



Marty Weintraub

Killer Facebook® Ads

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- Campaigns
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Measure and improve your ROI

Support PR, marketing, and branding efforts

Understand crucial optimization factors

Effectively target based on personal and professional factors

Master Cutting-Edge Facebook Advertising Techniques



Joanna Lord, Director of Customer Acquisition, SEOmoz

Simply put, no one out there understands Facebook Ads better than Marty, and his ability to distill them down into actionable steps anyone can maneuver is nothing short of genius.



Carri Bugbee, President, Big Deal PR, and Adjunct Professor at Portland State University

There's no fluff or platitudes here. This book offers well-researched insights and step-by-step guidelines for setting and meeting goals, creating ads, branding, targeting, community building, conversion tracking, and a lot more.

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From designing killer ads that win to classic marketing principles, be the baddest Facebook Ads slinger on the block!

Advance Praise for *Killer Facebook Ads: Master Cutting-Edge Facebook Advertising Techniques*

With humor and incredible intelligence, Marty and his team of Facebook Ads experts take you from Kindergarten to Grad school in this incredibly comprehensive review. The aimClear® team twist and bend Facebook ads, making the average search marketer scream for mercy. This is a book my team has been waiting for. You can be sure we'll have many a dog-eared copy floating around our office.

—WILLIAM W. SCOTT, Search Influence

Marty's skills and knowledge of Facebook are only matched by his creativity and ability to think outside of the box. Marty's "no fear" approach to marketing and trail campaigns is what has set him apart from any other marketer who deals with Facebook PPC; he is a true genius. Marty is a burst of energy, and this book is Marty on paper. His personality and passion for what he does jump out at you in each information-packed page. After reading this book, if you have never met Marty, you will feel like he is an old buddy that you have known for years.

—MICHAEL STREKO, Co-Founder/Owner, KnowEm.com, LLC

OMG—Marty Rocks! He's the Facebook ad master! You need this book.

—BRUCE CLAY, Founder and President, Bruce Clay Incorporated

Marty Weintraub of aimClear is one of the industry's shining stars. His research, clients, and results speak for themselves. No one has ever seen Marty speak and not come away in awe of the passion, dedication and deep expertise he shines.

—RAND FISHKIN, CEO and Co-Founder, SEOmoz

Marty blew me away the first time I heard him speak. His energy, passion, and unique view on how to harness the power of social media to drive tangible results for customers was music to my ears. It was social media marketing love, and now you can get his wisdom in this book!

—BRAD ROBERTSON, President, GannettLocal

For years, Marty's obsession with innovation has inspired me to be a better marketer, and his dedication to Facebook Ads and the potential they hold is no exception. His depth of knowledge in Facebook Ads is unparalleled, and his ability to distill it down into actionable steps that anyone can maneuver is nothing short of genius. If you have something to sell online, Facebook advertising simply cannot be overlooked, and subsequently I would argue neither can this book. It will surely be the first great guide-book written for anyone looking to make money online with Facebook Ads.

—JOANNA LORD, Director of Customer Acquisition, SEOMoz

Marty Weintraub wows conference crowds, writes a digital marketing blog that's chock-full of tangible tips, and teaches Facebook training sessions that are more useful than any others I've attended (I've been to many). Specific, how-to details are Marty's stock-in-trade, so it's no surprise his first book is filled with them. There's no fluff or platitudes here. He offers well-researched insights and step-by-step guidelines for setting and meeting goals, creating ads, branding, targeting, community building, conversion tracking and a lot more. I'll be adding Killer Facebook Ads to the reading list for my Social Media Marketing class at Portland State University.

—CARRI BUGBEE, Adjunct professor, Portland State University,
President, Big Deal PR

Killer Facebook[®] Ads

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Master Cutting-Edge Facebook
Advertising Techniques

Marty Weintraub



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Best regards,

A handwritten signature in black ink, appearing to read 'Neil Edde', with a stylized, flowing script.

Neil Edde
Vice President and Publisher
Sybex, an imprint of Wiley

*This book is lovingly dedicated to my parents, David and Jane.
Thanks for all of your sacrifice and love and for being such
empowering allies.*



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I could never have written this book without my aimClear team. First, make no mistake, Merry Morud is a freaky-targeting-genius. After we trained her on Facebook Ads a few years ago, she proceeded to develop inferred targeting theories that I believe to be best in the world. Her techniques are well represented in this book and she was the second technical editor. Likewise, Matt Peterson, our most senior online marketing account manager, is one of the purest talents I've ever known in any arena and one heck of a marketer. Lauren Litwinka, aimClear's publication manager, made countless contributions to the substance and form of this book and was involved in the process every step of the way. Her encouragement, unadulterated journalistic instincts, and depth of Facebook marketing knowledge were instrumental to completion of the project. Thank you to Manny Rivas III for his inspirational contextual targeting guile and marketing acumen; Manny's research is all over this book. Lindsay Childs, in our Saint Paul office, added fabulous

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About the Author



Marty Weintraub is CEO of aimClear, an online marketing agency that has managed Facebook ad campaigns generating over 10 billion impressions internationally for clients including MarthaStewart.com, Siemens, Second Life, BudgetDirect.au, and other global brands. He's written extensively for *SearchEngineWatch*, *SearchEngineLand*, *SearchEngineRoundTable*, and others. Marty's aimClear Blog (aimclearblog.com) has been cited as among the Technorati Top 10 Small Business Blogs, Cision Top Ten Social Media Blogs, and PRWeb's 25 Essential Public Relations Blogs You Should

Be Reading, and has been listed in the AdAge Power150.

A fixture on the international conference circuit, he speaks regularly at Search Engine Strategies (SES), Search Marketing Expo (SMX), PubCon, SEMpdx, International Search Summit, All Facebook Summit, Socialize, OMMA, Search Insider Summit, universities, and others. Marty founded and produces the aimClear® Full Day Facebook Marketing Intensive Workshop.

aimClear is known for its radical social media demographic targeting and sits among the best-known Facebook Ads marketers in the world. Having trained in-house and agency teams for years, aimClear's system for mapping real-world topical hubs, search data, and userclusters to social PPC has proven revolutionary.

Marty has been a professional search marketer since 1993. Having lived through every generation of Internet marketing, he brings a depth of online experience rare among today's marketers. Marty lives in Duluth, Minnesota, along the scenic shores of Lake Superior, with his family and sweet black Abyssinian cat, Rita. He loves fine wine, international travel, college hockey, and James Beard Award-winning restaurants.

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Introduction

Facebook represents the largest online sampling of human beings on the planet, with around 700 million users worldwide. Among social media communities, this channel is an epic crucible for advertisers, nearly anthropological in nature. This book is all about tapping Facebook's potential for branding, sales, public relations, and other classic key performance indicators (KPIs).

Cradle to grave, *Killer Facebook Ads* is the marketing mavens' unofficial Facebook Ads handbook, the missing manual that includes dozens of never-revealed insider tips and tricks as practiced by some of the most creative social pay-per-click (PPC) professionals in the world.

The book you are holding embodies four years of total immersion in deploying advertisements to users via the Facebook Ads platform. If you want to learn Facebook advertising, from fundamental techniques to advanced tactics, you've come to the right place. Never before have so many insider tips been packaged in one volume, to the benefit of readers.

Facebook Ads demographic targeting is nothing short of revolutionary, and the implications for marketers are staggering. Now, advertisers can reach out and serve ads to real people based on their most personal interests, predilections, proclivities, and even perversions. This book lays it all on the line for advertisers at all levels, from newbies to hard-core display ad professionals.

Who Should Buy This Book

This book is for anyone interested in Facebook advertising (multinational corporate types, small businesses, educators, and everyone in between):

- Marketers who already use Facebook Ads and want greater success
- New Facebook marketers looking for an overview and kick start
- Entrepreneurs seeking to promote their products and/or services in Facebook space
- In-house pros and agencies
- Professors who wish to augment curriculum with cutting-edge social demographic targeting theories for marketing and real-world anthropological analysis globally
- Advanced Facebook marketers seeking a serious edge
- Online marketing managers who want to grow the capabilities of their team

- Advertising agency and public relations professionals seeking an edge in social media marketing
- Small business owners who want more friends, business, and prominence for their brand
- Pay-per-click (PPC) practitioners who want a piece of the Facebook Ads gold rush
- Social media community (managers) seeking greater insight as to the distribution of Facebook users and demographic segments.

There's something in *Killer Facebook Ads* for everyone. Facebook/FB Ads newbies to advanced power users will find nuggets of information, many of which are potentially transformational to your thinking about FB as a marketing channel.

What's Inside

Here is a glance at what's in each chapter:

Chapter 1, "Marketing and the Facebook Revolution," serves up a high-level overview of Facebook and the enormous implications for marketers. From its unassuming creation in a Harvard dorm room to fundamental dos and don'ts for social marketers, we scrutinize Facebook's historic ride, understanding the social graph, terms of service, and why privacy advocates hate (but marketers love) Facebook.

Chapter 2, "Key Performance Indicators (KPIs)," focuses on defining various goal types in a classic marketing sense. Learn how to realistically apply branding, direct response, sales, lead generation, public relations, and advertising objectives to Facebook Ads and achieve buy-in from your team.

Chapter 3, "The Facebook Ad Creation UI," provides an overview of the Facebook Ads creation process, including ad design, demographic targeting, and campaign pricing and scheduling.

Chapter 4, "Facebook Ads Production Workflow," reveals productivity hacks to streamline assembly. Discover how to optimize account structure and learn about sane campaign and ads layout, the importance of up-front demographic research.

Chapter 5, "Guerilla User Targeting Checklist," is the crux of the book. You will discover how to find your audience by leveraging extremely personal combinations of Facebook users' traits. We'll put you on the road to mastering highly focused targeting on Facebook's social graph, from holistic treatment of professional characteristics to exploiting radically private predilections.

Chapter 6, "Mastering Compound Targeting," discloses more complex combinations of attributes to achieve an even higher level of demographic focus. This chapter is meant to spark creativity by adding deep layers of mashed-up targeting, which include age, interest and gender mashups, workplace and like amalgamations, education attributes, sexuality, relationship, geo', and languages.

Chapter 7, “Creating Killer Facebook Ads,” shows you how to build ads that resonate once you’ve set KPIs and targeted users. Though writing ad copy and choosing images for Facebook involve processes similar to those used for other advertising channels, Facebook ads are a special animal unto themselves. This chapter focuses on creating ads that get the job done by rising above the noise and clutter to push emotional buttons.

Chapter 8, “Deploying Your Facebook Ads Campaign,” deals with payment options, budgeting, bidding, landing pages, tracking, and dialing in optimization tweaks—in other words, making sure things are set up, copacetic, and ready to rumble.

Chapter 9, “Field Guide to Optimization and Reporting,” details essential Facebook Ads metrics, including how to glean actionable insights, take action to optimize the account, and report progress to team members. The main topics we discuss are navigating Facebook Ads Manager, optimization, and Facebook Reports.

Appendix A, “Facebook Ads Preflight Pocket Checklist,” is a cradle-to-grave worksheet of suggested steps and things to remember. Grab the file online, print it off, and modify it as you see fit for your own process. The suggestions are just that, but we use a similar document internally at aimClear. If you modify it, send it along and we’ll consider posting, with attribution, for our readers. Hey, you’ll get a link out of it.

Appendix B, “The Great Big Search and Social Media Marketing Twitter Follow List,” lists blogs, bloggers, conference speakers, and Twitter profiles of Facebook Ads jockeys that we recommend. I’ve also noted straight-up marketers focused on analytics, KPIs, and other contextual marketing channels. Follow these smart folks and it will be of great benefit.

Appendix C, “Facebook Targeting Segments,” is chock-full of incredibly useful pre-researched targeting presets, from major media outlets, Fortune 500 firms, to earth mamas. Don’t eat it all at once. Hop online at www.KilllerFBAds.com for copy-and-paste versions.

Note: Things change quickly in Facebookland. Visit the *Killer Facebook Ads* companion website at www.KilllerFBAds.com for valuable, free resources updating information in this book. You will be asked to register one time and confirm, using your email address. The password is the ISBN of this book, 978-1-118-02251-1. You can change the password once your account is set up.



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Marketing and the Facebook Revolution

Since its inception nearly seven years ago, Facebook has culled a following of, unofficially, more than 700 million users around the world. The largest social networking website has infiltrated pop culture with citations in sitcoms and even its own feature-length film. “Like us on Facebook” has almost become common vernacular for local and enterprise brands alike. This first chapter will take you through a high-level look at Facebook, from its unassuming creation in a Harvard dorm room to fundamental dos and don’ts for social marketers.

1

Chapter Contents

Facebook’s Reach

Understanding the Social Graph

Why Privacy Advocates Hate (and Marketers Love) Facebook

Facebook Ads Terms of Service

The Ethical Marketer’s Rules of Engagement

Facebook's Reach

Facebook's rapid rise, utter dominance, user-base girth, global reach, and raw marketing power are staggering—a total contextual marketing paradigm-buster. According to Facebook's published statistics as of this writing, more than half of Facebook's officially revealed 500 million users log in every day, engaging for an aggregate 700 billion minutes per month. That's right, *700 billion*. With a *b*.

According to Experian Hitwise, "Facebook" was the top search term in 2010 for the second straight year. Measured by Google's own tool, Insights for Search, search interest for Facebook is fanatical, obliterating search buzz for Google around the world. The graph in Figure 1.1 represents the search interest in Google, Facebook, Twitter, and President Obama as indicated by Insights for Search.

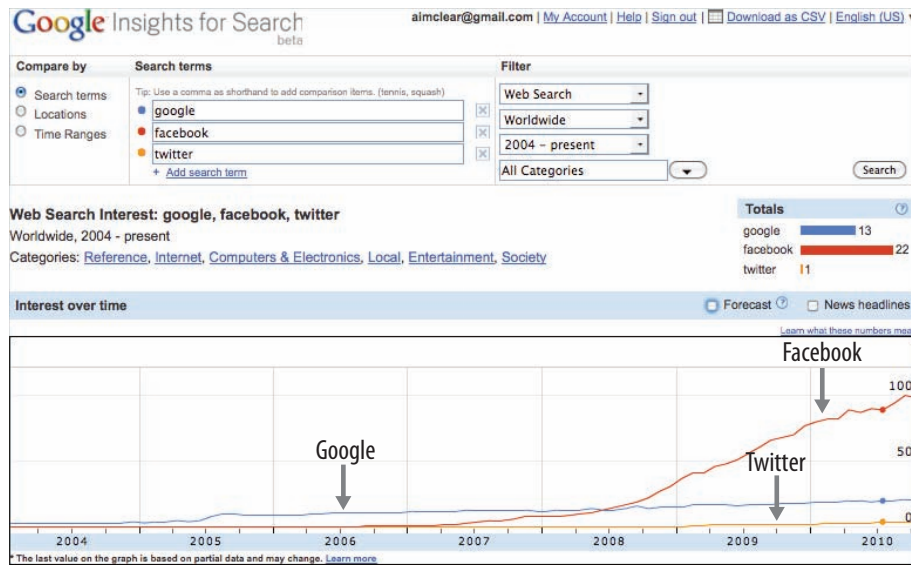


Figure 1.1 Google Insights for Search interest graph

The social networking site has amassed over 900 million pages, groups, events, and community pages. Users generate upwards of 30 billion monthly web links, news stories, blog posts, notes, photo albums, and other shared content blocks. Because approximately 70 percent of users hail from outside the United States, a virtual army of 300,000 volunteers translates content using the Translations app.

Two hundred fifty million on-the-go mobile users currently access Facebook through their cell phones, iPads, and other devices. More than a million entrepreneurs and developers from 190 countries have created more than half a billion applications. Since social plugins launched in April, 2010, an average of 10,000 new websites integrate with Facebook every day. More than 2.5 million websites have integrated with Facebook, including over 80 of comScore's U.S. Top 100 websites and over half of comScore's Global Top 100.

Facebook's rise to power was as frighteningly fast and, in a way, as prodigal as its eccentric, youthful brain trust. The social network was founded by a group of four now-infamous Harvard students led by Mark Zuckerberg, a computer science student and brilliant hacker with a gift for black hat website scraping and deep intuition about human social motivations. Zuckerberg and cofounders Dustin Moskovitz, Chris Hughes, and Eduardo Saverin launched Facebook (known then as "The Facebook") in February 2004 from their Harvard dorm room. By March that year, the site, which had formerly been an exclusive Harvard-only online network, expanded to include students from Columbia, Stanford, and Yale. In June, the Facebook crew migrated to Palo Alto, California, where Facebook Groups and the distinguishing *Wall* were added as staple profile features. The upstart social network celebrated reaching the one-million active-user mark in December—incredibly, less than one year after launch. It was clear that the Facebook revolution was now seriously underway.

In May 2005, the relocated Bay Area startup raised \$12.7 million in venture capital from Accel Partners, and by August grew to envelop more than 800 colleges and universities. Students fell in love with Facebook's heady mix of community, dating, college play, and friendships. For a guy with a serious nerd rap, Zuckerberg was proving himself a freakishly genius wizard of the new online virtual pheromones crucible.

In September, things really started to heat up when Facebook began allowing high school students around the country to create accounts. The Photos core application was deployed in October, at which point the site also began the assimilation of international school networks. By December 2005, the user base had expanded by an astonishing 500 percent to comprise more than 5.5 million active users. It was clear that Zuckerberg had his finger on the beating pulse of emergent Internet social media. Though far from mainstream, Facebook raised plenty of eyebrows, chiefly from marketers wondering where this was going to lead. By then, clever marketers were finding ways to gain access to college accounts to test word-of-mouth marketing, among other things. Facebook was especially fertile at this time because college kids had no idea whatsoever that marketers were in the mix.

In 2006, another year of astronomical growth, Facebook opened the once ivy-clad walled garden even more, providing free registration to anyone who wanted to join. No longer strictly for students, the future king of social networks was poised to explode into international mind share. The \$27.5 million from Greylock Partners and Meritech Capital Partners helped keep things scaling. More features were launched, including the Notes app, the now ubiquitous News Feed, Mini-Feed, the Development Platform, additional privacy controls, and *Share* functionality. Facebook and Microsoft entered into a strategic alliance to serve syndicated banner ads. By December, the user base had expanded internationally to 12 million people. The volume and diversity of the user base had marketers salivating. Many of us wondered what the FB crew had up their sleeves to make community members accessible to advertisers.