

How to drive online sales using PAID advertising

AUSTRALIAN OLIVE GROWERS

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Webinar Structure



Which Paid Options Are We Looking At?



Social Media Ads Overview



Boosted Post vs Facebook Ad



FB Business Manager Tutorial (with QUESTIONS)



Google Ads - Types, Advice and Information



Questions (INTERACTIVE)

Get the Lingo!

Organic – unpaid content and posts on social media OR where you naturally rank in Google search results

Business Manager – Facebook system interface to set up and manage ad accounts, business pages etc.

FB & IG – Facebook and Instagram (owned by the same people, their ad set-up is combined)

Conversions – usually means sales

CPC – cost per click (the average amount you paid to achieve a 'click' on your ad link)

ROI / ROAS – Return on Investment and Return on Ad Spend.

SEO – Search Engine Optimisation i.e. making your website compliant with how Google finds and presents results to searchers, organically.

SEM – Search Engine Marketing – paid activity using Google Ads (generally) to enable your online business to appear irrespective of organic rankings.

Interface – a device or program enabling a user to communicate with a computer (e.g. FB Business Manager, Google Ads Manager)

Key Digital Ad Options



Social Media

Boosted Posts
FB & Instagram Ads



Google Ads

Display Ads
Remarketing
Google Shopping
Video Ads (YouTube)



Feature Articles

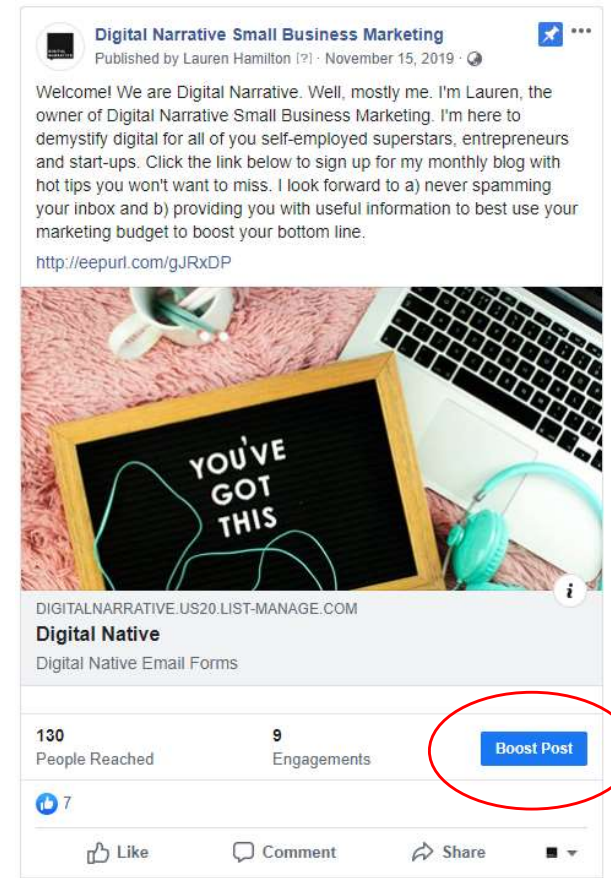
Paid appearance in high-
readership newsletters
Advertorials in online publications



Social Media Ads

FB & IG Advertising

- The Facebook ad platform is the **secret weapon** for many businesses that know how to use it correctly to market their products or services to their target audience. You can also build and manage IG ads through this platform.
- FB ads offer more **psycho-demographic information** about people than any other advertising platform, including
 - Interests & behaviours
 - Likes or dislikes
 - Household income
 - Age & Gender
 - Religious or political beliefs
 - Married or single + children or not
- For driving online business, FB & IG ads often deliver better ROAS than other online methods BUT they can be challenging to set-up correctly. Professional help is recommended if you are not used to the interface.



FB Ads vs Boosted Posts

It is better to run an ad from within the Facebook Ad Manager with a campaign objective that aligns with your business goals than to simply 'Boost' a post. Boosted Posts are extremely limited in their effectiveness and do not align to business outcomes such as increased brand awareness, conversions (sales), and leads.



FB Ad Mgr

- Bigger immediate impact.
- Better for lead capturing.
- Best to drive online sales.
- A LOT of added functionality.
- More than 11 different marketing objectives to select from (Boosted Post is one of these 11)
- Requires knowledge of complex 'back end' of FB Business Manager



Boosted Posts

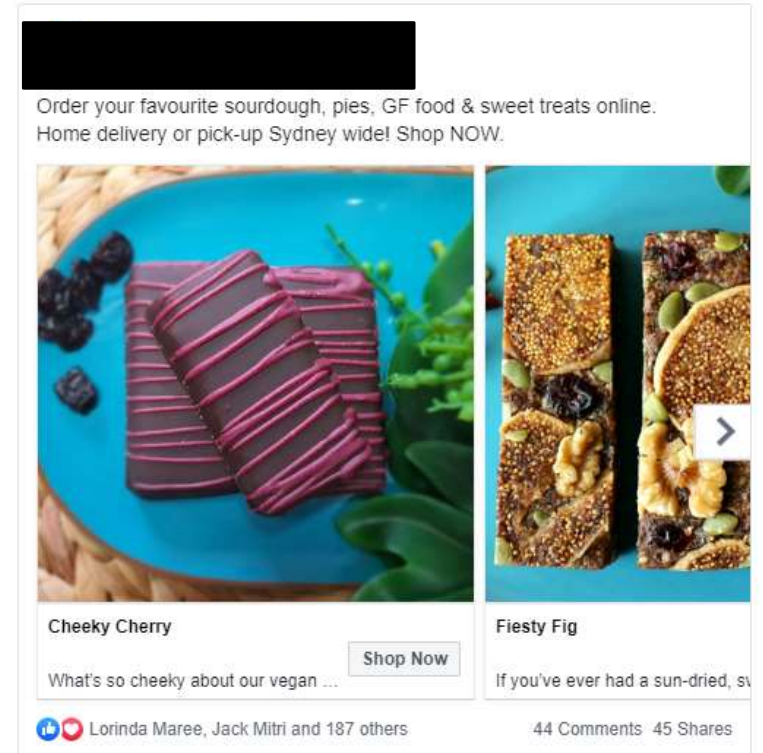
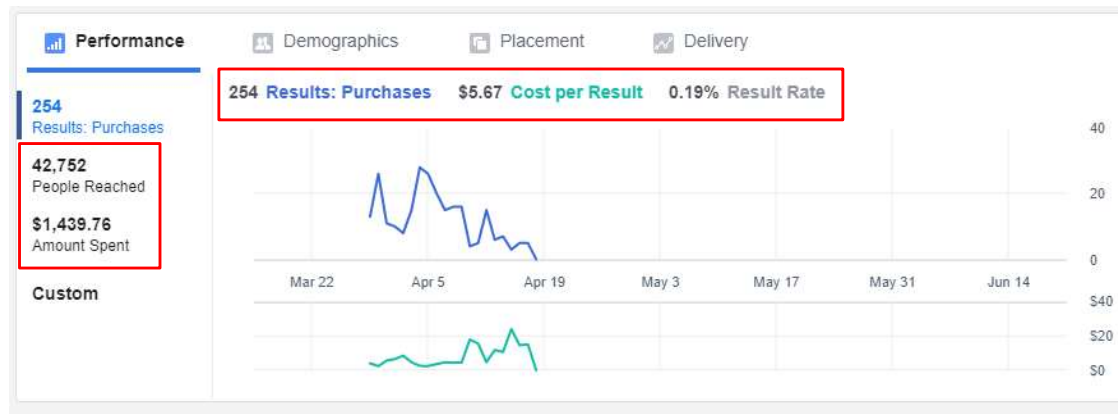
- Good for getting attention & engagement on one post only.
- Can improve your engagement metrics.
- Fast and simple to set up, straight from your page.
- Targets 'engagement heavy users' who tend to react or "like" anything, not those who are more likely to purchase through FB.

Case Study - Ads Manager Campaign vs Boosted Post.

ADS MANAGER

Catalogue Format / Conversions Objective

All ad spaces across FB and IG



Cheeky Cherry

Shop Now

What's so cheeky about our vegan ...

Lorinda Maree, Jack Mitri and 187 others

Fiesty Fig

If you've ever had a sun-dried, sv

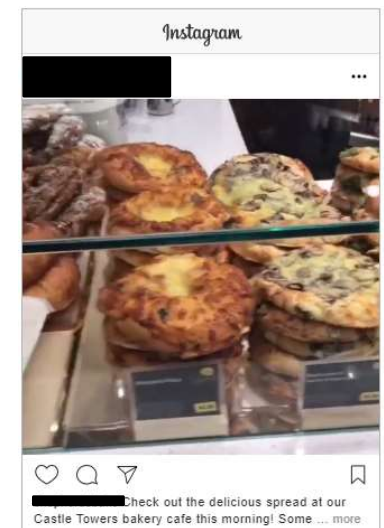
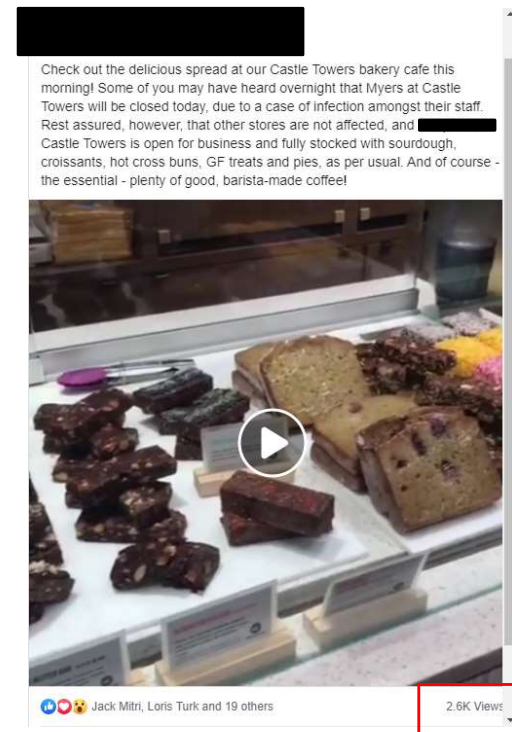
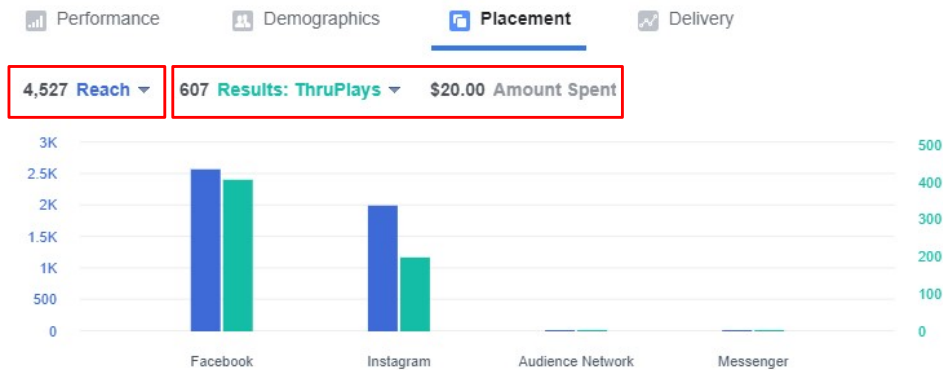
44 Comments 45 Shares

Case Study - Ads Manager Campaign vs Boosted Post.

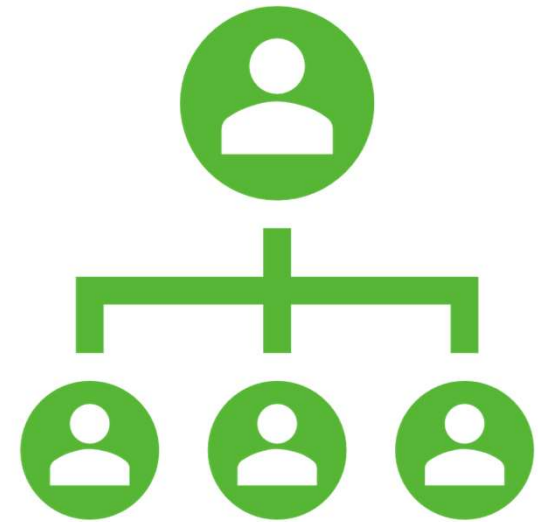
BOOSTED POST

Single Image/Video Format / Boosted Post to Fans and their Network

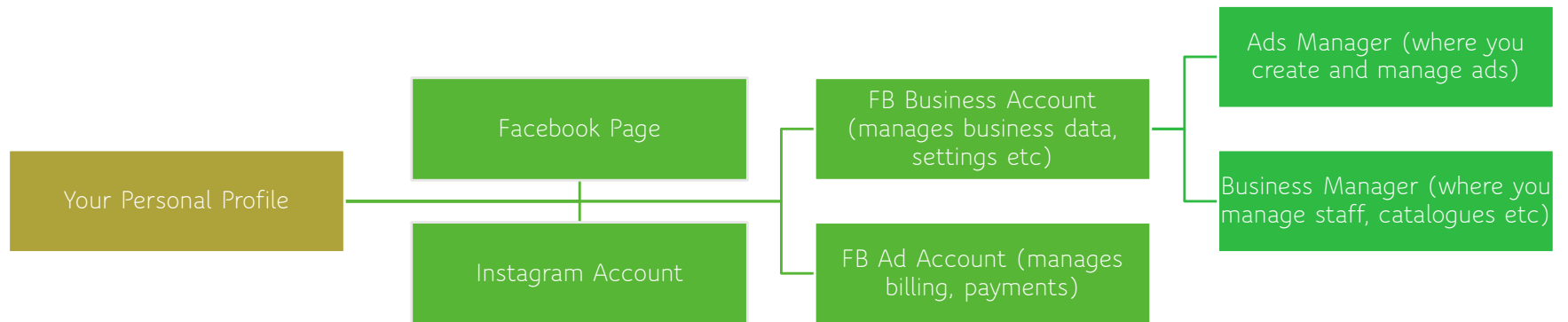
7 ad spaces across FB and IG



FB Business Manager Tutorial



How the FB system works...



Ad Account Details

Data by Campaign

Data by 'Ad Sets'

Data by individual ads

Facebook Page Name

Shepherd's (52...)

Search business

Shepherd's Artisan Bakehouse

Updated just now

Discard Drafts

Review and Publish

Search

Filters

Add filters to narrow the data you are seeing.

This month: Jun 1, 2020 – Jun 3

Account Overview

COVID-19 Resources

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

A/B Test

Rules

View Setup

Columns: Performance












Breakdown

Reports

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases
<input type="checkbox"/>	Mother's Day Engagement	Off	Using ad set bid...	Using ad set ...	Post Engagem...	—	—	Per Post Enga...	—	Ongoing	—	—	—
<input type="checkbox"/>	Mother's Day	Off	Lowest cost	\$ Daily	Purchase	—	—	Per Purchase	\$	Ongoing	—	—	—
<input type="checkbox"/>	Anzac Sales Awareness	Off	Using ad set bid...	Using ad set ...	Estimated Ad ...	—	—	Per Estimated ...	\$	Apr 22, 2020	—	—	—
<input type="checkbox"/>	Anzac Sales	Off	Using ad set bid...	Using ad set ...	Purchase	—	—	Per Purchase	\$	Apr 23, 2020	—	—	—
<input type="checkbox"/>	Value Packs	Completed	Using ad set bid...	Using ad set ...	Purchase	—	—	Per Purchase	\$	May 27, 2020	—	—	—
> Results from 5 campaigns					—	People	Total	—	\$ Total Spent	—	Total	Total	Total

Campaign Name

Facebook Manager Overview

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

FB/IG Objectives Explained

Top Tips for FB Ads

Research FB objectives and decide which is most important to you. If it's online sales, select CONVERSIONS

Create different campaigns to meet different objectives, don't try to build one campaign to do everything.

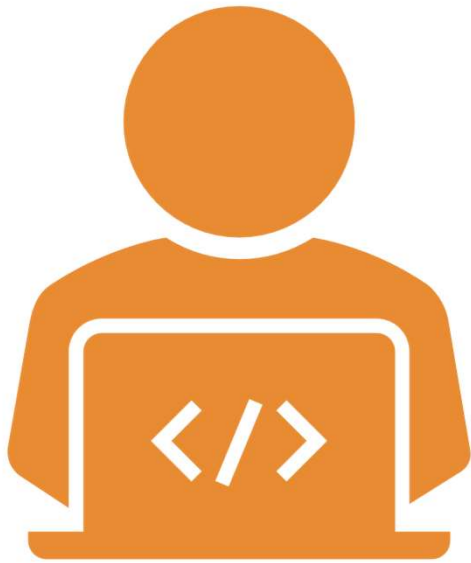
Use your best, high quality images for ads and try to 'test' a few the first time to see what works best

It's better to spend more budget in one BIG campaign than stretch it out over many small campaigns. FB rewards big budgets with great audiences

Keep your copy SHORT & TO THE POINT. A discount code or sale with a deadline is a good way to trial

Pay someone to set up your ads if you are serious about seeing results.

Remember, you're looking at ROAS as a measure of success. Even if you achieve 2x what you spent, that's a win.



Google Ads

What are Google Ads?



Google Ads is a paid advertising platform that falls under a marketing channel known as pay-per-click (PPC), where you (the advertiser) pays per click or per impression (CPM) on an ad.

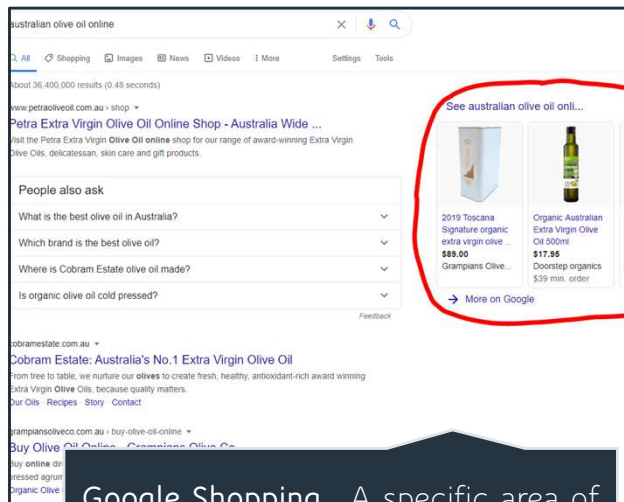


Ads from the platform can span across other channels too, including YouTube, Blogger, and Google Display Network.

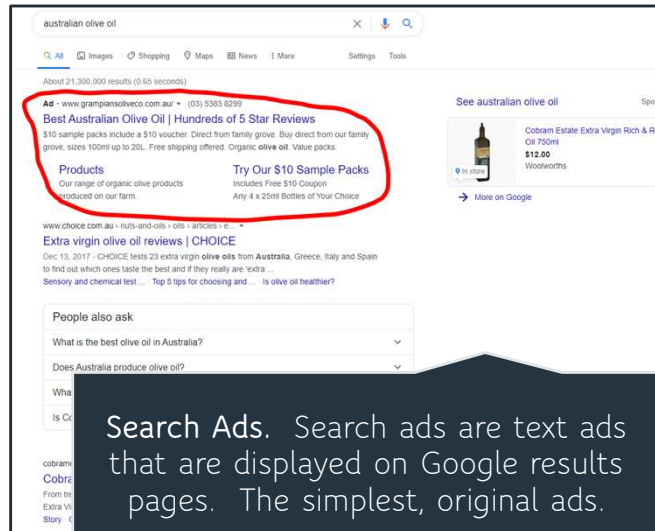


According to Google, advertisers make \$8 for every \$1 they spend on Google Ads.

Google Ads: Options 1 - 3



Google Shopping. A specific area of Search ads with image, price and store shown to the right of feed.

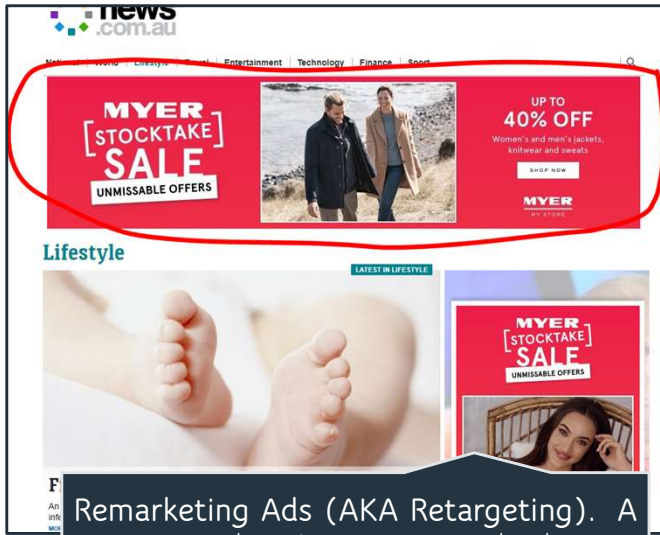


Search Ads. Search ads are text ads that are displayed on Google results pages. The simplest, original ads.



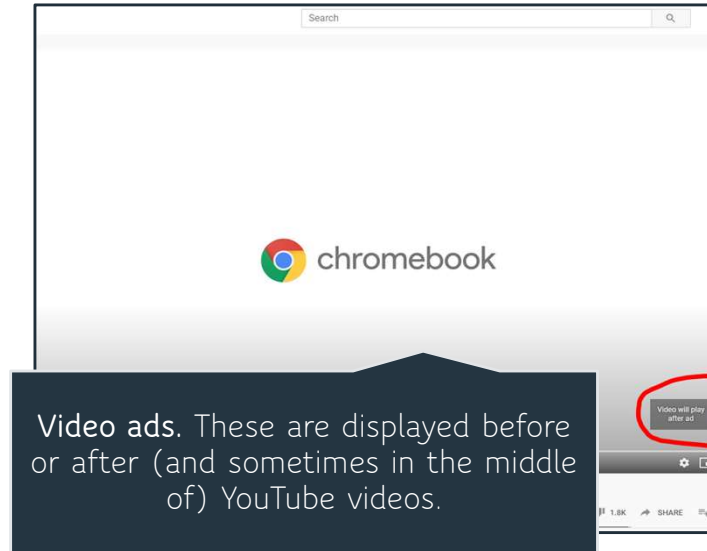
Display Ads. Google has a network of websites in various industries and with an array of audiences that opt in to display Google Ads, known as the Google Display Network.

Google Ads: Options 4 & 5



The screenshot shows the top of a news website with a navigation bar. A large red banner for a "MYER STOCKTAKE SALE" is highlighted with a red circle. The banner includes the text "UNMISSABLE OFFERS" and "UP TO 40% OFF Women's and men's jackets, knitwear and sweats". Below the banner, there are several article thumbnails, including one with a baby's feet and another with a woman's face.

Remarketing Ads (AKA Retargeting). A way to advertise to users who have previously interacted with you online but have not yet converted.



The screenshot shows a YouTube video player with a "chromebook" advertisement. A red circle highlights a small text box in the bottom right corner of the video player that says "Video will play after ad".

Video ads. These are displayed before or after (and sometimes in the middle of) YouTube videos.

Things to Know About Google Ads



All Google Ads can be challenging to set-up – **hiring a professional** is recommended. Once set up, budgets required vary but spending very small amounts (<\$50 per day) is usually ineffective.



Remarketing or Retargeting is the right fit for you if **you have a lot of visits to your website, but not enough conversions (sales)**. They can be a cost-effective option if your website traffic is high. They can display on social channels as well as regular websites.



Google Shopping is a popular choice – **Google Shopping** Ads now make up approximately 85% of paid traffic for online retailers – however it requires sizable budgets to be effective in most categories.



Video Ads are great if you have quality video content which you want to get viewed a lot more. **YouTube** allows advertisers to target **specific video** clips and **specific video** channels (for e.g. cooking channels could be relevant).



Thanks for Joining Us!

APPENDIX



Set-Up Guide FB Business Manager

1. Go to business.facebook.com/overview.
2. Click **Create Account**.
3. Enter a **name** for your business, your name and work email address and click **Next**.
4. Enter your business **details** and click **Submit**.
5. Check your email for a message with the subject line "Confirm your business email." Within the message click **Confirm Now**.
6. Next, click '**Add Page**' to add your Facebook business page.
7. From the Business Manager [dashboard](#), click **Add Ad Account**, then **Create Account**.
8. **Add people** to help you manage your Facebook assets.
9. Add your **Instagram account**



Advertorials and Sponsored Email Blasts



You might like to consider doing a paid digital advertorial with a publication that you KNOW your target audience read.

Ideas include event websites, online versions of food or travel mags, local press, or a travel or food blog – anything your audience is reading which sells 'feature articles' or advertorials.



An alternative can be to pay to send an email to a selected publication's own database or pay to feature in a newsletter they send out.

This tactic can work especially well to support short-term 'newsworthy' promotions or events.

