Creating effective Facebook ads

MediaCom
Why use Facebook advertising?

Facebook remains the 2\textsuperscript{nd} largest publisher in terms of audience reach in Australia.

There are over 13.4m users on Facebook in Australia and 2.8m in Queensland alone with 93\% of these users aged 18+.

Organic reach of published content is declining

Excellent targeting options

Multiple ad types for awareness and direct response

<table>
<thead>
<tr>
<th>Row Labels</th>
<th>Unique Audience</th>
<th>Time Per Person</th>
<th>Unique Audience</th>
<th>Time Per Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro QLD</td>
<td>1,604,809</td>
<td>4:04:55</td>
<td>1,342,520</td>
<td>3:05:33</td>
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<tr>
<td>Non-Metro QLD</td>
<td>1,194,861</td>
<td>9:49:49</td>
<td>1,103,673</td>
<td>12:32:41</td>
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<tr>
<td>Google</td>
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<td>3:19:50</td>
<td>918,994</td>
<td>3:01:35</td>
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<tr>
<td>Mi9</td>
<td>1,191,920</td>
<td>2:12:38</td>
<td>1,001,464</td>
<td>2:04:15</td>
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<tr>
<td>YouTube</td>
<td>1,118,119</td>
<td>3:19:50</td>
<td>918,994</td>
<td>3:01:35</td>
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<tr>
<td>eBay</td>
<td>1,053,709</td>
<td>1:44:51</td>
<td>909,798</td>
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</table>

Source: Neilsen, State & Region Report, May 2014

106 country-level brand pages monitored saw the average reach of organic posts decline by 49\% from October 2013 to February 2014.

23 pages sampled with more than 500,000 likes saw a decline from 4.04\% in October to 2.11\% in February.

Source: Social@Ogilvy, Facebook Zero Report, February 2014
Why is Organic Reach declining?

- More content is being created and shared
- Increased competition in News Feed with people liking more pages
- News Feed relevancy algorithm
Planning Facebook campaigns

1. What is the business goal or objective?

2. Who do you want to reach?

3. What action do you want people to take?

4. What content is available?

5. How will you measure success?
Who do you want to reach?

- Age
- Gender
- Location
- Language
- Relationship Status
- Education
- Parents
- Interests / Categories
Ads can target the audience you are hoping to reach but the content has got to give people a reason to engage with it:

1. Text should include USPs or call to actions and key messages but also keep to the point and keep to character limits

2. Images should be of good resolution, appeal to the audience you are trying to reach and not contain more than 20% text

3. Videos should not be too long – ideally 30 seconds or less

4. Test multiple ads or messages at the same time (if content is available)

5. Keep content fresh
The University of Queensland Campaign Examples

Brand 2014

The University of Queensland
Sponsored

Find out what it would be like to be part of a uni in the world’s top 100.

The battle against superbugs – bacteria that are resistant to treatment – is becoming one of the world’s biggest health challenges. Find out how Professor Matt Cooper and his team at the Institute for Molecular Bioscience are working to combat this issue.

Targeting: 16-24 year olds in SE Queensland

Objective: Drive Page Likes and raise awareness of UQ as a top university
The University of Queensland Campaign Examples

Mid-Year 2014

Targeting: 17-18 year olds in SE Queensland (school leavers) and 19-30 year olds (non-school leavers / career change)

Objective: Drive awareness and applications for mid-year intake
The University of Queensland Campaign Examples

Targeting: 16-19 year olds (school leavers) and Parents of 16-19 year olds in SE Queensland (influencers)

Objective: Drive awareness and attendance at Open Days
The University of Queensland Campaign Examples

Open Day 2014

Targeting: 16-19 year olds (school leavers) and Parents of 16-19 year olds in SE Queensland (influencers)

Objective: Drive Mobile App Installs for people attending Open Days
For the recent UQ Open Day campaign, Mobile accounted for:

1. 57% of all people reached by ads
2. 83% of all clicks on ads
3. The highest CTR of all placements at 1.45%
How will success be measured?

Success of a Facebook campaign can be measured in different ways and look at the following key metrics:

**Notice (Awareness):**

- Impressions delivered/eCPM
- Reach and frequency

**Do (Driving Action)**

- Clicks/Cost per click
- Cost per Total Actions (Page Likes, Post Likes, Shares, Comments, Video Plays, Website clicks, Photo views, etc)

Conversion tags can also be implemented on a website if there is a particular action that can be tracked (enquiry, sales, etc)
What’s new?

News Feed ad delivery

- Ads from a Page a user is not connected to can be inserted into News Feed up to twice per day (up from once per day)
- Ads from a Page a user is connected to can be inserted into News Feed up to four times per day (remains consistent from before)

Ad scheduling

- Show ads to the right people at the right time
- Specify certain hours and/or days of the week when you want ads to be delivered

Like button policy update

- Businesses will no longer be allowed to offer rewards or gate content to encourage Page Likes from 5th November