A Local Take on Facebook Ads

Presented by Skye Estroff



A Little Background











Taste of Atlanta









Local Company, Local Budget

 Maximize your money invested when you place an ad on Facebook



Caveat to New Media



 Better tracking but still not 100% accurate



Benefits

- + Gives you data in real time
- Reaches an audience outside of your page
- Allows you to customize your audience
- + Can start at any budget or timeline
- More creative control



My Strategy

- Boost best performing posts
- Use what is working to appeal beyond your everyday audience
- More organic appeal = less budget required to push out post



Checklist

VS



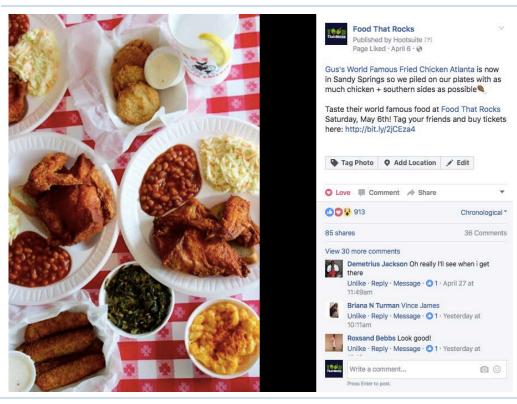
- ✓ Is this photo appealing?
- Is my copy easy to read?
- Does my copy stand out to scrollers?
- ✓ Is there a call to action?
- Think critically about your ideal audience (FB likers vs friends of page likers vs specific targeting goals)

Food That Rocks



- FB Page Typical Engagement:
 - Likes to Page: 255
 - Average Reach: 300+
- Post Performance Pre Investment:
 - Reach: 1,297
 - Likes: 12
 - Comments: 18
 - Shares: 1
 - Budget: \$100 for 2 weeks

Breakin' It Down



- FB Likes to Page: 564
- Post Likes/Reactions: 1,035
- Post Shares: 95
- Post Comments: 42
- Post Reach: 26,457

How to Present Data to Your Boss

- Successes of post:
 - More page likes?
 - More shares, comments and likes on post?
 - More people engaging with call to action?
- Recommendations and observations for next buy:
 - Was budget enough?
 - Was timeline long enough?
 - What did you learn from the ad's success?



Takeaways



- Any budget is enough to help your brand
- Placing Facebook ads gives you more control and better tracking than traditional media
- 3. Ensure your ad visually appealing and cut down on the copy
- 4. Share successes of post with your team and evaluate for best placement next time around

Questions?



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TweetForTheSkye



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