



@theluxteam

#TalkingTrends17



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THE FOOD & DRINK AGENCY

Maximising Sales Using Social Media Advertising

SCOTLAND FOOD & DRINK
NETWORK



PAID SOCIAL ADVERTISING

Maximising Sales using Facebook
Advertising

WE ARE LUX

The Food & Drink Communications Agency



Alice Will

Co-Founder, Director

alice@getlux.co.uk

Born strategist and planner, Alice is passionate about the role social media plays in enabling brands to achieve their goals. Alice leads the LUX team in the creation of powerful campaigns for ambitious food and drink brands. Alice was named 'Emerging Director of the Year' by the Institute of Directors in 2016.



Laura Blackhurst

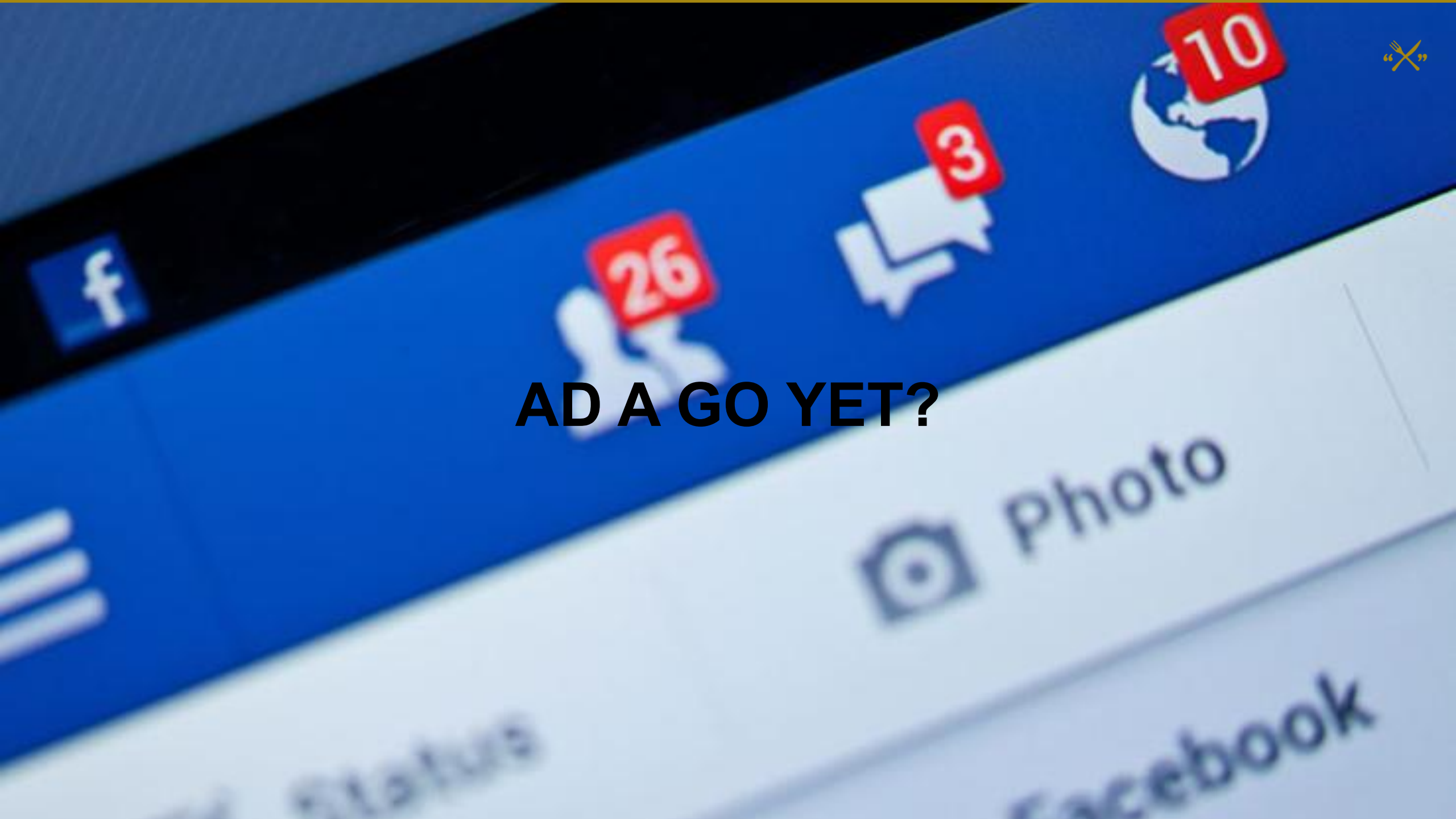
Head of Social Media

laura@getlux.co.uk

Laura uses the full suite of social to develop robust social media strategies, from inception to completion, acting as a guardian of LUX clients' online presences. Laura was named 'Digital Professional of the Year' in 2016 at the annual Herald Digital Awards.

WORKSHOP TAKEAWAYS

- The current landscape of Facebook advertising
- How to build a targeted audience
- How to create boosted post campaigns
- How to create promoted page campaigns
- Monitoring & optimisation of ads to maximise conversions
- Reading results



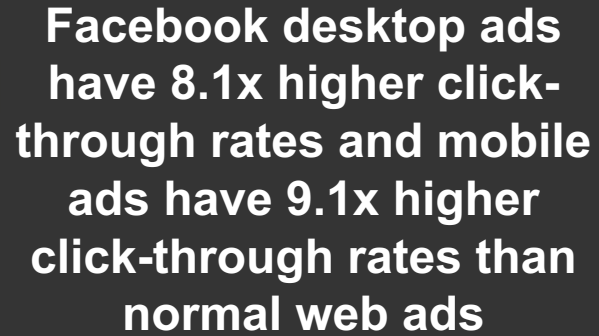
AD A GO YET?

It's an Ad, Ad, Ad World...

Myth: Social media is free to use so I shouldn't spend money on it!

Myth busted: Without paid Facebook advertising, you are reaching only 2%-10%
of your current page fans on average





**Facebook desktop ads
have 8.1x higher click-
through rates and mobile
ads have 9.1x higher
click-through rates than
normal web ads**



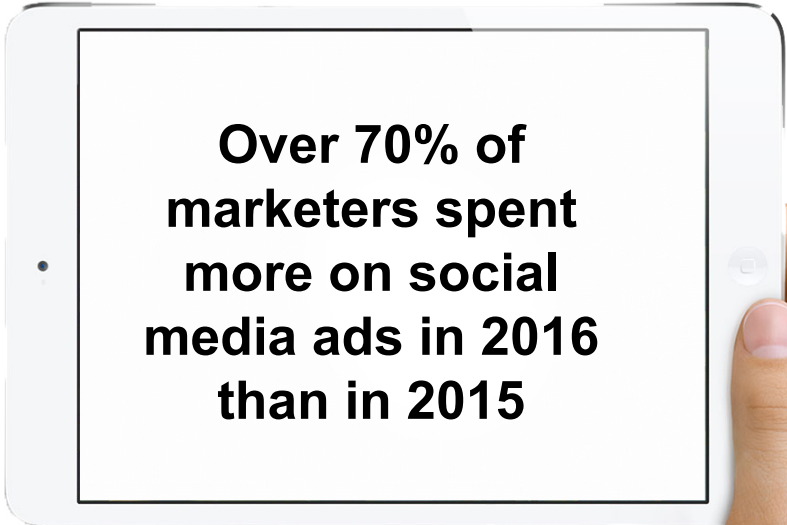
**In the fourth
quarter of
2016,
Facebook's
ad revenue
was \$8.81bn,
up from \$2.96
billion in
2015**



**3 million
business
actively
advertise
on
Facebook**



**The average Facebook
user follows 19 business
pages & over a third
engage with brands on a
regular basis**



**Over 70% of
marketers spent
more on social
media ads in 2016
than in 2015**

Myth Busting



Likes and followers are what truly matter

Reaching the *right* audience is what truly matters



You can't measure and track accurate results

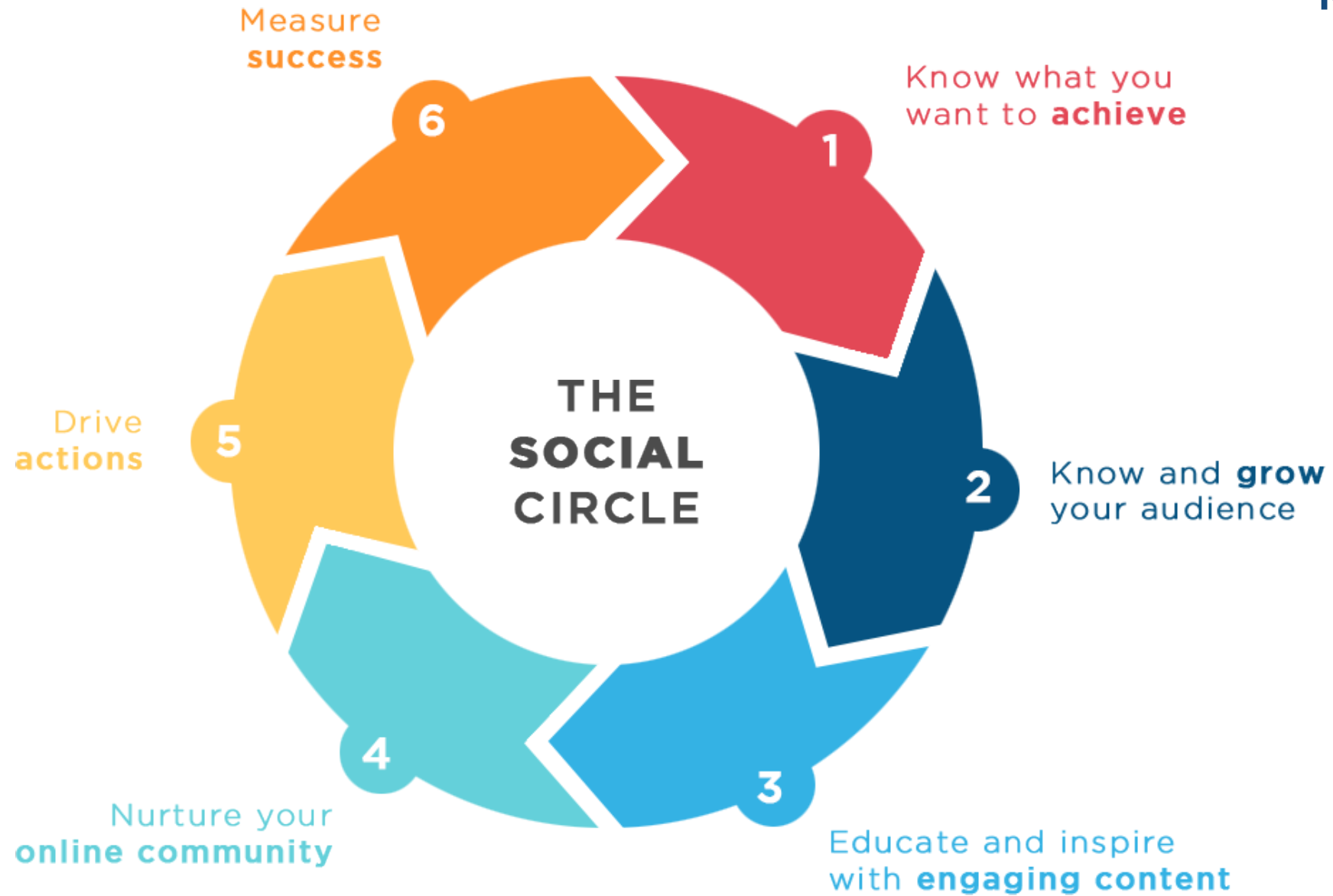
Analytics can track the *exact* number of people who saw or interacted with your content

Social media is a separate strategy

Social media should slot in seamlessly with the rest of your business'

marketing strategy







LAPTOPS AT THE READY



Facebook Advertising Objectives

Engagement = (likes, comments, shares, and clicks)

Likes = (news fans to your page)

Reach = people who viewed your content

*Recent findings show that **customers require 8 touchpoints before buying a product or service.***

Social advertising provides the opportunity to provide many of these touchpoints in a targeted, more granular way over any other form of advertising.

Impressions count too...

99% of people who **saw a Facebook advert** and then bought a product in the shop **didn't click on the advert.**

At what cost?

A recommended starting budget of **£5-£10 per day** to identify what does and doesn't work before scaling up.

Audience Building Questions

- ✓ Who are my audience(s)? (personas)
- ✓ What are my target audience interested in?
- ✓ Do I have high quality materials to support advertising campaigns?
- ✓ Is there a call-to-action?

THE TEN COMMADMENTS

1. Who is the perfect demographic for your offer? (e.g. age, gender, location, income)
2. Who are the thought leaders, experts, or celebrities in your niche that your people might follow?
3. What are the most popular books (authors) or magazines in your niche?
4. Who are the most popular bloggers and podcasters in your niche?
5. Where do your people shop, what retailers do your people buy from?
6. What are the most popular professional organisations in your niche that they might belong to?
7. What Facebook pages are liked by your people?
8. What Facebook groups do your perfect people belong to?
9. What are the most popular online discussion forums in your niche?
10. What are the most popular LinkedIn groups in your niche?

Promoted Post Campaign (Boosted Posts)

- ✓ Use ads manager (do not boost natively) www.facebook.com/ads/manager
- ✓ Ensure high quality of posts e.g. high quality imagery, no grammar or spelling mistakes
- ✓ Check for relevancy/timeliness
- ✓ Optimise for desired action e.g. video views, engagements
- ✓ Monitor at least once per day

Promoted Posts

1. Select Objective
2. Build audience (fans or non fans)
3. Select budget or duration

Awareness

Boost your posts

Promote your Page

AUDIENCE DETAILS

Location: United Kingdom

Connections: People who like Mrs Tilly's

Age: 21-65+

Budget & schedule

Budget

Lifetime Budget

£20.00

Adjust Budget

£20.00 GBP

Up to £20.00, including £20.00 that you've spent so far.

Schedule start

Thursday, 5 May 2016 18:00

London Time

Schedule end

8/5/2016

23:00

London Time

4. Build schedule
5. Choose existing content/create new

	12 am	3 am	6 am	9 am	12 pm	3 pm	6 pm	9 pm
Monday								
Tuesday								
Wednesday								
Thursday								
Friday								
Saturday								
Sunday								
Every Day								

Scheduled hours are shaded blue

Create New Advert Use Existing Post

Connect Facebook Page

Your business is represented in adverts by its Facebook Page or an Instagram account.

Mrs Tilly's

+

Instagram Account

mrstillys

Connect your Instagram accounts in Business Manager.

Select a Page Post

Timeline Photos - Nothing beats the ...

Mrs Tilly's

Sponsored ·

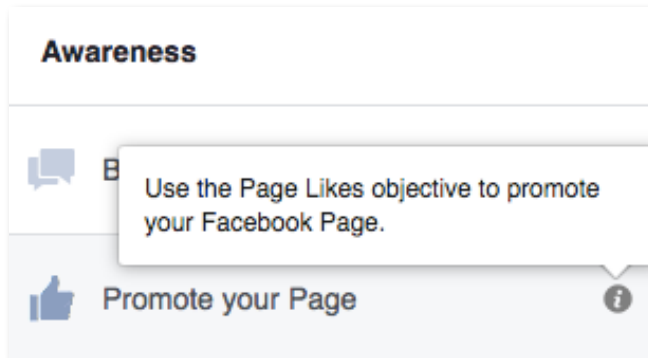
Like Page

Nothing beats the smell of home baking! Sweeten up classic chocolate muffins with delicious chunks of your favourite Mrs Tilly's fudge. Which flavour will you try?



Facebook Advertising: Promoted Page

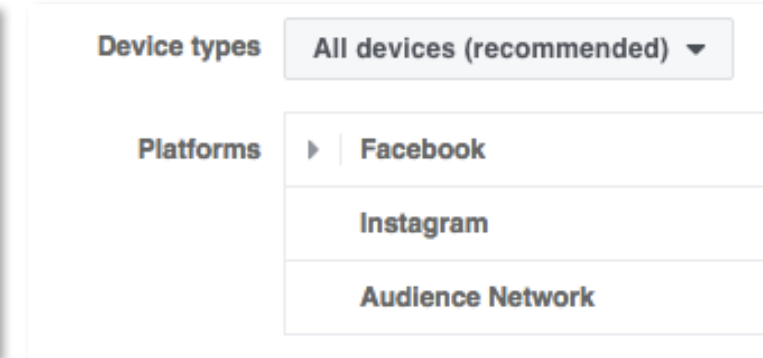
1. Select Objective



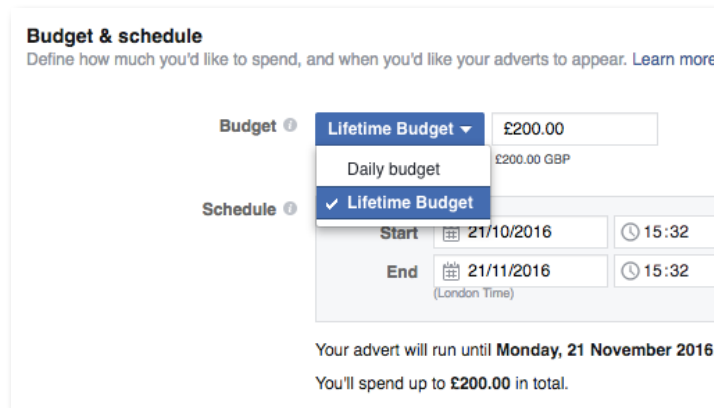
2. Build audience



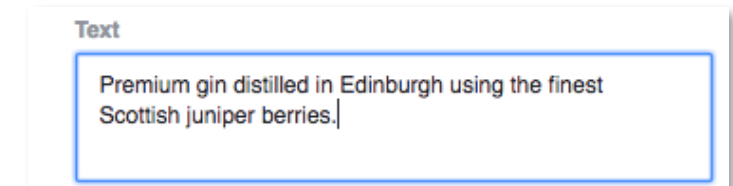
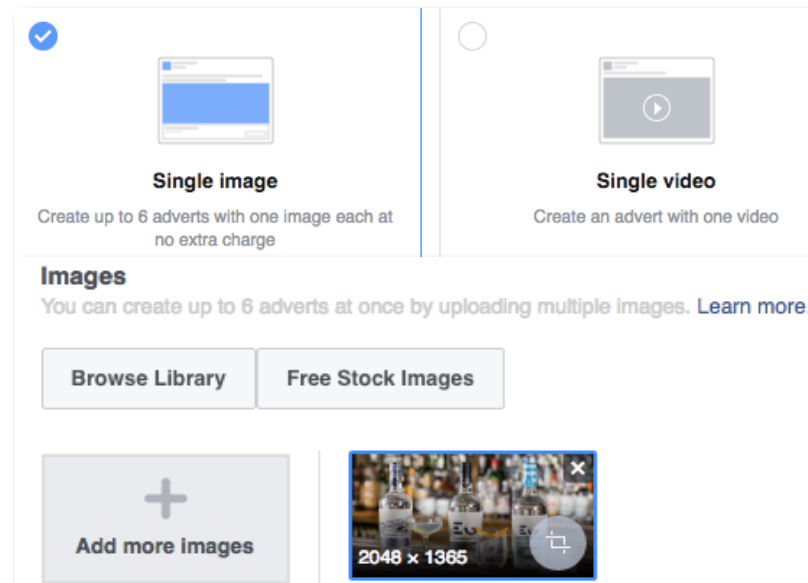
3. Choose placements



4. Select budget & duration



5. Choose creatives (imagery & creatives)



Copy Guidelines

- Short & concise – be aware of character limitations
- Clear, uncomplicated copy, using simple language
- Don't use hashtags
- Showcase deals and offers without being overtly salesy
- Use call to action buttons

The Good...

Suggested Page



Edinburgh Gin

Sponsored

Collectively distinguished, individually unique. Discover the artful distillation of our gin.



Edinburgh Gin

Food and drinks company
57,901 people like this.



Showcases hero products in non-salesy way

Suggested Page



Loch Fyne Oysters

Sponsored

Delicious seafood, direct to your door. Discover our smoked fish, shellfish & oysters range.



Loch Fyne Oysters

Seafood restaurant
8,937 people like this.



Striking image draws attention – copy is concise and to the point

Suggested Page



RR. Spink

Sponsored

Smoked salmon & trout at its finest: the perfect superfood for breakfast, lunch or dinner.



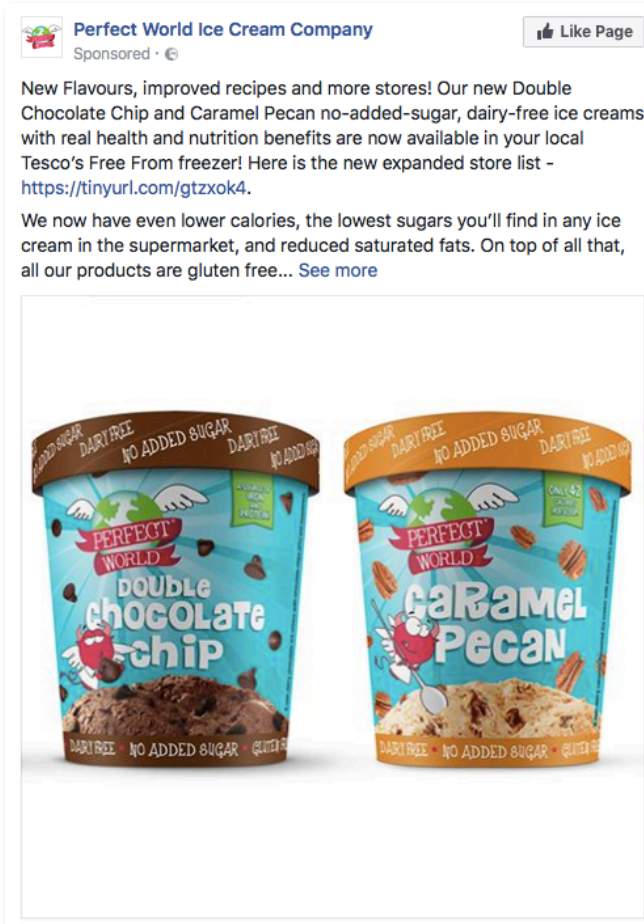
RR. Spink

Food service distributor
5,317 people like this.



Showcases product application, uses words relevant to targeting

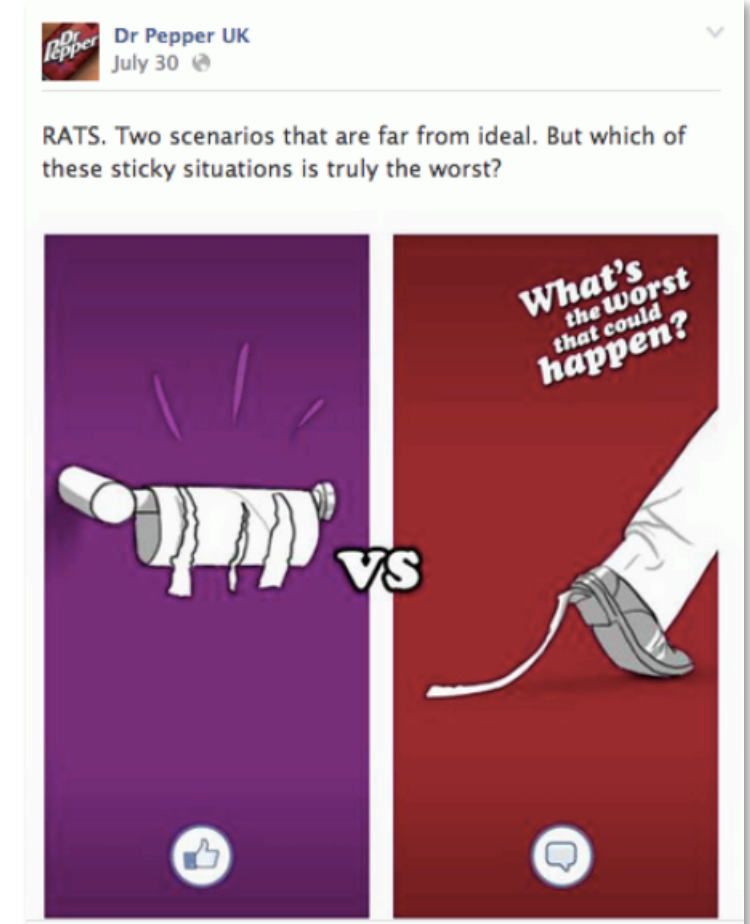
The Bad...



Too long, need to click 'see more'



Hashtags detract from engagement



Overtly desperate for engagements
– users will call brands out for this.

...And Those Beyond Help

Sponsored [Create an Ad](#)

Be ready for Thanksgiving



First time hosting Thanksgiving? We can help with recipes like Herb Roasted Turkey with Gravy using Swanson Broth. Get the recipe here.

Walmart

Targeting served ads to vegans and vegetarians. As expected, huge backlash occurred.

Firebelly Stoves



Company

 Like · 892 people like this.

There's being concise, and the there's saying nothing at all...

 **Camile**
Sponsored · 

Very sad to hear about the passing of Willy Wonka.
RIP: Gene Wilder #WillyWonka



Tenuous (and tasteless!) link into trending conversation.

Common Mistakes

- X Not acting quickly enough
- X Ignoring new features and ad types
- X Not testing EVERY aspect of a campaign
- X Only using a single advert
- X Leaving campaigns alone (not monitoring performance daily)
- X Only thinking short-term

Facebook Advertising – Custom Audiences

1. Create new audience
2. Select which type of people you wish to retarget

Facebook Pixel

Conversion-tracking pixel (old)

Create Audience

Create Conversion

Actions ▼

3. Track Recent Website Visitors

Create Audience

Pixel

Default Pixel

Pixel ID: 1710275899194405

Website traffic

Anyone who visits your website ▼

In the Last

30

days

☒ Include past website traffic

Audience Name

Recent Website Visitors |

Add a description

2. Select which type of people you wish to retarget

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

Customer file

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

Website traffic

Create a list of people who visit your website or view specific web pages

4. Select audience from custom audience dropdown on your next ad

Create New

Use a saved audience ▼

Custom Audiences

Add Custom Audiences or Lookalike Audiences

All

Lookalike Audience

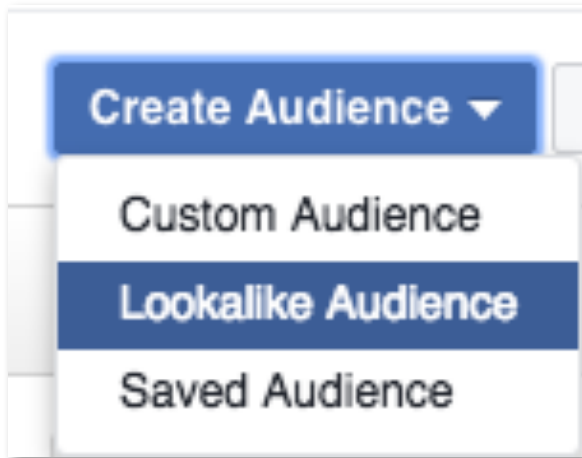
Custom Audience

Locations

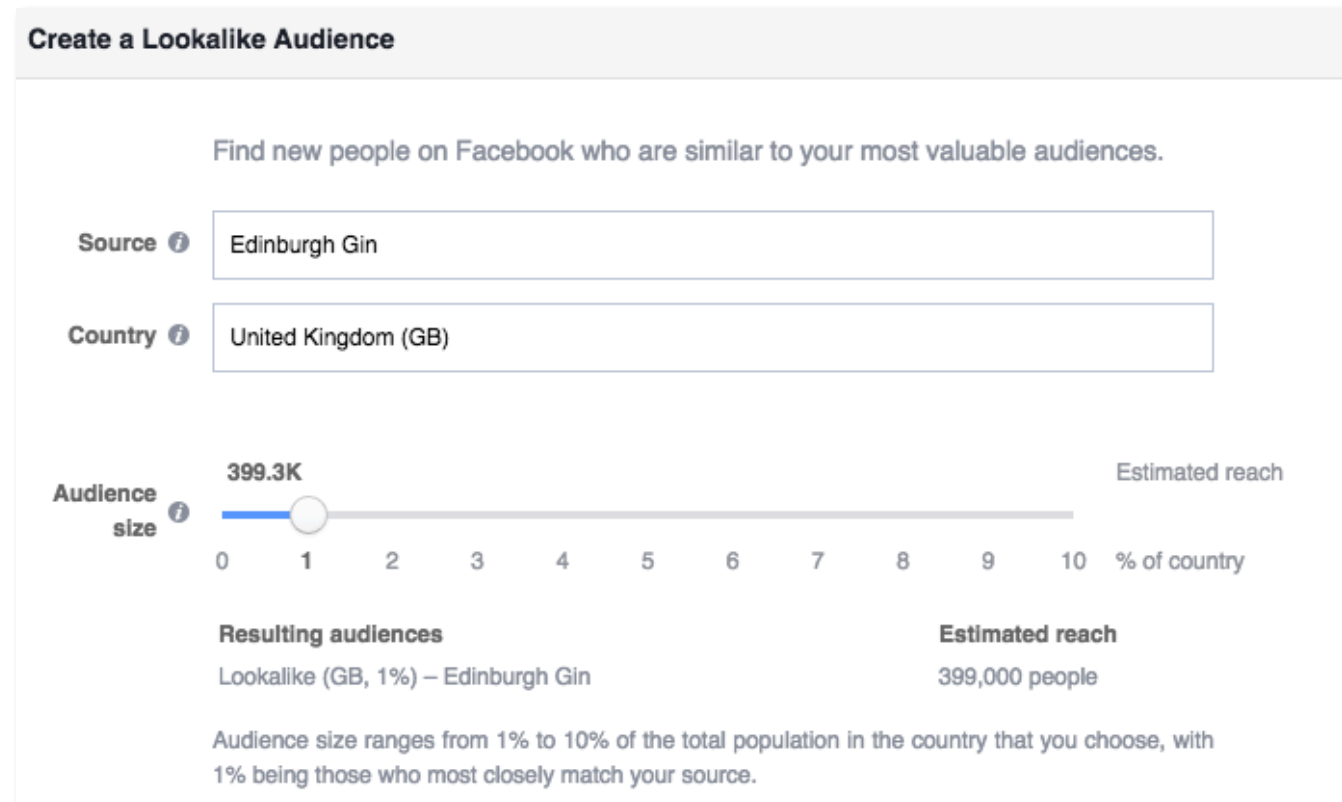
Original Gin Recent Visitors	Website
Cannonball Gin Recent Visitors	Website
Rhubarb & Ginger Gin Recent Visitors	Website
Elderflower Gin Recent Web Visitors	Website
Raspberry Gin Recent Web Visitors	Website
members_export_2d5ac93b00	Customer List

Facebook Advertising – Custom Audiences

1. Visit the audiences tab in ads manager and select from drop-down menu



2. Select your page and specific country of those you wish to target



A screenshot of the Facebook 'Create a Lookalike Audience' interface. The page has a light gray header with the title 'Create a Lookalike Audience'. Below the header, there is a descriptive text: 'Find new people on Facebook who are similar to your most valuable audiences.' The main content area contains two input fields: 'Source' with the value 'Edinburgh Gin' and 'Country' with the value 'United Kingdom (GB)'. Below these fields is a slider for 'Audience size' ranging from 0 to 10, with a blue bar indicating the selected range. The slider is currently set to 1. To the right of the slider, the text 'Estimated reach' is displayed. Below the slider, there is a table with two columns: 'Resulting audiences' and 'Estimated reach'. The table contains one row: 'Lookalike (GB, 1%) – Edinburgh Gin' and '399,000 people'. At the bottom of the page, there is a note: 'Audience size ranges from 1% to 10% of the total population in the country that you choose, with 1% being those who most closely match your source.'

Resulting audiences	Estimated reach
Lookalike (GB, 1%) – Edinburgh Gin	399,000 people

Measuring Success

- ✓ Number of people reached
- ✓ Total engagements/video views
- ✓ Volume of new followers
- ✓ Relevancy score
- ✓ Audience reaction

Measuring Success

Volume of likes/engagements/views

Reach (individual people)

Cost per action

Account overview		Campaigns		Advert Sets		Adverts	
+ Create Campaign		Edit	Duplicate Campaigns	Create Rule	More	Columns: Performance	Breakdown
	Campaign name	Delivery	Results	Reach	Cost pe...	Amount sp...	Ends
<input type="checkbox"/>	Instagram Ads - Website Clicks	Inactive	Link Click	—	Per link click	£0.00	17 February 2016
<input type="checkbox"/>	Website Clicks - Valentine's Retargeting	Inactive	Link Click	—	Per link click	£0.00	5 February 2016
<input type="checkbox"/>	Page Likes - February	Completed	2,572 Page Likes	63,511	£0.06 Per Page Like	£149.78	19 February 2017

'Breakdown' dropdown allows additional filters
e.g. age, gender, location.

Relevancy score should be at
least 7 (out of 10)

Account overview

Campaigns1 selected

Advert Sets1 selected

Adverts for 1 Advert Set

Create Advert

Edit

Duplicate Adverts

Preview




Create Rule

More

Columns: Performance

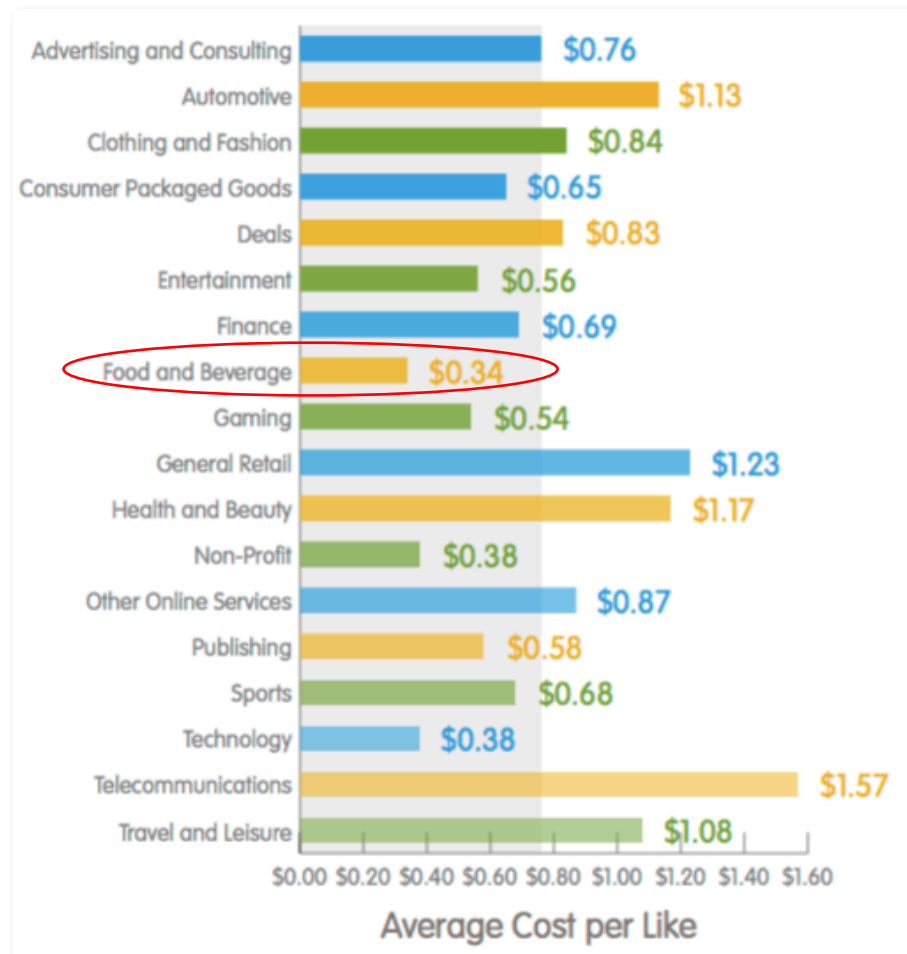
Breakdown

Export

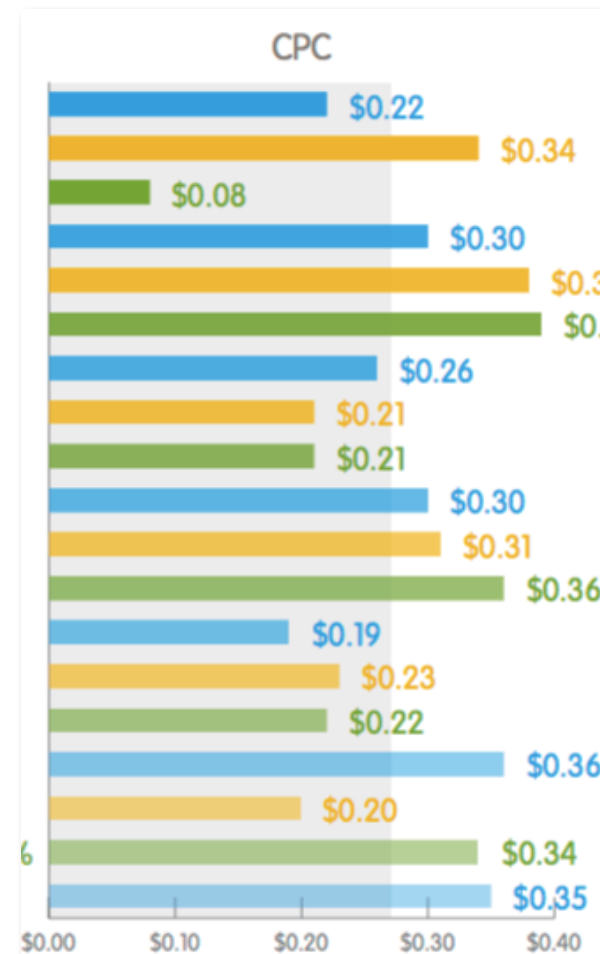
		Advert name	Delivery	Results	Reach	Cost per re...	Amount spent	Relev...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Edinburgh Gin - Engagement - Image 1	● Not delivering Advert Set Completed	2,157 Page Likes	55,616	£0.06 Per Page Like	£120.17	9
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Edinburgh Gin - Engagement - Image 3	● Not delivering Advert Set Completed	349 Page Likes	12,324	£0.07 Per Page Like	£22.87	9
<input type="checkbox"/>	<input type="checkbox"/>	 Edinburgh Gin - Engagement - Image 1	● Inactive	60 Page Likes	2,419	£0.10 Per Page Like	£6.15	9

Industry Benchmarks

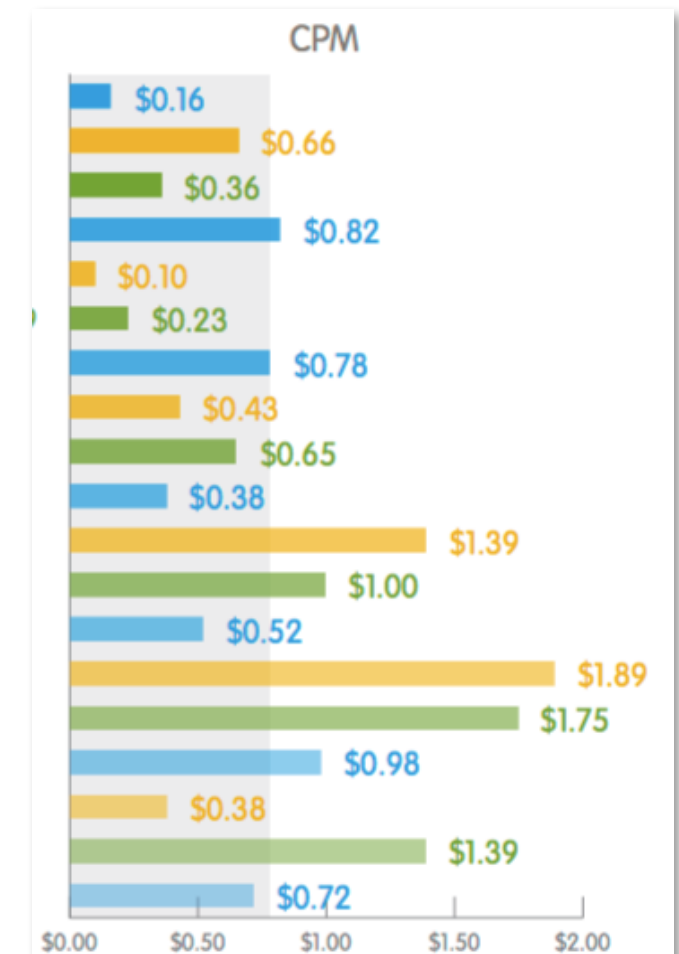
Avg. £0.27 per like in food & drink industry



Avg. £0.17 per click (engagements)



Avg. £0.35 per impression



Next Steps...

- Build up a database of high quality assets
- Decide which campaigns are most suitable for your business
- Build audience personas by pinpointing criteria including: age, location, interests, purchase behaviour, income
- Plan and budget social media advertising spend
- Monitor daily
- Measure results
- Have a very fruitful 2017!



GO FORTH!



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Find out more about what we do at www.getlux.co.uk