



FACEBOOK & INSTAGRAM

AD CAMPAIGN DIY GUIDE

Harnessing the power of social media
to increase bookings





WHY FACEBOOK?



YOUR AUDIENCE IS ON FACEBOOK & INSTAGRAM

Worldwide there are over 2.36 billion active users each month on Facebook, and more than 1 billion on Instagram. Your audience is online, and likely in social media. Take advantage of the platforms targeting to find them



FACEBOOK ADS ARE CHEAP

On average Facebook ads cost less than other online marketing channels such as Google Ads. It's not a question of how much Facebook will cost, but how far your money will go!



TARGETING IS EXCEPTIONAL

With Facebook, you can target consumer behaviour, their interests and age. This can then be layered with location, language and demographics to ensure you are reaching the right people. You can also, build lookalike and custom audiences from your existing customer data.



FACEBOOK IS EFFECTIVE

Facebook has become one of the most effective social media advertising platforms, becoming the most popular with generating new leads and turning them into paying customers.



EASY TO ADVERTISE ON INSTAGRAM

Instagram is owned by Facebook and Ads Manager gives you the option to advertise across both Social Media platforms making it easier to reach a wider audience.



SUCCESS STORY

GOAL

Increase Brand Awareness, Website Traffic and Profile Sign-ups

GO WITH TOURISM

Go With Tourism is a brand new website and initiative from ATEED to encourage young people to find their career in New Zealand's largest industry, tourism.

The challenge was to entice and drive young people to the site with the intention of creating a profile on the job connector platform.

219,387 People Reached

3,225 Website Visits

141 Profile Signups





AD CAMPAIGN OR BOOSTED POST?



AD CAMPAIGN

Facebook Ads are an advanced way to advertise on Social Media and will require a Facebook Ads Manager account.

The goal of your campaign will determine the types of ads you choose, these options include - likes, clicks to website, website conversions and offer claims just to name a few.

Ads can appear in Facebook and Instagram news feeds on desktop and mobile as well as the right hand column of Facebook on desktop. The ad can sometimes be paired with a social action of friends, e.g liking the page.



BOOSTED POST

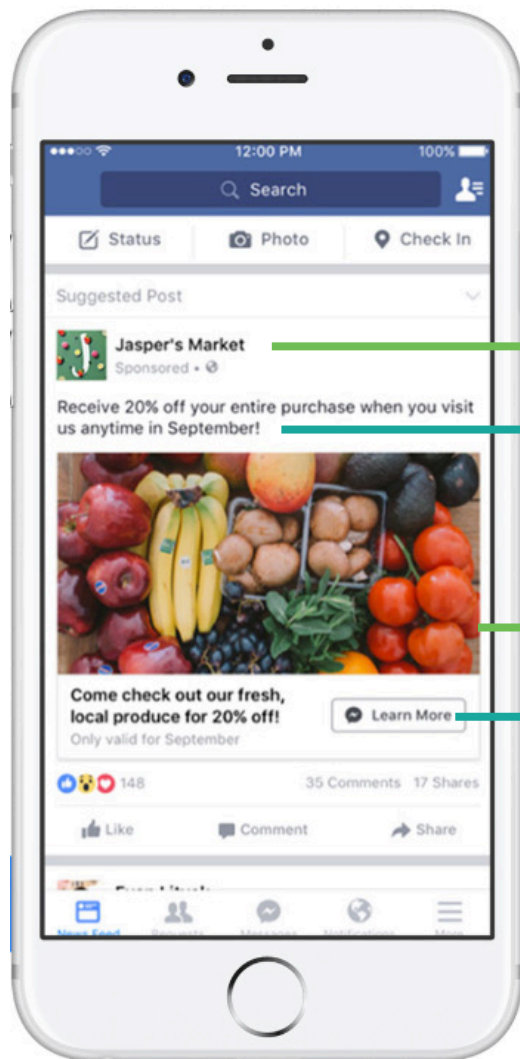
A boosted post is a basic form of Facebook advertising, created by allocating budget to a post already on the businesses' page.

There is a 'boost post' option in the bottom right hand corner. The post on its own would only reach a very small portion of your current audience, as little as 3%.

Boosting the post allows you to ensure a much larger audience see the post in their newsfeed



THE ANATOMY OF A FACEBOOK AD



**BUSINESS NAME
ALWAYS APPEARS
PROMINENTLY**

**TEXT GRABS
INTEREST WITH MORE
INFORMATION ABOUT
WHAT YOU'RE
ADVERTISING**

**IMAGES & VIDEO
ENCOURAGES
YOUR AUDIENCE TO
ENGAGE**

**CALL TO ACTION
ENCOURAGES
PEOPLE TO CLICK**



HOW TO CREATE A FACEBOOK AD

1 CREATING YOUR CAMPAIGN

Choose your objective

What's your marketing objective? [Help: Choosing an objective](#)

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Traffic
	Video Views	
	Lead Generation	
	Messages	

Name your campaign and choose budget optimisation

Traffic

Send more people to a destination on or off Facebook, such as a website, app or Messenger conversation. [Learn more](#)

Campaign name ⓘ Go With Tourism Campaign

Create split test ⓘ ☐ OFF
A/B test your creative, placement, audience and delivery optimisation strategies. [Learn more](#)

Campaign budget optimisation ⓘ ☒ ON
Optimise budget across ad sets

Campaign budget ⓘ Lifetime budget ▼ \$250.00

Campaign bid strategy ⓘ Lowest cost ▼

[Show advanced options ▼](#)

[Continue](#)



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CREATING YOUR AD SETS

Naming your ad set

Ad set name ⓘ Auckland Region | 18 - 25 ⚙️

Choose your audience

Here you fill out the details of your audience. You can choose characteristics such as interests, age, gender and more.

Create new audience

Use saved audience ▼

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | Create new ▼

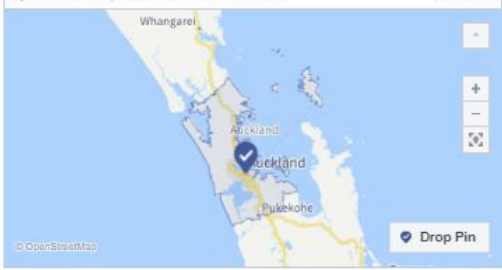
Locations ⓘ

Everyone in this location ▼

New Zealand

Auckland Region

Include ▼ | Type to add more locations | Browse



Drop Pin

Add locations in bulk

Age ⓘ 18 ▼ - 25 ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Detailed targeting ⓘ

Include people who match ⓘ

Add demographics, interests or behaviours | Suggestions | Browse

Exclude people

☐ Expand detailed targeting criteria when it may increase link clicks at a lower cost per link click. ⓘ

Connections ⓘ

Add a connection type ▼

Save This Audience



Select your ad placement

Here you can decide if your ads appear on Facebook, Instagram or the Audience Network. If you select Automatic Placements your ads will be placed where they are likely to perform best!

Placements

Show your ads to the right people in the right places.

☒ **Automatic placements (recommended)**

Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more](#)

☐ **Edit placements**

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn more](#)

Set your budget and ad schedule

Here you can choose your budget (if you haven't chosen budget optimisation) and set your ad's schedule

Budget & schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Optimisation for ad delivery ⓘ

Landing page views ▼

Cost control ⓘ

The lowest cost bid strategy doesn't have a cost control.

Facebook will aim to spend your entire budget and get the most landing page views using the lowest-cost bid strategy.

Schedule ⓘ

Start	<input type="text" value="20/8/2019"/>	<input type="text" value="08:00"/>
End	<input type="text" value="30/11/2019"/>	<input type="text" value="22:00"/>

(Auckland Time)

Ad set spend limits ⓘ

This ad set is part of a campaign that is using campaign budget optimisation. If you have spending requirements for this ad set, add them here.

[Add spend limits to this ad set](#)

When you are charged ⓘ

Impression

Ad scheduling ⓘ

Run ads all the time

Delivery type ⓘ

Standard (recommended)

Get results throughout your selected schedule

[Hide advanced options ▲](#)




3 CREATING YOUR ADS


Select and ad format

Choose from several ad formats, including a carousel, single image or video or a collection


Format
Choose how you'd like to structure your ad.



Carousel
Two or more scrollable images or videos



Single image or video
One image or video, or a slideshow with multiple images





Collection
A group of items that opens into a full-screen mobile experience

Choose your media

Select which type of media would work best; a video, slideshows, images or a carousel

Media
Choose an image or video, or create a new video or slideshow using a template. [View recommended image specs](#) and [video specs](#).

 Add media ▼

 Create slideshow or video ▼

Update links & copy

Enter the text for your advert and any links that are required. Here you can also update your headline and CTA (call-to-action)

Links
Enter the text for your ad. [Learn more](#)

Select the link type for your ad
☒ Website

Text
Find the right tourism job for you! [#GoWithTourism](#)

☐ Edit stories background colours ⓘ

Website URL ⓘ Preview URL
<https://www.gowithtourism.co.nz/> ✕

Build a URL parameter

Headline ⓘ
Unlimited Job Opportunities


Call to action ⓘ
[Sign Up](#) ▼

Multiple languages (optional) ⓘ
[+ Create In Different Language](#)

[Hide advanced options](#) ▲


Display link (optional) ⓘ
Enter the link as you want people to see it in your ad



News Feed link description ⓘ



Ad preview 

1 of 1 ad < >


Mobile News Feed ▼ 1 of 19 < >

 Edit

 **Go with Tourism**
Sponsored · 


Find the right tourism job for you!
[#GoWithTourism](#)





GOWITHTOURISM.CO.NZ

Unlimited Job Opportunities
Find your dream job in tourism by sign...

[SIGN UP](#)

 Like

 Comment

 Share



Placing your order and making payment

When you have finished, click 'Submit' at the bottom of ad creation to order your Facebook Ad. If this is your first order you will then be asked for payment information.



CONGRATULATIONS!
YOU HAVE CREATED A FACEBOOK AD!

TALK TO US

**Want to concentrate on your business
and leave the Social Marketing to
the experts?**

Contact us to launch your Social Media Campaign(s) and as a TIA member receive 10% off our normal pricing.

 getintouch@tomahawk.co.nz

 09 5222 333

tomahawk.co.nz

