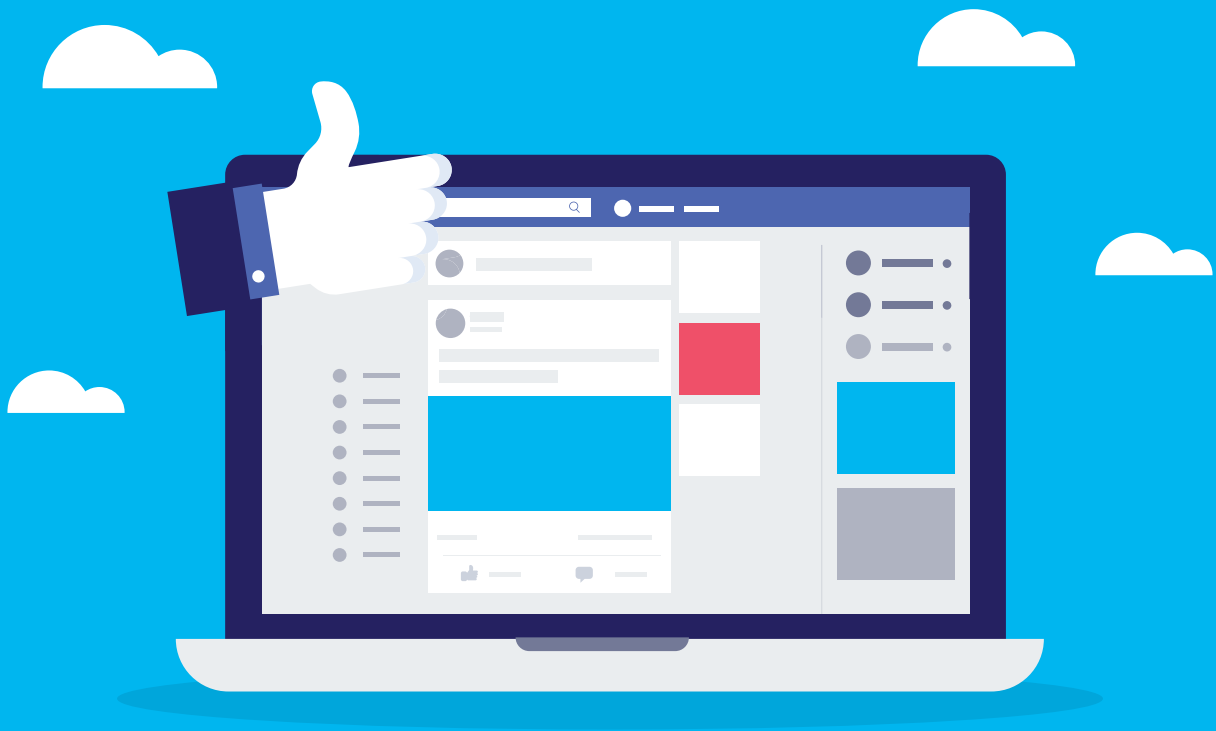


GUIDE

Facebook Advertising and Business Manager

WHAT YOU NEED TO KNOW



Introduction

Facebook has billions of users actively seeking recommendations and advice for all types of services and products, so running a well thought out campaign can lead to excellent returns.

Here I outline a few areas that will help you when you start to run a campaign for your government or public sector organisation.

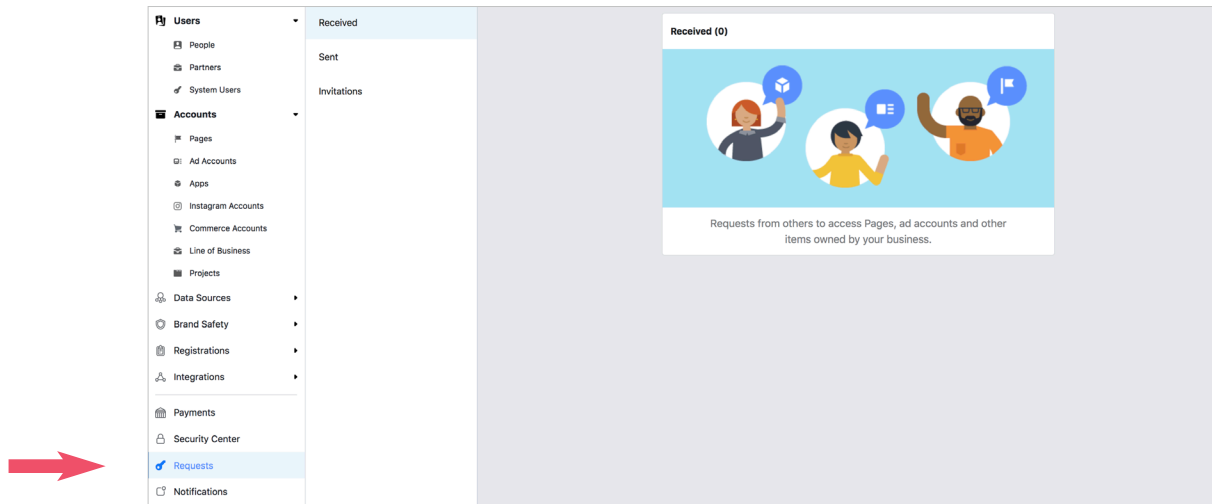
1 | Setting up Facebook Business Manager

The business manager tool was created for organisations who have multiple pages or properties on Facebook and Instagram. Many organisations have been running campaign's using their personal accounts or employees accounts to manage them, and this is no longer required as the Facebook business manager can control all your page and advertising campaigns from one easy to use place.

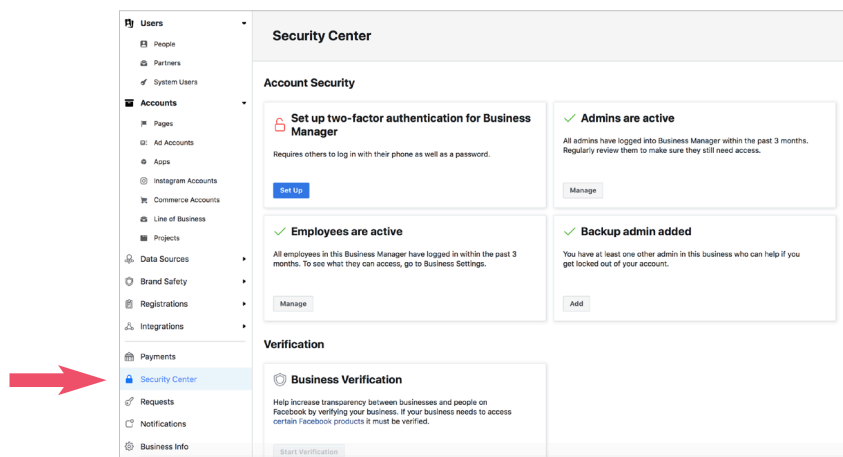
To set up business manager, you need to go to business.facebook.com and click 'Create an account'. From there just fill in all the details required, be sure to not to skip on the details as accounts that only have part of the needed information may encounter issues further down the line.



Once you have created your account, you can start accepting invitations, to do this just click '**Requests**' (you will need to sign in to verify) and then accept or decline any invitations that are there.



You will also want to verify that your organisation is real, and you have permission to speak on their behalf. Facebook will try to do this using their software, but if not, they will need proof provided by you. First, you should go to the Business Settings and click '**Security Center**', from here you can start the process. To do this, you need to provide information that your organisation is a real legal entity. You will also need to show proof that you are working at the organisation, along with details of the address and phone number.



Once you have verified your organisation, you will be ready to start using all the business manager functions to let you run campaigns. Having a verified business manager account will give you full autonomy over what you can do.

2 | Types of Facebook Advertising

BOOSTING ON PAGE

Boosting a page or post is where you promote a specific piece of content to an audience who do not currently like or follow your page. You can get great results from boosting your page, and it is useful if you:

- Have a limited reach organically
- Want to reach a particular demographic such as age range
- Want an easy tool to reach many users quickly
- Need full control over who will see the page
- Want analytics to help understand your market

HOW TO BOOST A PAGE

It is straightforward to get started, all you do is hit the **'Boost'** button at the bottom right corner, and from there you will be directed to an audience page so you can choose who you want to boost to. After you have selected the demographic, you will then set your budget, and this can start at \$1 per day, of course, the smaller the budget, the fewer people will see the post. After setting the budget, you can choose how long to run the boost for, a day, a week or a month.

TIPS WHEN USING THE BOOST FUNCTION



Have a clear goal of what you want to achieve, more likes, shares or a specific call to action.



Don't run the same ad for too long; try to have new posts that you can boost to reach the maximum number of users.



Be selective with the audience you choose to boost to, filtering to a select group will reap more rewards.



Experiment and compare the success of each ad to make sure you are reaching the right people and getting the desired responses.

3 | Types of Facebook Ads

Facebook has many ways for public sector marketing pros to reach their desired audiences; here I highlight the most popular types of ads you can run in your Facebook campaign.



LINK CLICK ADS

These do precisely what they say. Your ad will appear on feeds and users can then click on them to visit your page or website.



VIDEO ADS

Pretty much the same as the link click ads but instead of images you can upload a video to entice users, these work great on the younger generation.



BOOST POSTS

As mentioned above, these are great for reaching users who do not currently like your page and can expand your reach tremendously.



LEADS ADS

These let users sign up to whatever you post to them without them needing to leave the Facebook page, great for getting more subscribers to a newsletter.



PAGE LIKE ADS

Again, these do exactly what they say, give users the chance to like your page after viewing an advert, excellent for increasing your page followers.

There are many more ad types you can choose from depending on what your business is trying to promote, visit www.facebook.com/business/ads-guide for further details.

4 | Why Facebook Ads?



WHAT YOU NEED TO LAUNCH A FACEBOOK ADVERTISING CAMPAIGN

Setting up an advertising campaign on Facebook is easy to do and highly effective at reaching a targeted audience or just increasing brand awareness across all demographics.

[SEE HOW-TO VIDEO IN LEARNING HUB](#)



CHOOSE YOUR CAMPAIGN OBJECTIVES

This setting is essential to get right as this will determine the cost of each ad. Choose between brand awareness, lead generation, reviews, reach and many others to get the option that fits your needs most appropriately.

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



NAME YOUR CAMPAIGN

After selecting your objectives, you need to give the campaign a name so you can track the results. It is good to include the date of the campaign in the name to make it easier when you are analysing the results. You may also want to add the audience type, Facebook page, website and any other specifics for the campaign.



SET THE PLACEMENTS

You will next be prompted to select where the ads will show. There are many options which include feed ads, the marketplace, stories, Instagram and messenger. Try to limit these to a few so you can get an excellent overall view when analysing the campaign to determine which works best..



CAMPAIGN BUDGET

Finally, you want to set the budget for the campaign. Campaigns can be run for very little money, but you, of course, want to get the best results and a high ROI. You can start with a low budget, and as you understand what campaign works best with certain ad types, you can increase to gain maximum results.



CAMPAIGN DURATION

Don't forget to set a start and end date for your campaign.



START ADVERTISING

It can be daunting learning new tools that are available, but don't be put off with the number of options open to you, as you will only need to know a little to get started and many of the functions in business manager you may never use at all. Start with a low budget so you can determine the best course of action for whatever you are promoting.

Case Study

**GOT A FACEBOOK AD CASE STUDY
THAT YOU WANT TO SHARE?**

Drop me an email to info@publicsectormarketingpros.com



PUBLIC SECTOR
Marketing
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publicsectormarketingpros.com

Changing the world one digital message at a time