FARM MARKETING 101

Facebook Paid Advertisements Cheat Sheet

Local Line

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Grow your audience:

- Invite customers to like your Facebook Page
- Follow your customers on Instagram
- Collect customer emails at the market or in-store
- Collect customer emails online (on your website)
- Put your Facebook Pixel on your website
  - *Pro Tip*: Once your Facebook Pixel is installed, your paid ads will continue to get cheaper every month

Target your customers

Find Look-Alike Customers

Existing Prospects: Present Your Offer

- Advertise specific products - link the exact product to your ad
- Create 2 types of ads: Single Image & Carousel
- Create an offer (i.e. 15% OFF)
  - Leave an expiration date (i.e. Until Tuesday July 2nd only)

New Prospects: Add Value First

- Write an article describing more about your products or uncommon facts that your customers may want to know
- Create a video of yourself talking about your business or your products
- Give customers a free article you wrote in exchange for their email.

Retarget Prospects: Present A Different Offer

- This ad is for everyone who saw your first offer but did not make a purchase
- Show these prospects a different offer (using a different image with different text) to give them another opportunity to make a purchase from you.

Repeat Sales: Send Weekly Catalogs

- Now that you've received a new customer, make sure they stay a customers by sending weekly catalogs
- Continue to go through this process to get more sales

HOW TO SETUP YOUR AUDIENCES

Creating your audiences
- Go to https://business.facebook.com & create an account
- Click three line button in top left corner
- Find **Assets** > click on **Audiences**
- Click **Create Audience** > **Custom Audience**. You will have multiple options for creating an audience. Here are all of the options below

Audience One: *Upload Customer List*
- Click **Customer List** > "**Use a file that doesn't include LTV**"
- Under "**original data source**" > select "**Directly from customers**"
- Find your customer list in your computer (*make sure the list is saved as a .csv file*)
- Name your audience > click **Next**
- Match up all of the fields. The most important ones are **First Name**, **Last Name, Email**, **Phone Number** and **City**
- Click "**Upload & Create**"

Audience Two: *Your Facebook Page*
- Click **Create Audience** > **Custom Audience**
- Click **Facebook Page** > select **Any** > select your Facebook page
- Keep selected "***Everyone who engaged with your page in the past 365 days***"
- Name your audience > click **Create Audience**

Audience Three: *Your Instagram Profile*
- Click **Create Audience** > **Custom Audience**
- Click **Facebook Page** > select **Any** > select your Instagram page
- Keep selected "***Everyone who engaged with your business in the past 365 days***"
- Name your audience > click **Create Audience**

Audience Four: *Video*
- Click **Create Audience** > **Custom Audience** > Click **Video**
- Under engagement, select "***People who have watched at least 10 seconds of your video***"
- Click **Choose Videos** > Select every video available
- Keep selected, "***In the past 365 days***"
- Name your audience > click **Create Audience**

*A*udience Five*: Your Website Viewer*s
- Click three line button in top left corner. Find Measure & Report > click Pixels
- Click Add New Data Source (on left) > Facebook Pixel
- Name your Pixel > enter your website address > click Create
- Select *"Manually install pixel yourself"* > Click on the piece of code in part 2
- Open a new tab > visit your website > paste this code into the header of your website > save your changes
- Go back to Facebook Business Manager > type in your website address in part 4 >
- Click Create Audience > Custom Audience > Website Traffic
- Select Any > Select your Facebook Pixel
- Select All Website Visitors > in the past 180 days
- Name your audience: *All Website Viewers - 180 days* > click Create audience

Audience Six: *Clicked but did not Submit*
- Click **Create Audience** > **Custom Audience** > click **Lead Form**
- Keep selected "**ANY**" > choose "**People who opened but didn't submit form**" > in the past **90** days
- Select your page > click + **Select specific form(s)**
- Check off every form > name your audience > click **Create Audience**
- **Pro Tip**: *If you create an ad using this audience only, keep the budget very low ($1/day)*

Create Lookalike Audience:
- Click three line button in top left corner
- Find **Assets** > click on **Audiences**
- Click **Create Audience** > **Lookalike Audience**
- Click on text box > click **Other Sources** > select one of the custom audiences you've created above
- Select audience location > type in your country
- Keep number of lookalike audiences at 1
- Keep audience size to 1%
- Repeat this step until you have created a Lookalike audience for every custom audience

HOW TO CREATE ADVERTISEMENTS

Ad One: *Adding value*

- Click three line button in top left corner
- Find **Create & Manage** > click **Ads Manager**
- Click green "**Create**" button > select your objective
  - The two main objections you should look at are:
    - **Traffic**: If you are sending people to a website or article. If you select this objective, make sure you have your Facebook Pixel installed (instructions found on Audience Five
    - **Video Views**: use this objective to show people a useful video that describes something about your business, your products or other information that potential customers may find useful
- Name your campaign: Turn off "**Create Split Test**" & "**Campaign Budget Optimization**" > click **Continue**
- Name your Ad Set > Scroll down to audiences > click use **Saved Audience** > select every Lookalike audience you created using instructions on the previous page.
- **Locations**: select **Everyone** and start searching for cities and/or postal codes where you'd like to receive new customers in > select your age range & genders.
- Click "**Save This Audience**" and title it: *Custom & Look Alike* (Location)
- Scroll down to placements > click **Edit Placement** > select **Facebook Newsfeed** and **Instagram Feed ONLY**. Note: uncheck everything else!
- Select your daily budget ($5/day minimum) > click **Continue**
- Name your Ad > select your Facebook page > select your Instagram page
- Choose your ad type (single image or carousel)
- Scroll down to **Media** > choose your images
- Scroll down to **Text & Links** > type out your text, select your website URL, type your Headline, choose your Call To Action > click **Confirm** and watch your ads bring in sales!
  - I*mportant to note:* use a headline that explains exactly what you are selling or showing people. Do not be vague. And use an image that has bright vibrant colours, nothing dull or dimly lit.
  - After you click confirm, you can go back to **Campaigns** > select your campaign (to bring you to Ad Sets) > check the box to the left > click the drop down arrow next to **Duplicate**, and click **Quick Duplicate**. This will create an identical ad and audience. After doing this, you can change one thing in the ad (such as the image or the headline) then click **Publish**. Now you will be running two identical ads using the same budget. After 5 days have passed, you can look back at your ads to see which one performed better. Turn off the losing ad.

Ad Two: *Presenting Your Offer*

- Repeat every step in ad one. The only difference here is that, when you finally get to **Ad Set** > Audiences > click **Saved Audiences** > and select every Custom Audience you created using the steps on the previous page.
- Continue to make your ad, knowing that everyone who sees this ad has already seen the "Adding Value" ad that you created above. This will ensure that you are only showing your offer to an interested group of people.

Notes:

- It is important to split test: create ads using two different images, different headlines, and even try two different pieces of value, such as different videos of you or different articles about your products. You will notice that after running your ads for 5 days, you will see which content people find more valuable and which ads bring you more sales. Continuously split test everything.

- When creating ads, there are always 3 things to Avoid and 3 things to Include:
  - **Avoid**: *Confusing, Unbelievable, Boring (CUB)*
    - To avoid being confusing, make sure your text is straight and to the point. People should know exactly what your ad is about and what you are selling. To avoid being unbelievable, make sure you give realistic offers such as 15% off, and avoid unrealistic ones like 90% off. To avoid being boring, you can use some humour, emojis (1 or 2 tops), and keep the text short!
  - **Include**: *Problem, Solution, Offer (PSO), Bright Image, Simple Headline & Expiration Date*
    - When writing your advertisement, a classic way to write is by stating the problem, your solution, and, finally, the offer. For example, "Did you know that Heirloom Tomatoes have 60% less pesticides and are way healthier! At XYZ Farm we only serve organic without any pesticides! Until July 2nd we're offering our Heirloom Tomatoes at 20% OFF for all new customers. Pick up a lb for $3.00 by clicking the [Learn More] button below"
    - Bright images will always perform better than dull or dimly lit ones. You can also add banners or arrows on the image to create a pattern interrupt and stop potential customers from scrolling past your ad.
    - Including an expiration date on your offers will create urgency and usually result in more sales.