

Making Everything Easier!™

Facebook® Advertising

FOR

DUMMIES®

Learn to:

- Create an ad campaign on Facebook
- Perform precision ad targeting
- Make the most of landing pages
- Test and optimize your ads

Paul Dunay
Richard Krueger
Joel Elad, MBA



Facebook[®] Advertising For Dummies[®]

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Facebook[®] Advertising For Dummies[®]

**by Paul Dunay, Richard
Krueger, and Joel Elad**



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About the Author

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Paul is Global Managing Director of Services and Social Marketing for Avaya, a global leader in enterprise communications, and author of *Facebook Marketing For Dummies* (Wiley). His unique approach to integrated marketing has led to recognition as a BtoB Magazine Top 25 B2B Marketer of the Year for 2009 and winner of the DemandGen Award for Utilizing Marketing Automation to Fuel Corporate Growth in 2008. He is also a five-time finalist in the Marketing Excellence Awards competition of the Information Technology Services Marketing Association (ITSMA) and a 2005 gold award winner.

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Dedication

We dedicate this book to advertisers everywhere who are in the middle of the biggest sea change in marketing history. We believe there has never been a better time to be a marketer, and that tools like Facebook are rewriting the rules. In fact, we believe that Facebook will become the preferred platform for marketers and advertisers to acquire new customers, interact with existing customers, and sell products and services. We hope that by providing you with straightforward, step-by-step advice, as well as sharing our real-world experiences in marketing companies via Facebook, you'll become better at your craft and thereby take us all to levels in marketing we've yet to explore.

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Introduction

In 2004, Harvard student Mark Zuckerberg created a Web site that would take the world by storm. As of mid-2010, Facebook had more than 500 million users, 70 percent of whom resided outside the United States. Even more amazing, 50 percent of all users checked their Facebook account at least once per day. Billions of photographs, status updates, Web links, and notes are shared among Facebook users every month. With all that activity, it shouldn't be a surprise that businesses started to show up, wondering how to reach out and talk to this vibrant global community.

Facebook responded by offering different solutions for companies, public figures, and brands to interact with Facebook users on both a professional and personal nature. An initial effort called "Fan pages" gave way to "business Pages," by which users can follow the activities of a business through their own News Feed on Facebook. When Microsoft made an equity investment in Facebook in 2007, Facebook allowed Microsoft to sell banner advertising on their site. Over the next few years, Facebook has changed their strategy and created different types of advertisement opportunities that companies of any size can use.

Of course, in true Facebook style, their advertisements were slightly different from the typical online ad model. On Facebook, advertisements can have "social" elements, which allow advertisers to show a potential user which of their friends have already interacted with that advertiser. These ads also have an "engagement" factor that allows users to interact with advertisements directly, allowing them to, say, click an option to Like a Business Page, or

RSVP to a Facebook Event, without having to leave their current Web page.

Despite these differences, several elements about Facebook advertising are quite familiar. Like other Web sites, Facebook allows businesses or people to design their own advertisements, set their own daily budgets, and track the progress of their ad campaigns. Facebook allows advertisers to provide some targeting information to focus the audience that will see the advertisement. In fact, this feature contains one of the greatest strengths of Facebook advertising — a series of targeting filters that allow you to set extremely specific guidelines and take advantage of the copious amounts of information each Facebook user has already provided about him- or herself. If you want to target 35–44-year-old females in Midwestern states who like Brad Pitt flicks or Danielle Steel novels, you can make sure your Facebook Ads display to only those Facebook users who match these criteria.

We wrote this book to help you with the aspects of designing, testing, running, and maintaining advertisement campaigns on Facebook. Because advertisements can be seen as an “intrusion” on people’s interactions with each other, it’s important to look at how your advertisements, and overall Facebook presence, can simply extend the conversation instead of intrude on it so that you can gain acceptance and users — and, hopefully, conversions to paying customers or loyal users. A lot of power is available to any eager person willing to reach hundreds of millions of active users, and this book is designed to help you reach that audience as successfully as possible.

About This Book

This book covers all aspects of creating, launching, and maintaining your Facebook Ad campaigns: From establishing a presence and an account on Facebook, to designing your first ad campaign, implementing strategies, understanding your options, testing your concepts, updating your ad messages, targeting specific users, understanding your ad results, and thinking about the future of your ad campaigns and Facebook business presence, and everything in between. There's a lot of advice and concepts but also some step-by-step instructions to get things done, and it's all right here in this book.

How This Book Is Organized

We divide this book into five handy parts. This book is organized as a guide; you can read each chapter in order, or use specific chapters to supplement your own efforts. Throughout the process of building your Facebook Ads, you can think of this book as a reference, where you turn to the chapter you need that applies to your situation, find the knowledge you need to consider, and then continue in your process. We do a little amount of cross-referencing, too, so if you need to look elsewhere in the book for more information, you can easily find it.

Part I: Getting Started with Facebook Advertising

Part I starts with the basics, as we talk about the world of Facebook, how to establish yourself and your business on Facebook, and be ready to start running advertisements.

Part II: Launching Your Facebook Advertising Campaign

Part II goes into the ad launch process, where you devise strategies for which markets you wish to target, which pricing models you want to consider for your ads, how to make your budget go the farthest, which types of ads you want to run on the site, how to test your ad concepts, and what other advertising options exist on the site.

Part III: Managing Your Facebook Advertising Campaigns

Part III is designed to help you maintain your existing Facebook Ad campaigns, as we discuss how to build targeted landing pages that your users will see after clicking an ad. We also discuss how to explicitly target your advertisements for the highest results, and how to track the results of your ad campaign, even as far as those new users' activity on your own Web site.

Part IV: Minding Your Metrics

Part IV takes a keen focus on understanding and interpreting the results of your ad campaigns. We discuss the Ads Manager utility within Facebook, where you can monitor the ongoing statistics of your different ad campaigns, and begin to identify trends, successes, and failures. We then go into how you can pull specific reports on your ad campaigns, showing you results of those campaigns down to the last click. We finish this part by looking to the future and how you can integrate other parts of Facebook into your own Web site so that you can continue the conversation with your Facebook users on your own domain.

Part V: The Part of Tens

Part V is the traditional *For Dummies* Part of Tens — lists that detail a number of Facebook Ad resources to consider and some lists of best practices of what works, as well as the biggest mistakes and things to look for to limit how much you need to fix.

Foolish Assumptions

We assume that you know how to use your computer, at least for the basic operations, like checking e-mail, typing up a document, or surfing the great big World Wide Web out there. If you're worried that you will need a Ph.D. in Marketing to write your own Facebook Ads, relax. If you can bring up Facebook in your Internet browser, you can write your own Facebook Ad. Hopefully, you've done

some form of advertising in the past so that you have an idea of what kinds of ads you may want, as well as how to write a headline and advertising message.

We use the word “page” to talk about any regular Web page, but we use the word “Page” to talk about a specific kind of Facebook page where a business or brand has its own presence on the social networking site.

This book assumes that you have a computer that can access the Internet; any PC or Apple Macintosh line of computer will be fine, as well as Linux or any other operating system with a Web browser. Please note, though, that we don’t get into the core specifics of how to write marketing copy or find the necessary keywords for your specific Facebook Ad. In some parts of the book, we talk about specific applications (like Microsoft Excel, so we presume that if you have Microsoft Excel, you know how to use it for the purposes of building a spreadsheet and entering data).

This book doesn’t describe the basic operations of a computer, accessing the Internet, or using an Internet Web browser such as Safari, Internet Explorer, or Firefox. We try to keep the information here specific to Facebook, and the pages within Facebook that support the ad creation and management process. Beyond that, if you need more information about connecting to the Internet or using a Web browser, any standard Internet reference works fine.

Conventions Used in This Book

To make sure instructions are clear and easy, we follow these conventions:

When you need to take a specific action in a step list, they are printed in **bold**.

When you see something printed this way — <http://facebook.com> — you're looking at a Web address (URL) or perhaps (and rarely) a snippet of markup language.

Icons Used in This Book



The Tip icon notifies you about something cool, handy, or nifty or something that we highly recommend. For example, “Just because there’s a dancing clown out front doesn’t mean that it’s the best restaurant on the block.”



Don’t forget! When you see this icon, you can be sure that it points out something you should remember — maybe even something we said earlier that we’re repeating because it’s very important and you’ll likely forget it anyway. For example, “Always check your fly before you walk out on stage.”



Danger! Ah-oogah! Ah-oogah! When you see the Warning icon, pay careful attention to the text. This icon flags something that’s bad or that could cause trouble. For example, “No matter how pressing the urge, no matter how well you know these things, *do*

not ask that rather large woman next to you when she is ‘due.’”



This icon alerts you to something technical, an aside or some trivial tidbit that I just cannot suppress the urge to share. For example, “FBML is known as FaceBook Markup Language, which is similar to HTML, or HyperText Markup Language.” (By the way, FBML may be going away, so consult Facebook Application Development For Dummies by Jesse Stay for the replacement method of iFrames.)” Feel free to skip over this book’s technical information as you please.

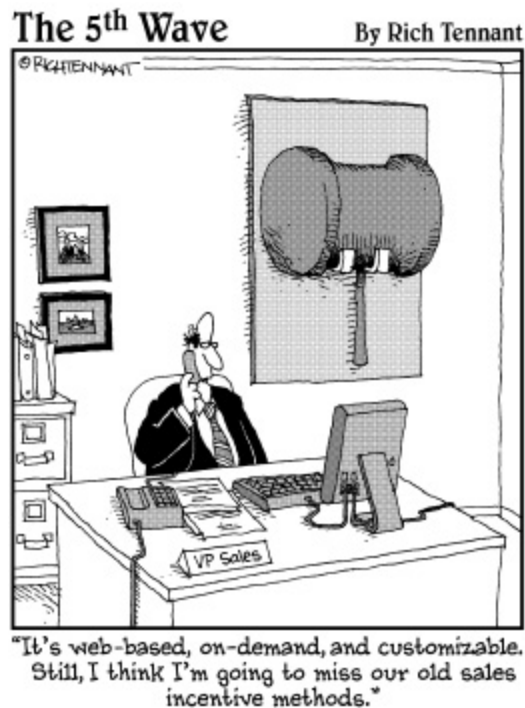
Where to Go from Here

You can start reading this book anywhere. Open the table of contents and pick a spot that amuses you or concerns you or has piqued your curiosity. Everything is explained in the text, and stuff is carefully cross-referenced so that you don’t waste your time reading repeated information.

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Part I

Getting Started with Facebook Advertising



In this part . . .

If you've ever had to move to a new town, you understand the need to explore your new area and get comfortable with your new surroundings so you can adapt to your new environment. Believe it or not, that same analogy can be extended to the world of Facebook. If you want to set up shop as an advertiser, your best chance of success is to become comfortable with the overall environment before you start advertising.

In this first part, we cover the Facebook site in general and discuss how and where you can place advertisements on the site. We also discuss how your business can have a free presence on the site by building your own Facebook Page (yes, that's with a capital P) where your business can have "Fans" or people that follow your business' status on Facebook. Your ad campaigns will be more authentic and successful if you are a member of the community where you advertise.

Chapter 1

Profiting from the Facebook Revolution

In This Chapter

Discovering what Facebook advertising offers

Seeing the similarities between Facebook and other advertising

Identifying the unique functions of Facebook advertising

Understanding the direct and relationship marketing aspects of Facebook Ads

The old adage in real estate is that the three most important qualities of a property are “Location, location, location.” Many say the same thing about advertising as we watch ads pop up (and under) all over the place. You can’t watch a NASCAR race, drive along the road, read a magazine, or listen to the radio without hearing, seeing, or experiencing a message from an advertiser. Naturally, advertisers want to be where people are, and incorporate their products and messages into everyday life, from the bus stop bench to the clock on your doctor’s office wall. As the World Wide Web has evolved, and more and more people incorporate the Internet into their daily lives, advertising naturally followed them online. And the Web has never been the same.

Online advertising has experienced a phenomenal growth, from the early days of text-only ads to the online streaming videos and media-rich ads that we can see today. In that time, advertising has taken on different forms (banner ads, pop-up ads, pop-under ads, everything but the Pop-Tarts ad) and different ways of charging the advertiser. One of the main functions of advertising, though, has been that ads allowed popular content to stay free of charge for users on the Internet. People got to host their own Web sites, have free e-mail accounts, and carry on all sorts of discussion with ad-supported Web sites and companies. In fact, the most popular Web sites today are the search engines, like Google and Yahoo!, that help direct people to what they are seeking on the Internet and receive a lot of revenue from the ads displayed alongside the search engine results.

Today, the hottest category of Internet usage for most people is the social networking space, where people use social Web sites to stay connected and communicate with their friends and colleagues. The current leader in personal social networking is Facebook, with more than 500 million members as of this writing. Members can talk to their friends, share photos and stories, comment on each other's status, and join groups and discussions on their favorite topics. Facebook also has third-party applications that run on its site, allowing people to take and share quizzes, play online games, and support their favorite causes. Alongside all this activity and discussion, quietly and unobtrusively placed, are advertisements that anybody can purchase, create, and launch by using Facebook advertising.

Facebook is in a unique position: It has a wealth of information about its users, with more content being