

# THE FIVE W'S (PLUS A BONUS H!)

Before creating a Facebook Advertising Campaign, we believe you should ask yourself the following questions and consider your answers.

- WHO** will I target?
- WHAT** message am I communicating?
- WHERE** will I place my advert?
- WHEN** will I measure my results?
- WHY** am I running this advert?

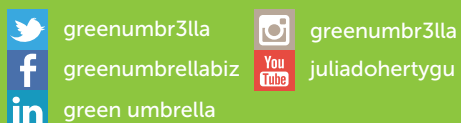
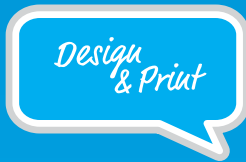
And most importantly...  
**HOW** much will I spend?

This pocket guide is intended to help anyone who is just starting to dabble in Facebook advertising. If this sounds like you, then this guide is exactly what you need to help you understand and answer these questions so that you can run more meaningful adverts. Every hard-earned penny you give to Facebook should be moving you towards your ultimate goal, whatever that may be.



## DO YOU NEED HELP WITH YOUR FACEBOOK ADVERTISING?

To find out how our Facebook Advertising services or training could help you **call us now** on 01604 726758 or **email** [info@green-umbrella.biz](mailto:info@green-umbrella.biz)



To find out how we can help your business, call us now on: **01604 726758**  
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# STEP AWAY FROM THE BOOST BUTTON



Let's face it, those blue buttons on your Facebook page saying 'Boost' and 'Promote' may as well say "Click Me! Click Me". Once clicked, the information before you gives the impression of great results at little cost. In reality, by clicking these buttons you are at risk of wasting your hard earned social advertising budget.

## LET US EXPLAIN...

Imagine you've grown an apple tree (or any fruit tree!) with the objective of producing the best apples in town. Once fully grown, the apples at the top of that tree are glorious, having received all the nutrients needed to create fruit that is clearly going to be tasty and nutritious. The apples here are exactly the result you wanted. Below that, however, is the low hanging fruit which in comparison is just not going to fulfil your initial objective. The low hanging fruit is much easier to get to and requires minimum effort to harvest. Do you pick the Apple from the bottom that is in easy reach? Or do you put in a little more effort and go for the prize apples from the top of the tree?



In reality, those apples at the bottom are your blue buttons that say "Boost", etc. The Apples at the top are the adverts that you can produce by using Facebook's Ads Manager.



## BEGINNERS GUIDE TO FACEBOOK ADVERTISING



## CAMPAIGN

This is where you name your campaign and select your overall objective. A boost is simply one of many objectives available to you.



Why did you decide to run his advert? What do you ultimately want to achieve? Pick the best objective to match your answer to this question. Your options fall into three categories and are as follows...

### AWARENESS

- Brand Awareness
- Reach

### CONSIDERATION

- Traffic
- Engagement
- App Installs
- Video Views
- Lead Generation
- Messages

### CONVERSION

- Conversions
- Catalogue Sales
- Store Visits

## AD SET

It's time to decide who you're targeting, where you'll target them and how much you want to spend.

You have the ability to create more than one Ad Set within a campaign but if you do this, always ensure your Ad Sets are not competing.

**Example 1:** You create 3 Ad Sets that target different age demographics. i.e 18-30, 31-50 and 51-65+

**Example 2:** You create 2 Ad Sets, both with the same audience but one is placed on Facebook only, the other only uses Instagram placements.

This where we also set a budget. We have 2 key options, daily or lifetime. Either way, always add an end date so that you can keep your overall spend in check.

Within your Ad Set you also get options for placements (where your adverts will be shown). It is important that you understand where your adverts are going to be shown so that you can think about user experience and how you will communicate your message when you come to put the adverts together.

## WHO WILL I TARGET?



TARGET BY AGE, LOCATION, SEX, INTERESTS...

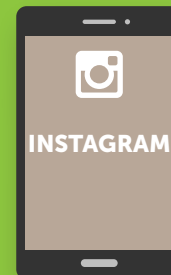
**Hot tip!**  
STOP thinking about running Facebook Adverts. START thinking about running Facebook Campaigns

**Hot tip!**  
DON'T FORGET to check out the Facebook pixel



## SET YOUR BUDGET

## WHERE WILL YOUR ADVERT SHOW?



**Hot tip!**  
REMEMBER to keep below 20% text in your advert images

## WHAT WILL YOUR AD LOOK LIKE?

## ADVERT

Now it's time to get creative. What is the advert actually going to look like? What is the Call to Action? Are you going to use static images or video? This is where you get to have a play and really consider what you are communicating in your advert.

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## THIS IS AN EXAMPLE OF AN AD ON DESKTOP

- CREATE A CLEAR MESSAGE
- USE ALL AVAILABLE EDITABLE AREAS
- USE CALL TO ACTION BUTTONS
- CHECK HOW IT LOOKS IN YOUR FEED
- CHECK THE PREVIEWS OF ALL PLACEMENTS (DESKTOP, MOBILE, ETC.)

