

Facebook Ads:

A Guide for

Local Advertisers



From the Search Engine People
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Why Advertise on Facebook?

In 2009, Facebook is a place for people to network with each other and share information online. Along with email, it's one of the key places people go online to interact with friends, family, and likeminded acquaintances.

And there's no question about it... Facebook is BIG.



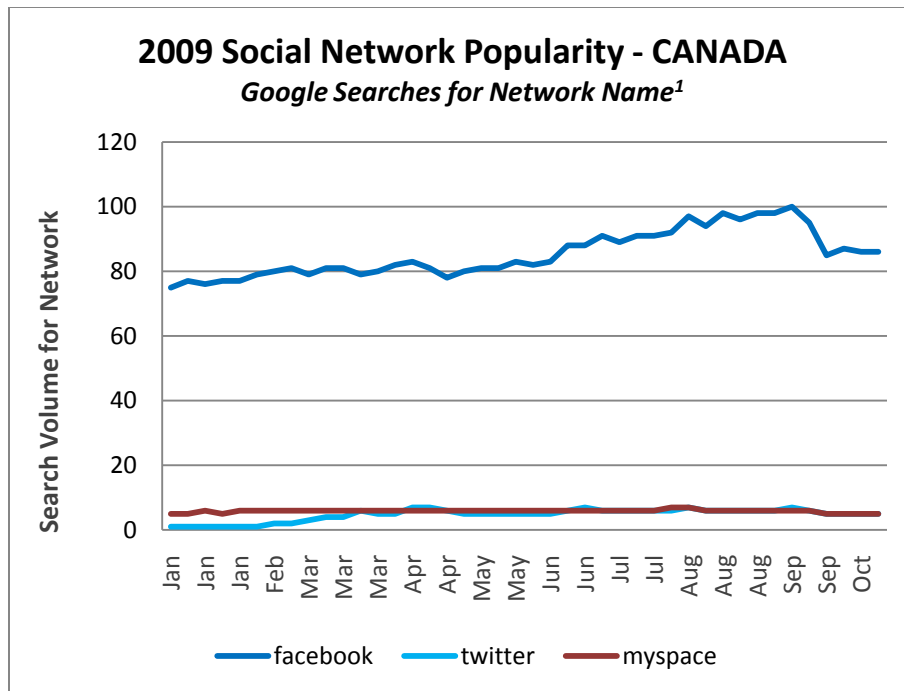
How Big is Facebook?

As of October 2009, there are about 12,300,000 people on Facebook –in *Canada*. That's in addition to the estimated 84,000,000 people using Facebook in the USA.

*There are about
100,000,000 people using
Facebook just in Canada
& the USA*

Of course, that's just Facebooks' self-reported numbers. To verify the popularity of the service, it is possible to query Google's data to find out which social networks are the most popular, as measured by the number of people searching for each site.

Following is a graph comparing how many people searched Google for Facebook, Twitter, and MySpace over the course of 2009.

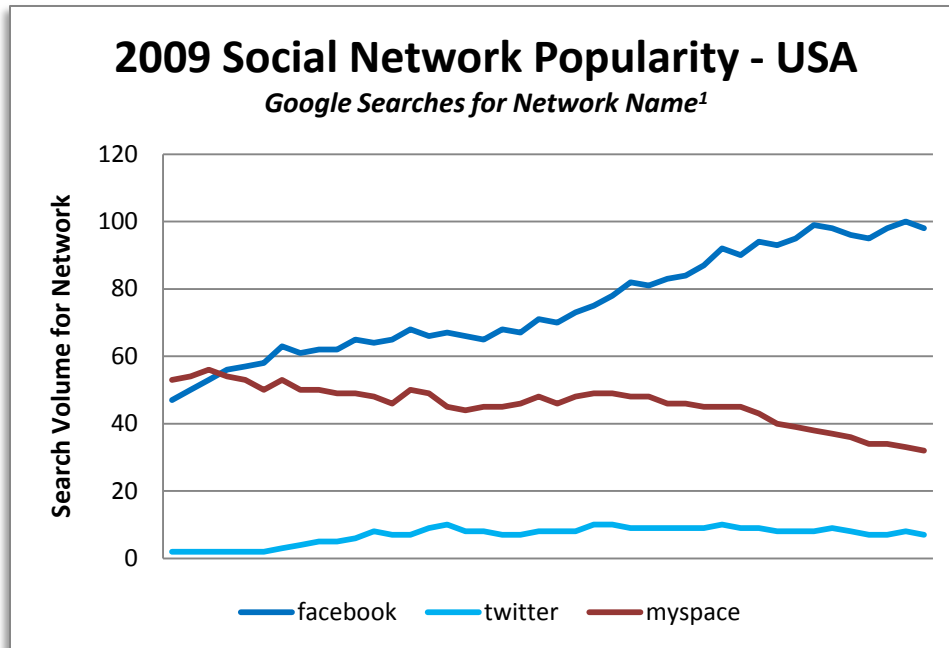


Source: Google Insights for Search
<http://www.google.com/insights/search/#q=facebook%2Ctwitter%2Cmyspace&geo=CA&date=1%2F2009%2012m&cmpt=q>

As seen by Google search volume data, Canadians are clearly very interested in Facebook. In fact, Canadians are far more interested in Facebook than in Twitter and MySpace combined, despite the fact that Twitter receives a lot of news press, and MySpace has been around in popular culture for a longer period of time.

A single ad running on Facebook targeting people within 10 miles of Toronto, Ontario could reach around 1.3 million people.

Americans by contrast, were using MySpace more than Facebook up until early 2009. In the first quarter of 2009, US searchers began showing more interest in Facebook than MySpace, and have been searching for Facebook related content on an ever-increasing basis since that time. Twitter continues to be of some interest to people, but so far has not shown the sharp increase in interest which Facebook enjoys. In addition unlike Twitter, Facebook offers a ready-made advertising platform businesses can take advantage of on a self-serve basis.



Source: Google Insights for Search
<http://www.google.com/insights/search/#q=facebook%2Ctwitter%2Cmyspace&geo=US&date=1%2F2009%2012m&cmpt=q>

What this data shows us, is that despite the fact that there are already about 100 million people in North America using Facebook, interest in the service continues to increase and trend upward, quickly surpassing other popular networks.

According to Facebook's statistics, there are over 300 million active users worldwide on the system, and on any given day, around 50% of those people log in to the site. The fastest growing demographic group on Facebook is people who are 35 and older.

Every day, humanity spends over 8 billion minutes of human productivity on Facebook¹.

¹ <http://www.facebook.com/press/info.php?statistics>

Why Supplement Yellow Pages Listings with Facebook Ads?

Facebook is arguably the top social network chosen by advertisers trying to reach a Local market. According to a study by Borrell Associates, in 2009 Facebook will earn about 74% of it's \$330 million revenue from Local advertisers.²

Part of the reason for Facebook being so attractive to Local advertisers is the fact that Facebook's advertising platform makes it easy to target local audiences.

Take for example the following campaign set up to reach people using Facebook within easy distance of Toronto, Ontario.

The system makes it easy to target people living near Toronto within a radius of 10, 30 or 50 miles.

In fact, a single ad running on Facebook targeting people within 10 miles of Toronto Ontario could reach around 1.3 million people, as this screenshot from Facebook Ads shows.

From there, you can drill down further, and target only men or

2. Targeting

Location:

Everywhere
 By State/Province
 By City

Include cities within miles.

Age: -

Birthday: Target people on their birthdays

Sex: Male Female

Keywords:

Education:
 All
 College Grad
 In College
 In High School

Workplaces:

Relationship:
 Single In a Relationship Engaged Married
 Men Women

Interested In: Men Women

Languages:

Estimate: **1,303,400** people

- who live in **Canada**
- who live within 10 miles of **Toronto, ON**
- age **18** and older

² <http://mashable.com/2009/07/20/facebook-local-ads/>

women, or people with a specific education level, or even people who work at one specifically targeted workplace.

It is important to remember however that Facebook is not a replacement for the standard Yellow Pages, Google Local and other directory listings. People on Facebook are not necessarily searching for a specific product or service when they log in to the site. However, the ads seen on Facebook by each local audience can raise awareness of the advertising company.

By City

Toronto, ON x

Include cities within 50 miles.

Age: 18 - Any

Birthday: Target people on their birthdays

Sex: Male Female

Keywords: Travel x Traveling x Travelling x
 Traveling The World x

Suggested Keywords

STA Travel
 Travel Agent
 Different Cultures

Education: All
 College Grad
 In College
 In High School

Workplaces: Enter a company, organization or other workplace

Relationship: Single In a Relationship Engaged Married

Interested In: Men Women

Languages: Enter language

Estimate: **42,380** people

- who live in **Canada**
- who live within 50 miles of **Toronto, ON**
- age **18** and older
- who like **travel, traveling, travelling** or **traveling world**

In addition, Facebook ads can be used to generate highly targeted leads.

Consider a travel agency in the Toronto area which would like to generate more leads and do more business.

The travel agency could place an ad on Facebook which shows ads only to people who might specifically be interested in seeing a travel-related ad.

The ad could be targeted at people in the Toronto area who have stated they are interested in travelling. These people could be an excellent audience for the travel agency to reach.

By combining Local targeting with demographics *and*

interest keywords, the travel agency may be able to reach over 40,000 targeted potential clients through this Facebook campaign.

Getting it Right

One of the great features of Facebook is that the system does allow for targeting people by their interests, as well as by their age, gender, education, relationship status, workplace and other demographic options. This flexibility in the targeting of ads allows for a great degree of granularity in targeting ads.

Where search engine advertising focuses on the **product**, Facebook advertising focuses on the **people**

However, it is important to note that the Keywords used in Facebook ads are *not the same* as keywords used in Search Engines.

Traditional Search Engine PPC vs. Facebook PPC

In traditional Pay-per-Click (PPC) advertising, people type what they are looking for into search engines. The words that they type in are called *keywords*, and these keywords are what advertisers bid on for exposure.

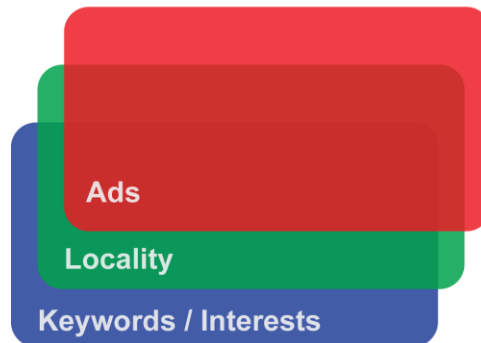
On the other hand, Facebook *keywords* are words that instead describe people's *interests*. These keywords describe *who the person is*, instead of *what they are looking for*.

This is a critical distinction to make when starting a campaign on Facebook, and makes managing a Facebook campaign different from managing a search engine campaign. **Where search engine advertising focuses on the *product*, Facebook advertising focuses on the *people*.**

Demographics add an additional layer of complexity on to managing Facebook campaigns which should be addressed during the planning phase of the campaign.

Consider how a Facebook campaign structure differs from a traditional Search Engine PPC campaign:

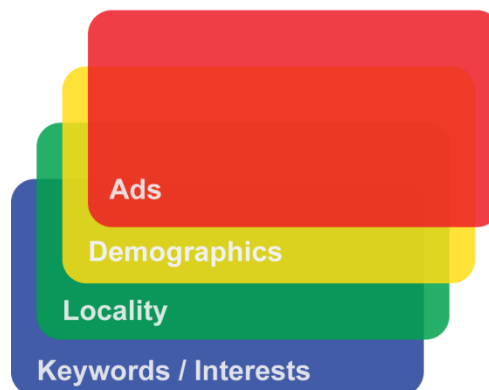
Search Engine Campaign



The core targeting options of a search engine campaign involve keywords, ads, and the locality (geotargeting) of the ads. Any person within the geographic area specified can see the ad if they type in the keywords being bid on.

A Facebook campaign on the other hand adds the increased complexity of a demographics layer to the campaign targeting options.

Facebook Campaign



The demographics layer in a Facebook campaign adds a unique level of complexity. This single layer empowers the advertiser to better target the campaign through a wide array of demographic choices.

For example, two campaigns with the exact same keywords, locality and ad creative could actually have radically different targeting, just based on the demographic layer.

Campaign #1:

Age Workplace
 Seeking relationship Gender
 Birthday Relationship Status
 Education

Campaign #2:

Age Workplace
 Relationship Status
 Gender Birthday
 Education
 Seeking relationship

Ultimately, the **demographic targeting** allows the advertiser the flexibility of streamlining ads to display to the correct *people*, in the correct *location*, interested in the correct *topics*.

6 Key Steps for Building an Effective Facebook Campaign

The key to running an effective Facebook campaign is the same as running any successful campaign: Test, Test, then Test Again.

That being said, there are some additional steps that can be taken to help increase the likelihood of running a successful campaign.

- 1** When setting up a campaign, the first step is to define the goals. Is the goal of the campaign to drive traffic? To raise awareness? To generate leads? The goal will define the nature of the whole campaign, so it's important to get this step clarified before beginning.
- 2** Identify the locality. If a travel agency is looking for more people locally to visit their office and book appointments to meet with an agent, then the local targeting should include only audiences located within driving distance of the office. Define what the comfortable driving distance is for the location (rural areas may define driving distance as being farther than metro areas), and let that guide the locality of the campaign.
- 3** Define the audience. People who are interested in travelling may be more likely to be interested in a travel agency than people who are not. Think like the audience – what interests might they have that would qualify them as being interested in the campaign?
- 4** Narrow the focus – once the audience has been chosen, it's important to qualify them. If a restaurant, for example, was interested in reaching new customers, they might consider a campaign targeting local people 18-35 on their birthday. People signing into Facebook on their birthday to see their messages from friends might see the ad on their birthday and decide that's the restaurant they want to go to for the evening.

5 Offer Value. Try not to just “get people to the site”. Instead, try to offer something of value. For example, the restaurant showing ads to people on their birthday might consider offering something special for birthdays in their ad. Maybe the birthday girl gets her meal half price, and in exchange she brings 5 friends... this could be a good deal for the restaurant, and increases the likelihood that the ad will be effective in booking up tables.

6 Test & Measure, *then Rinse & Repeat* – the secret to any really successful campaign is to be constantly monitoring, testing, and evaluating results, and a Facebook campaign is no exception to this rule. Run different types of ads with different types of offers, and find out which combinations work best with the audience.

As the campaign runs, it's important to check in often and make changes to the targeting, bid price, ad copy, and the array of other options that need to be tweaked and tested to ensure the campaign stays fresh.

It is also critically important to measure the campaign budget and ensure that the spend is appropriate. If the campaign is not reaching enough people, or the impressions are not high enough, the bid prices or targeting may need to be adjusted to make sure the campaign continues to run effectively. This maintenance time can seem onerous as time goes on, but it is important that the campaign be monitored closely on an ongoing basis to make sure the spend and impressions stay under control and that ads continue to be shown to the appropriate audience.

Ultimately, the success of any campaign rests on how appropriate the message is for the audience seeing the message. Facebook offers a unique opportunity for Local advertisers to address an audience in a specific geographic area, using powerful targeting options.

About Search Engine People

Search Engine People is quickly becoming one of the largest and most trusted Internet marketing companies in the industry. This team of over 30 seasoned experts is the trusted choice for over 300 clients worldwide, including many top brands.

At Search Engine People, we firmly believe that you as a client have a right to expect that your campaigns will be handled with respect by a professional Internet marketer. Our expert staff of over 30 people – several of whom are recognized industry experts – work out of one of our North American offices and produce consistent results for companies across a wide spectrum of industries.



Search Engine People provides expert assistance with:

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- Pay-Per-Click Advertising (PPC)
- Local and Mobile Search
- Social Media Marketing (SMM)
- Analytics & Call Tracking
- Conversion Optimization

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About Helen M. Overland



Helen M. Overland (a.k.a. semlady) has been immersed in the online world and Internet Marketing for over a decade. As Director of Marketing and Training with Search Engine People, she is responsible for speaking, writing, and training programs designed to help businesses increase their knowledge and understanding of Search Engine Marketing.