

# A Local Take on Facebook Ads

**Presented by Skye Estroff**



The Social Shake-Up  
May 22-24, 2017 | Atlanta

[www.socialshakeupshow.com](http://www.socialshakeupshow.com)

#shakeupshow  
@TweetForTheSkye

# A Little Background

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# Taste of Atlanta



# Local Company, Local Budget

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- 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

The screenshot shows the Facebook profile for 'Food That Rocks' (@sfoodthatrocks). The profile picture is a black guitar silhouette with the text 'FOOD That ROCKS' in green and white. The cover photo is a larger version of the guitar silhouette with 'FOOD That ROCKS' and 'BITES & BEVS' written on it, along with 'A Celebration of Sandy Springs'. The page shows a 'Featured For You' section with a post for 'Food That Rocks 2017' on Saturday, 6:30 PM in Atlanta, GA, with 564 likes. There is also an event post for 'HERITAGE DAY' on 04.08.17 from 1:00 PM to 7:00 PM, with 564 likes. The page includes navigation links like Home, About, Photos, Likes, Videos, Posts, and Events, and a 'Create a Page' button.

- 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



**Food That Rocks**  
Published by Hootsuite (?)  
Page Liked · April 6 · 🌐

Gus's World Famous Fried Chicken Atlanta is now in Sandy Springs so we piled on our plates with as much chicken + southern sides as possible 🍗

Taste their world famous food at Food That Rocks Saturday, May 6th! Tag your friends and buy tickets here: <http://bit.ly/2jCEza4>

📍 Tag Photo 📍 Add Location ✎ Edit

👍 Love 🗨 Comment ➦ Share

👍 🍕 🍷 913 Chronological ▾

85 shares 36 Comments

View 30 more comments

**Demetrius Jackson** Oh really I'll see when i get there  
Unlike · Reply · Message · 🍷 1 · April 27 at 11:49am

**Briana N Turman** Vince James  
Unlike · Reply · Message · 🍷 1 · Yesterday at 10:11am

**Roxsard Bebbs** Look good!  
Unlike · Reply · Message · 🍷 1 · Yesterday at ...

Write a comment... 📷 🌐

Press Enter to post.

- 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?



Like



Love



Haha



Yay



Wow



Sad



Angry

# Takeaways

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1. Any budget is enough to help your brand
2. 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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