FACEBOOK ADVERTISING

AN INTRO GUIDE TO METHODOLOGY, CASE STUDIES AND A FEW RESOURCES. BY LEE STRIKE.
WTF ARE YOU TALKING ABOUT
EVERYDAY (BUSINESS AS USUAL) SOCIAL
Everyday social channels that you post on like Facebook, Twitter, Instagram.
PAID SOCIAL
Putting money for Facebook & Instagram ads. Twitter and LinkedIn is also a thing.
SOME DISCLAIMERS
BEFORE YOU START
Ask yourself do you really want to do this?
Facebook Advertising doesn’t work for every organisation. Please consider campaign impact in the real world before you commit to the method.
FACEBOOK ISN’T A FAIR PLAYER
The bigger your following and fans are the more Facebook will prioritise you. This also has to do with secondary factors like brand awareness.

Hot tip? For example, lead acquisition Facebook advertising for Marriage Equality was optimised to $0.67 a lead.
Always create multiple and distinct tests. You’ll always be surprised on what you think works and what actually does works.

Hot tip? Having an argument about which message works best for your campaign? Run a social campaign to test all of the messages against the same image and see what works best.

Hot tip 2? Tweaking messages usually has the greatest impact on conversion rates rather than creative.
THERE IS NO ONE SIZE FITS ALL
There is no secret recipe to what works and what doesn’t work.
There are no benchmarks other than your own testing and campaigns.

Hot paid Facebook tip? If you’re going by a ‘what’s worth it’ generally and take this very loosely that $1 - $2 a click is about average for a social campaign and $5 - $10 for a lead acquisition.
FACEBOOK ADS IMPLEMENTATION METHODS

TYPE A | Boosting posts on-page | Usually leveraged tactically for rapid response campaigns or moments |
Look this post is doing well, I am going to put $20.00 on it....

TYPE B | Using Facebook ad manager | Usually leveraged strategically as part of a broader communications or digital campaign plan |
I want to run a campaign to acquire more petition signatures and I want to find out which message has the highest petition conversion percentage...
PAID FACEBOOK/INSTAGRAM STRUCTURE

**LEVEL 1** Campaigns | Campaigns determines your objective

**LEVEL 2** Ad Sets | Ads sets determines your audience targeting. Postcode, interest, age gender, basically anything BUT specificity is important

**LEVEL 3** Ads | Ads are the images and copy that are served to your audience based on the objectives. Make sure there is only one variable and everything else is a control.
VARIABLES/CONTROL EXAMPLES

We’re building the power of young people to win campaigns for a fairer future. It starts with you. What’s your story?

We’re building a movement of young Australians to tackle the challenges before us -- local and global, personal and political, temporary and ongoing. It starts with you. What’s your story?

We’re building the power of young people to win campaigns for economic justice. It starts with you. What’s your story?
Test as many message frames/variations against different ad objectives and audiences

Analysis and report back on the effectiveness of ads

Refine until we have the most effective set of ads for each audience
PROCESS: THINK, DO, ANALYSE, RECORD, REPEAT
STEP 1: THINK
SOCIAL ISN’T A LONE WOLF
Digital is all about how your social channels, website and email connect to create engaged supporters. Social or paid social campaigns are powerful tools only when you think about how it fits with the broader strategy. Avoid using social as a bandaid, for example, “let’s run a petition and acquire supporters via Facebook ads”
WORK OUT THE SUPPORTER JOURNEY
Supporters taking action is biggest determiner for success even when the purpose of the advertising is to test messaging and creative. If you’re just posting on social or running a paid social campaign for reach or likes you are losing out on a real opportunity to acquire new supporters.
PLANNING IS FKN IMPORTANT

Do the groundwork to set your key messages, social strategy, content calendar and researching the latest Facebook Algorium. Doing this upfront will save you heaps of time by helping you focus your social, resource accordingly, stick to the stories you want to tell, enable you to measure success and to actually succeed.
PART 2: DO
CREATE CONTENT QUICKLY
Don’t spend too much time making one piece of content if you haven’t already tested the type of creative or messaging. Build templates on Canva, make low-fi videos on your phone and pump content out!
PAID SOCIAL SPECIAL...
BE OBVIOUS WHEN WRITING YOUR AD COPY.
You have seconds if that to engage your audience to stop and click on your ad out of the 1000s they’ve seen that day. The better ads have an immediate call to action. For example: Call on parliament to hold a vote and pass marriage equality for all Australians. Sign Up.
YOU CAN’T POLISH A TURD
This is particularly true for paid advertising. If the campaign or content isn’t resonating adding money or posting more content won’t fix your problems. It’s better to amplify what is working then try to bump something up that isn’t working.
PAID SOCIAL SPECIAL...
USE VIDEOS WHENEVER POSSIBLE INCLUDING MAKING AN IMAGE INTO A VIDEO. It’s stupid but it works because the algorithm says so.
PART 3: RECORD
When resources are limited it’s important that you’re record what works and what doesn’t. This will ensure that you’re building better and bigger campaigns each time you do it.
OPTIMISE & REPEAT

The more you optimise your ads the cheaper conversion should be. Dedicate about 4 hours a week to optimise ads this includes turning off ads that aren’t working and building on ads that are.
<table>
<thead>
<tr>
<th>Ad</th>
<th>Content Bucket/Issue</th>
<th>Objective</th>
<th>Cost Per Reach/Reach</th>
<th>Rank</th>
<th>Cost per Click</th>
<th>Rank</th>
<th>Cost per conversion/Conversions</th>
<th>Total Score</th>
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<tbody>
<tr>
<td>Call on the Australian Government to pass marriage equality</td>
<td>Key message, equality frame</td>
<td>Link Clicks</td>
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YOUNG VOTES

CASE STUDY 1# ON MESSAGING MIX OF PAID AND EVERYDAY SOCIAL
THEORY OF CHANGE: If we enrol 1000 enrollments in Victorian State election seats of Frankston, Mordialloc, Bentleigh, Carrum, Ripon, Prahran then we could shift these marginal seats toward progressive candidates that stand for issues that matter to young people.

RESULTS:
- 33 802 were link clicks to Australian Electoral Commission
- 8 school presentation with 1249 students and forms handed out
- One-day YOUNG votes road trip with 12 volunteers that generated media by ABC, SBS, Channel 7 & Channel 9
- 175 different ads tested from 8 May to 7 November
WHAT WORKS FOR YOUR COMMUNITY DOESN’T NECESSARILY WORK FOR YOUR CROWD
"The first election I voted in I was like 'Mum, what do I do? Who do I put??... but I can see now that I am against certain parties and I'm definitely for some of them. If I care about refugees, I'm going to vote for a party that also cares and has sympathy for people." - Jade, 26

"I enrolled to vote so I'd be taken seriously by the people in power. This will be my first time voting in a state election — and I'm using my vote to call for action on climate change and housing affordability." - Alex, 20

"Unless you've got some political revolution planned, I think one of the only ways, or one very important way, to make change is to vote. A lot of the people who I've spoken to who choose not to vote or who... More"
Ready to have your say in the Victorian State Election?

Enrolling to vote closes at 8pm!
COMPLEXITY TRUMPS
Know nothing about the State Government? Well they control the budget for a whole bunch of important stuff - like hospitals, schools, and environmental protection. If you want your say on who represents you on this stuff you better get enrolling and checking your details.

Know nothing about the State Government? Well, they make decisions about protecting our natural environment - like our local forests and state parks. If you want your say on who represents you on this stuff you better get enrolling and checking your details.

Fast Facts

- **State Government Budget:**
  - Funds for hospitals
  - Funds for schools
  - Environmental protection

- **Election Importance:**
  - Voting is crucial for representing your interests
  - Get enrolled and check your details

Sign up on aec.gov.au to get ready for the state election.
CONVERSATION IS GREAT
Got a question about voting in the upcoming Victorian Election?

Send us a message.
YOUNG is building the power...  
SEND MESSAGE
CASE STUDY 2#
Australians are joining together like never before to win marriage equality. Will you...
Call on parliament to hold a vote and pass marriage equality for all Australians.
“Having a gay son, as a mum I want him to be included in this world. I want everything for my son, as anyone else would for their child.”

- Leila
AU Marriage Equality @AMEquality

Tweet why it’s time for our politicians to hold a vote in parliament #MarriageEquality #EqualityCampaign

3:09 PM - 24 Jul 2017
60 Retweets 114 Likes

AU Marriage Equality @AMEquality

Here’s a fun one: More Australians voted #YES than watched the NRL grand final! That’s how Aussie #MarriageEquality is.

8 218 827

AU Marriage Equality @AMEequality

@TonyAbbottMHR 84% of electors in your seat of Warringah voted in the marriage equality survey, and 75% voted yes #marriageequality

7 88 309
<table>
<thead>
<tr>
<th>Social Strategy. Looks like a document...</th>
<th>Content calendar. Spreadsheet...</th>
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<tbody>
<tr>
<td><strong>Objectives, Timelines &amp; Goals</strong></td>
<td><strong>Post tally</strong></td>
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<td><strong>User Journey</strong></td>
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<td><strong>Key Messages</strong></td>
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<td>Paid Social Plan. Looks like a document... You can check it out <a href="#">here</a>.</td>
<td>Media Plan. Spreadsheet...</td>
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<td><strong>Objective</strong></td>
<td>The objective of a paid social campaign doesn’t have to be big. The more precise or clear the objective is the more likely it is to achieve it. Example objectives:  - I’d like people in this area to come to my event  - I’d like 10 people to sign my petition from this electorate  - I’d like to increase the number of my organisation’s Facebook fans</td>
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<tr>
<td><strong>Channels</strong></td>
<td>Facebook + Instagram, Twitter or LinkedIn</td>
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<td><strong>Budget, approach and audience</strong></td>
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<td><strong>Campaign plan</strong></td>
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