



Effective Facebook Marketing for Spa & Wellness Businesses



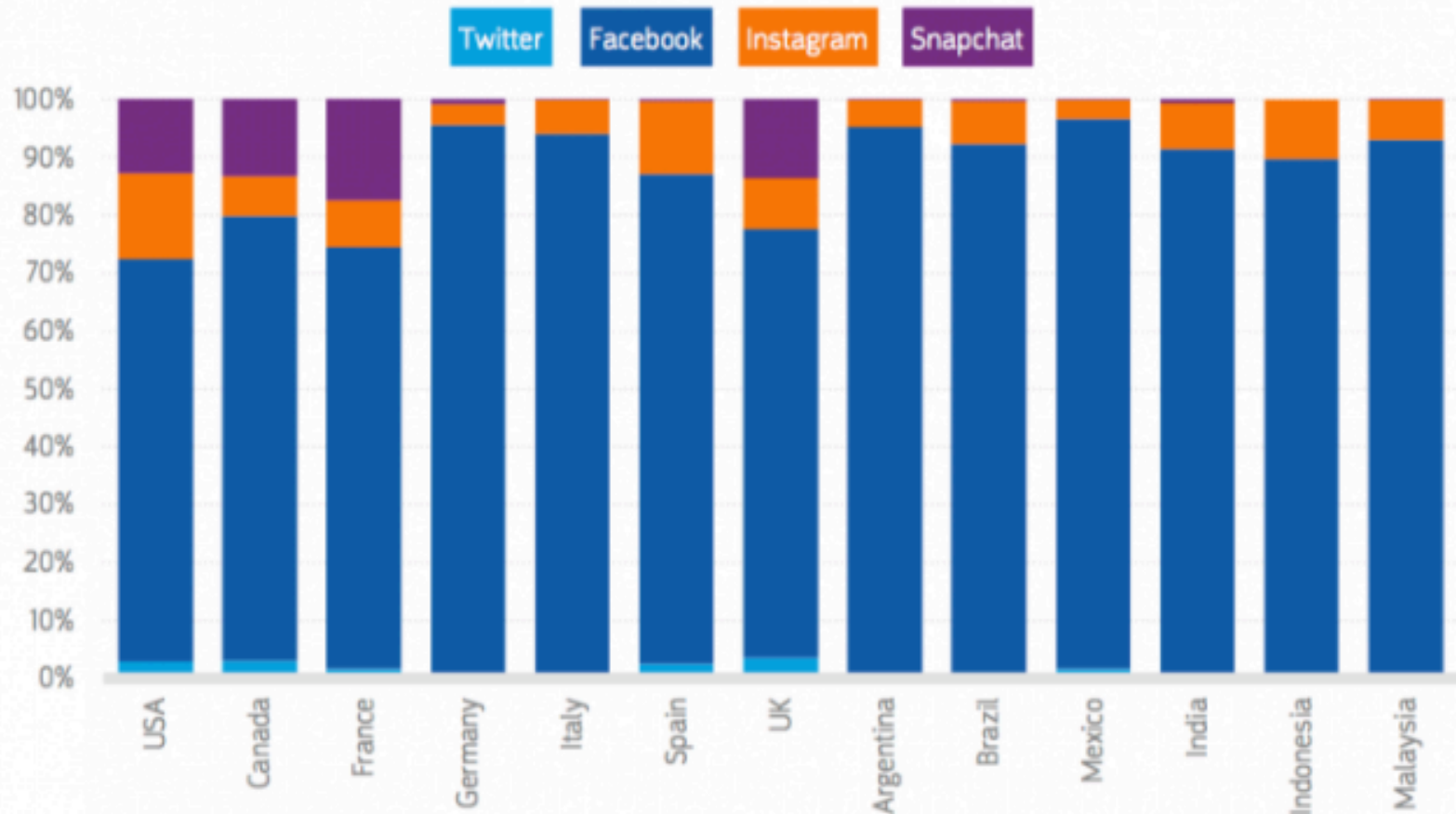
Sara Jones



Wanda Love

Social Networks' Share of Time

Share of Combined Minutes for 4 Major Social Networking Apps



2018 Source: <http://bit.ly/ISPAsocialmedia>

Facebook & Instagram presence

- ✓ Do you have a Facebook business page?
If not, create one asap. This one is mandatory!
- ✓ Do you have an Instagram account for your business?
If not, that's okay! You can still run ads with Instagram placements using your Facebook page
- ✓ Don't have many 'likes' on your Facebook page?
Doesn't really matter! Your ads will still run and can help build your Facebook followers, too. But I don't recommend running ads with the objective of gaining page likes.



Tip: Don't get caught up in vanity metrics like how many people like your page. You'll find more value in running great Facebook ads that generate traffic to your website and drive conversions to sales

Creating a Facebook Business Manager account

To create a Business Manager account in Facebook, you will need:

- ✓ A personal Facebook profile – not mandatory, but helpful
- ✓ A Facebook page for your business
- ✓ Administrator access to that business page
- ✓ And to run ads, you'll need a credit card for billing
- ✓ Backend access to your website -
or the email address for your website developer

Why create a Business Manager account?

To reveal all the powerful advertising tools available to you!

<https://blog.hubspot.com/marketing/facebook-business-manager>

Create and install your pixel

What is a Facebook Pixel?

Your Facebook pixel is a customized piece of code that is added to the back end of your website allowing you to track everyone on Facebook who interacts with your website – pages, blog posts, landing pages, online store, shopping cart, newsletter signup, etc.












The pixel allows you to easily remarket to these people, based on where and how they interacted with your site.

How to create and install your pixel:

<https://www.youtube.com/watch?v=Xp4l6uBf1gA>

Determine Objective

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

Campaign Name



Conversions

Get people to take valuable actions on your website, app or in Messenger, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.


☐

Create Split Test: A/B test your creative, placement, audience, and delivery optimization strategies [?](#)

Campaign Name [?](#)

Continue

Ad Set Name, Conversion

 **Ads Manager** Search business

Spa Gregorie's ads (3936... ▼)

☒ Campaign

Objective ✓

Ad Set

Conversion

Offer

Audience

Placements

Budget & Schedule

Ad

Identity

Format

Links

Create New Ad Set ⓘ

Create Multiple New Ad Sets ⓘ

Ad Set Name ⓘ GC Purchasers [Advanced Options](#)

ⓘ Some settings for this ad set have been autofilled.

Reset All

Conversion

Choose where you want to drive traffic, then select a pixel or event to track conversions. If you don't have a pixel or event, you'll see instructions for creating one.

☒ Website

Instant Gift Certificate

×

ⓘ

We'll optimize delivery of your ads to get the most of these conversions at the lowest cost.

☐ App

☐ Messenger ⓘ

Custom Audience

What is a Custom Audience?

Facebook custom audiences are specific audiences that you create to target specific Facebook ads.

Most valuable custom audiences?

1. Your client contact lists; including email address, phone number, first and last name – the more data you have, the more matches you're likely to get.
2. Website traffic. This is where your pixel does all the work for you!
3. Facebook Engagement, people who like your page, people who like your page and their friends

Creating a custom audience

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ

Everyone

United States

United Kingdom

Include

Custom Audience

Reach people who've already interacted with your business.

Lookalike Audience

Reach new people on Facebook who are similar to your most valuable audiences.

Browse

Add Locations in Bulk

Custom audience 2

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 visited your website or took specific actions using Facebook Pixel.



App Activity

Create a list of people who launched your app or game, or took specific actions.



Offline Activity UPDATED

Create a list of people who interacted with your business in-store, by phone, or through other offline channels.



Engagement UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

Custom audience 3

Create a Custom Audience

Customer file



Add customers from your own file or copy and paste data

Use your customers' information to match them with people on Facebook.



Import from MailChimp

Import email addresses directly from this third-party connection by providing your login credentials.

Customer file with lifetime value (LTV)



Include LTV for better performing lookalikes **NEW**

Use a file with LTV to create a lookalike more similar to your most valuable customers.

Custom audience 4

1

Add Customer List

2

Edit Data Mapping

3

Hashed Upload & Creation

4

Next Steps

Prepare a file with your customer data

Read best practices for preparing your customer data

X

Identifiers you can use (15)

Email

Phone Number

Mobile Advertiser ID

First Name

Last Name

ZIP/Postal Code

City

State/Province

Country

Date of Birth

Year of Birth

Gender

Age

Facebook App User ID

Facebook Page User ID

Original Data Source

Select the origin of this upload

Add a new file (CSV or TXT)

Download file template


Drag and drop your file here or

Upload File

Copy and paste

Custom audience 5

Prepare a file with your customer data

 [Read best practices for preparing your customer data](#)

Identifiers you can use (15) 

Email

Phone Number

Mobile Advertiser ID

First Name

Last Name

ZIP/Postal Code

City

State/Province

Country

Date of Birth

Year of Birth

Gender

Age

Facebook App User ID

Facebook Page User ID

Original Data Source 

Directly from customers



☒ Add a new file (CSV or TXT)

[Download file template](#)

Drag and drop your file here or

[Upload File](#)

Setting up an audience using FB demographic/interest info

Audience Name

Oncology NB+10 miles

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ

Everyone in this location ▼

United States

Newport Beach, California

+ 25mi ▼

Include ▼

Type to add more locations

Browse

Add Locations in Bulk

Age ⓘ

18 ▼ - 65+ ▼

Gender ⓘ

All Men Women

Languages ⓘ

Enter a language...

Potential Audience:

Potential Reach 3,400,000 people ⓘ

Your detailed targeting criteria is currently set to allow interest expansion. ⓘ

Audience Details:

Location:

United States: Newport Beach (+25 mi) California

Age:

18 - 65+

People Who Match:

Interests: Breast Cancer Care, Breast Cancer awareness, Oncology, Cancer awareness or Lung cancer awareness

Interest expansion:

On

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Setting up an audience using FB demographic/interest info

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Massage

spa

Interests > Fitness and wellness

Yoga

Interests > Sports and outdoors > Sports

Golf

Add demographics, interests or behaviors | **Suggestions** | Browse

Beauty	Interests
Full Body Massage	Interests
Spas	Interests
Facial	Interests
Meditation	Interests
Golf Channel	Interests
Mindfulness	Interests
Natural skin care	Interests
PGA Tour	Interests

Connections ⓘ

Selecting Placements

☐ **Automatic Placements (Recommended)**

Use automatic placements to maximize your reach. Facebook's delivery system will allocate your budget based on where they're likely to perform best.

☒ **Edit Placements**

Removing placements may reduce the number of people that you'll meet your goals. [Learn more.](#)

Budget & Schedule

Budget & Schedule

Lifetime Budget

\$250.00 USD

Up to \$250.00, including \$250.00 you've spent so far.

Graph not available ⓘ

Start Date

Monday, May 7, 2018 4:30pm

Pacific Time

End Date

📅

May 13, 2018

🕒

11:51 PM

Pacific Time

Ad Scheduling ⓘ

☒ Run ads all the time

☐ Run ads on a schedule

Specific

Broad

Potential Reach: Unavailable ⓘ
Your detailed targeting criteria is currently set to allow interest expansion. ⓘ

Estimated Daily Results

Reach ⓘ

460 - 2,300

⚠️ Your results are likely to differ from estimates

We have limited data available to calculate this estimate, so estimates may be less accurate.

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Optimization & bid strategy options

- Facebook is an auction, so CPC, etc will fluctuate
 - *Tip: On some campaigns, I can tell when competitors are advertising based on cost increases. Hold back and try again in a week*
- Automatic bid is the easiest and quite efficient
- Ensure you've established a good target audience to ensure your ad is relevant
- You can experiment with setting a bid cap or target cost though I don't recommend it until you're really adept with the ad platform

Standard or Accelerated Delivery?

Standard delivery is ideal. But we've all had those last-minute specials we need to sell – or that ad we forgot to create!

Accelerated delivery is great if you're in a panic!

Keep in mind, accelerated delivery costs more.




SELECT IDENTITY

- Select your Facebook page
- Add the link to your Instagram account if you have one. If you don't, you can still advertise on Instagram using your Facebook page. No need to launch an Instagram account if it's not an appropriate platform for you or if you haven't the time for its care and feeding.


Ad Name, Format

Format
Choose how you'd like your ad to look.

☐


Carousel

Create an ad with 2 or more scrollable images or videos

☐


Single Image

Create up to 6 ads with one image each at no extra charge

☒


Single Video

Create an ad with one video or turn images into a video

☐

Slideshow

Create a looping video ad with up to 10 images

☐

Collection

Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)

If you don't have a video, you can create one using the **Slideshow** option. It allows you to choose from photos you have used on Facebook, upload new photos, choose stock photos available free from Facebook, or a combination of all.

Call-to-action options

Depending upon the type of ad you're running, CTA options on Facebook ads may include:

- Book Now
- Contact Us
- Sign Up
- Subscribe
- Learn More
- Shop Now
- Watch Video

Ad details

- Opportunity to add additional text. Though it won't appear in all placements, I highly recommend you use this real estate when it's available
- IMPORTANT! Always add the destination url – your goal is to drive people to that url to complete a purchase, read your content, etc
- Headline – 40 characters. Can be longer but may be cut off in some deliveries so try to keep it short, sweet and compelling
- URL Parameters – makes tracking through Google Analytics more specific
- Link to Pixel – important!

Google Analytics helps tell your success story

To win friends and influence people on your management team, monitor your campaigns within Google Analytics and use the data in your reports.

- Log into Google Analytics
- Click on Acquisition
- Click on Social
- Et voilà!

You'll find a wealth of data about your social followers website experience. Landing page traffic, time on the page, conversions, user flow and more.

FAQs

- How much time will I need to commit to creating an ad?
- Should I open an Instagram account to run my ads?
- How do I embed the pixel on my website?
- What happens if my ad is declined by Facebook?
- How can I tell if I have too much text in my ad?
- Can I keep using the same images and/or for all my campaigns?
- What if I don't have a large client database to use for a Custom Audience?
- *TIP: Download the Facebook Ads and Facebook Page Manager apps. In a pinch, you can create, tweak and monitor your ads on-the-go!*

Checklist

- ✓ Create your Facebook Business Account
- ✓ Create and install Facebook Pixel
- ✓ Determine your objective
 - ✓ Hint: conversions and traffic are top priority
- Create compelling images
 - Be mindful of text:image ratios and pixel dimensions for ideal delivery. Resource: <http://bit.ly/BestAdImage>
- ✓ BestAdImage
- ✓ Create or select your ideal audience
 - Create your Campaign(s)
 - Check frequently (especially when launching) and tweak as needed

Recommended Resources & Tools

- Ad Creation Tools:

Video creation tools: Adobe Spark, iMovie, [Animoto](#)

Graphics Creation tools: [Canva](#), Picmonkey, Photoscape

Animated text/story tools: Legend, Ripl, WordSwag,
Hyperlapse

- Image Editing: Photoscape, Photoshop, Mendr

- Stock photo/video resources:

BigStock Photo, Pexels, Facebook, Flickr, iStock, CanstockPhoto,
[Adobe Stock](#), [Unsplash](#)

Recommended resources & Tools

- Primers and Guides:
 - Create Facebook Business Manager and Ads accounts: <https://blog.hootsuite.com/facebook-business-manager-guide/>.
 - Facebook audience tools define your target audience: <https://sproutsocial.com/insights/facebook-ad-targeting/>
 - All about Custom Audiences: <https://ebooks.adespresso.com/facebook-custom-audiences-guide>
 - All about the Facebook Pixel: <http://bit.ly/fbadspixel>

How to reach me

Wanda Love

wanda@wandalove.com