



Advertising in Facebook

Pay Per Click



Understanding Bidding





You generally only have to pay a few cents up to about \$3

You have a fair margin for error when it comes to ROI



You set the cost for your click and the minimum spend is tiny

4ourWebsite.com

amazon.com[®]

- **This works on a bidding system whereby you will set your CPC or CPI**
- **This will end up defining how often your ad shows**
- **The ads they show will be dictated by who is bidding the most**
- **Each time there's a 'slot' for an ad, all the relevant ones will be compared**
- **The ones that bid highest will be shown most often.**

\$2 per Click

- Your ad will be seen a lot but...
- It will cost you a lot.



5¢ per Click

- Your ad will be shown rarely but...
- Your overheads will be much lower each time someone *does* click on the ad.

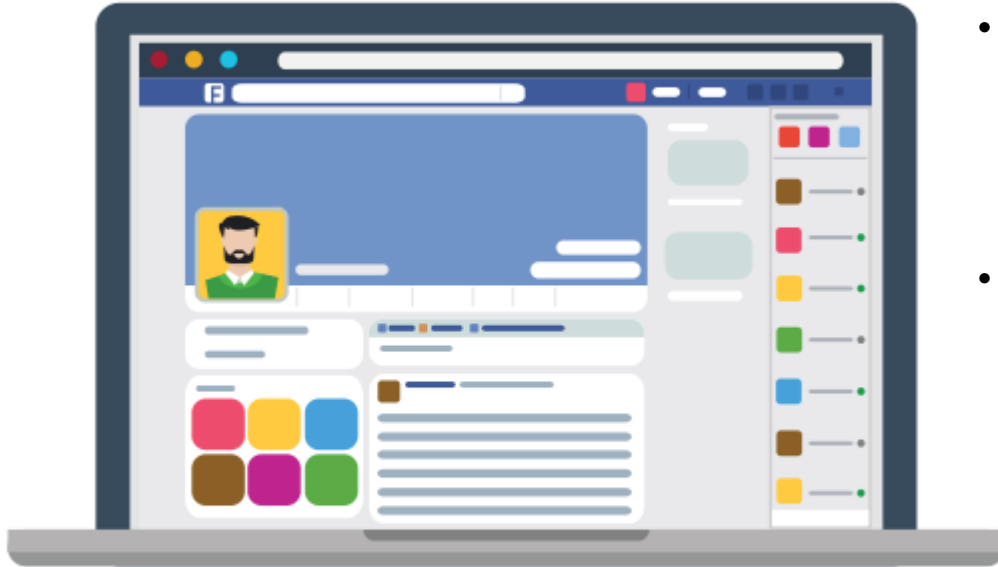




- **Another important factor to consider when making this decision is your overall budget**
- **You can set a maximum budget with most forms of PPC – including Facebook advertising – and this allows you to set a cut-off point and a cap on how much you're going to spend**
- **This way, if someone were to click on your ad 100 times, costing you \$100 that day, your ad would stop showing.**
- **This is a highly flexible system and that gives you the control you need to test the market and find the perfect price point for your ads.**

Targeting Your Audience Strategically



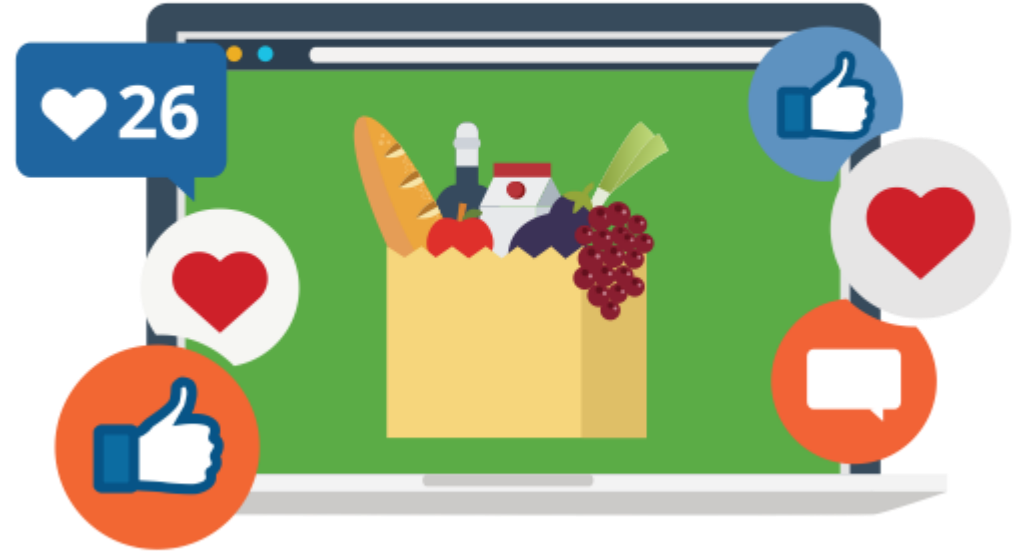


- **Facebook gives you access to huge amounts of information about each member**
- **Users will usually share details such as their age, their profession, their hobbies and interests, their marital status, their location and much more...**

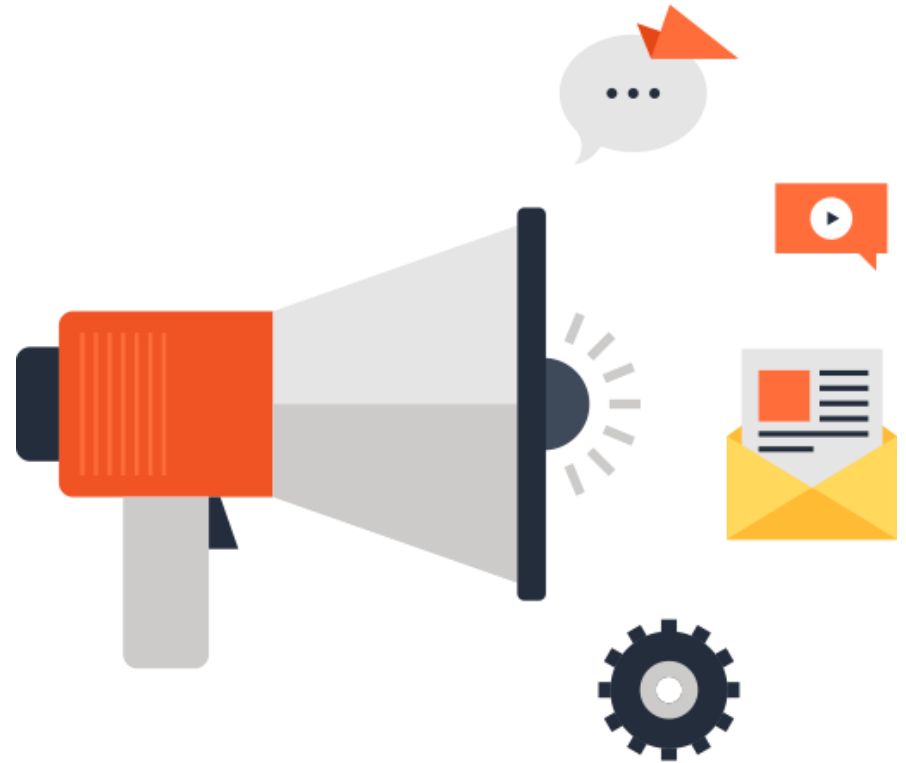


- **This gives you the very powerful ability to pick who you want to see your adverts.**
 - **Would you rather that your ads were seen by teenagers?**
 - **Or would you rather they were seen by women based locally who were in a relationship?**

- **This way, you drastically reduce the amount of people clicking on your ads who aren't likely to buy.**
- **You ensure all your money is being spent on worthwhile and useful advertising.**



Advertising Your Objective





Direct conversions

- **A 'conversion' counts as someone going through with the action you want them to.**



- **You can sell \$30 e-books with barely any overheads**
- **Digital products like e-books cost nothing to print or deliver, so your only costs will be hosting and advertising**
- **If you can increase the percentage of people who actually buy your product after clicking on your ad, you can start generating a steady and stable ROI from your advertising.**



Create an e-book



Target people in their 20s-30s

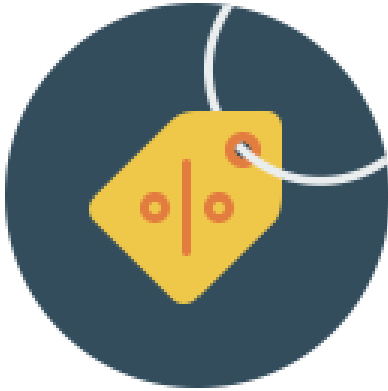
- perhaps who listed 'the gym' or fitness' as a hobby



Create an ad to show in the sidebar, or on their home feed



Broadcast very clearly what you're selling and how much you're selling it for.



Save the price until right at the end.



'AIDA' approach

- Awareness, interest, desire, action



With PPC you're trying to *avoid* clicks as much as encourage them.



You don't want people clicking on your ads unless there is some chance that they might actually be willing to buy.

Buy groundbreaking fitness e-book for \$30.

- **Anyone who wouldn't want to pay \$30 won't click**
- **You can now afford to increase your CPC and have your ad seen more often**
- **You increase your chances of being seen by someone who does want to pay \$30 for your e-book**
- **That in turn will increase the percentage of clicks that result in an action.**





- **The objectives of your Facebook advertising then are going to impact heavily on the approach you use and will be intertwined with everything from your CPC to your maximum budget and ad design.**
- **There are different types of Facebook ad.**

- **Facebook actually lets you 'set' your goals right from the start and the options they give you are fairly wide-ranging and comprehensive**
- **These cover:**
 - **Improving engagements of a post**
 - **Getting more likes for your Facebook page**
 - **Getting more clicks or leads for your website**
 - **Getting more installs for a mobile or Facebook app**
 - **Promoting your event offer.**



- **If you're trying to promote an external page, then it makes sense to select the 'Website Conversions' goal rather than 'Website Clicks'**



- **Website conversions means that you're looking at actual sales or sign-ups for your newsletter rather than just getting people to your site.**

- **The only reason you would prefer website clicks would be if you were making money from advertising ...**



- **But there's a good chance this wouldn't be enough money 'per visitor' to make direct PPC advertising a viable way to grow your income.**