



Marketing Essentials

To Pay or Not to Pay

Quick Links to Ad Tools





To Pay or Not to Pay...

- ...is the question.
- The majority of your social media activity can and should be free of charge – remember, it's about people and connections.
- It is worth paying to reach people outside of your networks, though.
- Get everything ready first, before you welcome them to you business, products and services.
- Where will you send them? Is your website up to date? Is your email campaign ready to go?
- Start small, with a low spend and experiment with different ad creative, copy and target groups or audiences.
- **Good luck!**





Steps to creating your ad/s

- Set your overall goal
 - Start with the end in mind
 - Is your offer compelling?
- Design your giveaway (for lead generation)
 - Ebook, audio, video
- Review your offer
 - Landing page copy, graphics, video, **CTA**
 - Email follow up
 - Customer service
- Choose AD objective
- Find your AUDIENCE
- Use CUSTOM audiences
- Design the ad CREATIVE
- Set BUDGET & schedule
- MONITOR





Structuring your (Facebook) Campaigns

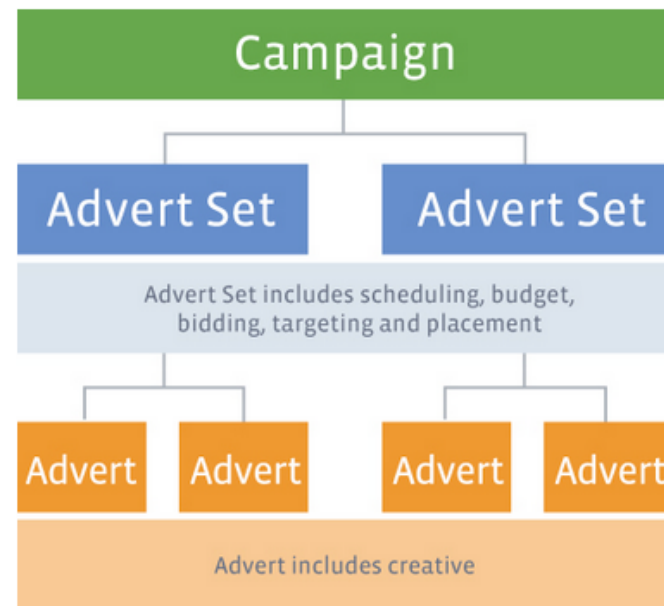
Campaign structure

There are three levels to Facebook's campaign structure: campaign, advert set and advert.

Campaign: A campaign contains one or more advert sets and adverts. You'll choose one advertising objective for each of your campaigns.

Advert set: Advert sets contain one or more adverts. You'll define your targeting, budget, schedule, bidding and placement at the advert set level.

Advert: The creative you use makes up an advert.



https://www.facebook.com/business/a/campaign-structure?campaign_id=746457198711324





Creating your Custom Audience

Create a lookalike audience based on your:

Facebook likes

Email database

Website visitors

[https://www.facebook.com/business/a/custom-audiences?
campaign_id=579705038731764&placement=OnlineAdvCATrg](https://www.facebook.com/business/a/custom-audiences?campaign_id=579705038731764&placement=OnlineAdvCATrg)

Remarketing with Facebook

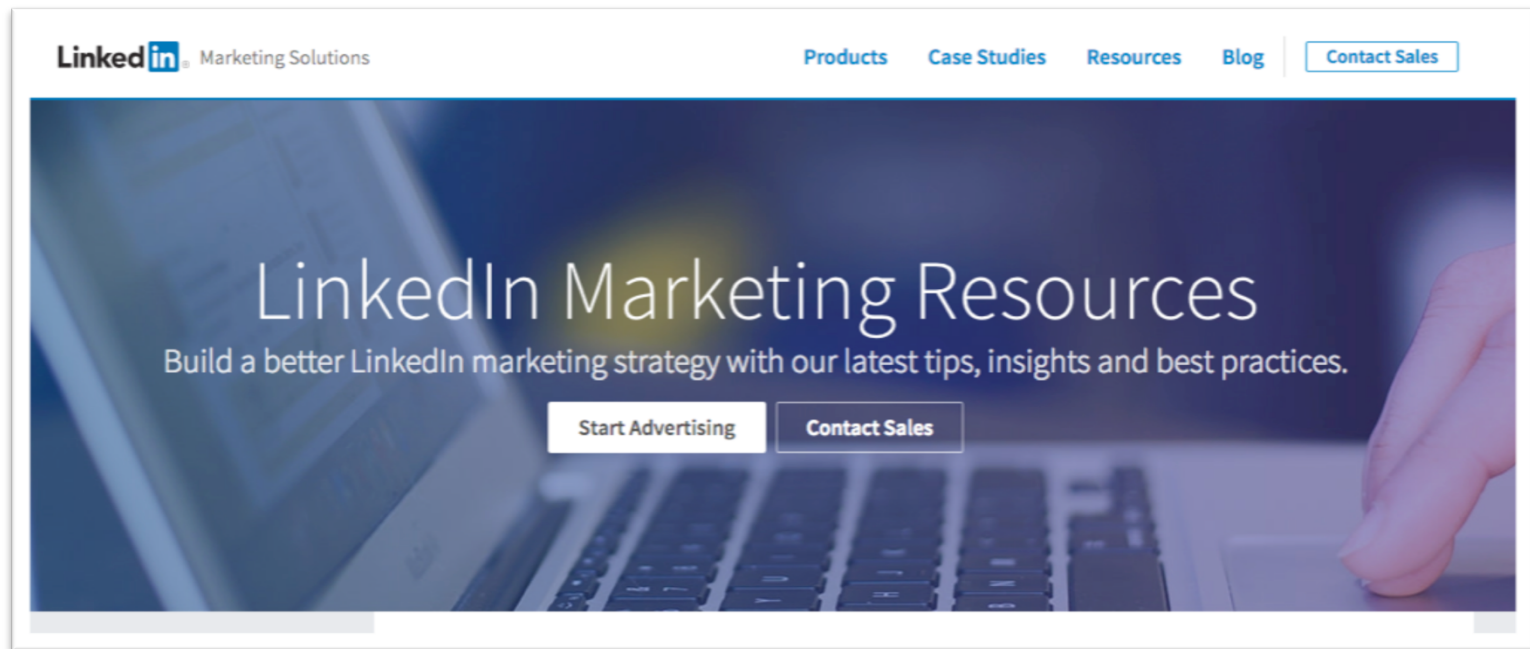
Create a tracking pixel to accompany your Facebook ads

[https://www.facebook.com/business/a/online-sales/custom-audiences-website?
campaign_id=579705038731764&placement=OnlineAdvWCA](https://www.facebook.com/business/a/online-sales/custom-audiences-website?campaign_id=579705038731764&placement=OnlineAdvWCA)





Linked In – Advertising Tools



<https://business.linkedin.com/marketing-solutions/marketing-strategy>





Twitter – Advertising Tools



Use Twitter Ads to achieve
your business goals

<https://business.twitter.com/en/advertising.html>





YouTube – Advertising Tools

The screenshot shows the YouTube channel page for 'YouTube Advertisers'. The header is red with a white 'Ads' button and a 'YouTube ReView Subscribe' button. Below the header, the channel name 'YouTube Advertisers' is displayed with a 'Subscribe' button showing 165,712 subscribers. The navigation bar includes 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'. The main content area features a video titled 'TrueView Discovery Ads EXPLAINED While Doing Yoga | YouTube Advertisers' with 9,903 views. The video description states: 'People visit YouTube every day to discover new content, which makes it a great place to reach users with your brand message. Join YouTube's Head of Brand Product Strategy, Josh Rubel, as he explains TrueView video discovery ads while trying yoga for the very first time.' The video is featuring Josh Rubel, Head of Brand Product Strategy, YouTube. A video clip by Yoga With Adriene is also mentioned. On the right, a 'Featured Channels' list includes YouTube Spotlight, YouTube Help, YouTube Creator Academy, YouTube Creators, YouTube Trends, AdWords, and Google, each with a 'Subscribe' button. At the bottom, there is a section for 'YouTube Ads Leaderboard: June | YouTube Advertisers' with a description: 'The YouTube Ads Leaderboard showcases the top ads of June, featuring crowd favorites like Nike Football and Xbox One S. Grab a bucket of popcorn and enjoy.'

<https://www.youtube.com/user/advertise>



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