link Page Post Ad	Event Page Post Ad	Domain Ad
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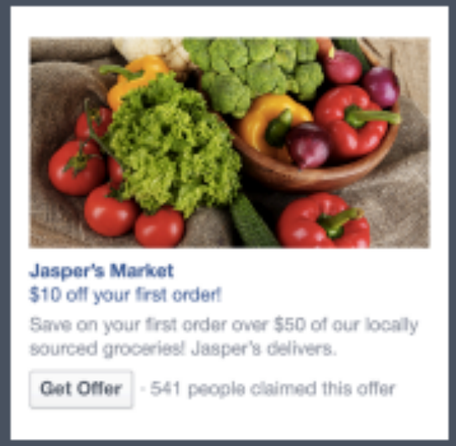
Mobile App Installs/ Engagement	X						
Drive Footfall to Store				X		X	

Drive Footfall to Store

News Feed desktop

News Feed mobile

Right column (large format - desktop only)



Right column (large format - desktop only)

Right column (small format – desktop only)

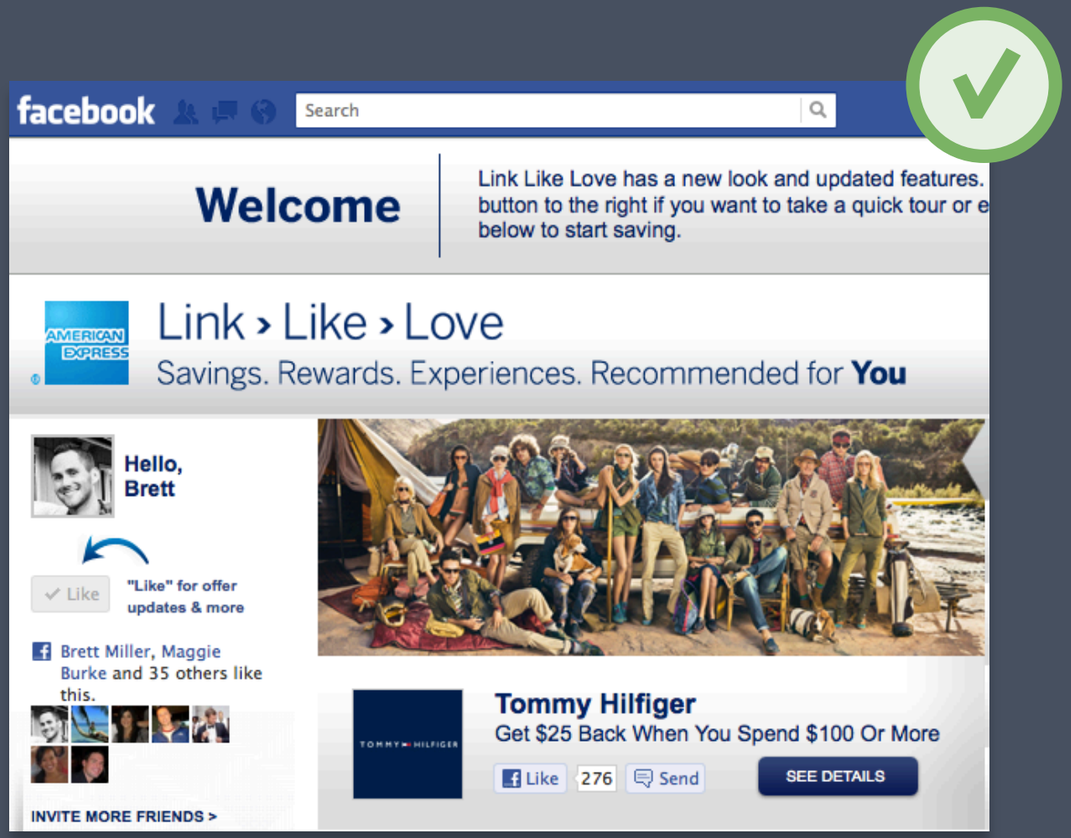
Ad policy

Restricted content

Some restrictions	Many restrictions	Prohibited
Dating	Alcohol	Weapons & explosives
Software	Gambling & lotteries	Tobacco
Subscription services	Pharmaceuticals	

Accuracy

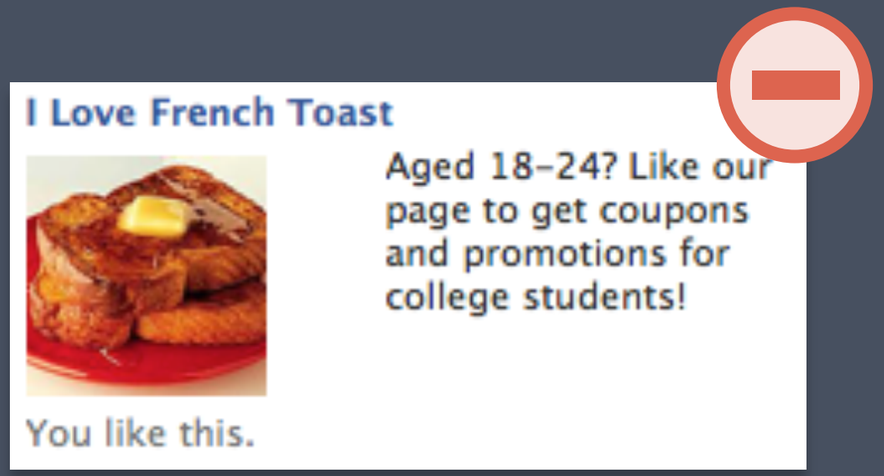
Ads must clearly represent the company, product, service, or brand that is being advertised.



Implied knowledge of personal information

Ad text or targeting may not assert or imply knowledge of users' personal characteristics or sensitive information.

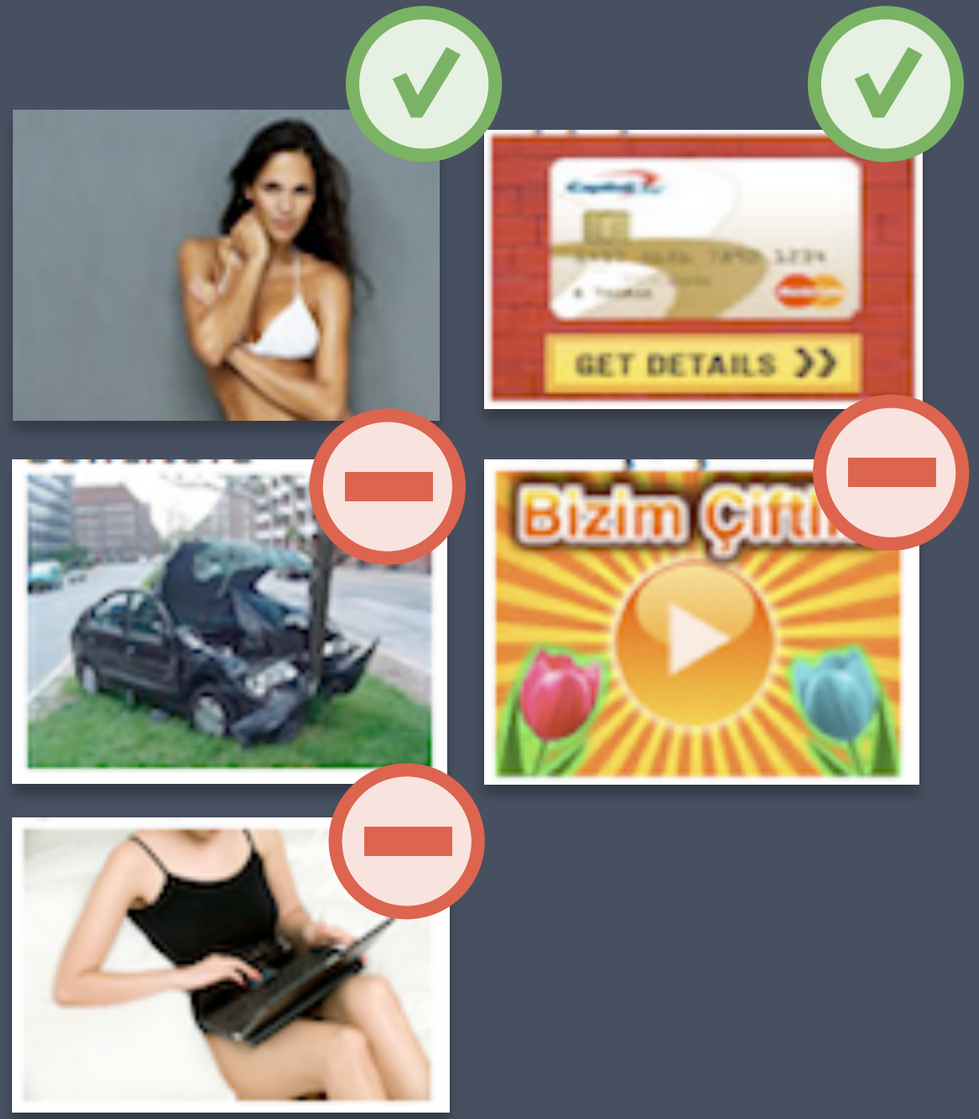
- Race or ethnic origin
- Religion or philosophical belief
- Age
- Sexual orientation or sexual life
- Gender identity
- Disability or medical condition
- Financial status or information
- Membership in a trade union
- Criminal record



Imagery

Cannot:

- Be overly sexual, imply nudity, or focus unnecessarily on body parts
- Use shock or scare tactics
- Portray nonexistent functionality
- Contain QR codes
- Use FB brand images without permission

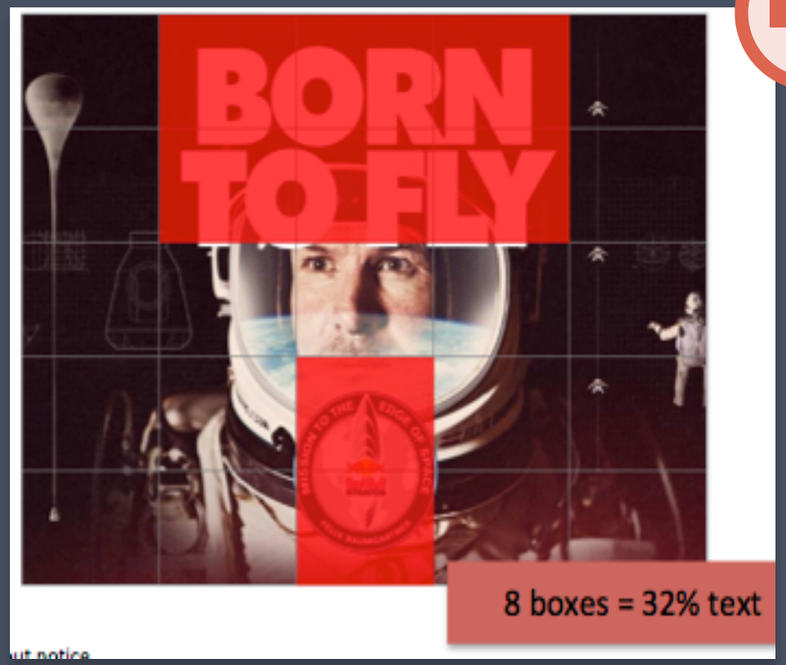


20% text overlay policy

Ads in News Feed may not include images with more than 20% text overlay.

Text printed on actual products are not included in the 20% limit.

Text overlay tool: https://facebook.com/ads/tools/text_overlay



Ad guidelines

Date of last revision: July 26, 2013

Facebook Advertising Guidelines

Advertising Philosophy

At Facebook, we believe that ads should contribute to and be consistent with the overall user experience. The best ads are those that are tailored to individuals based on how they and their friends interact and affiliate with the brands, artists, and businesses they care about. These guidelines are not intended to serve as legal advice and adherence to these guidelines does not necessarily constitute legal compliance. Advertisers are responsible for ensuring that their ads comply with all applicable laws, statutes, and regulations.

Additional examples and explanations to our policies can be found in the Help Center.

I. General

A. Our Advertising Guidelines consist of advertising content criteria, community standards, and other applicable requirements.

B. The Ad Guidelines, as well as our Data Use Policy and Statement of Rights and Responsibilities, apply to all ads and commercial content ("ads") served by or appearing on Facebook (including ads purchased under AAAA/IAB Standard Terms and Conditions).

C. Advertising appearing within applications on Facebook Platform must comply with all additional Facebook Platform Policies.

D. Ads that are generated through Page posts, and ads that promote a sweepstakes, contest, competition or offer must also comply with the Pages Terms.

E. Ads must not contain false, misleading, fraudulent, or deceptive claims or content.

F. You may not manage more than one advertiser or client through a single ad account, and may not change the advertiser or client associated with an established ad account.

G. If you use custom audiences you must comply with the Custom Audience Terms.

II. Data and Privacy

A. No data collected, derived or obtained from or in connection with a Facebook ad, including Facebook's delivery of an ad, and Facebook users' interaction with a Facebook-served ad (such as information derived from targeting criteria) ("Facebook advertising data") may be received or used by an entity not acting on behalf of a

Ad guidelines
https://www.facebook.com/ad_guidelines.php

Facebook Power Editor

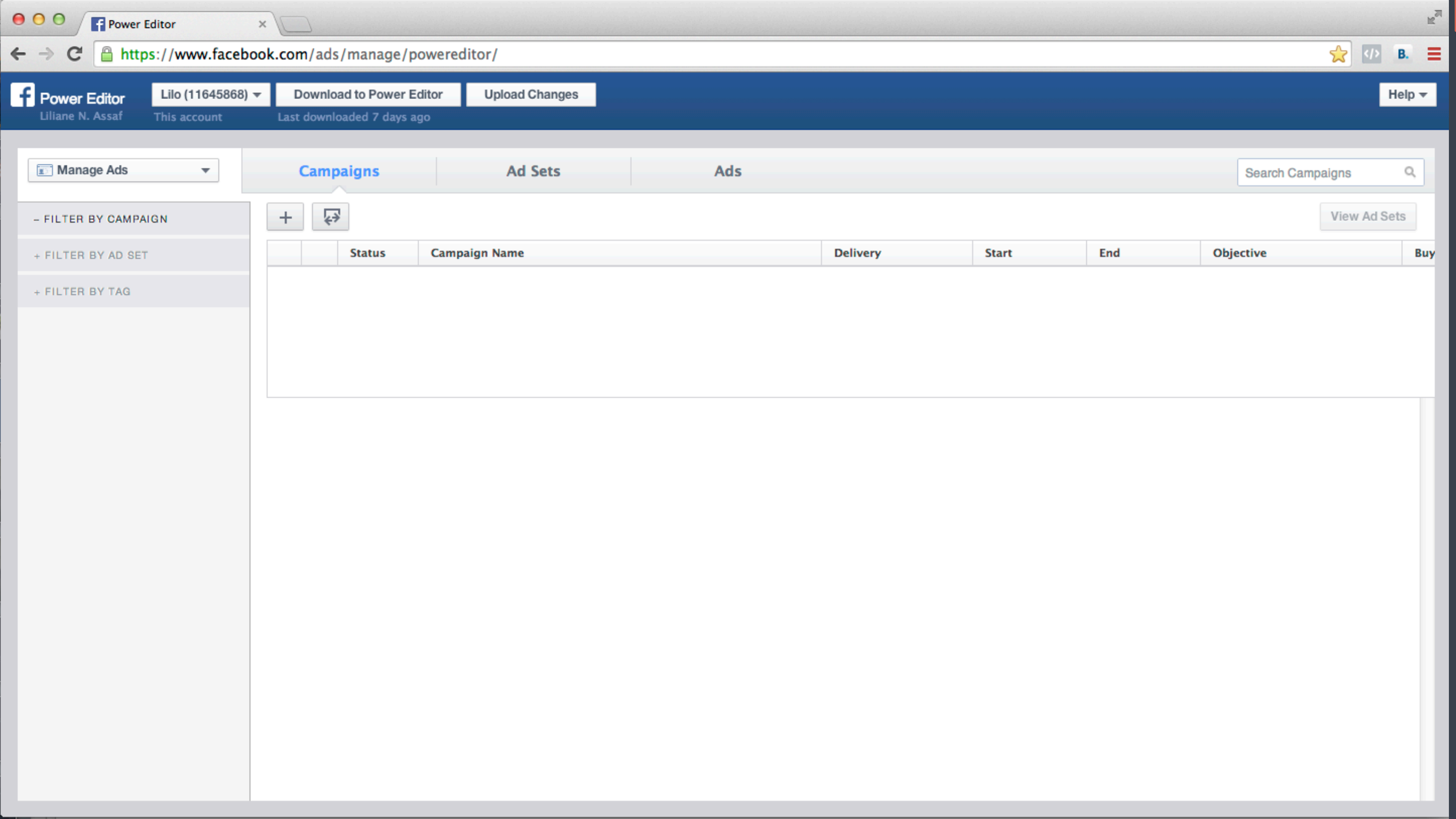
www.facebook.com/powereditor

How to install Power Editor

1- Open Chrome Browser (make sure it’s using its most updated version)

2- Make sure your are logged into to Facebook with your working account

3- Go to: https://www.facebook.com/ads/manage/powereditor/

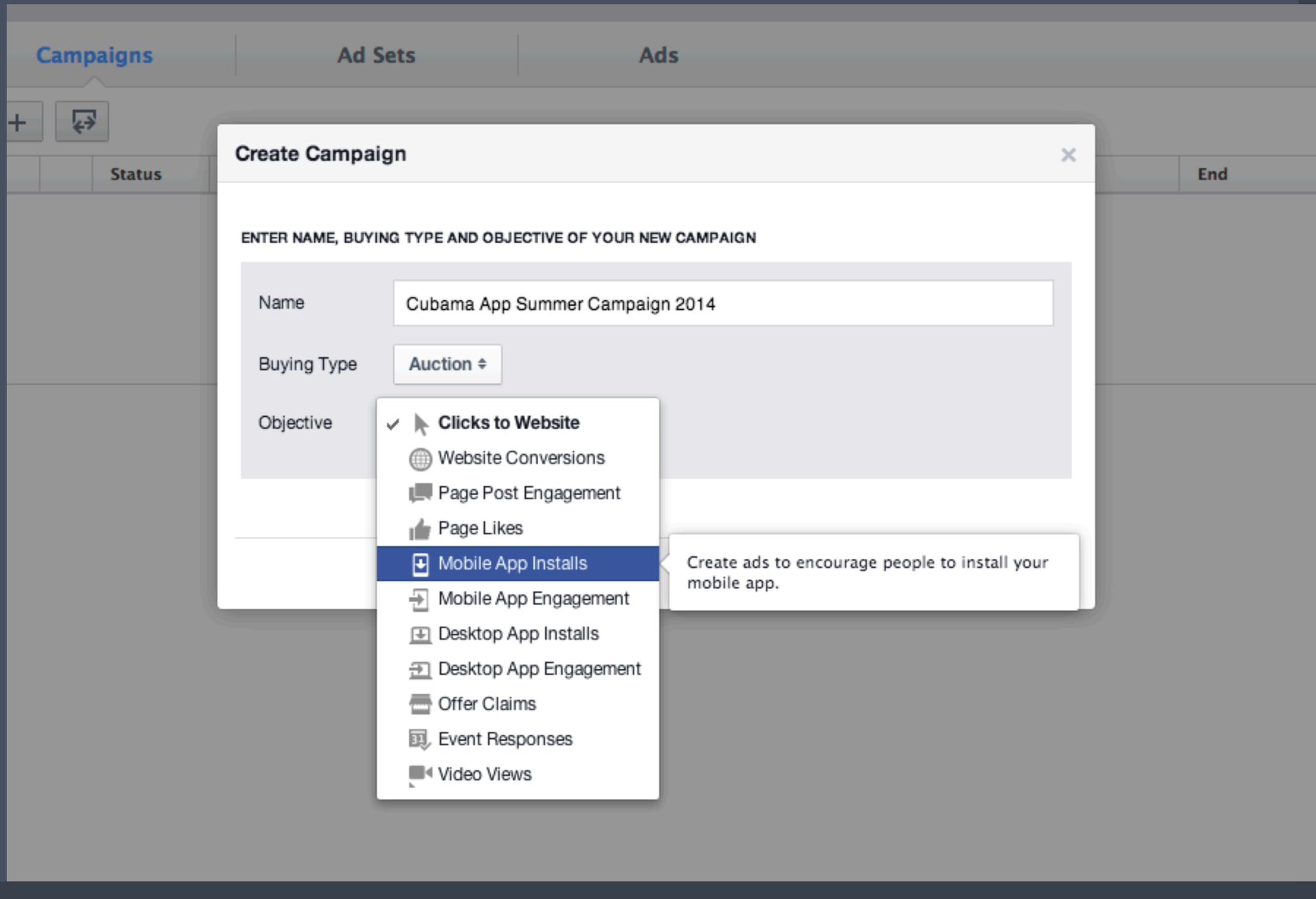

Power Editor
https://www.facebook.com/ads/manage/powereditor/
Power Editor
Liliane N. Assaf
Lilo (11645868)
This account
Download to Power Editor
Upload Changes
Last downloaded 7 days ago
Help
Manage Ads
Campaigns
Ad Sets
Ads
Search Campaigns
- FILTER BY CAMPAIGN
+ FILTER BY AD SET
+ FILTER BY TAG
View Ad Sets
Status
Campaign Name
Delivery
Start
End
Objective
Buy

Planning your campaign

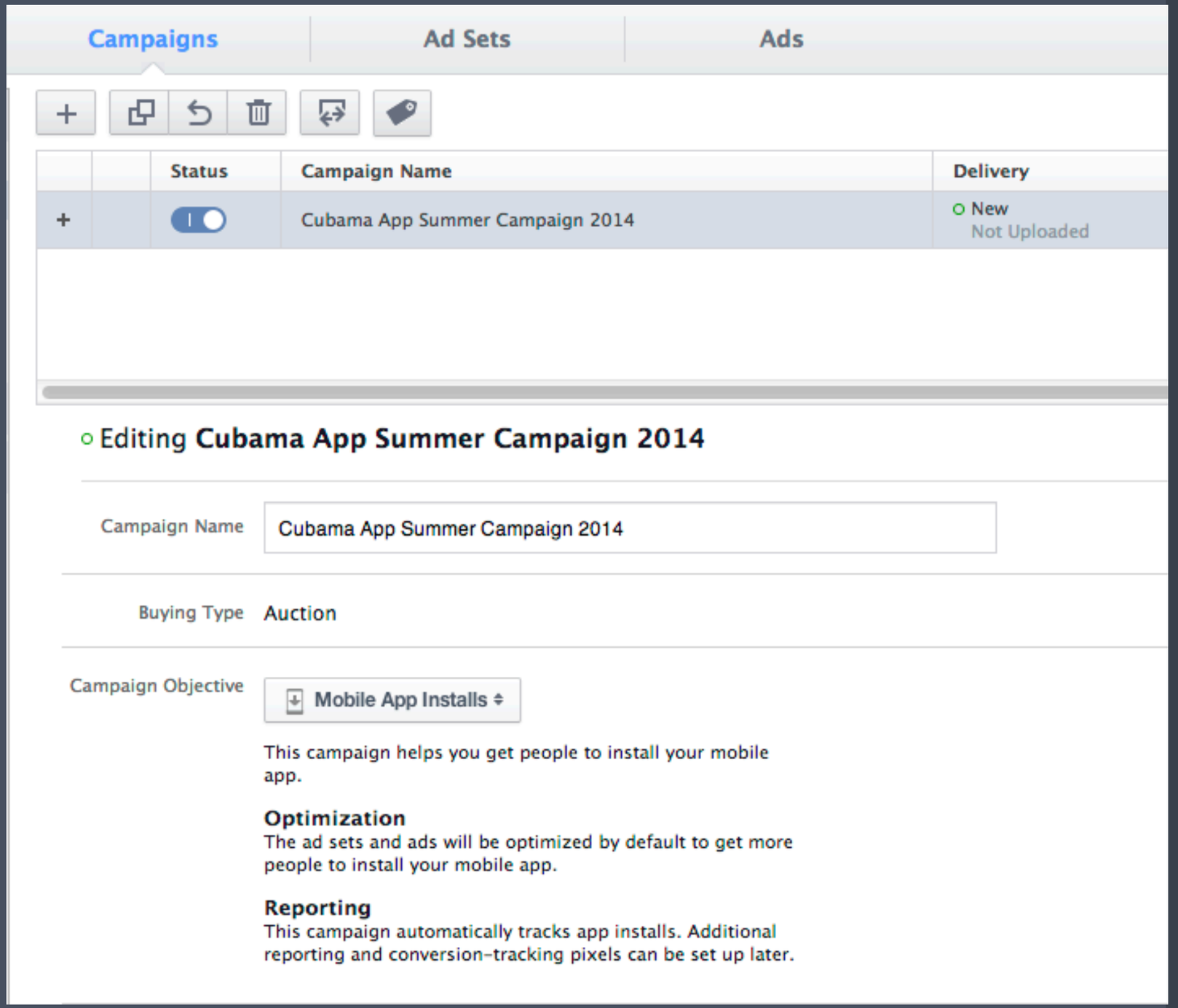
As you plan your campaign on Facebook, you can start by asking yourself a few questions:

- What are the business goals I'm seeking to achieve and how do they map to the objectives I can drive on Facebook?
- How will I measure and track results? Before launching your campaign, identify what metrics will be measured so you and your partners can work towards the same goal.
- The answers to these questions will define your strategy and help you measure the effectiveness of Facebook alongside other direct response channels.

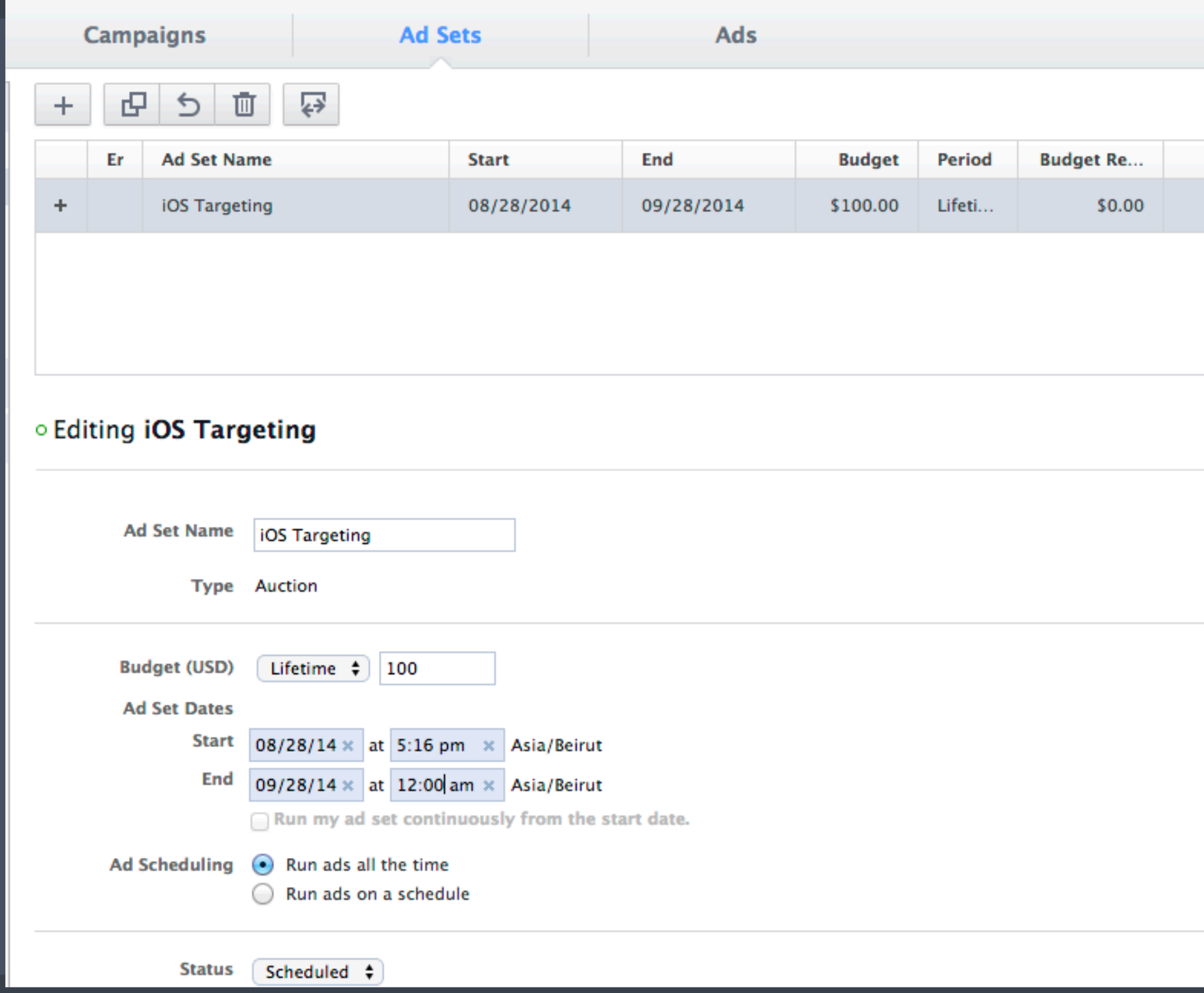
Creating Campaigns



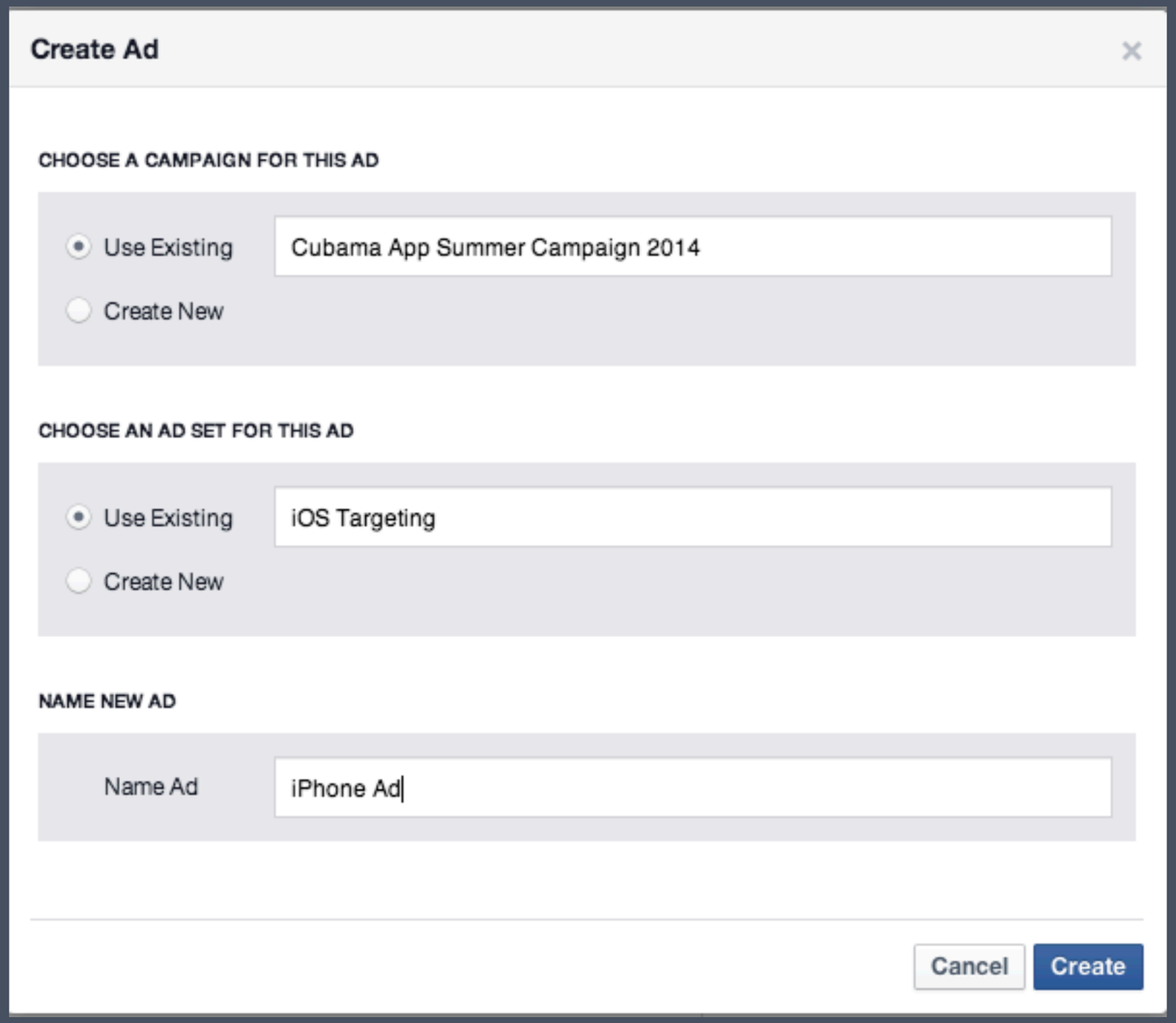
Creating Campaigns



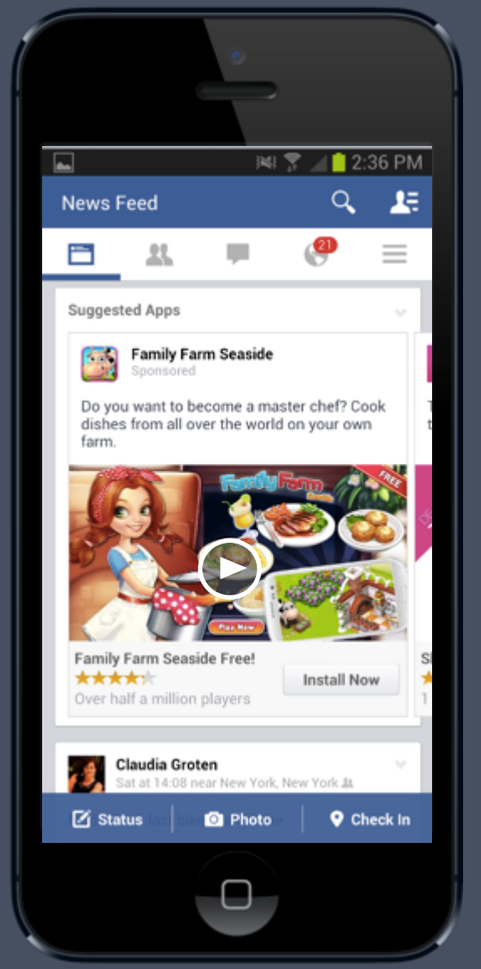
Creating an Ad Set



Creating an Ad

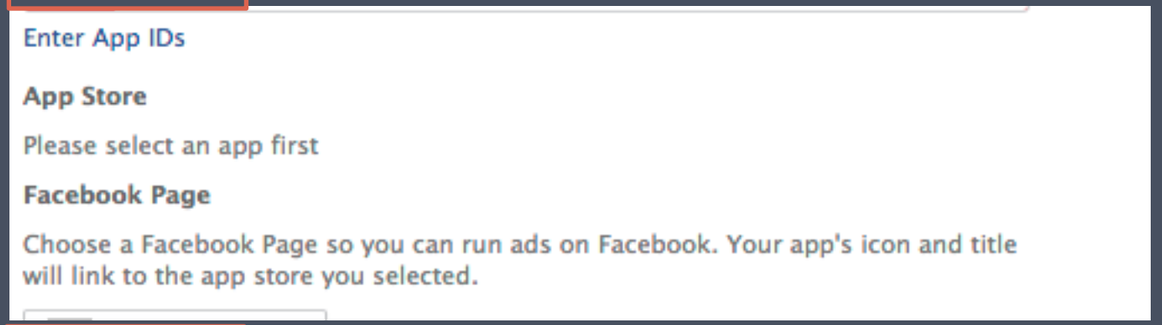


Ads for Mobile Apps

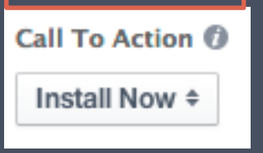


Creating an Ad

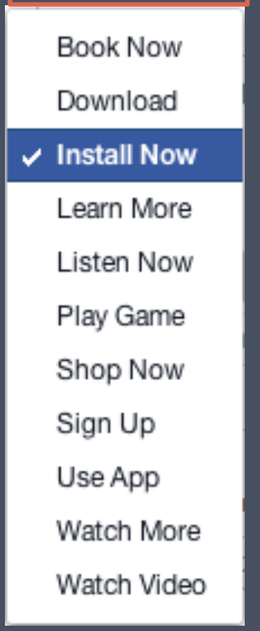
Step 1



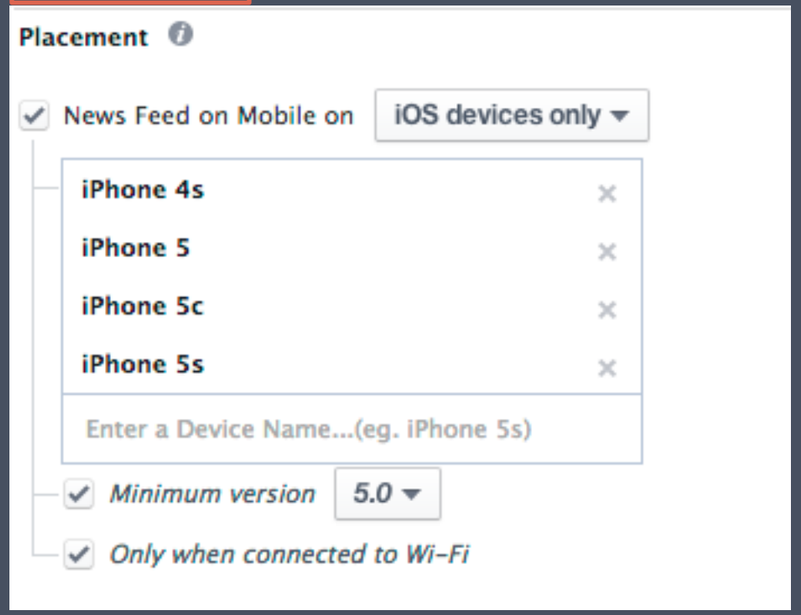
Step 2



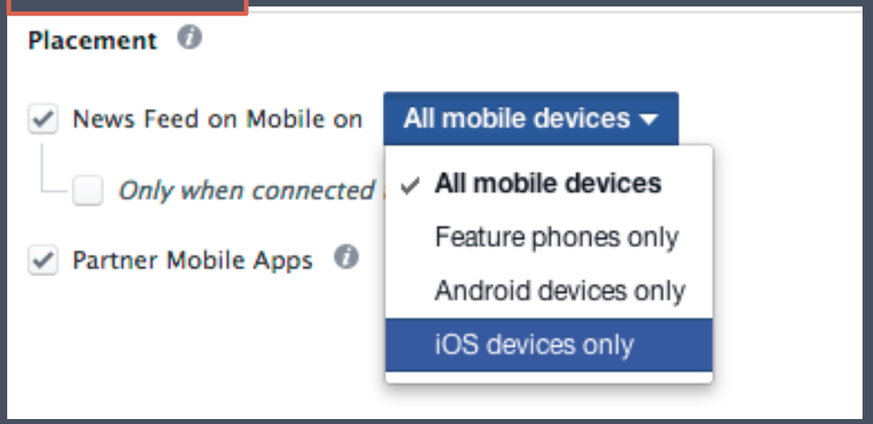
Step 3



Step 4



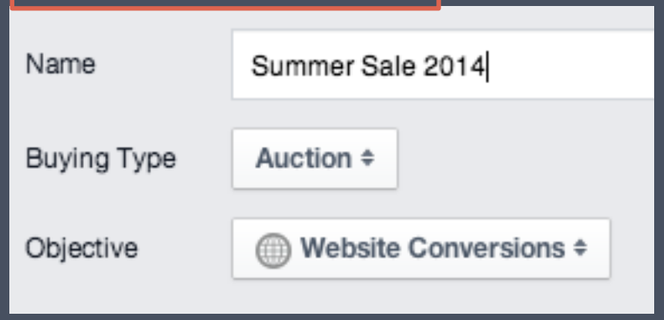
Step 5



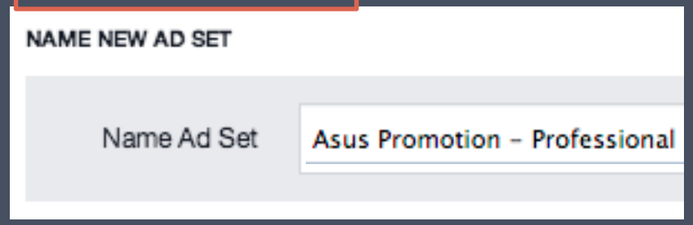
Ads for Website Conversions

Driving Website Conversions Campaign

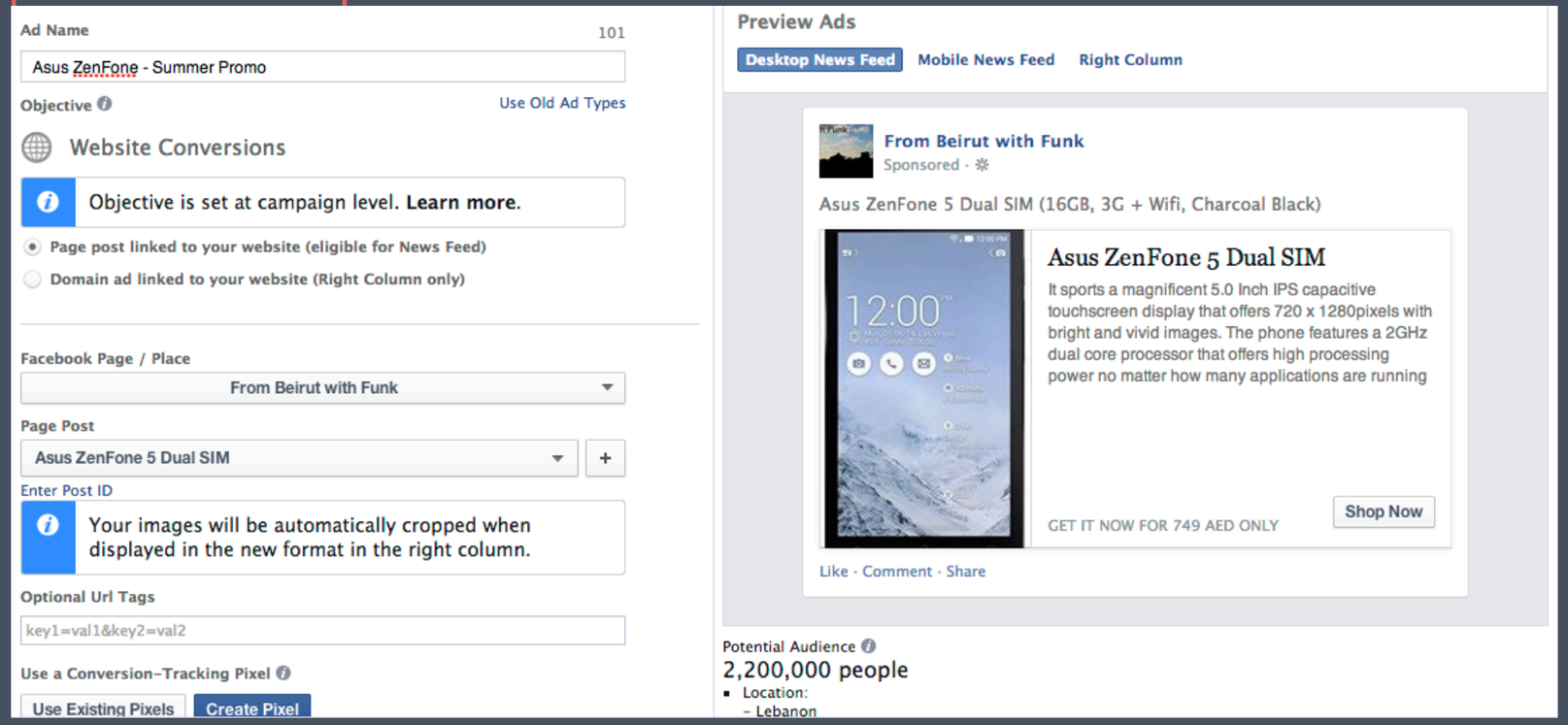
1- Create Campaign



2- Create Ad Set

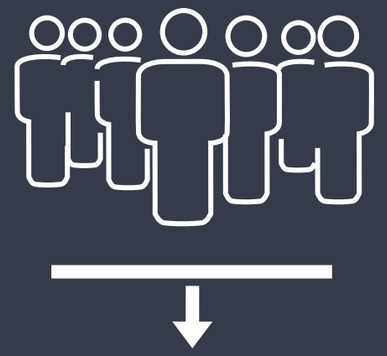


3- Create Ad



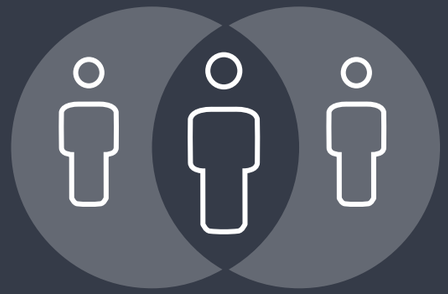
Facebook Targeting

Reach



Core Audiences

Sophisticated targeting with unsurpassed accuracy



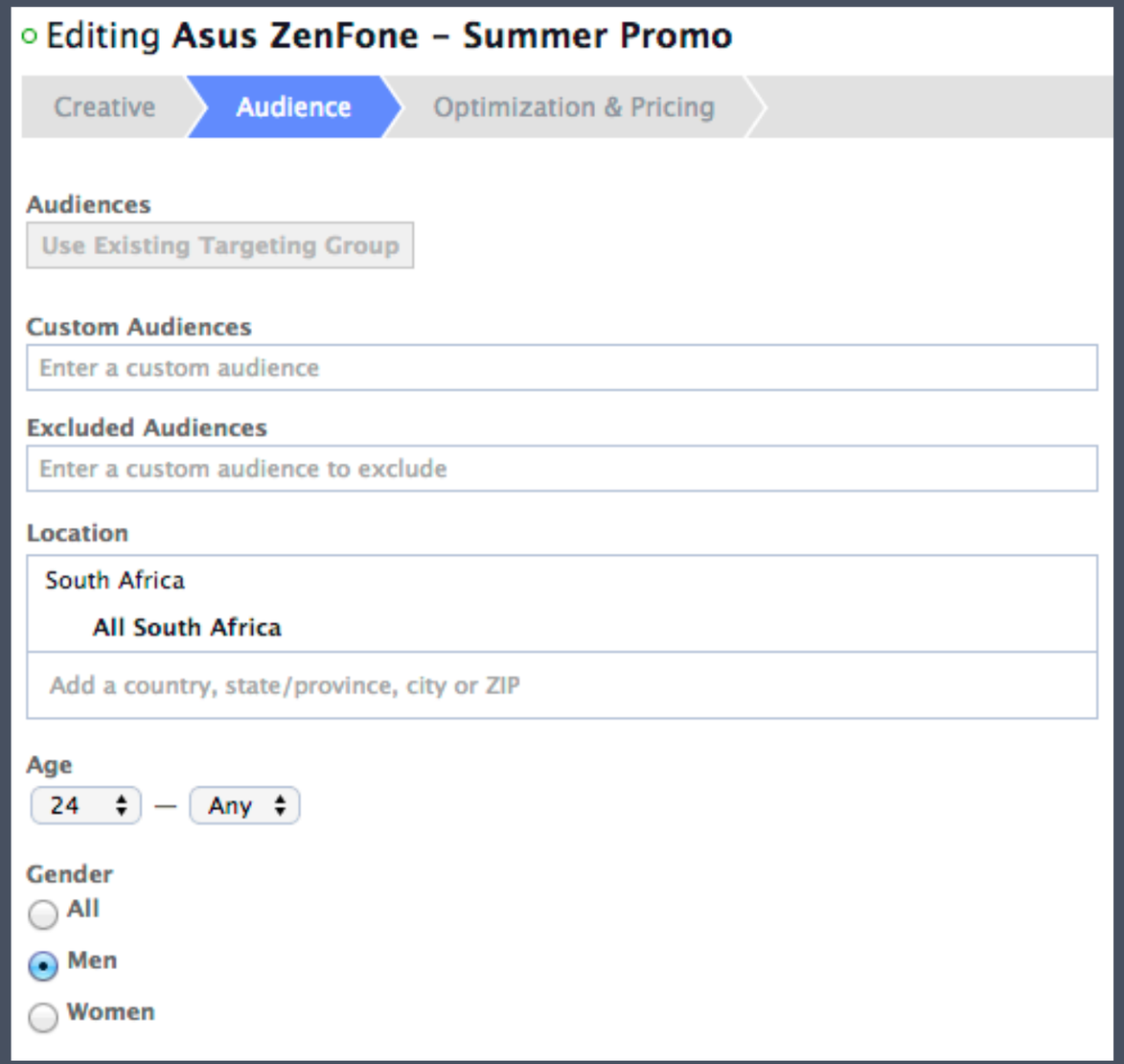
Custom Audiences

Reach the people you already know

Lookalike Audiences

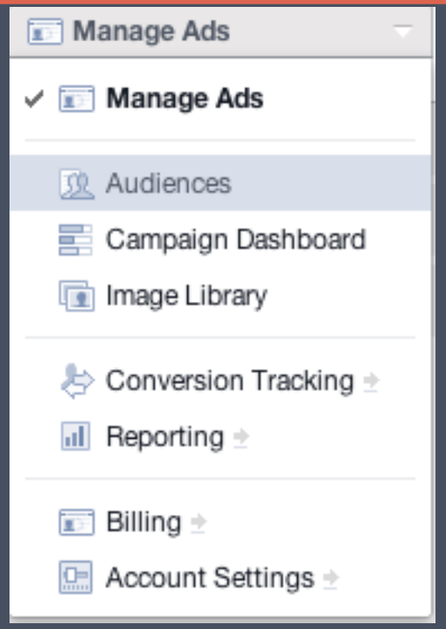
Find more people like your best customers

Setting up the audience targeting

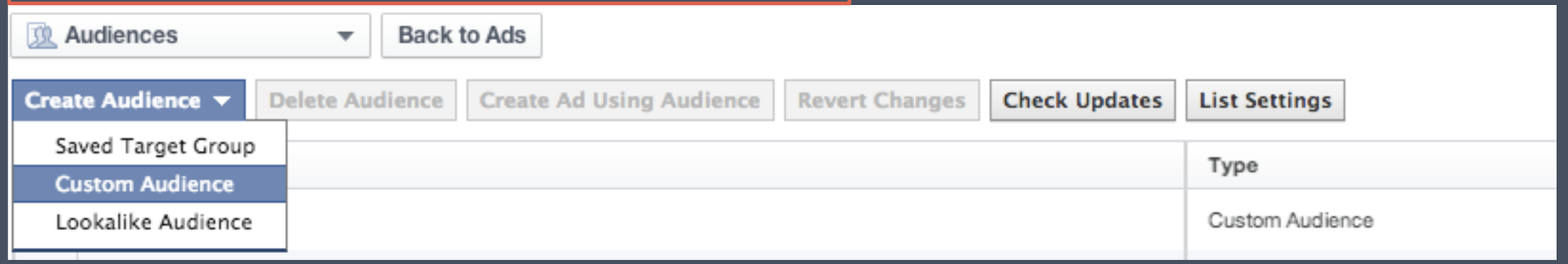


Setting up a custom audience

1- Browse Right Menu & Choose “Audiences”

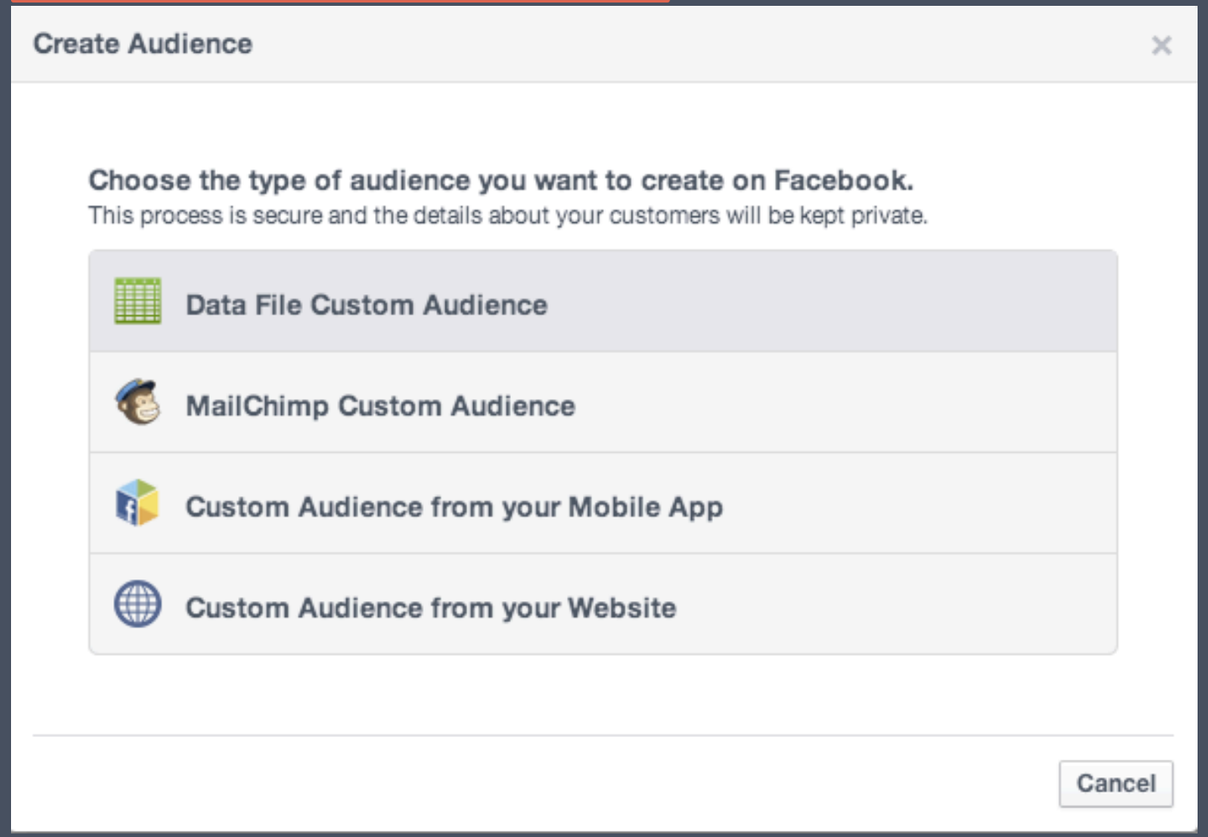


2- Select “Custom Audience” under Create Audience

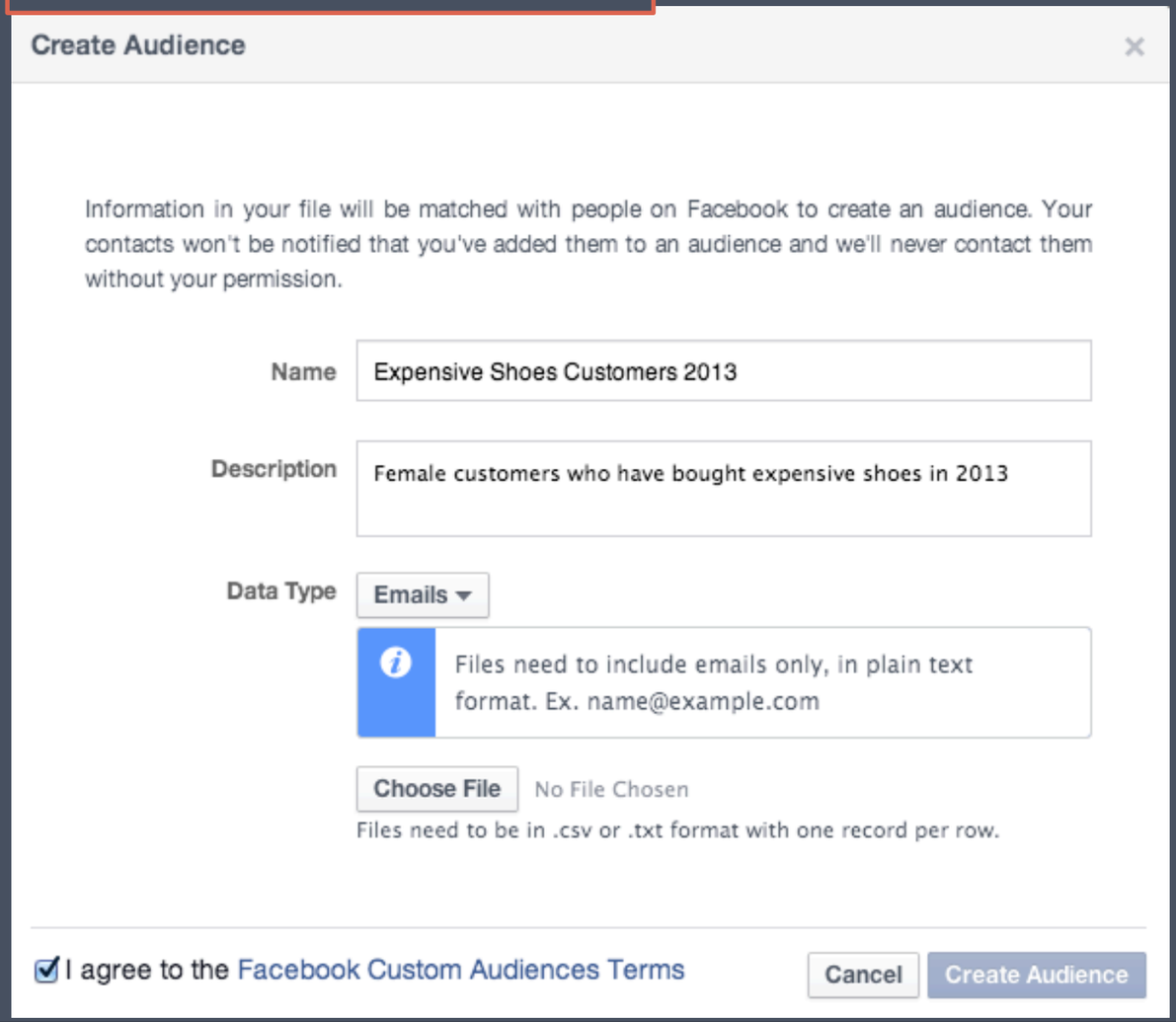


Setting up a custom audience

3- Choose type of audience

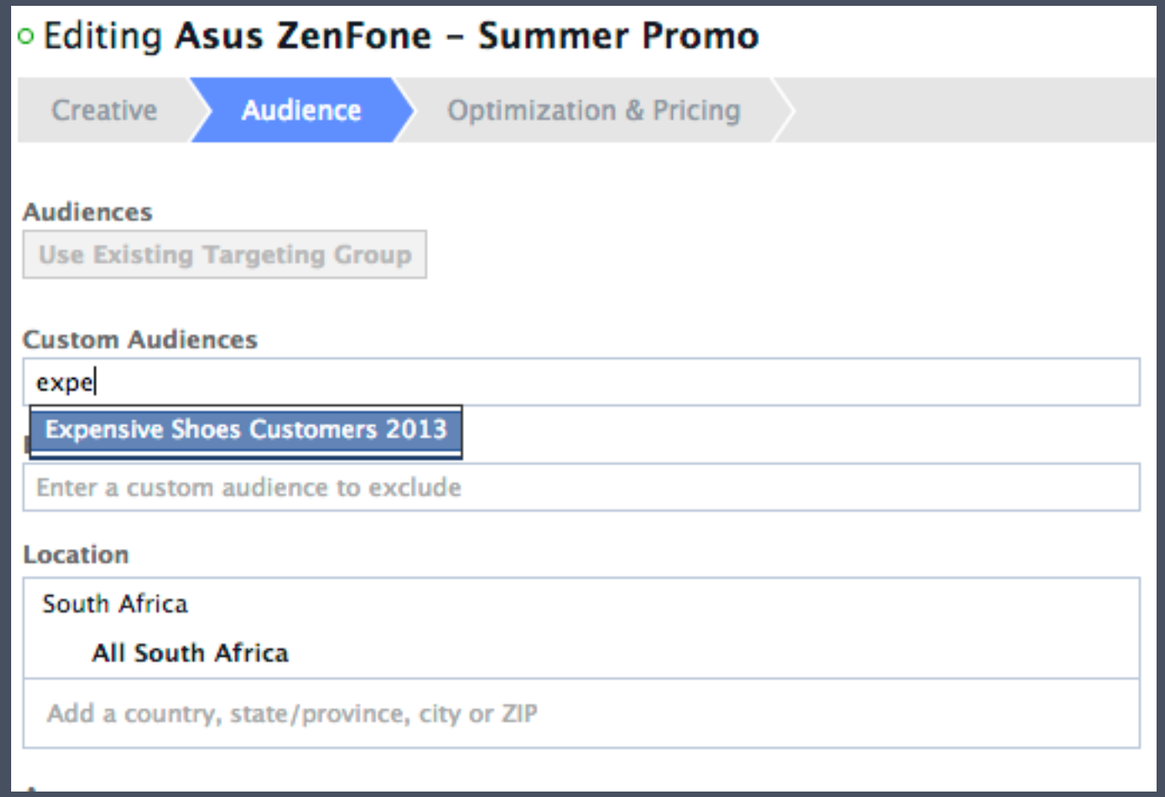


4- Details of audience + Upload



Setting up the audience targeting

5- Choosing Custom Audience you just created

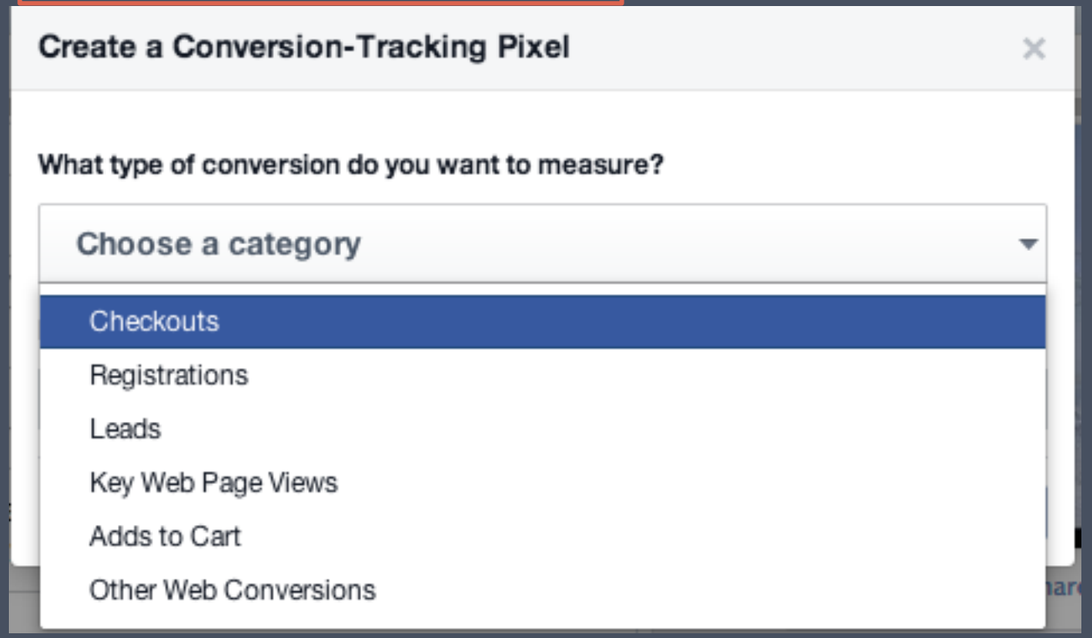


Setting up the bidding

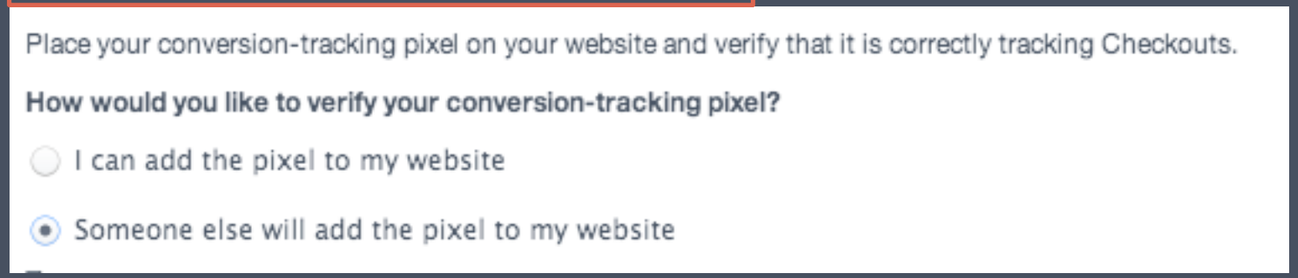
	You value	You pay for	We optimize for
Cost per 1000 impressions (CPM) Use CPM if your objective is to drive impressions of your ad. If you care about clicks or conversions and you're targeting a very specific or highly targeted market, you can also bid CPM to gain greater reach for your ad.	Impressions	Impressions	Impressions
Cost per click (CPC) CPC is a good option for advertisers targeting a very specific audience. For example, if you want to target your highest LTV customers, you could use CPC bidding to serve ads to your entire audience rather than those likely to convert.	Clicks	Clicks For CPC with link ads, you pay for clicks on links, likes, comments and shares. For CPC with mobile app ads, you pay for clicks to the app store.	Clicks
Optimized CPM (OCPM) oCPM enables you to specify the action that you care most about and set a target bid for that action. Facebook will then optimize delivery and bid aggressively to serve ads to users we believe are most likely to take that action.	Conversions	Impressions	Conversions

Setting up the conversion tracking pixel

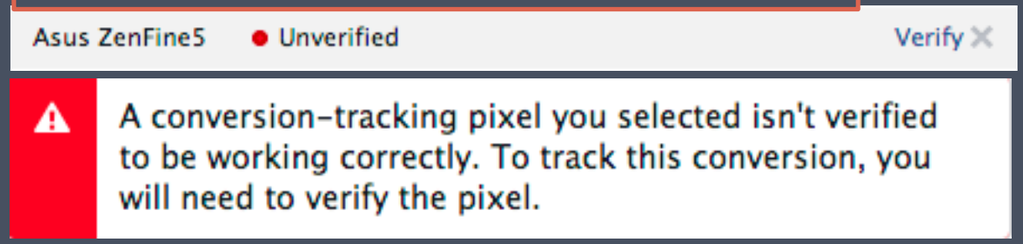
1- Create pixel (conversion type)



2- Add to website or send to developer



2- Make sure to verify or else it won't work

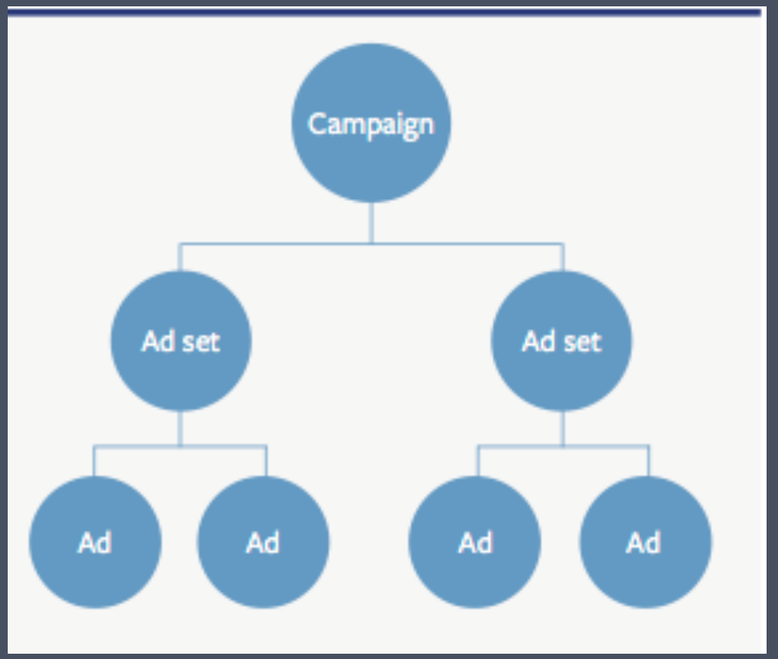


Questions?

Campaign Structure

Campaign best practices

- Set up campaigns based on advertising objectives
- Create multiple campaigns within an ad account
- Cap spend across all campaigns and track spend for each campaign



Ad set best practices

- Organize ad sets by audience segment
- Optimize top performing placements
- Set bidding to maximize performance
- Adjust budgets to optimize spend

Ad best practices

- Use ad types that match your campaign objective
- Create multiple ads to optimize performance
- Improve the performance of your creative
- Don’t go over the limits for number of campaigns, ads sets and ads