



FACEBOOK ADVERTISING

**AN INTRO GUIDE TO METHODOLOGY, CASE STUDIES AND A FEW
RESOURCES. BY LEE STRIKE.**

Green

cohealth



The Pinnacle Foundation

campaign for
Australian Aid

 Ports Australia

?

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.

TEST TEST TEST

Always create multiple and distinct tests. You'll always be surprised on what you think works and what actually does work.

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.

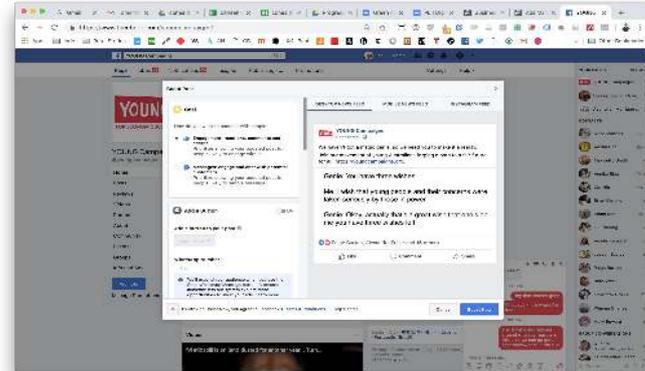
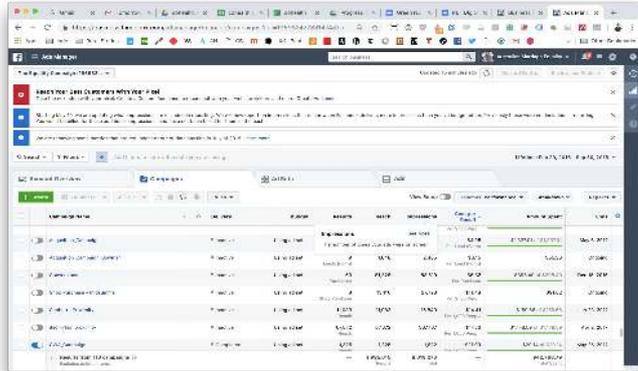
THERE IS NO ONE SIZE FITS ALL

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

YOUNG YOUNG Campaigns
Sponsored · 🌐 ...

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



youngarehere.org
Share Your Story
A for all young australians

SIGN UP

👍 Like 💬 Comment ➦ Share

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YOUNG YOUNG Campaigns
Sponsored · 🌐 ...

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?



youngarehere.org
Share Your Story
Economic justice for all young australi...

SIGN UP

😬 1

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YOUNG YOUNG Campaigns
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We're building the power of young people to win campaigns for economic justice. It starts with you. What's your story?



youngarehere.org
Share Your Story
Economic justice for all young australi...

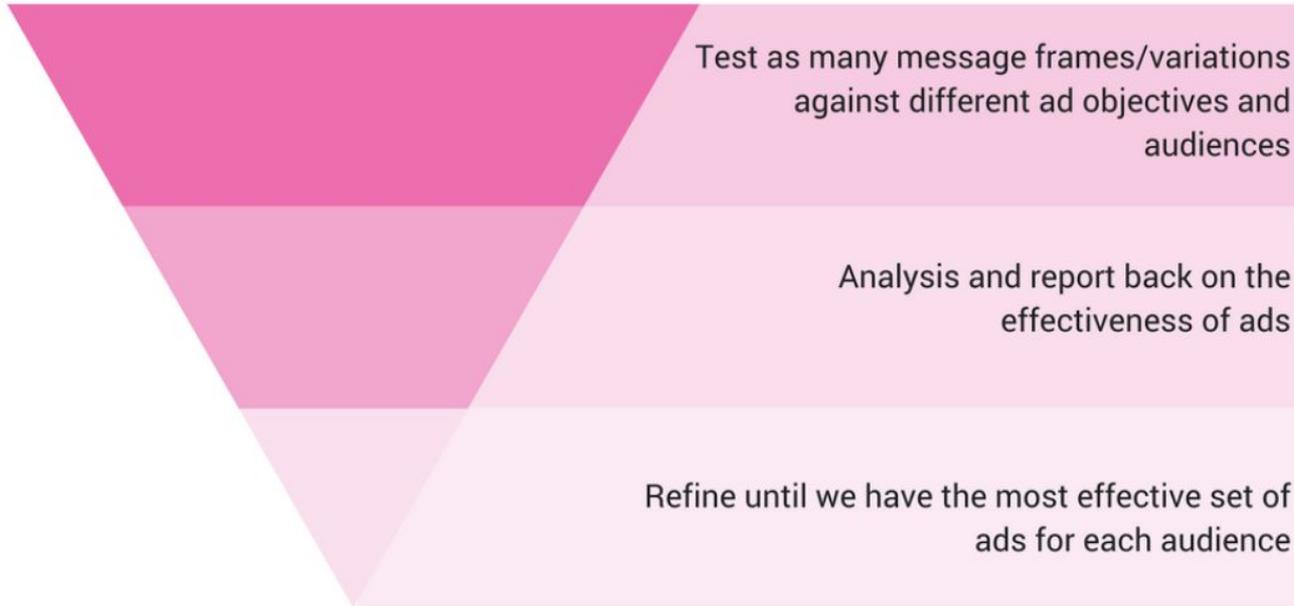
SIGN UP

👍 2

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APPROACH



**PROCESS: THINK, DO, ANALYSE, RECORD,
REPEAT**

STEP 1: THINK



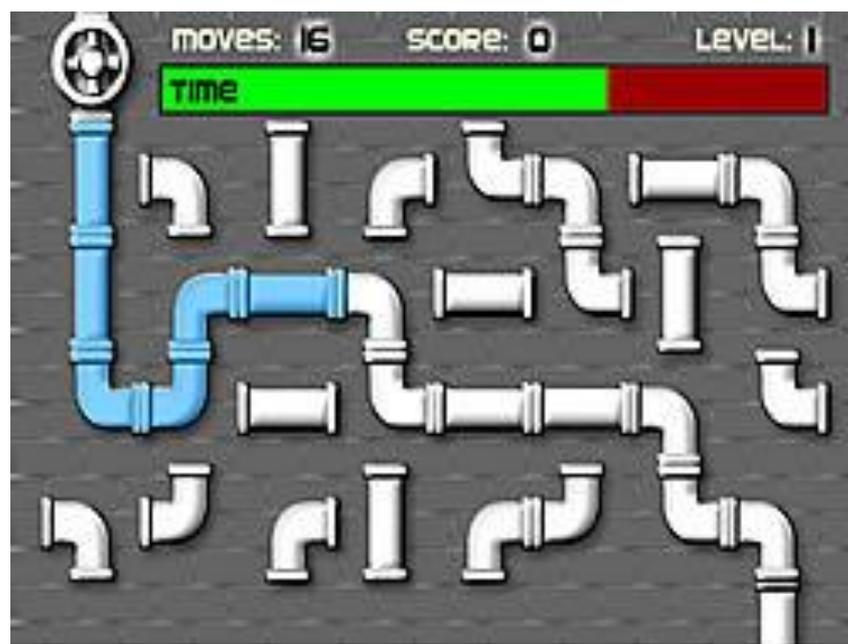
SOCIAL ISN'T A LONE WOLF

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 Algorithm.

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

REPORT REPORT REPORT

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.

Scorecard								
<i>Info about your post/ad here...</i>			<i>Metrics here...</i>					
Ad	Content Bucket/ Issue	Objective	Cost Per reach / reach	Rank	Cost per click/ Click	Rank	Cost per conversion/ Conversions	Total Score
<i>Call on the Australian Government to pass marriage equality</i>	<i>Key message , equality frame</i>	<i>Link Clicks</i>						

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**

YOUNG**YOUNG Campaigns**

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...

"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



aec.gov.au

Enrol To Vote for What Matters

Enrol to vote and have a say on the iss...

SIGN UP



Like



Comment



Share

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...

"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



aec.gov.au

Enrol To Vote Now

Young Votes is a campaign run by you...

SIGN UP



Like



Comment



Share

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...

"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](#)



check.aec.gov.au

Check Your Enrolment Now

Young Votes is a campaign run by you...

SIGN UP

👍 2

1 Comment



Like



Comment



Share

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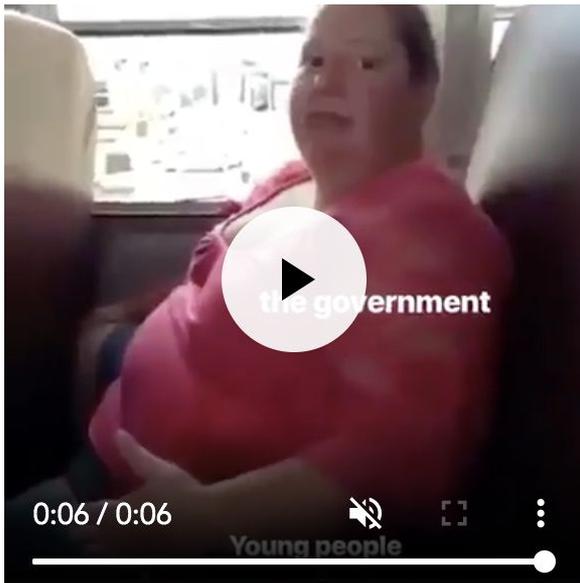


YOUNG Campaigns

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Ready to have your say in the Victorian State Election?



aec.gov.au

Enrolling to vote closes at 8pm!

[LEARN MORE](#)



Like



Comment



Share



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.



aec.gov.au
Get ready for the state election [SIGN UP](#)

👍👎 12 10 Comments 8 Shares

👍 Like 💬 Comment ➦ Share

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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.



aec.gov.au
Get ready for the state election [SIGN UP](#)

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Know nothing about the State Government?
Well if you use public transport they're the
master planners for buses, trains and roads. If
you want your say on who represents you on
this stuff you better get enrolling and checking
your details.



aec.gov.au
Get ready for the state election [SIGN UP](#)

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CONVERSATION IS GREAT



YOUNG Campaigns

Sponsored ·



Got a question about voting in the upcoming Victorian Election?



Send us a message.

YOUNG is building the power...

SEND MESSAGE

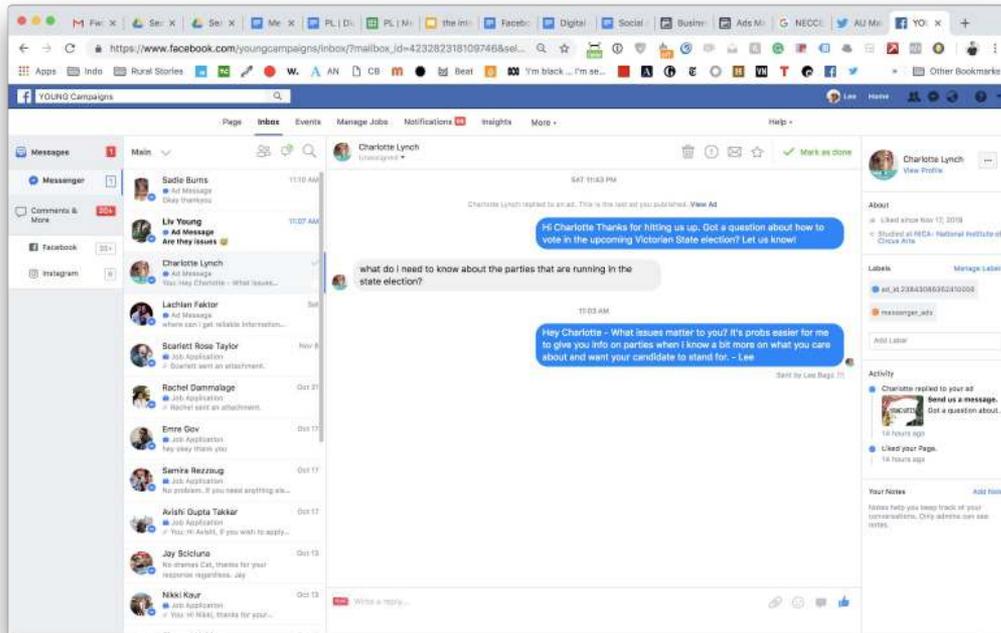
2

Like

Comment

Share

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CASE STUDY 2#

Suggested Page



Australian Marriage Equality

Sponsored

Australians are joining together like never before to win marriage equality. Will you...



Australian Marriage Equality

Cause

300,056 people like this



LEECHING

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Australian Marriage Equality



Sponsored ·

Call on parliament to hold a vote and pass marriage equality for all Australians.



equalitycampaign.org.au/equalitynow

Marriage Equality NOW

SIGN UP

Marriage equality is possible in this par...

203

4 Comments 17 Shares

Like

Comment

Share

CLEAN MESSAGING

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“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



[Click Here To Take Action](#)



Leila on the importance of marriage equality...



[Click here to see Leila's story](#)

262 8 Comments 15 Shares

Like Comment Share

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MINI MICROSITES



Tweet why it's time for our politicians to hold a vote in parliament [#MarriageEquality](#) [#EqualityCampaign](#)



Tweet #itsfair Tweet #itsAustralian
Tweet #istime Tweet #yourownmessage

3:49 PM - 24 Jul 2017
59 Retweets 114 Likes

TWITTER WHO WOULD THINK OF THAT

AU Marriage Equality @AMEquality · 14 Nov 2017
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 @AMEquality · 14 Nov 2017
[@TonyAbbottMHR](#) 84% of electors in your seat of Warringah voted in the marriage equality survey, and 75% voted yes [#marriageequality](#)

7 88 309



Business As Usual | Social Strategy Checklist

Social Strategy. Looks like a document...	Content calendar. Spreadsheet...
Objectives, Timelines & Goals Formula is TIME + METRIC + PURPOSE E.g. In 3 months we want to increase our fans by 20 people in order to acquire them on our database	Post tally How many times have you posted about each of your content buckets in the last month?
User Journey Awareness to engagement to conversion	Table of key messages, social copy, content buckets, action e.g campaign URL, content type, link to content type, posted (Y/N).
Content buckets Map your content. Formula is ISSUE + PURPOSE + TYPE. E.g. We're going to post about quality education because we are campaigning for reverting the hecs repayment threshold through stats, human stories, news reports etc.	
Key Messages Issues and campaigns you want to talk about. It can be as simple as 3 really clear and succinct points you want your supporters to understand about each.	

 Business As Usual Social Planning Checklist		
Paid Social Plan. Looks like a document.. You can check it out here.	Media Plan. Spreadsheet...	Report. Spreadsheet...
Objective 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: <ul style="list-style-type: none"> - 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 	This has lots of things... you can check out this spreadsheet here	Score all your ads... also available in the spreadsheet.
Channels Facebook + Instagram, Twitter or LinkedIn		
Budget, approach and audience		
Campaign plan		