Effective Facebook Marketing for Spa & Wellness Businesses

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Social Networks’ Share of Time
Share of Combined Minutes for 4 Major Social Networking Apps

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=Xp4I6uBf1gA
Determine Objective

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand awareness</td>
<td>Traffic</td>
<td>Conversions</td>
</tr>
<tr>
<td>Reach</td>
<td>Engagement</td>
<td>Catalog sales</td>
</tr>
<tr>
<td></td>
<td>App installs</td>
<td>Store visits</td>
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<td></td>
<td>Video views</td>
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<td></td>
<td>Lead generation</td>
<td></td>
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<tr>
<td></td>
<td>Messages</td>
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</table>
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: Momday 2018

Continue
Ad Set Name, Conversion
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
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.

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Customer File</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Website Traffic</strong></td>
<td>Create a list of people who visited your website or took specific actions using Facebook Pixel.</td>
</tr>
<tr>
<td><strong>App Activity</strong></td>
<td>Create a list of people who launched your app or game, or took specific actions.</td>
</tr>
<tr>
<td><strong>Offline Activity</strong></td>
<td>Create a list of people who interacted with your business in-store, by phone, or through other offline channels.</td>
</tr>
<tr>
<td><strong>Engagement</strong></td>
<td>Create a list of people who engaged with your content on Facebook or Instagram.</td>
</tr>
</tbody>
</table>
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**
  Use a file with LTV to create a lookalike more similar to your most valuable customers.
Custom audience 4

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
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

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- 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

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

Add Custom Audiences or Lookalike Audiences

Exclude | Create New

Locations

Everyone in this location

Add Locations in Bulk

Age

18 - 65+

Gender

All | Men | Women

Languages

Enter a language...

Detailed Targeting

INCLUDE people who match at least ONE of the following
Setting up an audience using FB demographic/interest info
Selecting Placements

- **Automatic Placements (Recommended)**
  Use automatic placements to maximize your reach. Facebook's delivery system will allocate your ads 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

$250.00 USD

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

**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

**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.
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
- 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, Flikr, 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
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