

Using Facebook & Instagram for Advertising: Beginner

May, 2022

Introduction

Why Social Media Marketing?

As many consumers shift their purchasing habits to multichannel buying, connecting with consumers in the physical sense has grown to be a big challenge for businesses all across the world. Brands that want to survive and thrive, need to find alternative, online ways to meet the needs of consumers.

Why this Guidebook (i.e which challenge does this book help you with?)?

Digital marketing – in the form of E-commerce, social media and/or improved online user experience – has proven to be a successful solution for the lack of physical connection with the consumer and, looking at the recently developed shopping behaviours, will likely stick. (Research has shown that 52% of shoppers will now purchase more online). Building, developing and maintaining our digital commerce – in e.g. the form of Facebook and Instagram – is subsequently a crucial step in the success of today's companies.

What does this book offer you?

This guide is part of the **Bord Bia Think Digital programme**. This programme seeks to enhance the digital capabilities of Irish food, drink and horticulture companies whilst equipping businesses with the resources and supports needed to deliver best in class digital activation. Find resources, webinars and more on the [Think Digital](#) page. This is one of a range of **Client Capability** services available, find out more about our additional resources [here](#). For further support please reach out at clientcapability@bordbia.ie.

Section 1: Facebook & Instagram for E-commerce

E-commerce is a popular term for Electronic/Internet commerce and can be defined as the meeting of buyers and sellers on the internet. This involves the transaction of goods and services, the transfer of funds and the exchange of data.

Facebook and Instagram, being two of the world's most used social media platforms, are ideal spaces for e-commerce, which is why we will focus on these two platforms in this guidebook.

Facebook – For E-commerce

Why Facebook as a social commerce platform?

With over 2.6 billion active users each month, Facebook can easily be called the world's most used social media platform and brands have noticed that. Up to now, over 3 million brands actively made use of the platform for advertising.

As a commerce platform, Facebook namely distinguishes itself from other channels like Google and Amazon (which rely on user initiation to drive sales) by reaching users faster and offering advertisers a selection of 11 different objectives when creating a campaign. These 11 objectives include brand awareness, reach, traffic, engagement, video views, lead generation, conversions and product catalogue sales.

Who is the main audience on Facebook?

The audience of Facebook in Ireland counts for over 3.3 million users of which 47% is between the ages of 25 and 44, 18% are aged 18 - 24 and 29% are over 45. However, as younger demographics start to migrate to other platforms, the over 55 categories continue to grow.

The current Facebook audience accesses the platform mainly by mobile and 94% of all Facebook's Ad revenue comes from mobile. The leading usage reasons for Facebook is 'staying in touch with friends and 'being entertained'. Companies are hence advised to create Facebook Ad content with mobile in mind.

How can a brand put itself in the spotlight via Facebook?

A good portrayal of how the use of Facebook can put your brand in the spotlight is Lidl Ireland:

- Lidl Ireland decided last year to start a digital campaign. They digitised its print catalogue and created an instant storefront on Facebook. The catalogue was thereby created every week on Facebook Instant Experience and promoted within a 10-mile radius of 12 trial stores.
- At the end of the campaign, Lidl analysed the sales of each item featured in the digital catalogue and tracked their performance in the trial stores.
- The campaign resulted in success. Lidl got a 10x return on ad spend with a 2.3% increase in overall turnover at trial stores and a 2.7% increase in the number of customers buying items promoted through the digital catalogue.

Instagram – For E-commerce

Why Instagram as a social commerce platform?

Instagram is part of the Facebook family and harbours over 1 billion active users.

As a commerce platform, it provides brands as well as consumers with a personalised, inspiring and aspirational environment at an immense scale.

Image quality – which ranges from pixels to composition and aesthetics – is crucial in this space, as posts need to create visual appeal and capture attention. Besides image quality, it is also advisable to explore how to turn the online shopping experience into something ‘fun’ rather than just ‘functional’.

Who is the main audience on Instagram?

The audience of Instagram Ireland is around 1.8 million active users of which 50% is between the ages of 25 and 44, 22% is aged 18 - 24 and only 5% is over 55. 57% of the Irish users are female. The majority of users are over 34 and female.

The current Instagram audience accesses the platform mainly by mobile and with a leading objective of discovering new products or services (cf. survey: 83% of the +21.000 Instagram users). Users thereby added that they generally become more interested in a brand/product after seeing it on Instagram Stories. Instagram users are hence highly active with brands seeing engagement rates of Instagram stories almost 10 times higher compared to Facebook.

How can a brand put itself in the spotlight via Instagram?

A good portrayal of how the use of Instagram can put your brand in the spotlight is Pernod Ricard:

- Pernod Ricard launched in 2018 a new, strawberry-flavoured product called 'Beefeater Pink' and promoted it with a pink drink-themed campaign on Instagram.

The campaign resulted in Pernod Ricard UK's most successful innovation launch to date. Pernod Ricard achieved a +6% shift in awareness, driving the trial of the brand by +9% and, most importantly, the brand experienced +102% sales growth over the campaign period.

Section #2 Content that Converts

If your intention is to create social media content that contributes to your business goals, it's essential to create content that's likely to boost conversions, i.e content that helps in engaging and influencing any target audience. Good tools to engage/influence audiences are among others videos, carousels and shoppable socials.

The Rise of the Video

What are Video Ads?

A video ad refers to any digital advertisement that contains a video.

https://www.instagram.com/p/CUZgQadFAL4/?utm_source=ig_web_copy_link

Why are video ads important?

Video ads are important tools for businesses, now more than ever, as they allow engagement with audiences. E.g. on Facebook and Instagram, videos account for over 11% of all posts and generate up to 8 billion views per day.

Videos, when mobile-optimised, can moreover be financially beneficial: Video ads make up over 50% of Facebook's (Includes Instagram) video revenue, while only costing 10% of the cost of a single image or carousel ad.*

What is the general watching experience of the audience?

The majority (85%) of Facebook and Instagram users watch videos without sound and will choose videos in a square format over a landscape format (square videos get 35% more views).

The cost-effective carousel

What is a carousel ad?

A carousel ad is a unique advertising format that combines multiple videos and/or images, calls to action, testimonials, step by step guides, or headlines and links into one single advertisement.

Why is a carousel ad important?

Carousels on social media platforms like Facebook and Instagram are important tools, as they enable brands to advertise multiple products or services at the same time.

The collection of products advertised is thereby targeted to reach a specific audience. Customers will in other words only see products that they have already shown an interest in (a) and/or are recommended to them (b). This is known as retargeting and will allow you to reach warm audiences who have higher purchase intent more effectively.

Cost-effectiveness of a carousel?

On average carousel ads drive 30 to 50% more cost-effective conversion rates compared to single-image link ads.

Shoppable Social

What is a shoppable social?

Shoppable socials – also known as Shops – have been launched by both Instagram (2018) and Facebook (2020), and are suitable for small as well as big businesses.

A shoppable social can be defined as any type of digital content (i.e. social media post in the form of a video, article, image, ad) that provides consumers with a direct purchasing opportunity. i.e. consumers view an item in a social media post and are able to immediately add it to their shopping cart by simply clicking on that specific post (once or twice) – or they get, at the very least, referred to a product page (which includes more information on the item) from where they can continue their shopping.

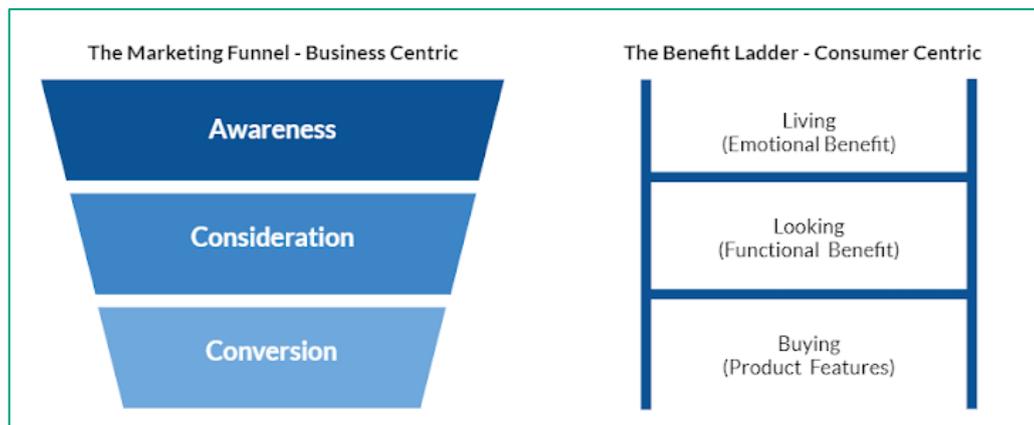
Why is a shoppable social important?

Integrating shoppable socials into your digital marketing strategy can yield numerous benefits:

1. Shops allow advertisers to showcase and sell products directly to customers on both Facebook and Instagram. This offers customers a 'seamless experience from post to purchase' and hence shortens the sales funnel. Buyers can get what they want when they want it.
2. As the item posted is not only discoverable, but also shoppable, the road to the shopping cart is simplified which in its turn leads to a better customer experience.

3. Shops give you the opportunity to showcase testimonies – the way to build trust and hence increase brand loyalty.
4. Shops show personalized targeted ads to audiences, thus improving conversion rates.

Facebook has said it will be adding loyalty programmes to Shops: Facebook has been testing a pilot program incorporating loyalty and rewards programs into Shops. Users who opt-in will be targeted based on their loyalty status or questions they may have answered as part of the brand's loyalty program, like birth dates or preferred product types. Personalized brand promotions, sneak peeks and other perks will be served in their Facebook timelines



Cost-effectiveness of a Shop?

Setting up your Shop on Instagram or Facebook is free. However... note that there is a selling fee from Facebook for purchases that happen directly on their platform through shops. The selling fee is 5% per shipment or a flat fee of USD 0.40 for shipments of USD 8.00 or less. You keep the rest of your earnings.

How do you set up your Shop on Facebook/Instagram?

To set up your Shoppable social/Shop on Instagram or Facebook, you:

1. Begin by changing your Page template to the shopping template in your Page settings
2. Follow the on-screen instructions to add a shop to your Instagram or Facebook Page

The 'shopping' feature will allow you to tag up to a maximum of five products in organic posts, which consumers can then tap on the product to find out more information and make a purchase.

NOTE: As you would with your campaigns, website or physical locations, be sure your shoppable content demonstrates your brand's values and humanity. If you can create content that connects with your audience, it will become easier to attract and convert them.

Section 3: Paid Advertising

Paid Advertising

Organic vs Paid Advertising

Organic advertising reaches users that follow you as well as their followers if the first group decides to engage with your content.

Paid advertising on the other hand uses a specific budget to reach users outside of your following OR inside of a specific group of users.

When is Paid Advertising Useful?

You don't have to place a budget behind every piece of content that you share on Facebook or Instagram. So how do you know when to utilise paid advertising?

Paid advertising is useful when you...

- Want to ensure that a post with an important message reaches a large audience.
- Want to share content that is only visible for a specific audience.
- Want to sponsor an organic post of medium-high importance that is doing well organically (i.e. getting higher levels of reach, engagement or clicks)

		
<p>You should be placing advertising spend behind a post if it contains an important message you want to reach a large audience with.</p>	<p>You can also utilise paid advertising if you have content that you only want to be seen by a specific audience.</p>	<p>If an organic post of medium - high importance is doing well organically (getting higher levels of reach, engagement or clicks) you might choose to sponsor it.</p>

The 3 Criteria For Cost-Effective Advertising

What is Cost-Effective Advertising?

Cost-effective advertising is about getting a measurable return. The ads should produce good results – high visibility and high engagement from customers = without costing a lot of money.

Which 3 Criteria Affect the Cost-Effectiveness of an Ad?

The 3 criteria that affect the cost-effectiveness of an ad (i.e. how often and how many users see your ad) are...

1. Budget: How much you are willing to bid?
2. Relevancy Score: Are the users you chose to target engaging? i.e are they the most relevant users?
3. Amount of Actions Users are Taking on the Ad: e.g. if you're optimising an ad for clicks and many people are clicking, the platform will show the ad to more users!

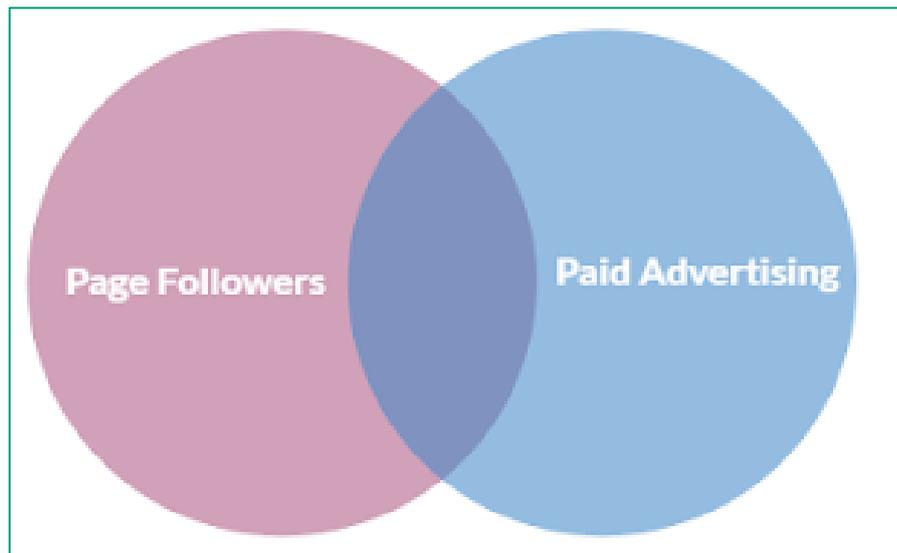


Dark Advertising

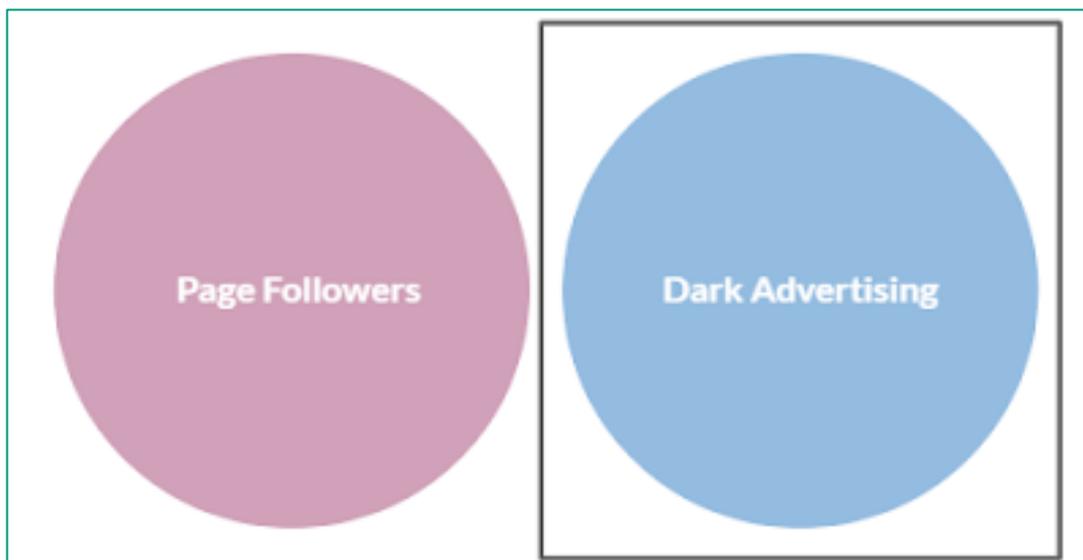
What is 'Dark' Advertising?

A regular advertisement is a piece of content published on a page which then gets shown to our followers.

We might also decide to place an advertisement behind this content to boost its reach, thus allowing both our page followers and those we target to see our content.



A dark advertisement however is content that we decide to only show to specific users (i.e. it is *hidden* for the regular followers), based on several variables such as age, gender, or areas of interest. It only lives as an ad, it doesn't appear as a published post.



Why is Dark Advertising Important?

Dark advertising is important because...

1. It enables you to segment your messaging and speak specifically to those who are most relevant.

2. It allows you to use your budget purely on the engaging of the specific target audience you want.
3. It opens up major options for A/B testing, this is the opportunity to test ads with slight variations such as a change in copy or a slightly different image so that you can see which messaging etc is more appealing to your audience. This will help you refine your ads and make them more cost-effective.
4. It enables you to share more content, without your timeline looking spammy, or appearing too often to all your followers.

Metrics to Measure

Which Metrics should be Measured?

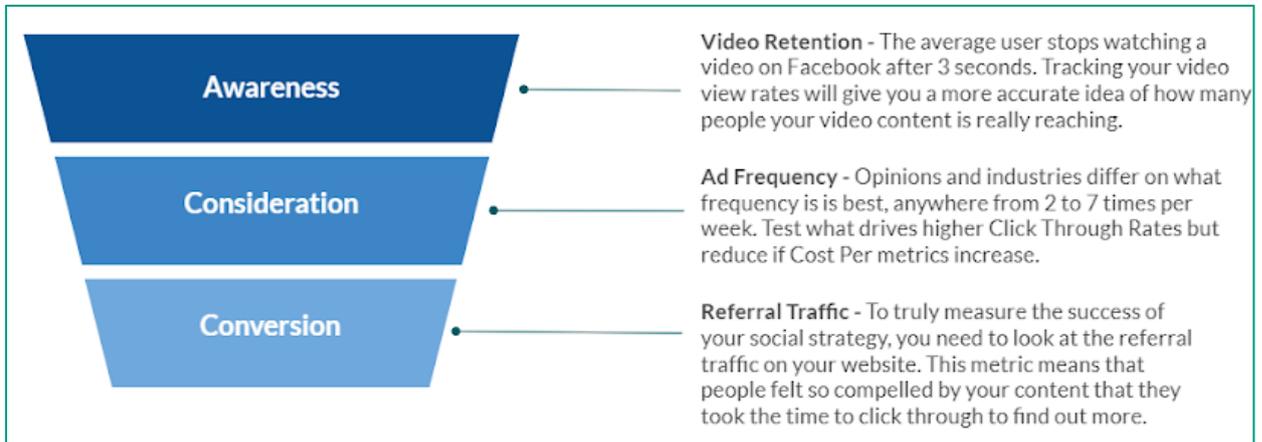
When advertising on Facebook or Instagram, we are given access to a whole range of data. Metrics like impressions (a), engagement (b) and clicks (c) are thereby some of the more common metrics we track.

- a) **Impressions:** The number of times an ad appears on screen or , a user sees a story/post/video/carousel
- b) **Engagement:** The way and amount followers interact with your social media account and content such as - like, comment, share
- c) **Clicks (Click Through Rate CTR):** The number of times people click on your content.

There are however 3 other = equally important – metrics that you may have overlooked at each stage of the marketing funnel namely video retention (d), ad frequency (e), and referral traffic (f).

- d) **Video Retention:** the average percentage length of a video that audiences watch (E.g. on Facebook the average user watches a video for 3 seconds).
 - *Tracking your video view rates will give you a more accurate idea of how many people your video content is really reaching.*
- e) **Ad Frequency:** the average number of times an ad appears to a single user in a certain time frame (usually expressed as per hours figure).
 - *Opinions and industries differ on what frequency is best, anywhere from 2 to 7 times per week. Test what drives higher Click Through Rates, but reduce if Cost Per Metrics increases.*

- f) **Referral Traffic:** number of visits to your site from links that appear on a different site, i.e. people who felt so compelled by your content that they took the time to click through to find out more
- *The referral traffic on your website measures/exposes the true success of your social strategy.*



Setting your KPI's

What are KPIs?

KPI stands for Key Performance Indicator. The term refers to the metrics used to track the performance of the social media campaigns, as well as your social media strategy in general.

Knowing different KPIs and what areas they are indicative of is hence crucial to understanding where a business's social media strategy is working and what areas need more attention.

What type of KPIs are there?

In the branch of social media, there are KPIs for...

- Engagement: e.g. likes, comments, mentions, profile visits
- Reach: e.g. impressions, reach, potential reach, the share of the audience
- Conversions: e.g. conversion rate, click-through rate (CTR), non-revenue conversions such as leads
- Customer Loyalty and Satisfaction: e.g. issues resolved, customer lifetime value

How do you set your KPI's?

Utilising these average platform benchmarks can help you set your social media KPIs. Once you've created and run your own paid campaigns, revise these benchmarks based on your own results.

Note: If the cost of these metrics begins to rise, you may have hit audience saturation and need to start creating fresh and engaging content or purchase incentives.

*CPM - cost per 1,000 views (impressions)

	Facebook	Instagram
Average Cost Per Mille (CPM)	€6.07	€4.34
Average Cost Per Video View (CPV)	€0.04	€0.02
Average Cost Per Click (CPC)	€0.30	€0.59
Average Click Through Rate (CTR)	0.90%	0.52%

**All averages sourced from AdStage Q1 2020 report*

Section 4: Facebook & Instagram Advertising – Creating your Target Audience

Defining and creating your target audience is an essential step in an effective social media strategy. Here below we will explain the 3 types of target audiences that exist, as well as explain how to create them on Facebook or Instagram.

3 Types of Target Audiences

Facebook's Ad Manager platform enables you to build **3 primary audience types**:

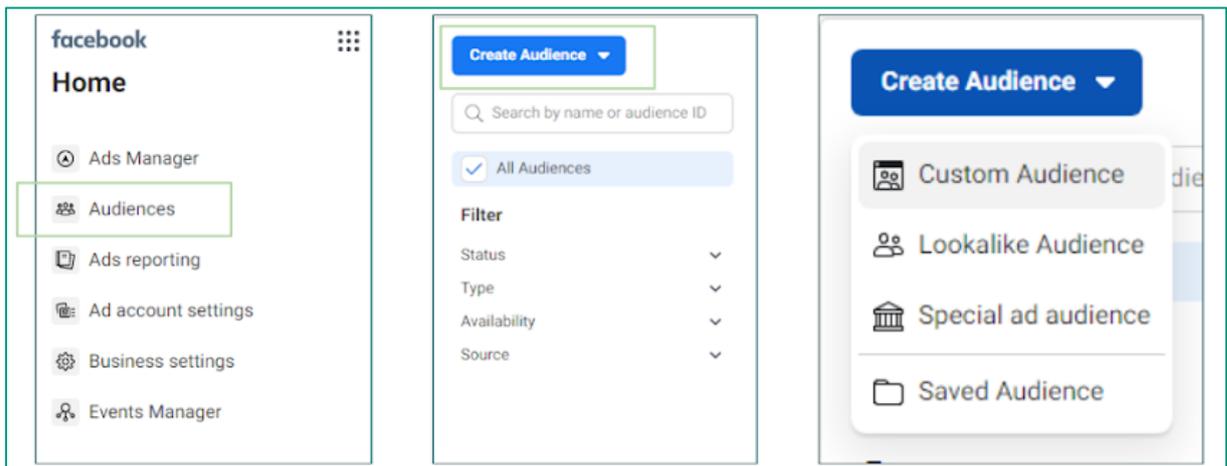
- 1) Saved Audiences: the audiences that you can define by choosing people's interests, location, age, gender, used devices, income level, etc.
- 2) Custom Audiences: the audiences that you can define by a customer file/list, website traffic/visitors, app activity, or a specific engagement (e.g. video engagement, lead ad engagement, canvas engagement, page engagement).
- 3) Lookalike Audiences: the audiences that you can define by users who closely match your existing followers, engaged users, customer list, app users, video views, Facebook page fans, or website visitors and your Facebook pixel.



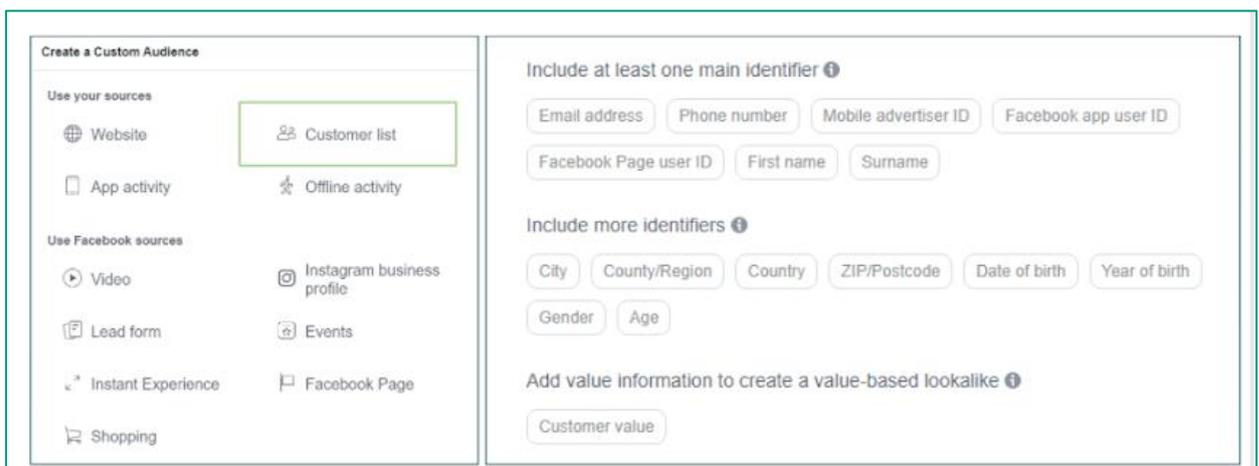
Creating Your Custom Audiences

How do I create a custom audience based on a Customer File/List?

Step 1: Start in Facebook's Business Manager by going to the Audiences section.



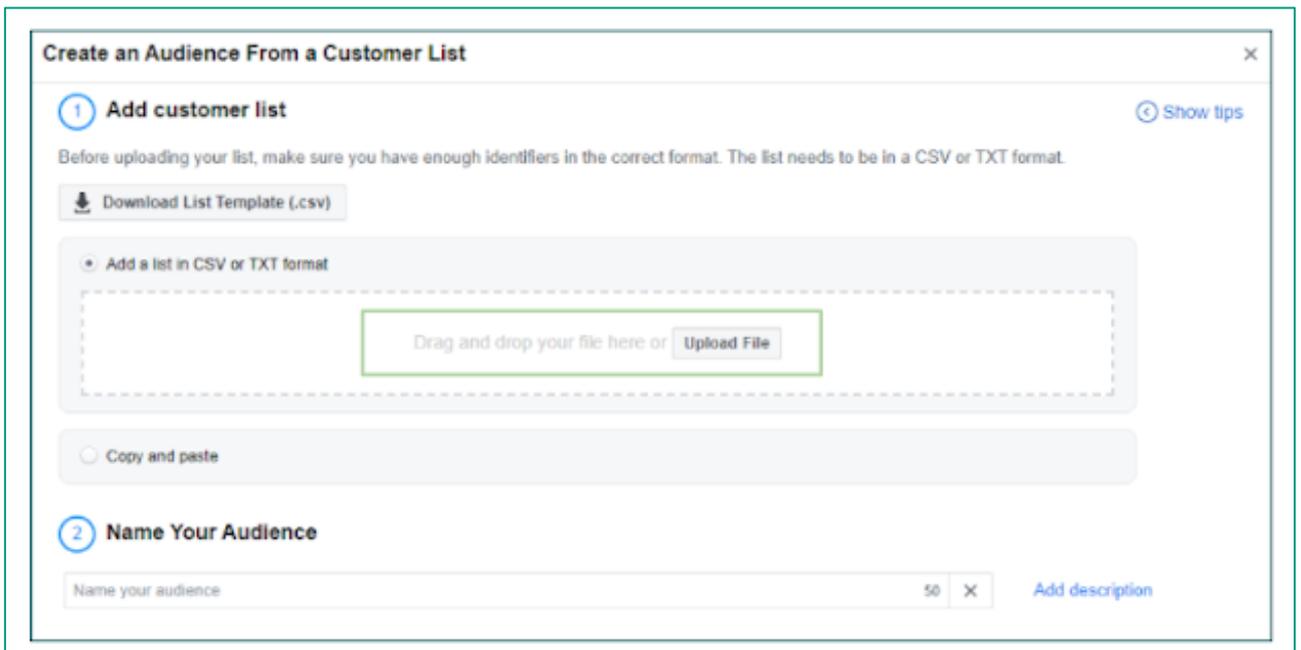
Step 2: In the Custom Audience menu, select Customer List.



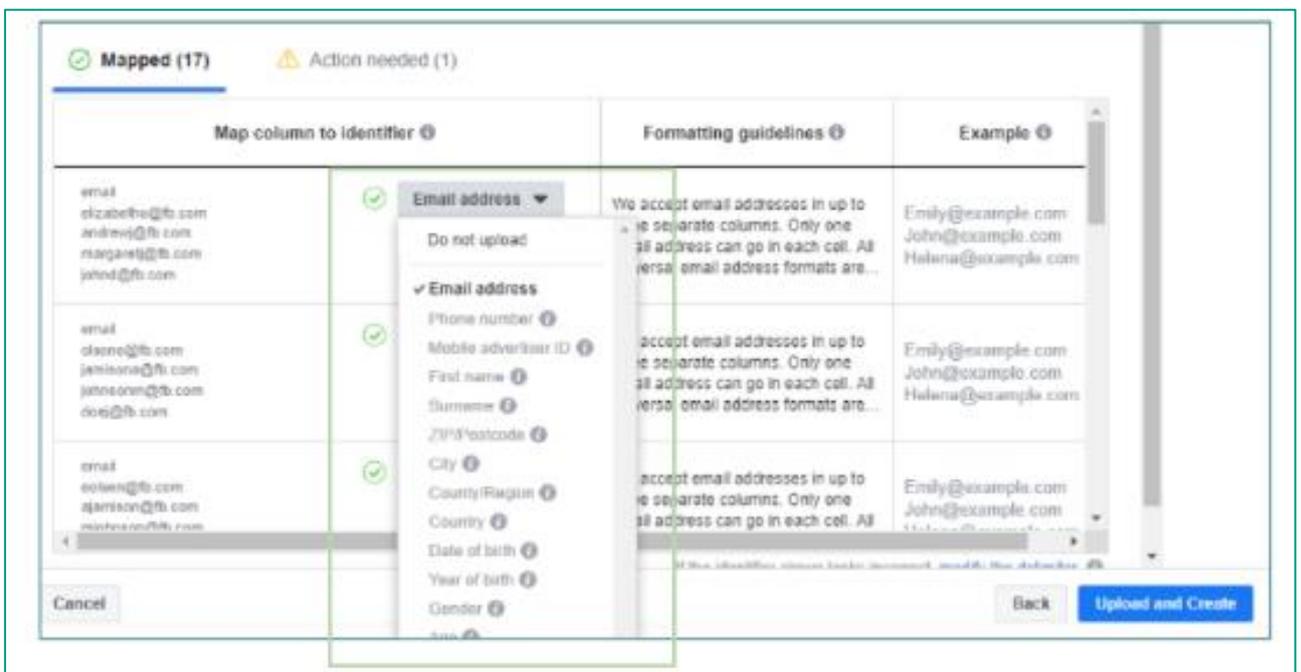
Step 3: Upload your CSV or TXT file and name your audience.

- A file must contain *at least 1 audience identifier*, whether that be their email address, mobile number, location, age, year of birth, etc.
- To adhere to the General Data Protection Regulation (GDPR) you must ensure that your audience list contains *information from people that consented to their information being used* so you can market to them.

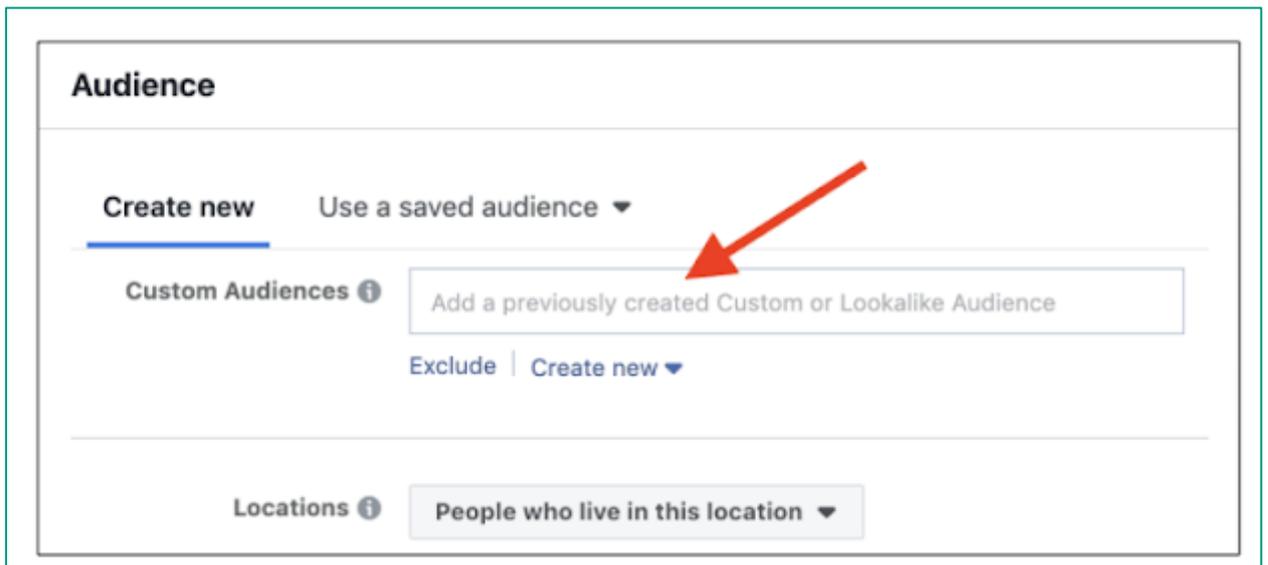
The *adding of a value to your customers* can help create more value-based custom audiences in the future. A value is a revenue value that can be expected for every customer acquisition.



Step 4: Confirm and map each field, e.g. 'email address' or 'mobile number'.



Step 5: Navigate to your new (custom audience) Customer List at the Ad Level stage of your Facebook/Instagram ad campaign

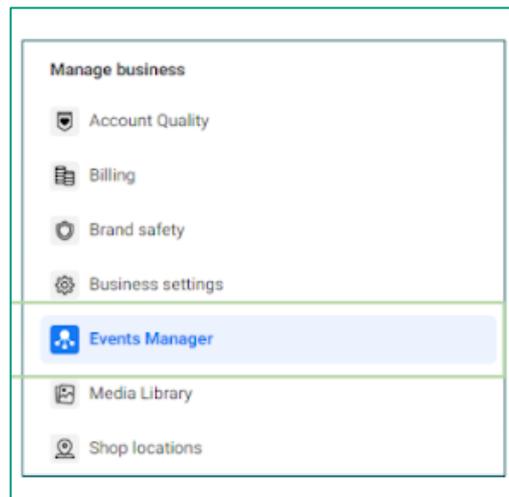


How do I create a Custom audience based on Website Traffic/Visitors?

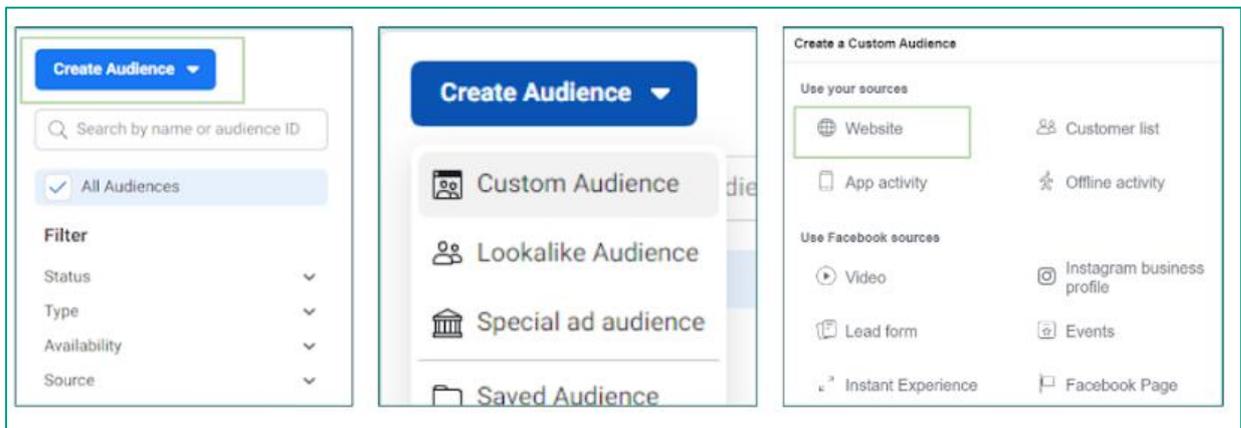
The use of Website visitors (i.e. website visitors within 30 days) as Custom audiences on Facebook and Instagram is commonly used by e-commerce brands. This is because that audience subset is of higher intent to purchase and are already familiar with your brand.,

Step 1: Add/Install and activate a Facebook Pixel to your website (= crucial!)

- Facebook Pixel is a line of code you can source from your Facebook Business Manager and input into the code of your website.
- You can then create audiences from website visitors who have landed on your site, or even visited a specific page on your site, like a product page or an end of journey Thank You page.
- You can source your pixel code from the Events Manager section of your Facebook Business Manager.

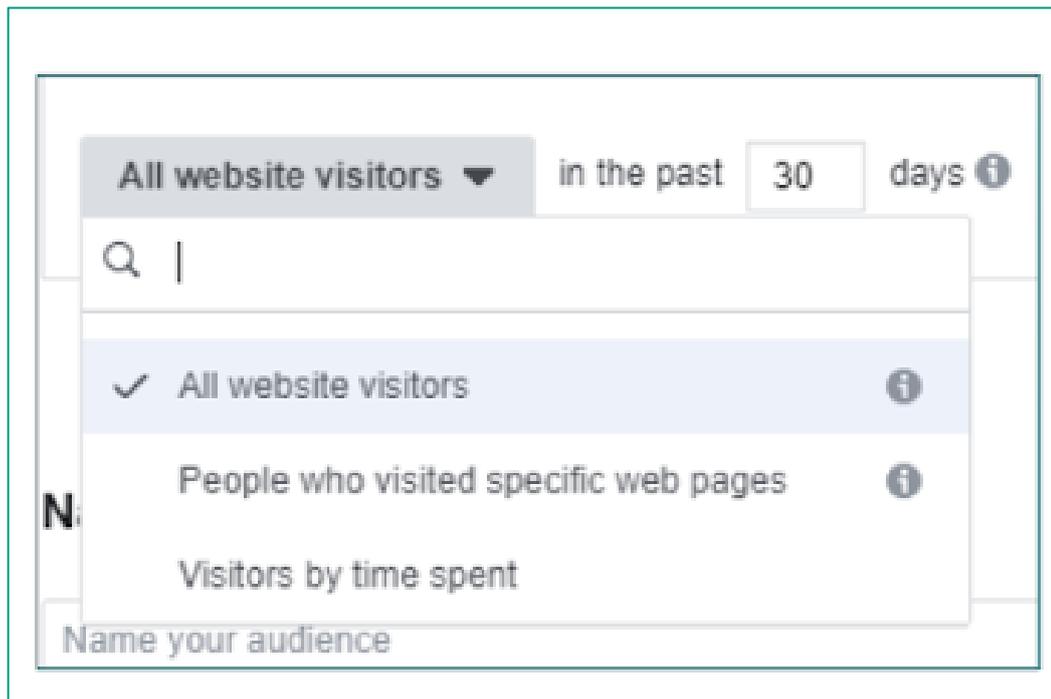


Step 2: Go to the Audiences section in Facebook's Business Manager (= a similar process to creating your customer list audience).

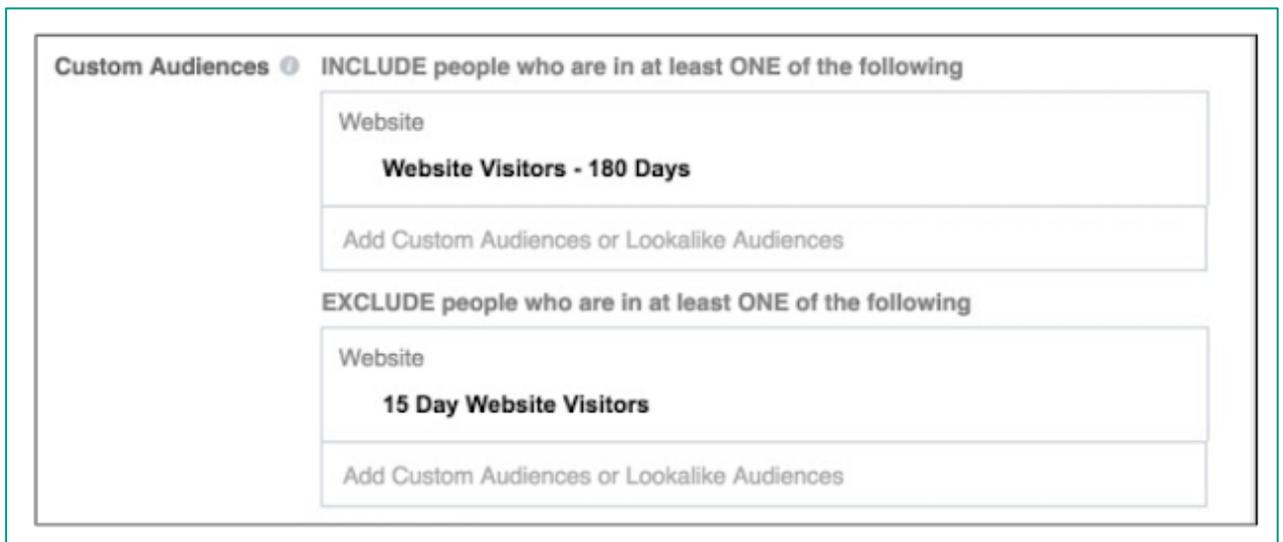


Step 3: Create a rule.

- A rule can be anyone that has landed on your website in the past 180 days or people who visited a specific page, or visitors who spent a certain amount of time on your website.
- **Note:** *The maximum number of days you can backdate is 180 days and your pixel can only begin to record data once it's installed and active - so it's important to install your Facebook pixel sooner rather than later.*

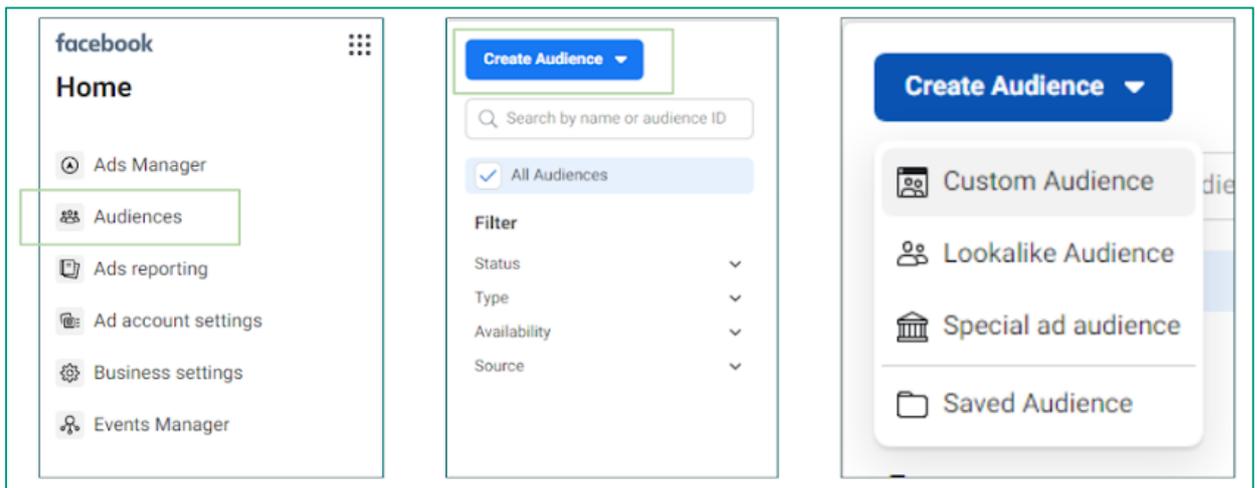


Step 4: Navigate to your new (custom audience) Website Visitors at the Ad Level stage of your Facebook/Instagram ad campaign

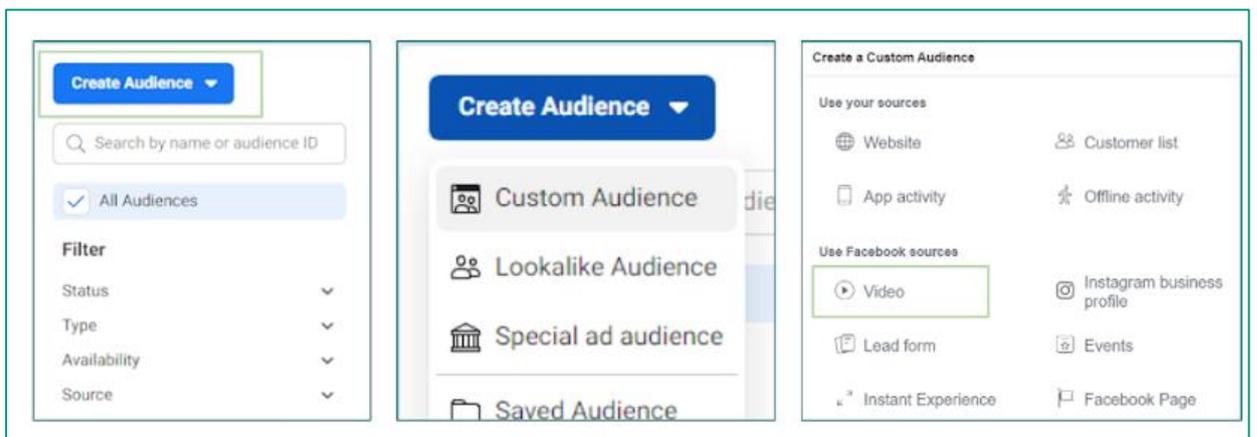


How do I create a Custom audience based on Video Engagement?

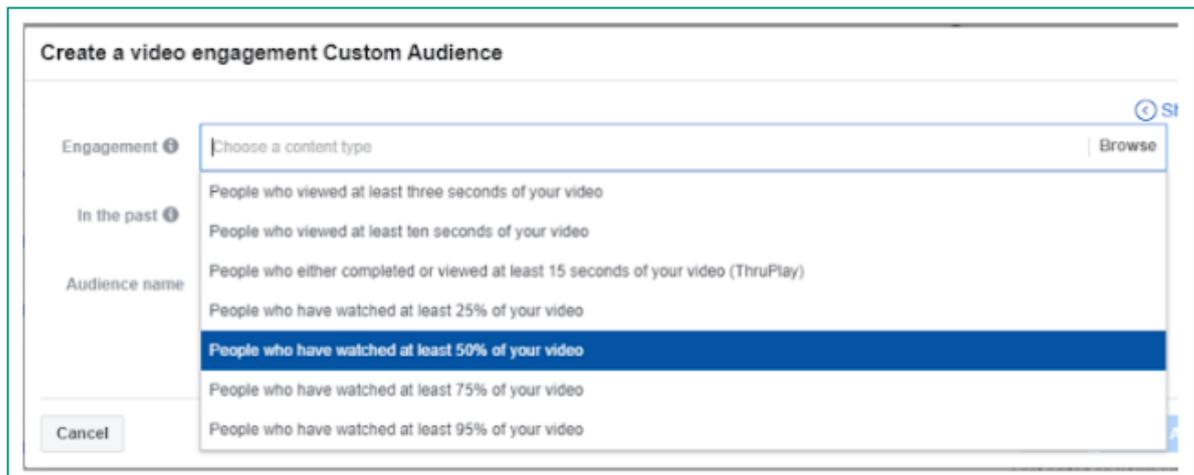
Step 1: Start in Facebook's Business Manager by going to the Audiences section.



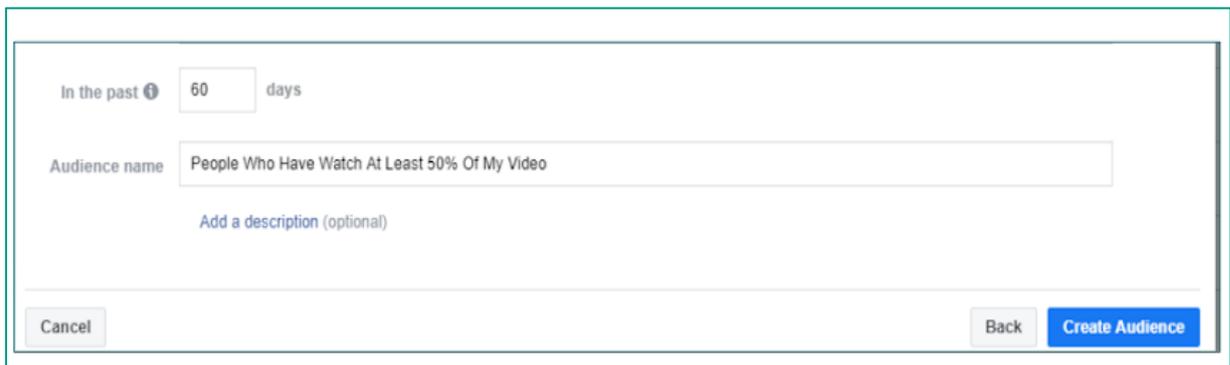
Step 2: In the Custom Audience menu, select Video as a custom audience source.



Step 3: In the Engagement field, choose the type of video view rate that you want to use to create your audience, e.g. "People who viewed at least 50% of your video".

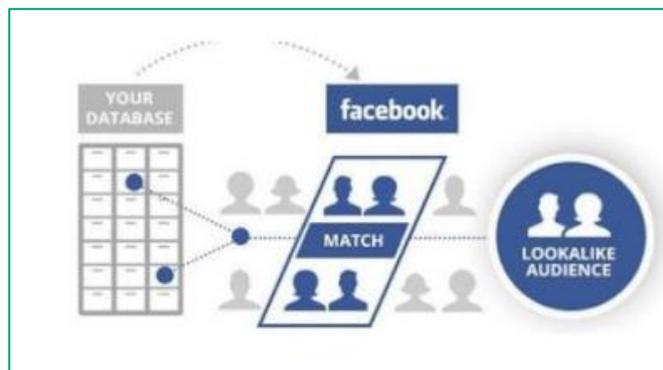


Step 4: After choosing your video, you can also input a timeframe and name your audience at the Ad Set level of your campaign (just like your other custom audiences).



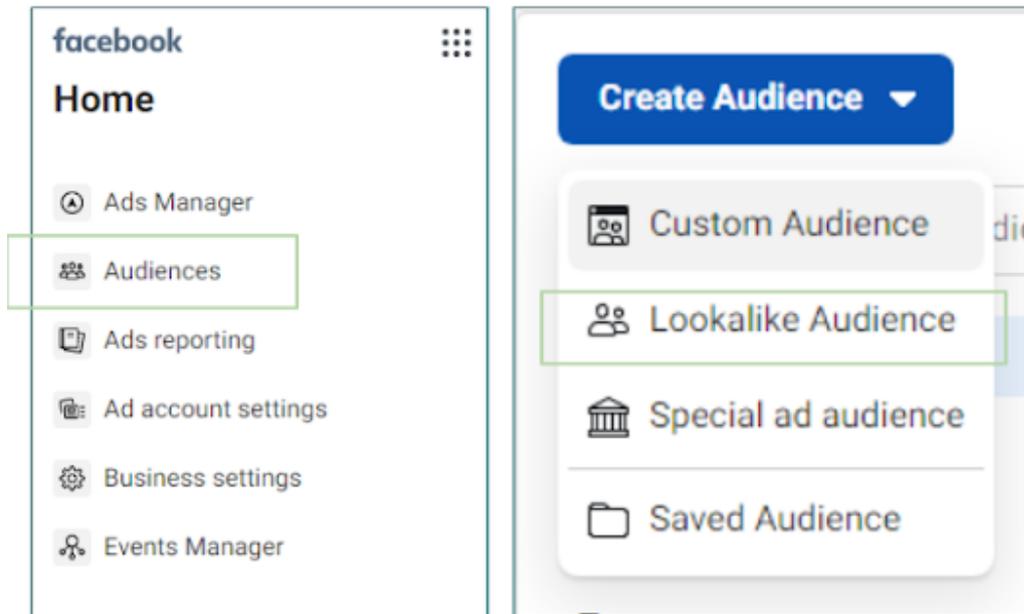
Creating Your Lookalike Audiences

Lookalike Audiences are built using the audience data you provide. E.g. Facebook will generate a list of people who closely match your audience that you can then target with your ads.



How do I create a Lookalike audience?

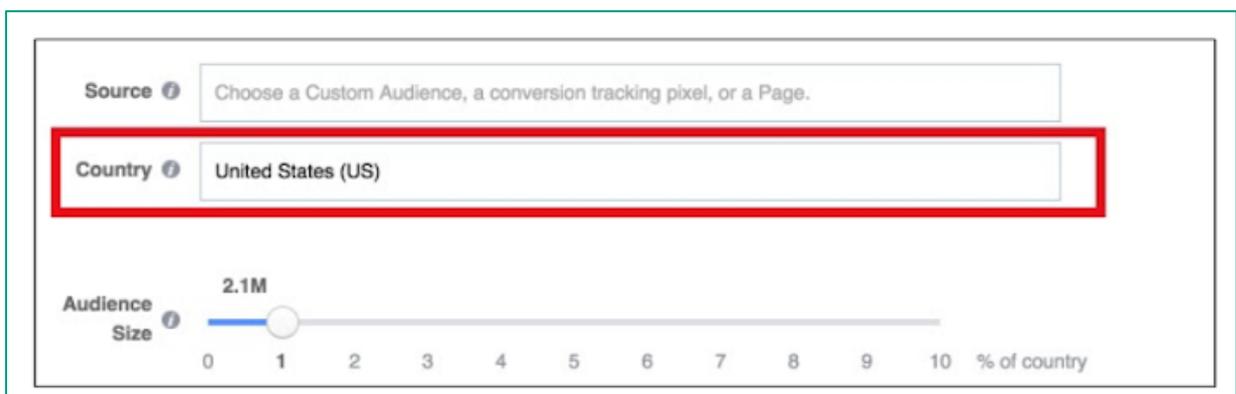
Step 1: Start in Facebook's Business Manager by going to the Audiences section.



Step 2: Input your audience source, e.g. a list of website visitors, and select a country.

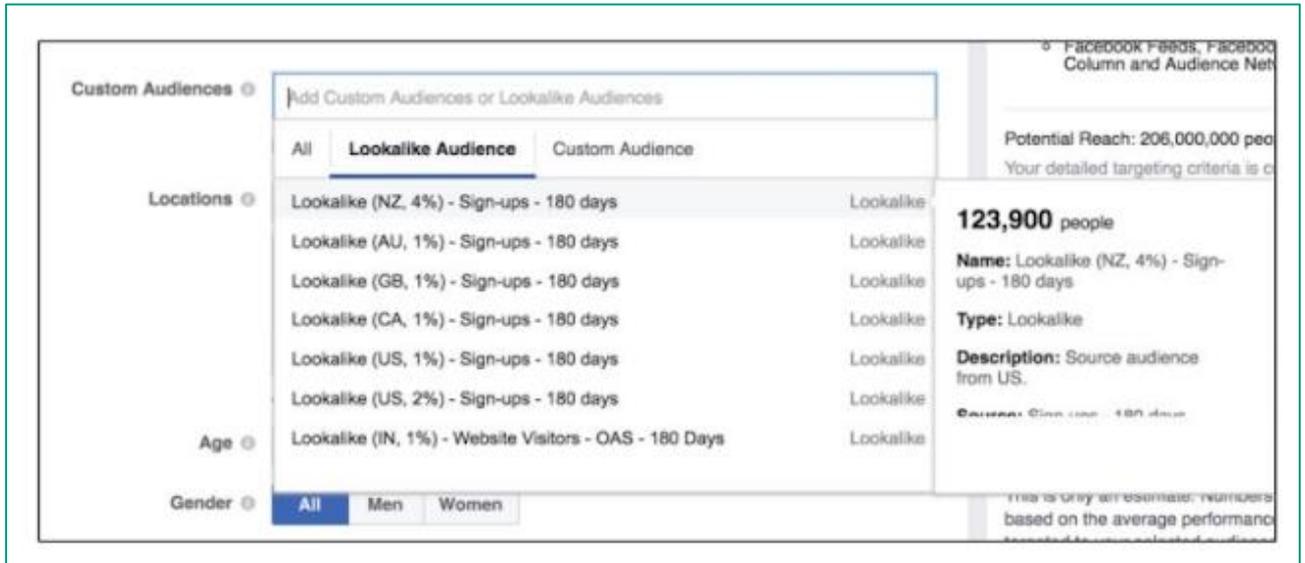
Step 3: Select what size you want your Lookalike audience to be.

- *Note: Lookalike audiences are also based on the percentage of a population that is similar to your source audience. The closer you are to 1%, the more similar your customers. The closer to 10%, the less similar.*



Step 4: Wait. The Lookalike audience can take a few hours to populate.

Step 5: Navigate to your Lookalike audience at the Ad Level stage of your Facebook/Instagram ad campaign.



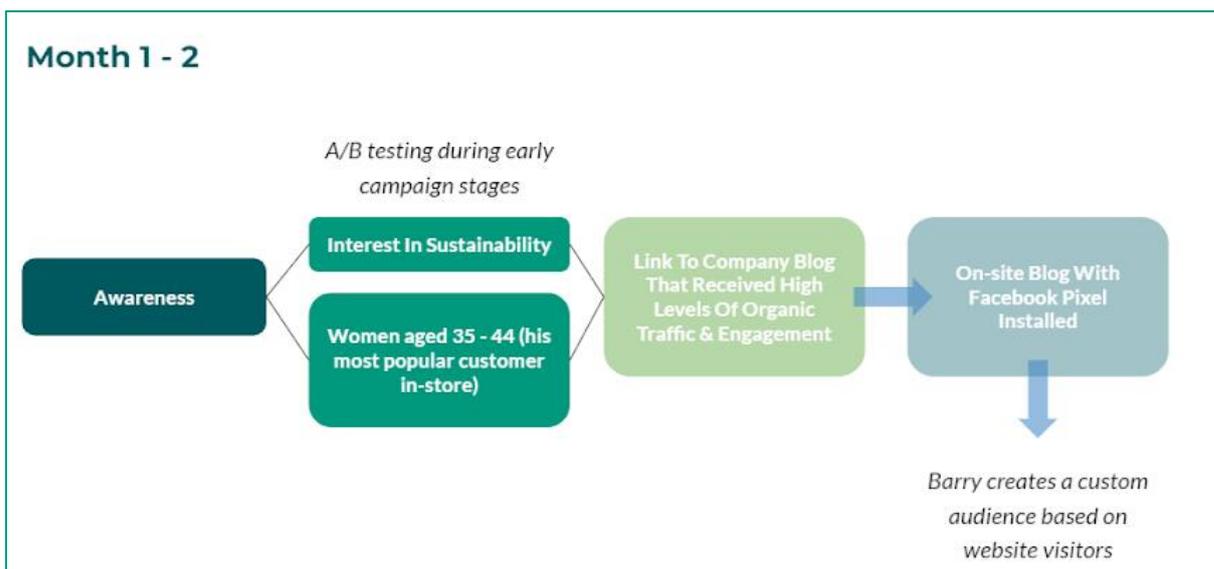
Section 5: The Lifecycle Of An E-Commerce Campaign

The Campaign Lifecycle

What is the process of starting an E-commerce campaign?

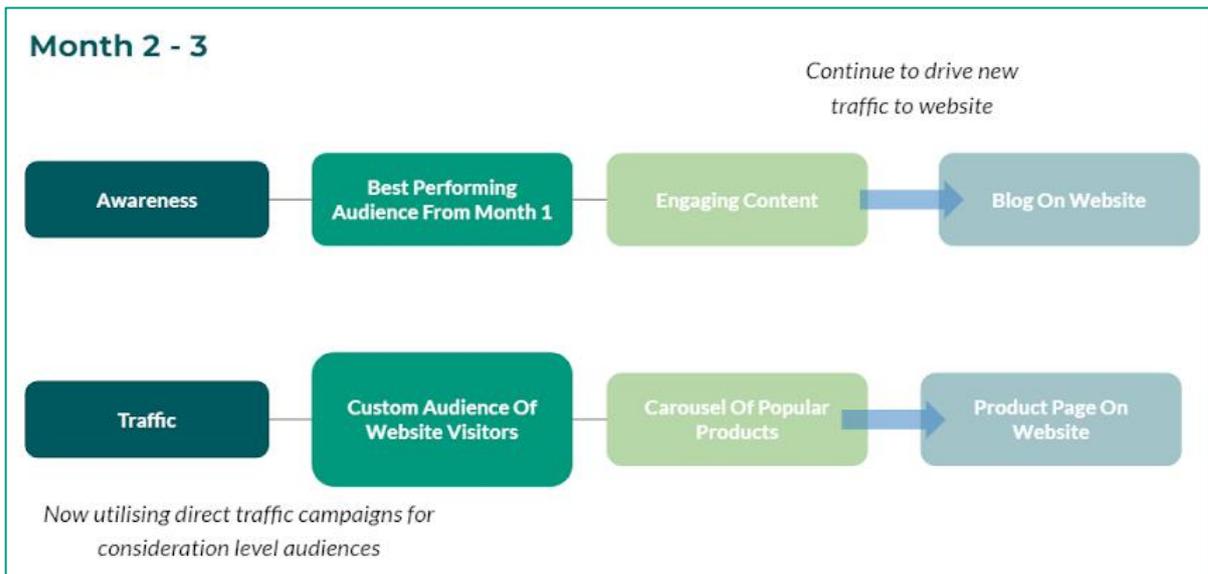
Month 1-2:

- 1) Publishing organic posts on Facebook & Instagram that your followers will like + Starting awareness campaigns
- 2) A/B testing during the early campaign stages: What is your main audience? What are they interested in?
- 3) Linking of Social media activities to Company Blog (which received high levels of organic traffic and engagement)
- 4) Create an On-site blog that targets a custom audience that is derived from website visitors (cf. Facebook Pixel)



Month 2-3:

- 1) Review best performing content from month 1-2 and create similar content to increase new audiences.
- 2) Use direct traffic campaigns for consideration level and utilise custom audiences to retarget and direct audiences to more product focussed content.



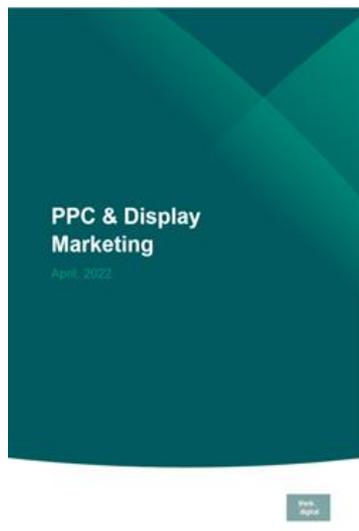
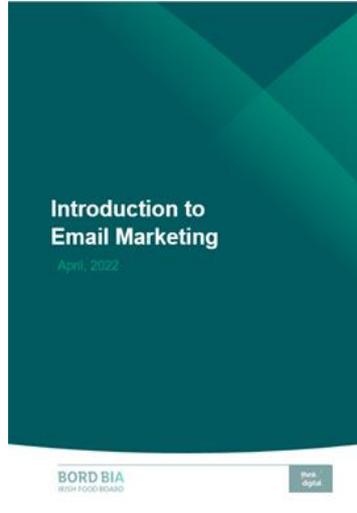
Month 3-4:

- 1) Continue to build top of the funnel audiences using the type of content that is showing the most success.
- 2) Use promo codes, highlight when sales are happening or use dynamic carousels or recommended product to try and entice customers to return



Additional Think Digital Resources

Click on any of the below guidebooks to find out more:



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This guide has been produced in conjunction with **Collette Doyle**, founder of **Unfold Digital**

Unfold Digital is a full-service Digital Consultancy & Agency.
