

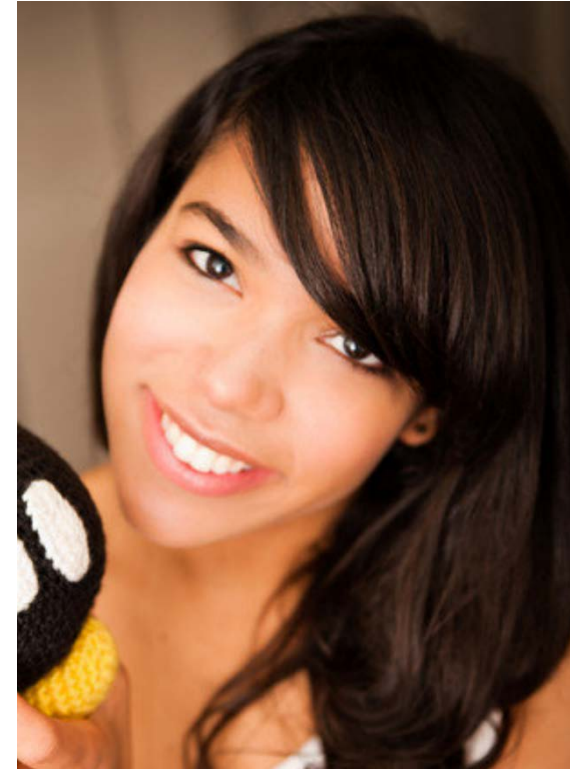
Know the Algorithm: Using Facebook to Grow Your Business

2018
TOURISM
SUMMIT
and
GHCVB
ANNUAL MEETING
HOUSTON • TEXAS





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Using Facebook to Grow your Business

tangiblemedia
a full service media buying agency

facebook
f i g



Topics

1. WHO WE ARE: FACEBOOK & TANGIBLE MEDIA
2. WHY IS FACEBOOK RELEVANT
3. WHAT FACEBOOK MARKETING CAN DO
4. CREATING A CAMPAIGN
5. SUCCESS WITH FACEBOOK



Who We Are: Facebook & Tangible Media



tangiblemedia

a full service media buying agency



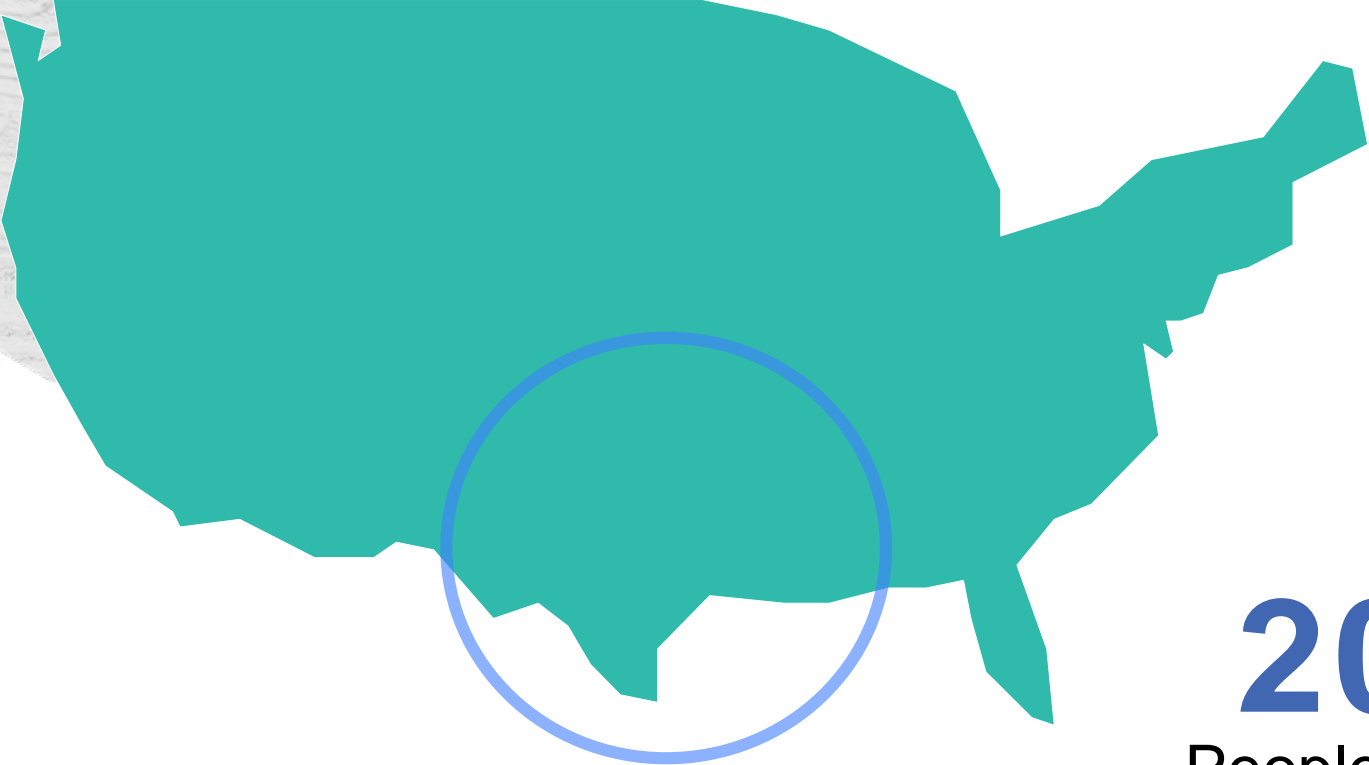
Why Facebook is Important

Because the US is on Facebook!



230M+
People in the US on
Facebook

Because Texas is on Facebook!

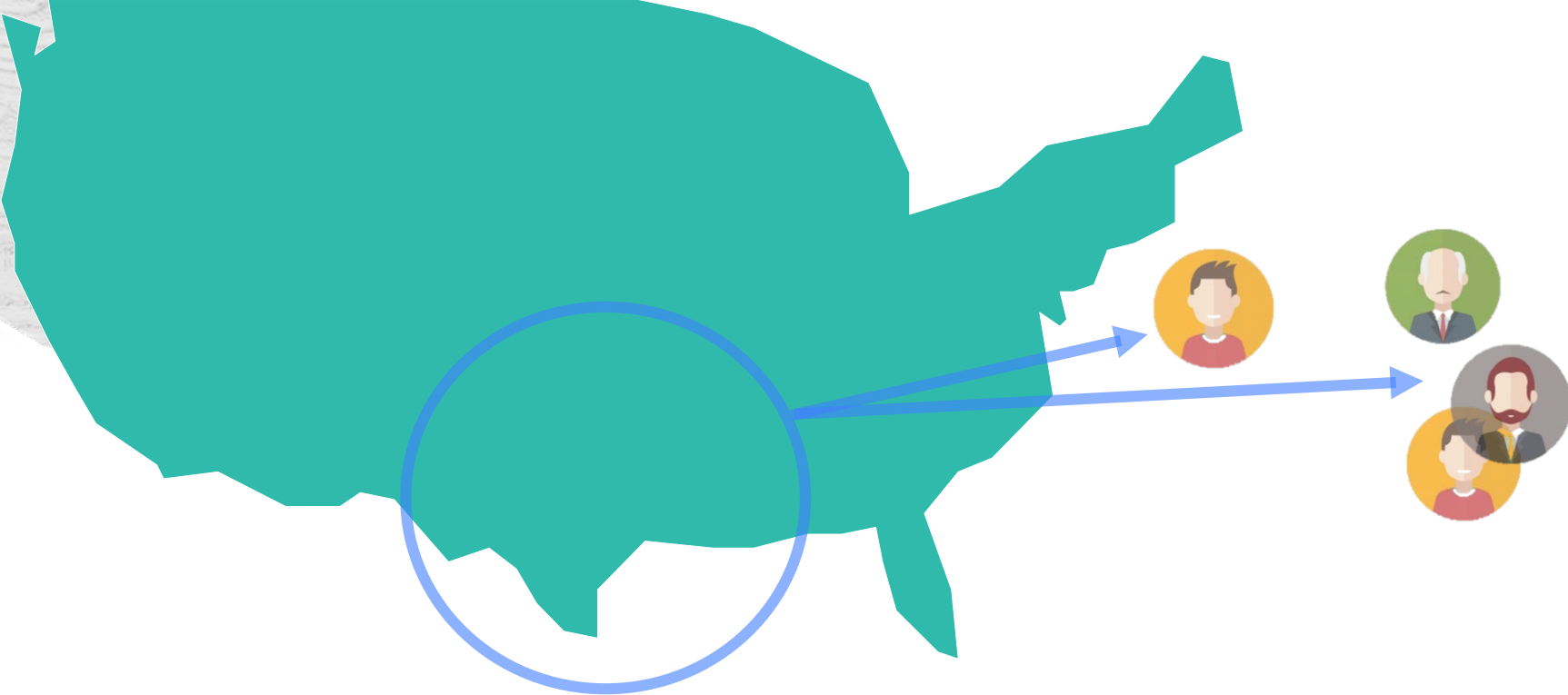


20M+
People in Texas on
Facebook

DISCLAIMER: Marketing outcomes depend on a variety of factors and can vary. Nothing in these materials is intended or should be construed as a warranty or guarantee of results to be achieved.

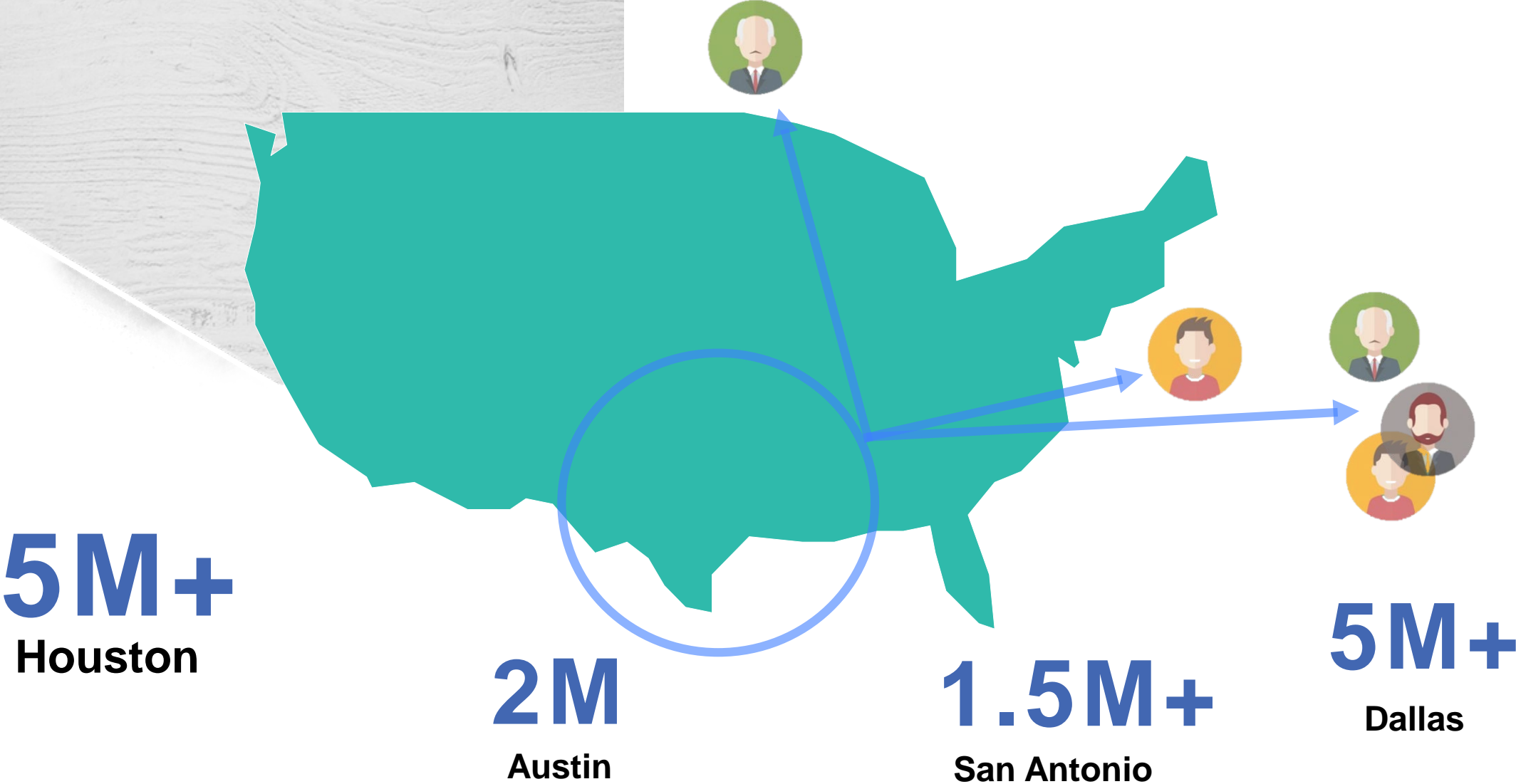
Because the people you care about are on Facebook!

5M+
Houston



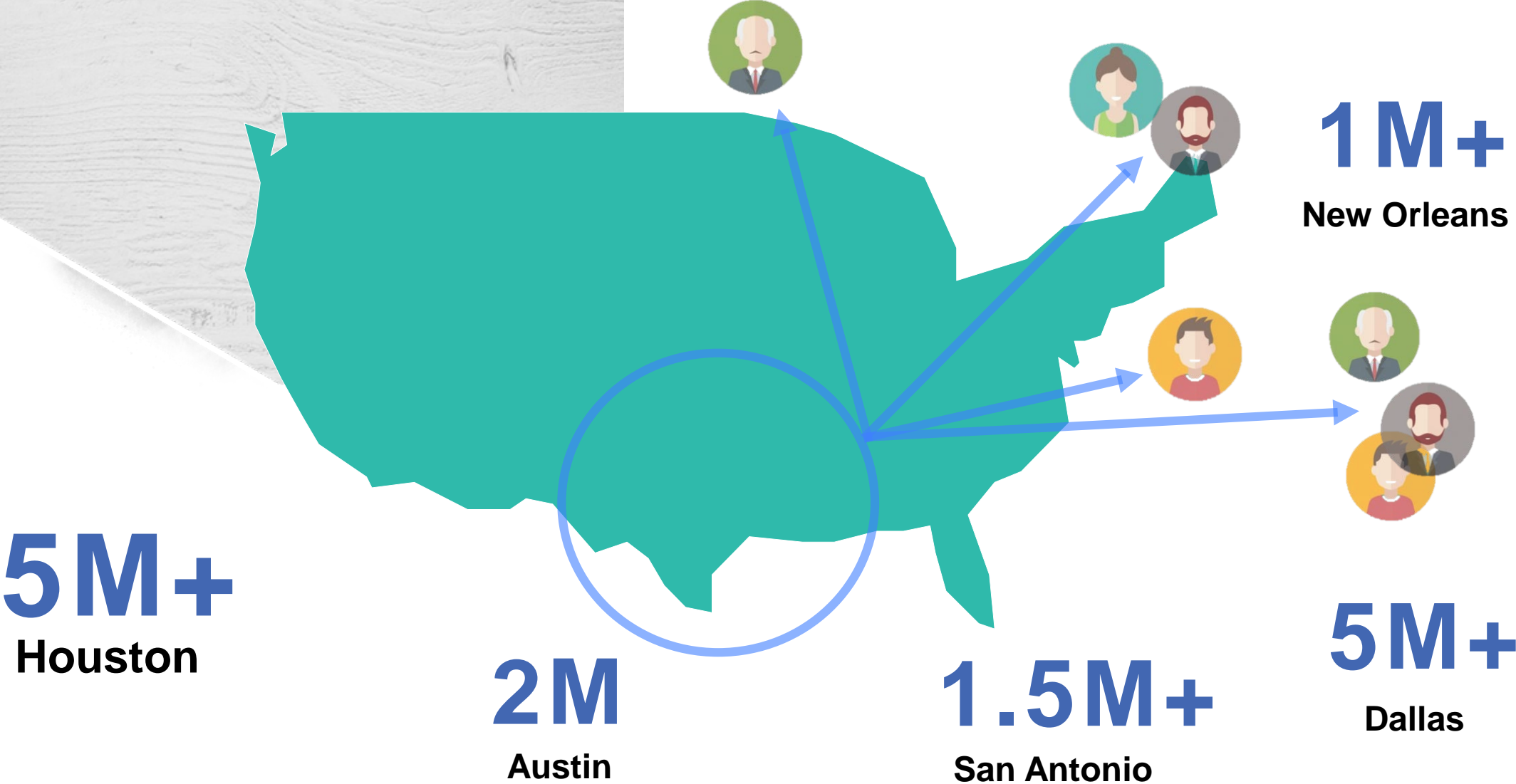
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Because the people you care about are on Facebook!



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Because the people you care about are on Facebook!



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There are 100+ ways to target the right people!



Demographics

- Cities
- Education
- Relationship status

Connections

- Facebook page
- Facebook event

Interests

- Hobbies
- Entertainment
- Business & industry

Behaviors

- Travel
- Purchase behavior
- Digital activities


Custom Audiences

- Website traffic
- Newsletter lists



What Facebook Marketing Can Do

So what can you do with Facebook Marketing?

A group of four young women with long hair are gathered around a smartphone, looking at the screen with interest and smiling. The woman on the right is holding the phone. The background is slightly blurred, suggesting an outdoor setting. The overall tone is warm and collaborative.

FACEBOOK ENABLES YOU TO DELIVER

the right content
to the right person
at the right time

Use Facebook for:



DRIVING
AWARENESS



Ensure the right people
see your message at the
right time

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Use Facebook for:



DRIVING
AWARENESS



PROCURING
LEADS



Easily collect contact info from people interested in becoming your customer.

DISCLAIMER: Marketing outcomes depend on a variety of factors and can vary. Nothing in these materials is intended or should be construed as a warranty or guarantee of results to be achieved.

Use Facebook for:



DRIVING
AWARENESS



PROCURING
LEADS



REMARKETING

Promote products to people who have already expressed interest.

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Creating a Campaign

Getting started – Create a Page

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



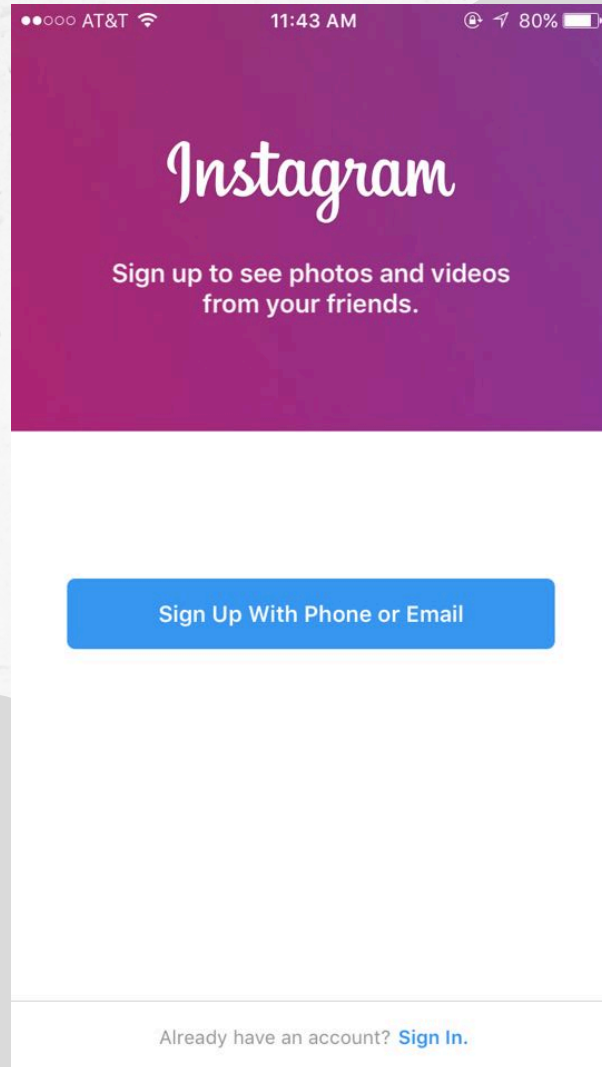
Entertainment



Cause or Community

Start by
creating a
Facebook Page
– quick, easy &
free!

Getting started – Create an Instagram account



Next, create an Instagram account for your business so you can reach people on both platforms

Getting started – Install the Pixel (optional)



Find higher quality traffic

Find purchasers

Enable remarketing

The Facebook Pixel is critical any online marketing. Having the Pixel on your site lets you:

Creating the Campaign – Three Major Steps



Pick the objective



Choose your audience



Add the message

Hypothetical Situation:



We are Jaspers Market. We recently opened up a new store in the Houston area and we want to make sure people in the neighborhood know we are open.

Creating a Campaign for Jaspers Market's Store Opening



Pick the objective

Make sure to align your end-goal with the campaign objective

Creating a Campaign for Jaspers Market's Store Opening



Pick the objective

Make sure to align your end-goal with the campaign objective


If we want to make sure people are aware of a store opening, we would choose an “**Awareness**” objective

Creating a Campaign for Jaspers Market's Store Opening



Pick the objective

Awareness	Consideration	Conversion
<input checked="" type="checkbox"/> Brand awareness	<input type="checkbox"/> Traffic	<input type="checkbox"/> Conversions
<input type="checkbox"/> Reach	<input type="checkbox"/> Engagement	<input type="checkbox"/> Catalog sales
	<input type="checkbox"/> App installs	<input type="checkbox"/> Store visits
	<input type="checkbox"/> Video views	
	<input type="checkbox"/> Lead generation	
	<input type="checkbox"/> Messages	



Brand awareness

Reach people more likely to pay attention to your ads and increase awareness for your brand.

Campaign Name

NEW Budget Optimization Optimize budget across ad sets

[Continue](#)

Creating a Campaign for Jaspers Market's Store Opening



Choose your audience

When trying to target local, take advantage of radius targeting

Creating a Campaign for Jaspers Market's Store Opening



Choose your audience

When trying to target local, take advantage of radius targeting

Since we're opening one store in a small area, we would target people within a +15 mile radius

Creating a Campaign for Jaspers Market's Store Opening



Choose your audience

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▾

Locations ⓘ Everyone in this location ▾

United States

📍 Houston, Texas + 15mi ▾

📍 Include ▾ | Type

Current city only | Browse

✓ Cities within radius ⓘ

10 50 15 mi

Drop Pin

Add Locations in Bulk

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Create Multiple Ad Sets

Audience Size



Your audience is defined.

Potential Reach: 3,900,000 people ⓘ

Estimated Daily Results

Reach

6,400 - 40,000 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Creating a Campaign for Jaspers Market's Store Opening

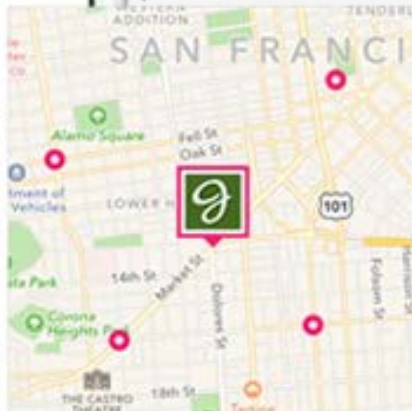



Add the message

CAROUSEL FEATURING STORE LOCATOR

Jasper's Market
Sponsored · 🌐

Learn authentic Italian cooking at our free classes!
Available at selected markets near you.



Free authentic Italian cooking classes! [Get Directions](#)

660 Market St
0.4 mi · 5 Locations Nearby
Open · 7AM - 10PM


👍👎👤 434 22 Comments

👍 Like 💬 Comment ➦ Share

VIDEO

Jasper's Market
Sponsored · 🌐

Learn authentic Italian cooking at our free classes!
Available at selected markets near you.



Free authentic Italian cooking classes on at your local market! [Get Directions](#)

👍👎👤 26 2 Comments 2 Shares 2K Views

👍 Like 💬 Comment ➦ Share

Creating a Campaign for Jaspers Market's Store Opening



Add the message

Format
Choose how you'd like your ad to look.

Carousel
Create an ad with 2 or more scrollable images or videos

Single Image
Create up to 6 ads with one image each at no extra charge

Single Video
Create an ad with one video

Slideshow
Create a looping video ad with up to 10 images

Add a Fullscreen Experience
Add a fullscreen landing page that opens instantly when someone interacts with your ad on a mobile device. Use Canvas to feature images, videos, products and call-to-action buttons that link to your app or website. [Learn more.](#)

Images
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

[Browse Library](#) [Free Stock Images](#)

[+ Upload images](#)

Recommended Image Specs

- Recommended image size: **1,200 x 628 pixels**
- Image ratio: **1.91:1**
- To maximize ad delivery, use an image that contains **little or no overlaid text**. [Learn more.](#)

Text
Enter the text for your ad. [Learn more.](#)

Text

Enter text that clearly tells people about what you're promoting

Ad Preview 1 of 1 Ad < >

Mobile News Feed ▾ 1 of 15 < >

Measuring Success

Key Performance Indicators

- Reach
- Impressions
- Clicks
- Cost per Result

Tracking Performance

- Adset level performance
- Ad level performance

Insights and learnings

Measuring Success

f ≡ Ads Manager Search Ash ⌵ 🌐 🇺🇸 ⚙️

Buffer (104162123274750) ▾ Use the previous version of Ads Manager Discard Changes Review and publish

🔍 Search ▾ 🔼 Filters ▾ + Add filters to narrow the data that you are seeing. This month: 1 January 2018 - 18 January 2018

Account overview ✓ Campaigns **1 selected** ✕ Ad sets for 1 Campaign Ads for 1 Campaign

+ Create 📄 Duplicate ▾ ✎ Edit ▾ ↻ 🗑️ ↔️ 🏷️ Create Rule Columns: Performance ▾ Breakdown ▾ Export

<input type="checkbox"/>	<input type="checkbox"/>	Campaign name	⚠️	Delivery	Results	Reach	Impressions	Cost per result
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	TOFU Post Traffic		● Active	913 Link Clicks	31,048	79,522	\$0.19 Per link click
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Buffer Podcast Traffic		● Active	1,497 Link Clicks	48,047	104,345	\$0.28 Per link click
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Video Views		● Active	125,064 Three-second vid...	230,508	376,708	\$0.01 Per three-second vi...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	MOFU Post Traffic		● Active	6,899 Link Clicks	111,202	137,356	\$0.02 Per link click
<input type="checkbox"/>	<input type="checkbox"/>	Android App Installs		● Inactive	1 Mobile App Install	12,079	20,278	\$77.96 Per Mobile App Install
<input type="checkbox"/>	<input type="checkbox"/>	iOS App Installs		● Inactive	96 Mobile App Install...	33,906	82,288	\$5.03 Per Mobile App Install



Success with Facebook

Their Goal:

The New Orleans Tourism Corporation wanted to encourage people to visit New Orleans by showing parts of the city that are less known.

- Utilize existing video and repurpose it for newsfeed
- Target a broad group of users 25-39 residing outside of New Orleans interested in traveling and vacations.
- Retarget users from the first part of the campaign with new creative

Results:

8-point

lift in intent to visit New Orleans after improving the creative

73%

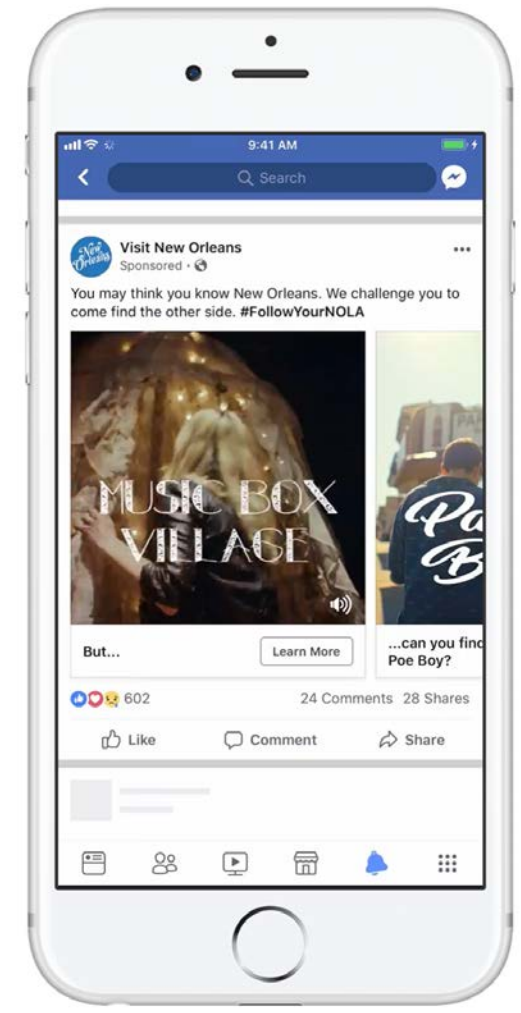
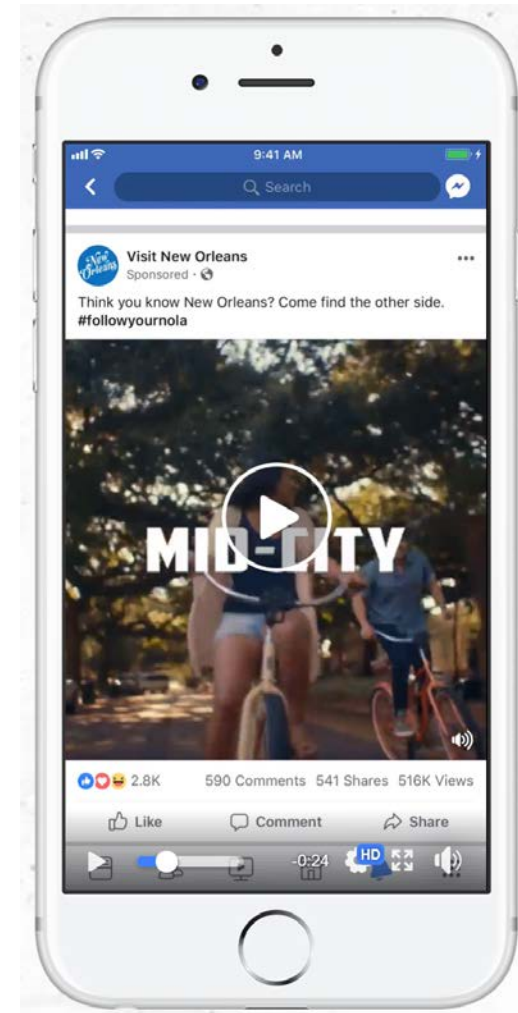
lift in video completion rate

3-point

lift in ad recall

17.4 million

people reached across Facebook and Instagram



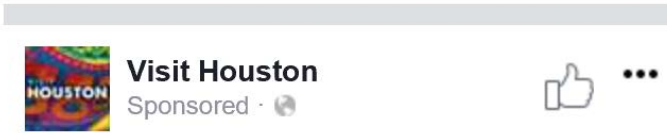
Their Goal:

Houston First wanted to drive sales of their e-commerce store online.

- Utilize Facebook pixel to track purchases and drive ads to users more likely to buy
- Target Gift Givers and Women 25+ in Houston
- Remarket to Visit Houston site visitors
- Test and iterate creative on a weekly basis based on results

Results:

- Reached **144,700 users** on Facebook and Instagram
- Drove over **60% of sales**
- **Instagram drove the most purchases** for the campaign



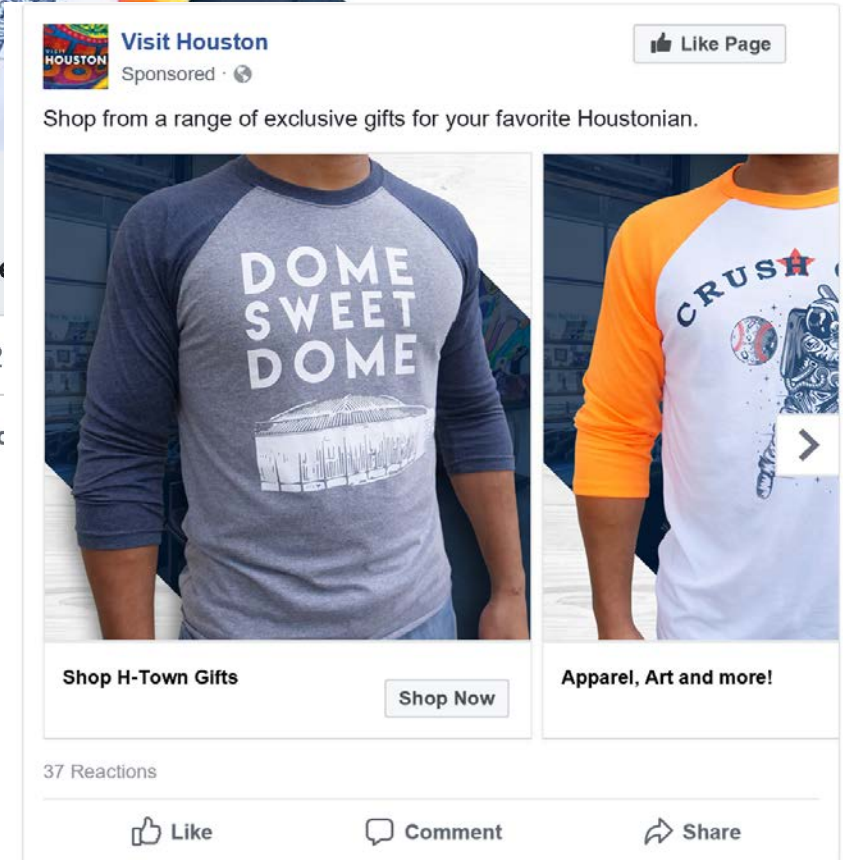
Shop from a range of exclusive gifts for your favorite Houstonian.



shopvisithouston.com
**Crush City Astronaut
Baseball Tee – Orange**

397

Like





Q&A



Thank you

facebook
tangiblemedia