

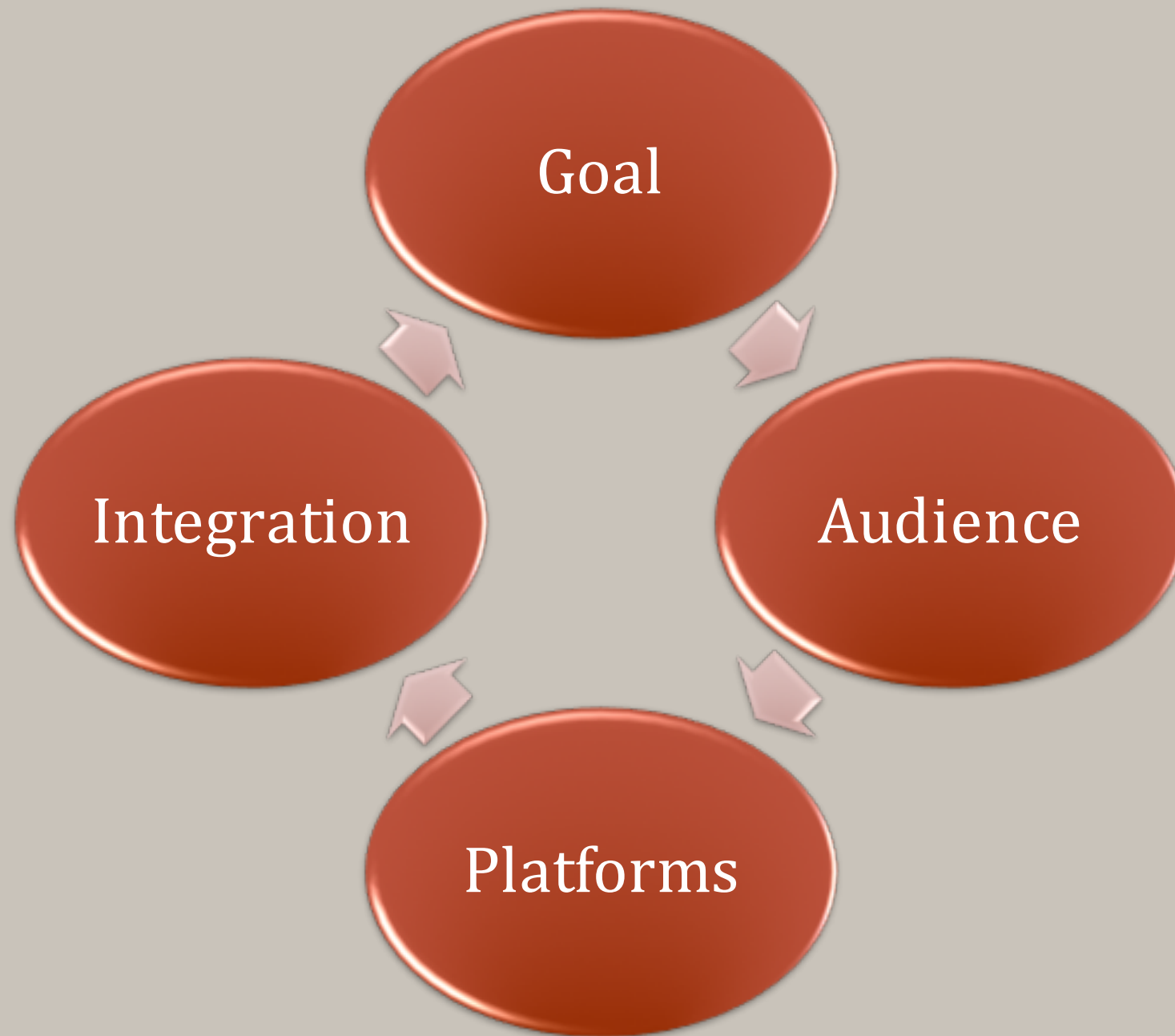
How to Leverage Re-Targeting

Social Media Advertising

**WORDCAMP MIAMI
2016**

The Reluctant Social Media Manager

Where to Start

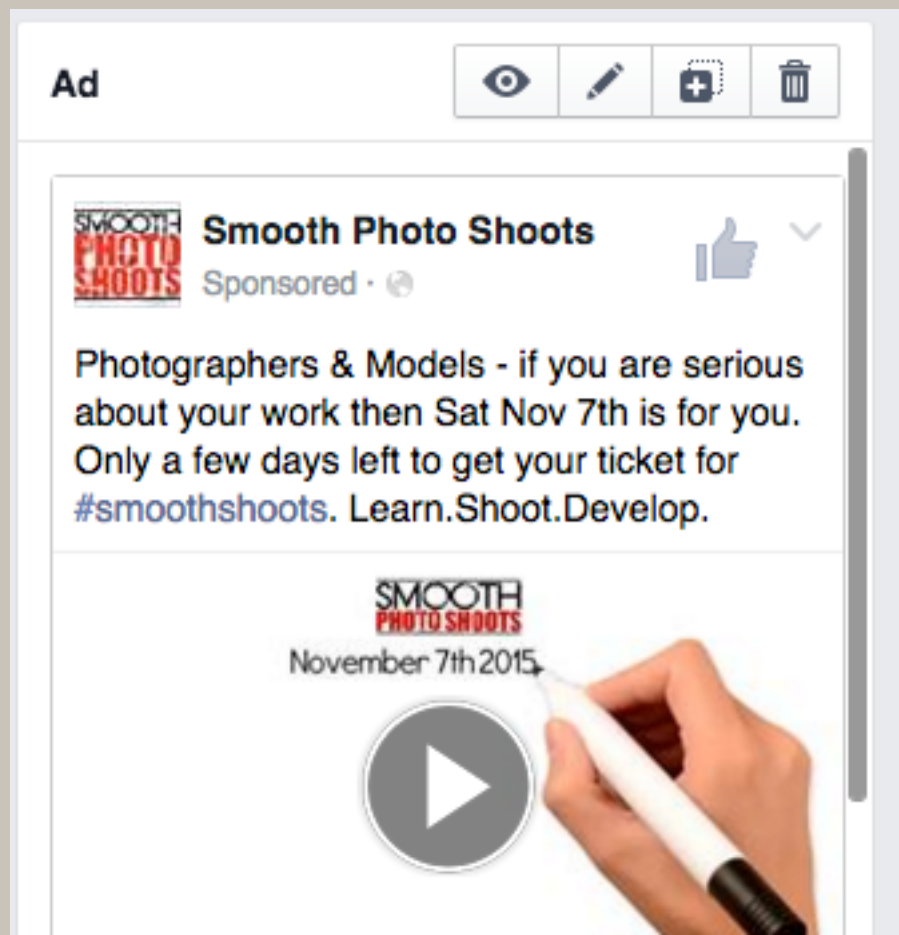


Nice and Easy

- ❖ Facebook - Easiest platform
- ❖ Generate Engagement - Join groups, Like Pages
- ❖ Use tools to keep your Page active
- ❖ Easy conversion – link to your site, accept payments directly
- ❖ Effective, inexpensive advertisements
- ❖ Integration with Instagram Ads

Anatomy of an Facebook Ad

- ❖ Create an image based ad with attractive copy
- ❖ Target the appropriate audiences
- ❖ Track Results on the Ad Manager



Performance Audience Placement

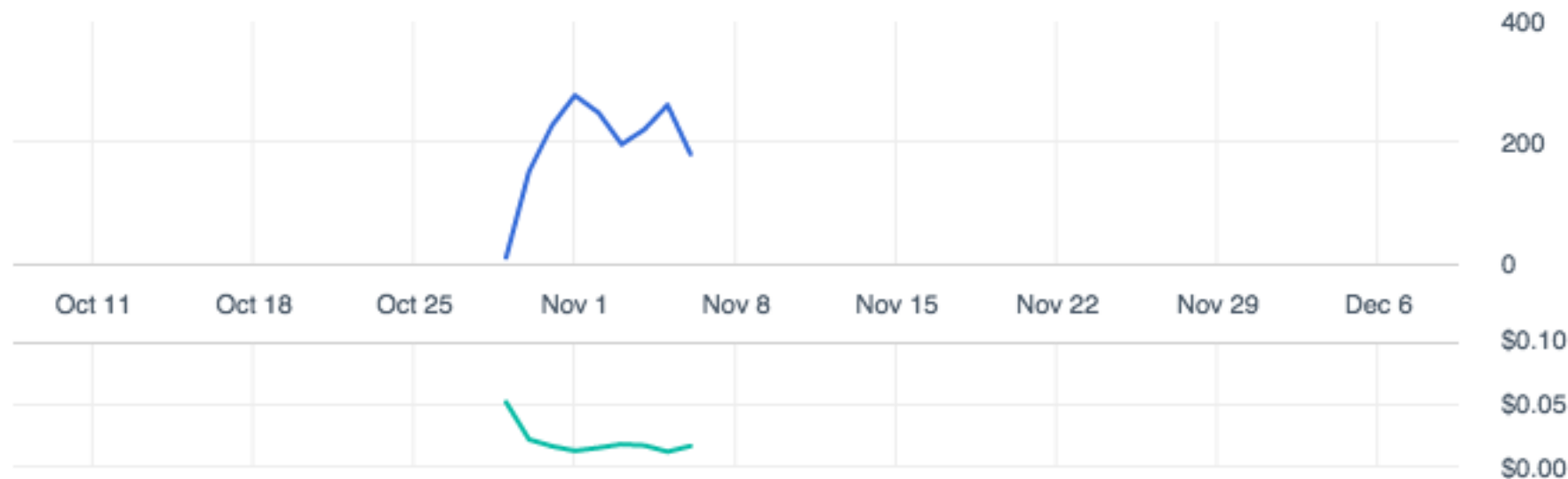
1,779
Results: Video Views

7,469
People Reached

\$30.00
Amount Spent

Custom

1,779 Results: Video Views \$0.02 Cost per Result 20.69% Result Rate



Ads in this Ad Set

+ Create Ad

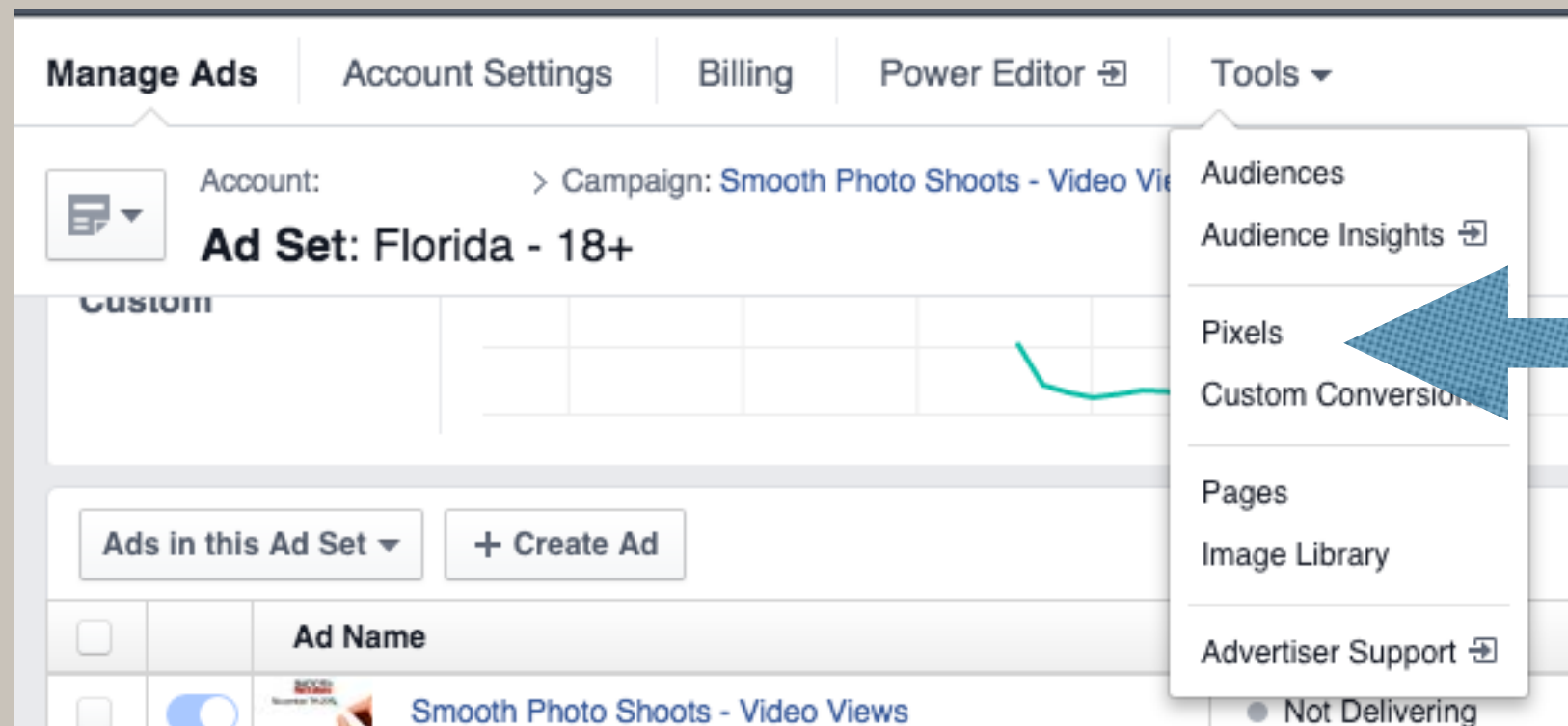
Columns: Performance

Breakdown

Export

| | Ad Name | Delivery | Results | Reach | Cost | Amount Spent | Relev... |
|-------------------------------------|--|-----------------------------------|----------------------|-----------------|--------------------------|------------------------|----------|
| <input checked="" type="checkbox"/> |  Smooth Photo Shoots - Video Views Smooth Photo Shoots - Video Views > Florida - 18+ | ● Not Delivering Ad Set is Off | 1,260 Video Views | 5,091 | \$0.02 Per Video View | \$22.51 | 3 |
| <input checked="" type="checkbox"/> |  Smooth Photo Shoots - Video Views Smooth Photo Shoots - Video Views > Florida - 18+ | ● Not Delivering Ad Set is Off | 519 Video Views | 2,725 | \$0.01 Per Video View | \$7.49 | 5 |
| Results from 2 Ads | | | 1,779 Video Views | 7,469 People | \$0.02 Per Video View | \$30.00 Total Spent | |

Install the Pixel



Your Web
Focused Lead
Generator

Facebook provides
code, you install on
your WordPress site

<!-- Facebook SAMPLE Pixel Code -->

<script>

```
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
```

...and so on

Advanced: Edit the
code to include
conversion tracking

Target and then Re-Target

Re-Targeting makes sure your audience is really YOUR AUDIENCE

Create a Custom Conversion

Pixel ⓘ ● **Custom Audience Pixel**
Pixel ID: 1642579276023613

Rule ⓘ **Include traffic that meets the following**

URL Contains ▼

Add URL keywords

and

Category ⓘ

Choose a Category ▼

Choose the category that best fits this custom conversion. This isn't dependent on your pixel code and doesn't need to match any events.

Cancel

Next

Nicole Perpillant
nicole@dthero.com
[@dt_Nicole](#)



Let's Chat about Any of the Items Below.....

or whatever

- *Worker Bee at Design Theory LLC
- *Information Security & Legal
eDiscovery
- *Social Media Management
- *Small Business Idea Maker
- *WordPress Lover