

*blitzmetrics*TM

Tricks the Pros Use

Loved By



The Media Loves Us, Too...



THE VIRAL CYCLE

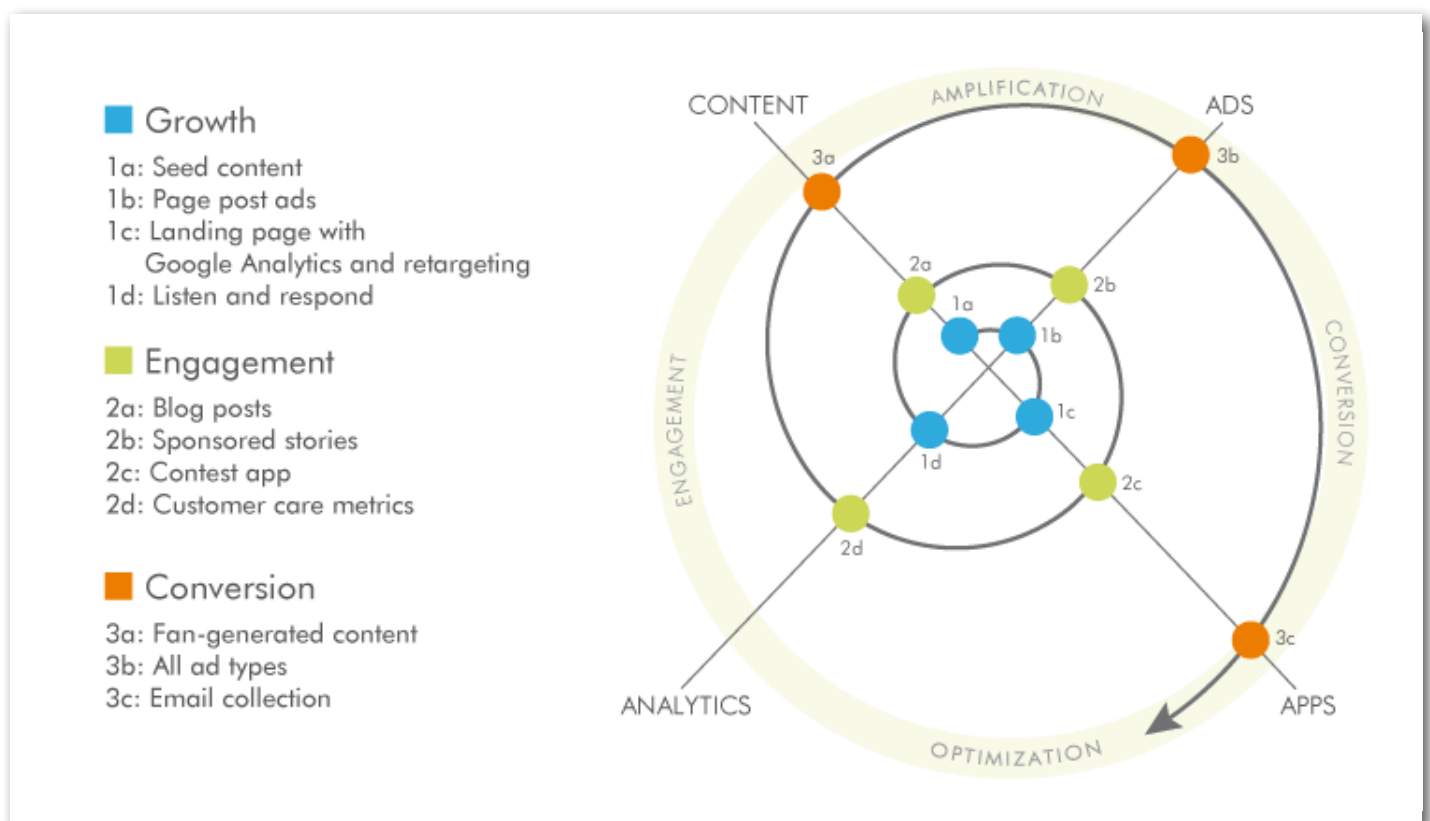
Social ads are about amplifying user actions,
not about broadcasting creative.

When you amplify your own content, you are able to activate fans that may have joined the page a long time ago, but haven't heard from you since, plus increase the feedback rate on content (likes + comments).

People make decisions based on the trust of their friends. It doesn't matter what the marketing channel is.

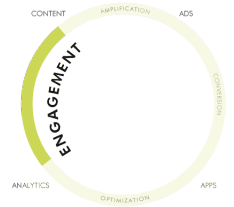
What Facebook has done is create a layer — a social layer that exposes those relationships that have always been there, between people's real friends. Because those relationships are visible, think of all these dots with lines connecting them. This created an advertising system that sits on top of that and allows you to inject your content.

Now let's say your content is testimonials, specials, videos of procedures, whatever kinds of content might be interesting. Identify who your best customers are; not people who could be customers, but people who already love you. Amplify what you already have that's great. That's what Facebook is; *it's a word of mouth amplifier.*



THE ENGAGEMENT FUNNEL

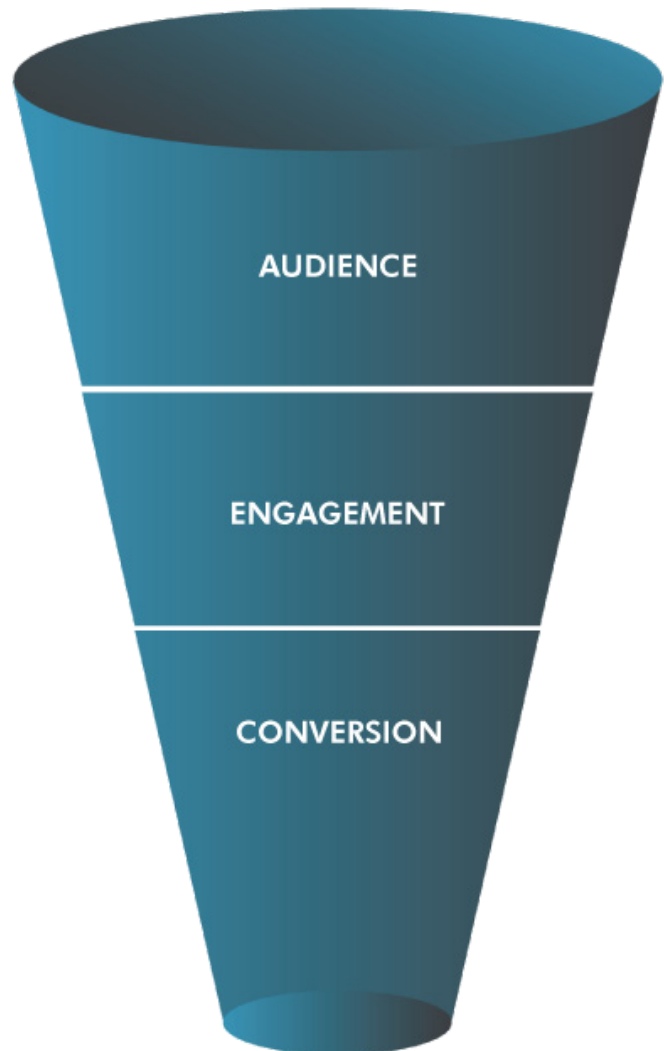
Manage against the stages of the engagement funnel and ads, apps, analytics.



If you don't have a goal, then all roads look as good as any other.

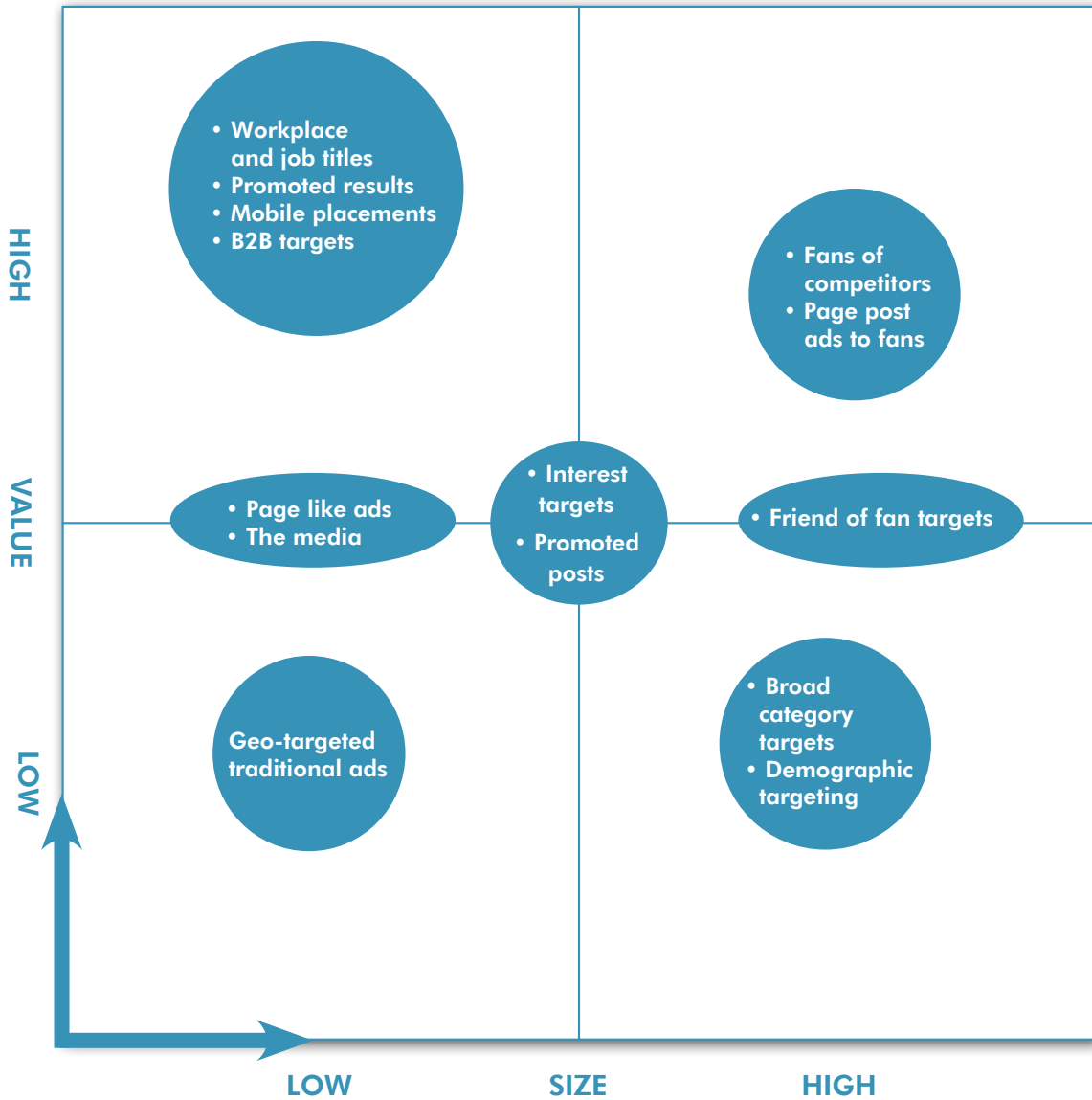
To say you want “greater awareness” or “deeper engagement” is not enough. You need to have quantifiable goals based on a reasonable set of short, medium, and long-term targets. But that requires understanding a few things.

- What IS the right number of fans to have?
- What is a healthy level of engagement?
- How am I doing versus my competitors?
- If I'm a direct marketing company, can I really drive revenue, and if so — how much and how does this play with my other channels?



TARGETING

Define Your Audiences by Value and Size:



Social media success is about pinpoint precision targets. We're simulating the one-on-one conversations that friends have among themselves.

GROWTH

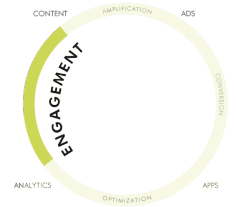
Social Analytics Is About Context

Traditional web analytics has always been about just your site — your traffic, which focused on number of hits, inbound referrals, conversion rates, and all kinds of activities that occur just in your patch of land. But the majority of social interactions occur in public — on ground that is not exclusively yours.

A user's news feed is a shared space where friends, brands, events, and other objects interact. You don't own them, you can't easily tag them, and you can't barge into the conversation and force them to hang out only at your place so you can cookie them.

Don't be "that guy" who has poor social etiquette. Brand marketers are like bums with cardboard signs that walk into strangers' houses pushing their products and asking for money. If you are reporting on your social channels just like your paid search channels, odds are this is you.

Paid search assumes that people are ready to buy — they had to initiate a search to demonstrate intent. In social, there is no such thing. What gets measured gets managed. Or another way to say it is, "if you have a hammer, everything looks like a nail".



The metrics in social should be around share of voice, engagement levels, fan quality, influence, and the lift to other conversion channels.

DIFFERENT ANGLES TO MEASURE ENGAGEMENT

People Talking About This (PTAT): Total number of people who have had a brand-related action show up in their news feed.

Coverage: Total number of impressions per 1,000 fans.

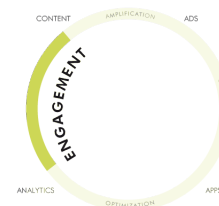
Unique Reach: Total number of people seeing impressions.

Engagement Rate: Percent of people who saw a post who commented or liked.

Ad Interest Targeting

Laser target ads down to specific interest targets (including geographic locations). Facebook rewards high relevancy by discounting the price you pay for traffic.

We know that relevancy leads to high CTR, leading to a lower CPC, which leads, in turn, to a lower cost per fan and lower cost per conversion. Throughout a campaign, test different interest targets to optimize effectiveness.



Interest Targeting	Count
Internet	2,718,000
Computer	1,959,060
Technology	1,178,760
Laptop	906,720
Competitor Targeting	Count
Google	2,861,280
Yahoo!	2,198,180
AOL	453,980
Skype	206,440
Lateral Targeting	Count
Blog	2,081,280
Online Chat	1,269,080
Newspaper	491,640
Instant Messaging	39,180

Literal Targeting:

What are the direct interests related to your brand?

Competitive Targeting:

Who are your competitors?

Lateral Targeting:

Who are these people? What kind of things are they interested in?

PRO TIP: Ego ads

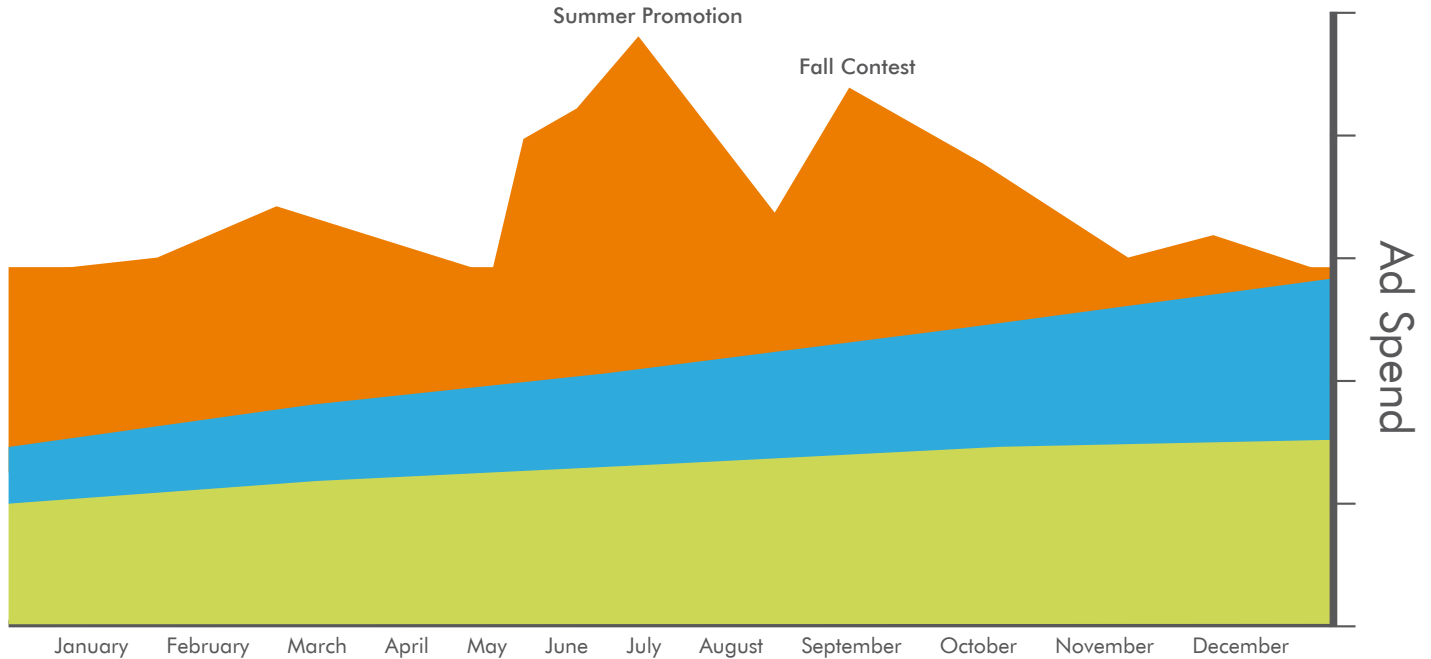
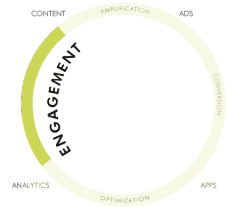
Create one page post ad that is targeted just at folks who like your company, plus one page post ad against those who are fans of your page but live in your headquarters city. These are “ego ads” to appease your colleagues and the executives.

For those of us who run Google PPC ads, this is the “ego campaign” for pesky executives that want to make sure that we’re “showing up” on Google for a set of keywords, even if those keywords are unprofitable.

Micro-Targeted Ads

How much should you spend? Depends on your goals. We take a 3 layered approach: to grow your audience, engage them, and convert them.

Your Facebook ad budget should be 15-20% of your total digital budget and mirror the campaign structures of other marketing channels.



Fan Growth

In spurts but still always on. The fan growth phase is about 50% when on and down to 7% when in lulls.

Fan Engagement

Always on and visually represents about 20% of the budget or growing slightly. Fan engagement budgets are directly proportionate to how many fans we have to nurture.

Campaigns

Campaigns drive conversions or sales.

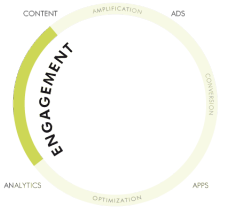
MONTHLY BUDGET

Fan Acquisition Cost is number of fans x cost per fan

Fan Nurturing (engagement) is fan base x 0.5 cents per fan per month

Conversion Cost: target CPA x number of conversions required

TOTAL:



Move to quality targeting over mass media blasts

It's quality over quantity, folks. Think about who you want to target as precisely as possible. Where do they work? Where do they live? What kind of car do they drive? What TV shows do they watch? What industry conferences do they attend?

Can't afford \$15,000 to exhibit at your favorite conference, plus the \$3k to ship the booth out, the cost of the people to have to man the booth during Expo Hall hours, the schwaag you have to give out and so forth? Then run an ad for the three weeks leading up to the conference targeting fans of the conference.

Bingo, you've now spent \$5 to target this audience with your message and you have plenty of time to set up in-person meetings with those folks who are worth talking to, as opposed to any random people who might wander up to visit you at the show. And then you can thank them later.

Targeting

- who live in the United States
- age 21 and older
- who work at JESS3
- who are not already connected to Webtrends

[edit](#)

Preview

Webtrends

Webtrends loves JESS3.
Just ask Dennis Yu or Jesse!

Like · Dennis Yu likes this.

Targeting

- who live in the United States
- age 21 and older
- who work at JESS3
- who are not already connected to Webtrends

[edit](#)

Daily stats for the week of: Apr 10

Date	Imp.	Social %	Clicks	CTR (%)	Actions	AR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)
04/11/2011	0	0.0%	0	0.000%	0	0.00	0.00	0.00	0.00
04/10/2011	0	0.0%	0	0.000%	0	0.00	0.00	0.00	0.00
Lifetime	2,980	72.2%	9	0.302%	4	0.13	0.63	1.90	5.67

Preview

Webtrends

Webtrends loves JESS3.
Just ask Dennis Yu or Jesse!

Like · Dennis Yu likes this.

Need some PR help, but can't afford a New York PR agency for \$10,000 a month? Then let Facebook do the work for you, running ads that target journalists who write for the Wall Street Journal, Mashable, Forrester, VentureBeat, the New York Times or whoever. What would you like to say to them?

Can't afford to hire a big sales staff to cold call people who don't want to talk to you? Easy. Just run ads targeting the competitors of your existing customers.

Let's say that Marriott is your client and you've got a great case study there. Run ads targeting the folks who work at Hilton, Starwood, Motel 6 or whoever. You can bet they want to know what their competitors are doing. Inquiring minds want to know!

Subject: Love this Facebook ad

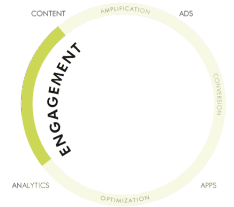
Attention Dennis Yu!

DENNIS
YU
!!!!!!

It's your employee Kody!
Let me know if you see this! Hopefully I managed to do this correctly!

Ad Targeting to Increase Feedback

Most of the pages you come across suffer from terrible engagement rates. They eagerly grew a lot of fans in 2010 but forgot about what to do with these fans. Allowed to go stale, these fans never see the brand again. The brand may post to the wall multiple times per day, but not have high enough EdgeRank score to qualify for showing up in the News Feed (the user's home page). The solution is to use the ads platform to reconnect with these fans and to run ads so targeted, even non-fans will respond.



Ad Preview Edit

LEGO Games
The wait is over! We are excited to present to you the latest LEGO board game, The Hobbit™...

1,199 63 658

Targeting Edit

This ad targets 1,534,060 users:

- who live in the United States
- age 23 and older
- who like #Lego Star Wars, #Lego, #The Hobbit, #Legoland, #Lego Star Wars: The Complete Saga, #Lego Duplo, #Lego Harry Potter, #The Hobbit (2012 film), #Lego Batman, #Legoland California, #Lego Star Wars III: The Clone Wars or #The Lego Group

Performance

Actions ▼

Actions?
3,486

- Page Photo Views?
- Page Post Likes?
- Other Actions?
- Link Clicks?

See full actions report

Sponsored Create an Ad

LEGO Games
The wait is over! We are excited to present to you the latest LEGO board game, The Hobbit™...

1,199 63 658

PRO TIP: Always run combos to amplify follow-on engagement

Don't make the mistake of going for pure audience growth and then letting your new fans die. Conversely, don't go for conversion right out the gate without having engagement ads. That results in one-off conversions at high cost without building social community or the word of mouth effect.

Ad Preview Edit

Targeting Edit

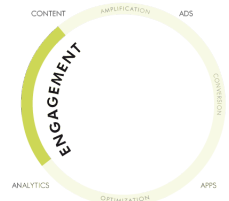
This ad targets 7,800 users:

- who live in one of the countries: United States or Colombia
- age 16 and older
- on PAGE_TYPEAHEAD
- who are searching for Social Media Week, Social Media Services, BlitzMetrics, Social Media Examiner, Social Media Network, Media Social or BlitzLocal

Suggested Bid: \$0.14 - 0.32 USD

Interest and Group Targeting

Your ads should always be targeted, else they risk not seeming both relevant and personal.



Interests

Interests
Blog
advertising week
advertising world
mashable
techcrunch
adweek
mediapost
readwriteweb
Analytics
google analytics
web analytics
web analysts
News
CNN
Bloomberg
New York Times
CBS
MSNBC
Shopping
shopping
online shopping
amazon
shopping with friends

Estimated Reach
257,880 people

- who live in the **United States**
- age **18** and older
- who like **readwriteweb**, **mashable** or **techcrunch**

- age exactly **25** and older
- who like **barsonmarsteller**, **edelman**, **edelman inc**, **fleischmanhillard**, **ketchum**, **public relations consultant**, **public relations coordinator** or **weber shandwick**

- who like **cnn news**, **bloomberg businessweek**, **financial times** or **wall street journal**

Workplaces & Job Titles

Targeting

This ad targets users:

- who live in the United States
- age 24 and older
- who work at **Jupitermedia**, **Market Wire**, **Merkle**, **Omnicore**, **Bruce Clay**, **MarketWatch**, **Coremetrics**, **WebTrends**, **Jupiter Research**, **Omnicom Media Group**, **Efficient Frontier**, **HubSpot** or **SEOnoc**

Targeting

This ad targets users:

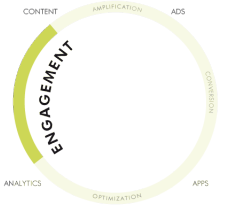
- who live in the United States
- age exactly 30 and older
- who like **chief marketing officer**, **director marketing**, **director sales marketing**, **marketing director**, **marketing manager**, **senior vice president**, **vice president**, **web analyst** or **web analytics**

Media & Press

Estimated Reach
1,240 people

- who live in the **United States**
- age **18** and older
- who work at **The Washington Post**

Ad Naming Conventions



We recommend 4 blocks in your ad name:

<client_name>, <type_of_ad>, <targeting>, <creative_description>.

Facebook doesn't provide previews on targeting in Power Editor or the ad interface. Plus, when you download your ad performance, you'll want to be able to create pivot tables to group performance by any of these attributes.

For example, let's say we're running an ad on behalf of Rosetta Stone, that it's a Sponsored Result ad, we're targeting folks who like the BBC and are friends of fans, and we're sending to the 1 million fan celebration landing page tab.

We'd name it:

rosetta_sr_bbc-fof_1mm_celebration

Or maybe we're the Treasure Island casino running ads to enhance our post visibility against fans of the Wynn, Venetian, Palazzo, and other properties.

We'd name it:

ti_ppa_competitors_ongoing

We like to use underscores to separate each variable, so it's easy to import into Excel or your favorite tool. If you have multiple items in a block, use hyphens (treasure-island, for example), so you don't mess up your importing.

For ad type, use these:

sr: sponsored result (search ads)

ppa: page post ads

pl: page like ads

ppl: page post like ads

checkin: check-in ads

app-used: app used ads

trad: traditional ads (sending off-site, requiring a headline, image, body, and url)

PRO TIP: Set up one campaign per ad

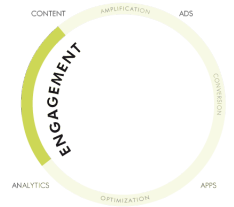
Normally, you'd group all ads by objective and have them live in a campaign. However, Facebook's Quality Score algorithm is not as sophisticated. So by having one ad per campaign, you get greater unique reach, a higher CTR, and a lower CPC.

When Facebook introduces ad rotation and is smarter about eCPM estimation, you'll be able to treat social campaigns like ad groups in traditional CPC. But for now, you'll have to deal with having many campaigns, so have a smart naming convention

ENGAGEMENT

Measuring Engagement

If you're an administrator of your brand's Facebook page, you can access Insights. Here are 2 key metrics to determine your engagement:



1. Feedback Rate

What percentage of your fans are interacting with you?

Is it under 1%? If so, then your fans are saying your messages are not interesting. Facebook, noticing this, will also not share your messages with friends — a double whammy.

Improve your score here by asking questions as opposed to making statements, keeping messages 10 words long or less (versus a paragraph), including multimedia versus just text, and having content that triggers emotion. Above all, resist the temptation to sell too hard.

The wall is where most engagement occurs, although you can boost your engagement rate by running ads to your postings, plus including engagement apps.

The screenshot shows three posts from 'Officer Ludwig' with the following details:

- Post 1:** "I'm thankful for my dad, Officer Ludwig. The best, most loving man I've ever known. I was blessed beyond belief to have him for as long as I did. God bless the rest of you this Thanksgiving week. May each of you shine in your own family with God center in your lives!!"
 - 73,247 Impressions · 1.72% Feedback
 - Sunday at 6:26pm · Unlike · Comment · Promote
 - You, Kalley Rasz, M. Kendall Ludwig, Eric Ludwig and 1,109 others like this.
 - View all 147 comments
- Post 2:** "Friends, what is something you're grateful for this week?"
 - 106,884 Impressions · 1.04% Feedback
 - Saturday at 11:22pm · Unlike · Comment · Promote
 - You, Eric Ludwig, Kathy L. Beach, Debi Ludwig and 446 others like this.
 - View all 663 comments
- Post 3:** "NIGHTSHIFT. Enjoy your last hour with the family. Shower, eat, pray. Kiss your loved ones, then lock in and focus on taking the bad guys DOWN!!! Getting colder, times are tough, and there are many good people tonight in the crosshairs of the wicked. Be that THIN BLUE LINE. God be with you all!!!"
 - 109,765 Impressions · 1.33% Feedback

2. Interactions Per Week

Interactions per week looks at how many interactions you have.

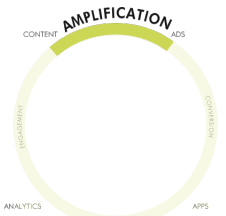
Underpost and you have no community. Overpost and you wear users out. Your ideal post frequency is dependent upon what your users expect.

If you're a news site, then 10 times a day can be okay. If you're a B2B software company, a few times a week is probably fine. Do not cheat by auto-posting your RSS and Twitter entries — fans will frown upon non-social, automated content. Don't promote your specials or discounts more than once in every 4 postings, and definitely no more than once per day.

If you are getting less than 10% of your fan base as interactions each week, you're not unlocking the value of your community. Thus, if you have 100,000 fans, you should have at least 10,000 interactions each week.

SPONSORED STORIES

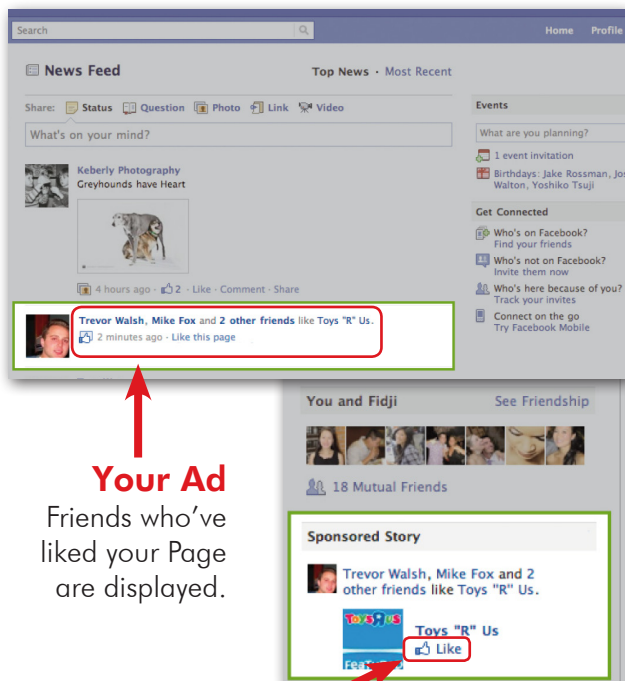
Ensure your messages get into the news feed



Amplify your organic content and positive fan behavior via Sponsored Stories.



Sponsored Story - Page Likes



Your Ad

Friends who've liked your Page are displayed.

Your Ad

The Page can be liked right from the ad.

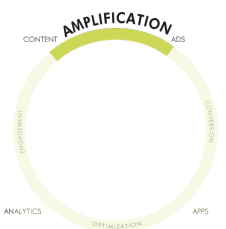
Sponsored Story - Page Posts



Your Ad

Your latest Page post is displayed as a Sponsored Story.

PROMOTED POSTS



Spend \$7 to promote your personal status to friends

Pay to get your posts more visibility in the news feed.

Promote This Post
Now you can promote posts and move your important news, links and photos higher in news feed. This post will be marked as Sponsored.

Facebook Credits Purchase # 98581136873648

Purchase: 70 Facebook Credits
Date: Today at 12:04pm
Payment ID: [REDACTED]
App: Facebook
Purchased With: [REDACTED]
Total Charged: \$7.00 USD
Dispute this purchase

After making this purchase, you used Facebook Credits for:

Promote an Important Post 70 Credits
Purchased Today at 12:03pm from Facebook
Did you not receive this item?

Post Promoted

Promoted
This post will be promoted in news feed.

I agree that Facebook Payments may communicate important information about my account, including the annual Privacy Notice, to me electronically.

View Receipt **Okay**

Kevin Mullett 7 minutes ago

I just spent \$7 to say Hi.

Facebook thinks that individuals and businesses should pay to be seen, or at least to ensure it, by those who are already friends or who have liked a brand page. What do you think? Say hi back maybe? ;)

Tag Photo Add Location Edit

Like · Comment · Unfollow Post · Share · Edit · Sponsored

Douglas Karr, Dean Bairaktaris, David Wa others like this.

1 share

View all 42 comments

Jen Booth Shouldn't we pay 7 dollar your smiling face? :D about an hour ago · Unlike · ❌ 1

Kevin Mullett Jen, you're clearly no well or need your eyes checked.

Write a comment...

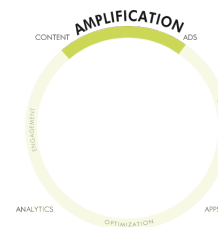
How is your post doing?
Promoted posts stay higher in news feed to help people notice them. So far, your post has had 3.1x as many views because you promoted it.

Regular Views	33 %
Paid Views	67 %

Close

Social Ads That Engage and Convert

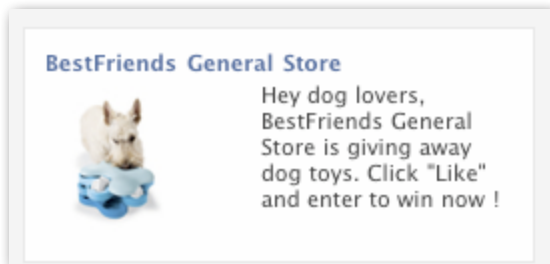
Configure the right mix of Sponsored Story ad units against your chosen goals.



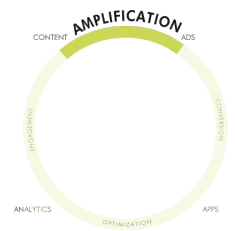
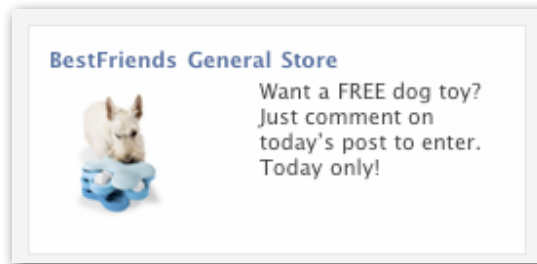
Story Type	Story Content	Who Sees It
<p>Page Like</p>	<p>Your page was liked either on Facebook directly or on a Like Box on a separate site.</p>	<p>Friends of your fans.</p>
<p>Page Post Story</p>	<p>Publishes the latest Page post as a Sponsored Story.</p>	<p>All of the people who have liked your Page.</p>
<p>Page Post Like</p>	<p>Displays the user's friends who have already liked your page.</p>	<p>Friends of your fans who have liked your posts.</p>
<p>App Uses / Game Played</p>	<p>In the last month your App or game was used by someone at least twice or for 10 minutes.</p>	<p>Friends of the people who have used the App or played the game.</p>
<p>Check-In</p>	<p>In the last week someone used Facebook Places to check in and/or claimed a deal at one of your claimed Places.</p>	<p>Friends of people who checked in or claimed a Deal.</p>

Ad Copy Techniques

Current Ad:



Suggested Revision:



Note that I didn't mention in the ad that they're a dog lover. I believe that can safely be assumed because of the image. In some cases, where the image is not able to represent the interest, we do want to explicitly call out the interest target.

Using your Merchant Name in the ad is a double-edged sword. In this case, I believe we shouldn't use it because the merchant doesn't have brand awareness. Remember, to get a click from people who don't know us, we must establish trust quickly — and no brand is no trust. Using the long brand name also lengthens the ad copy and makes it slightly harder to understand the value proposition.

Social media requires the lowest of conversion hurdles (the minimum of thought or consideration). Since people are on Facebook to socialize, I advocate the two-step conversion for most clients — one set of ads to get the right interest targets to be fans, then another set of ads targeted just at fans. True, it costs more to run more ads, but the prices are so low on Facebook ads that we can get away with this. Plus, depending on the nature of the product or service — hitting people at different points in the funnel can be far more effective than going for a jump all the way through to conversion in one leap.

A good rule of thumb is a 3X improvement on ads when you optimize them. In other words, if your cost per fan is 60 cents when you test the first couple days, you should be able to get it down to 20 cents on average. The 3X rule is what we've discovered is reasonably possible with a moderate amount of testing - of course, you could get far more.

* *Liking as a condition of entry is not allowed, but many brands do it. Proceed at your own risk.*

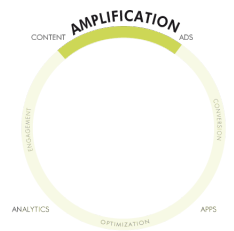
Determining Who Is The Winner

If we have 3 images - which of them performs better?

By "perform", I mean by the goal we're being measured on, as well as early indicators (CTR and CPC). If we have 3 interest targets, how do they perform? Or maybe we have a few age/sex/location targets. Unless we have multiple variations of each ad multiplied, it will be hard to isolate a winner and isolate the performance of a single variable.

FOF (Friend of Fan) and Non-FOF Ads Split Test

Run one ad that is not FOF and another that is, just so we can get an apples-to-apples comparison. In other words, the ads are identical except for this targeting change. This is called an A/B test and we want to determine the differences in CTR, CPC, etc... Don't let it run more than a couple hundred dollars in total — or enough to have a significant difference.



Ad Name	
	edu_businessmajor_typing
	edu_businessmajor_fof_typing
Connections on Facebook	
Connections: [?]	<input type="radio"/> Anyone <input type="radio"/> Only people who are not fans of YOUR DEMO PAGE. <input type="radio"/> Only people who are fans of YOUR DEMO PAGE. <input type="radio"/> Advanced connection targeting
Friends of Connections:	<input checked="" type="checkbox"/> Only show my ad to friends of the fans of YOUR DEMO PAGE. [?]

Geographic Split Test



Demographic Optimization

If you have an interest target that is already highly skewed towards a particular demographic (combination of age, and gender), then it's not necessary to also filter by demographics, too. For example, if you are targeting New England Patriots fans (folks who like a professional football team), it's not necessary to specify males as a demographic. If you do, that will cut out 20% of the audience, as there are still some females that will like this.

Therefore, when setting up initial ads that have interest targets, demo targeting is usually not necessary. But in subsequent refinement, you might want to multiply into combinations of these demographics. The Demographic reports in Facebook's ad tool will tell us that the CTR or conversion rate may differ or not.



Segmentation

 **Fan Targeting**



 **Non-Fan Targeting**



 **Friend of Fan Targeting**



Your friend is attending, how about you?

PRO TIP: Combination targeting

If you want to give moderately performing ads a boost and if the existing target audience is large, use combination targeting. Duplicate the existing ad (use Power Editor if you have more than 3 or 4 ads to duplicate) and add in another filter for demographics, cut down the number of interests you are targeting — or my favorite, use specific and broad category targeting together.

Often an audience of 200,000 that goes down to 20,000 will double your CTR. And adding in irrelevant interest targeting of any sort will often give you a CTR boost, since the fact that these users like anything means they're more likely to like you. People who like pages have almost 300 friends, while the average Facebook user has 130 friends. So you get a boost in influence, too.

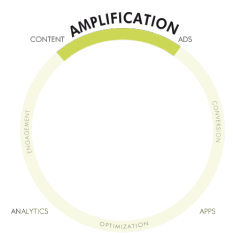
Brand Logo On The Ad Image

For many large brands, often the highest CTR and lowest CPC/CPF is the brand image itself. Thus, if we could make the logo larger, it could increase the CTR. Maybe even try a colored border, provided that the client approves this.

Cold Targeting vs. Fans Targeting

Average CTR of ads to non-fans: **.05%**

Average CTR of ads to fans: **.35%**



Interest Targeting - Friends of Fans Targeting 1

When you do interest targeting, you don't always have to put in a gender filter, too. For example, if you specify "cooking", you don't have to necessarily also place "female" as a gender target. There are some men who like cooking as well. To see how the counts change, try the targeting in the ads interface with and without female targeting — you'll see only a minor difference. The reason is that most of the folks who like cooking are female.



Interest Targeting - Friends of Fans Targeting 2

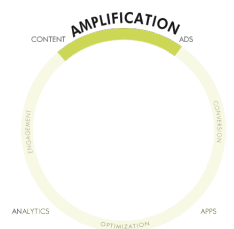
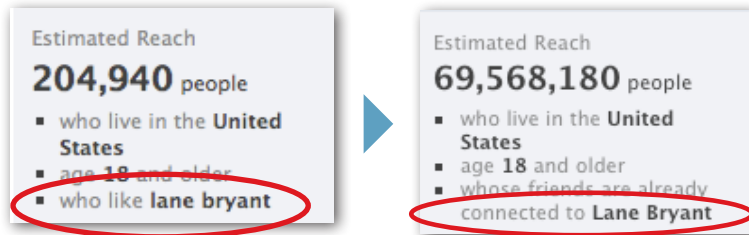
Have you ever considered doing pure FOF targeting in cities/states where your brand is strong?

For instance, let's say you're running a campaign for a fast food chain in California cities since the location density is much lower than the rest, say cities in New Mexico. The lower the people/location figure, the better we'll do, as the people seeing the ads are more likely to have a location near them. In addition, online ads should follow offline popularity as a tactic to increase conversion.



Interest Targeting - Friends of Fans Targeting 3

Choose interest that has at least 1,000 population reach. When doing FOF, the estimated reach should be at least 10,000 but even if only 500, it's worth doing, you'll just have to create a LOT of them.



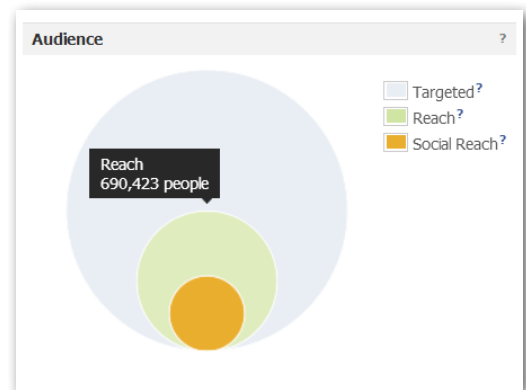
Ad Distribution

3 Types of Audience Reach:

Targeted: Based on the targeting you've selected, this is an approximate number of people your ads and Sponsored Stories can reach.

Reach: The number of individual people who saw your ads or Sponsored Stories.

Social Reach: The number of people who saw your ad or Sponsored Story with the names of their friends who liked your Page, RSVPed to your event, or used your app. If you are running ads off Facebook, you won't be able to see the social reach.



Ad Multiplication

Try our top ads with FOF Like cooking?, Like [interest]?

For example, target "food network" and say "Like Cooking Shows?" Target "Bobby Flay" and say "Like Grilling?" If you create enough of them, you can do FOF targets, too FOF significantly limits reach, of course, but the trade-off is better CTR and conversion.

Learn how to put your Facebook sponsored stories on steroids!
<http://www.allfacebook.com/facebook-sponsored-likes-2012-02>

Ad Burn Out

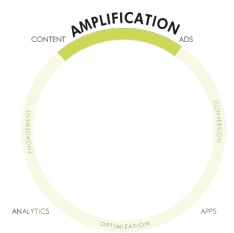
It may be that if you run an ad that was semiburned out, but gave it time to “rest”, it gets a light refresh.

A good predictor of ad burnout is not just the trendline for CTR, CPC, and CPF, but also looking at the audience size each ad targets. The smaller the base, the fewer number of impressions needed to burn out.

I’m saying that if the audience base is small, it takes fewer impressions total to burn out. For example, an ad that targets 100k people can serve a lot more impressions before burnout than one with only 1k people in the target. Smaller audiences might not

burn out faster in terms of number of days, since they will also show fewer impressions per day. Therefore, in estimating future traffic and our ability to hit fan targets at CPF goals, we should account for audience size. Assume we can hit users 20 times before burnout on average. So if the audience is 100k people, we can serve 2mm impressions.

Audience size matters especially in local. If some campaign wants 100k fans in just Atlanta vs nationwide, it will be a lot more expensive because we hit burnout faster - there are fewer people to target. We get saturated faster. In large multiplied local campaigns, whether for a franchise or a single location, we have to consider the bounds of each geo-target. This is true is regular PPC, too. ReachLocal has a traffic eliminator built into their proposal generator, which I’ve shared a few times. Buggy - a good concept, but poorly implemented.



PRO TIP: Max the bid on small audiences

If you have an audience less than 1,000 people (maybe 50,000 people for large advertisers), you sometimes have to force the bid to get traffic. Facebook’s eCPM estimator isn’t good at estimating which advertiser’s ad will perform, so the high bid sends a strong signal. We will often bid \$10 a click, knowing that the price is often going to be pennies. This is especially useful when doing competitive targeting (where you know the traffic is high quality) and workplace targeted ads (where the audience is highly valuable).

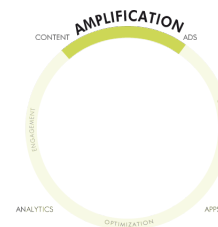
Facebook doesn’t reveal average position of your ads yet, so a top bid gets the highest placement and higher CTR, too.

The Latest on Bidding Strategies

If you are bidding CPM and care about CTR, then never allow your bid to be below the suggested bid. If you do, Facebook will certainly give you impressions, but against the lowest quality audiences at the bottom of the page.

If you bid CPC, Facebook will seek out which combination of demographics and position will generate the most clicks, since they're paid on clicks. If the audience is small, as mentioned earlier, you should do an extremely high CPM or CPC bid. If you expect a low CTR, then bid CPC.

Facebook allows you to now automatically bid based on likelihood of a user to become a fan or click on your story. If you choose this, you cannot select a CPM or CPC bid. Against audiences over 100,000, we find their algorithm to be highly effective. But test and see for yourself.



Only people connected to BlitzMetrics
 Only people not connected to BlitzMetrics
 Advanced connection targeting

Friends of Connections: [?] Target people whose friends are connected to

[See Advanced Targeting Options -](#)

Ad Preview

BlitzMetrics

blitz metrics

You like this.

Audience

100,304,700 people

- who live in the United States
- between the ages of 30 and 46 inclusive

Objective [Learn More About Objective](#)

Show this to people who are most likely to [?]

Campaign, Pricing and Schedule [Learn More About Pricing](#)

Campaign and Budget

New Campaign Name: [?]

Campaign Budget: [?] USD [?]

Campaign Schedule: [?] Run my campaign continuously starting today

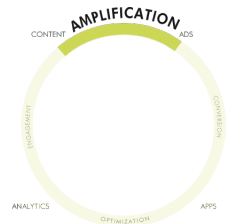
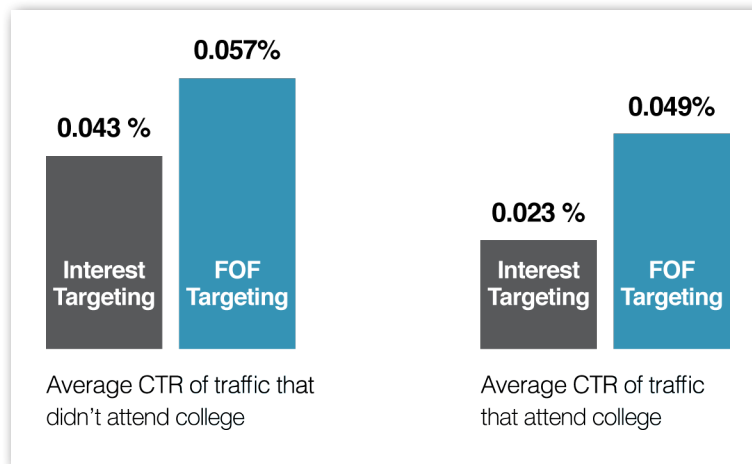
Pricing: [?] You will be charged every time someone sees your ad or sponsored story (CPM) because you have chosen an objective other than "clicks". [?]

Place Order
Review Ad

By clicking the "Place Order" button, I agree to the Facebook [Statement of Rights and Responsibilities](#) including my obligation to comply with the [Facebook Advertising Guidelines](#). I understand that failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of any advertisements I have placed, and termination of my account. I understand that if I am resident or have my principal place of business in the US or Canada, I am contracting solely with Facebook, Inc. Otherwise I am contracting solely with Facebook Ireland Limited.

Facebook © 2012 · English (US)
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Education Level Impacts CTR



Competitive Targeting

Want to know how one small business saw 603% growth from effectively using sponsored stories? Click here.

Estimated Reach
19,380 people

- who live in the United States
- age 18 and older
- who like marriott, marriott hotel, marriott hotel manila, marriott resorts hawaii, marriott napa valley hotel spa, marriott international, marriott key largo bay resort, marriott shoals hotel spa or marriott hotels



Show your Marriott Rewards Card and receive 50% off your next stay at Hilton!

Estimated Reach
22,720 people

- who live in the United States
- who like holiday inn



Show your Holiday Inn Priority Club Card and receive 50% off your next stay at Hilton!

CONVERSION

11 Killer Ways to Increase Your Facebook CTR

Like AdWords, in Facebook the #1 factor governing your CPC is your Click-Through Rate (CTR). While Facebook doesn't reveal your ad or keyword Quality Score, you bet that it makes a huge difference.

1. Ask a question in the ad

Not only will this drive in-line likes (fans), but encourages participation. Consider asking them if they like you or the interest you're targeting — but make sure you're still relevant or you'll be disapproved.

2. Write short ad copy

Sure you can use up all 135 characters in the body and 25 characters in the headline, but odds are that people won't read it all. This is Facebook — people are likely not conducting serious business, so make it light and easy.

3. Use a close-up face in your image

Smiling is better, as well as looking directly at you. This is FACEbook, so use FACEs in your ads.

4. Personalize the image

If they're a 45 year old white female in the Bible Belt, we're not going to show an urban teenager rocking out. People usually convert better when the ad model is closer to them — the exception is dating and beauty products. Baby products can be like that, too. Whatever the case, test it. We know if they're married or not on Facebook and can even guess their race — so that is something you can personalize the image with.

5. Capitalize a couple words

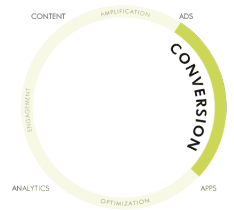
Saying FREE is not okay in AdWords, but we see it all the time in Facebook. You might try it.

6. Use numbers and unusual characters

This works in regular PPC, too. And if you make a claim — don't say "We can help you save money on insurance." Don't even say "We can save you 15% on your insurance." You need to be more specific — "Save 17.3% in just 3 minutes!"

7. Stimulate emotion

"You'll be sorry. That's what you'll say if you miss Portland Honda's Labor Day blowout sale!" Arouse curiosity. Message it as if it was a personal friend talking to a personal friend — "Doris, you wouldn't believe the sale at Luckys on hotdogs this weekend."



Relevancy leads to high CTR, leading to a lower CPC, which leads, in turn, to a lower cost per fan and lower cost per conversion.

8. Send users to your Facebook page

This is where custom tabs, especially a reveal tab or engagement app positively rules.

9. Follow through on the promise on the landing page

Almost nobody does right — if you see it done right, please let me know. In PPC, we know that we must tightly map the keyword to the ad to the landing page. That means if someone is looking for patio furniture, we don't say "cheap furniture" and dump them on our home page. But that's what most folks do in Facebook — send everyone to exactly the same page, as opposed to differing landing pages based on what's targeted in the interests and ads.

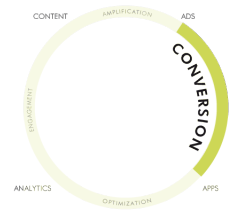
10. Dayparting

We run Facebook campaigns for a number of food companies. I suppose you could promote breakfast foods at night, but why would you? Consider how time of day may affect the messaging as well as the type of user you see. For example, if you're selling cold and flu medication, you might run ads between midnight and 6 am saying "If you were using X, you'd be sound asleep right now." By the way, dayparting is not a feature in Facebook yet, so we had to build our own.

11. Fan targeting

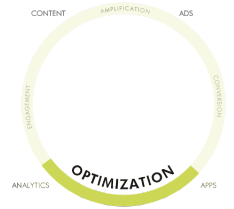
Once you have all these fans, you have to keep the conversation going. The fan targeting won't give you much volume, but I'll bet it has the highest CTR of any ads you run. It's the equivalent of social retargeting.

Read the entire article here.



SPONSORED RESULTS

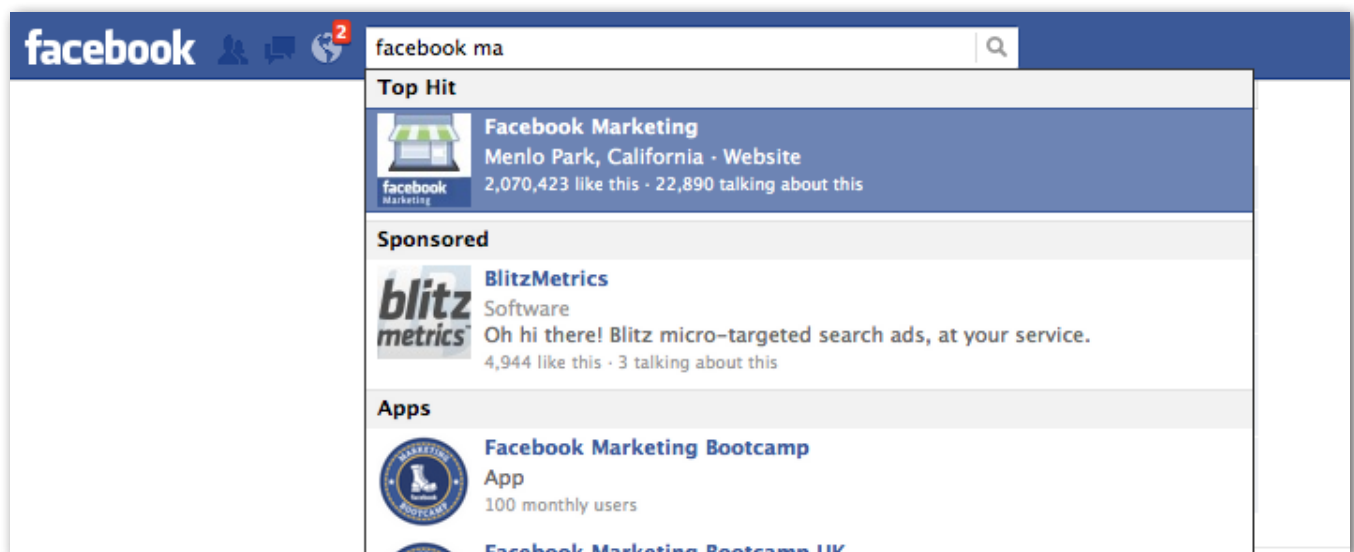
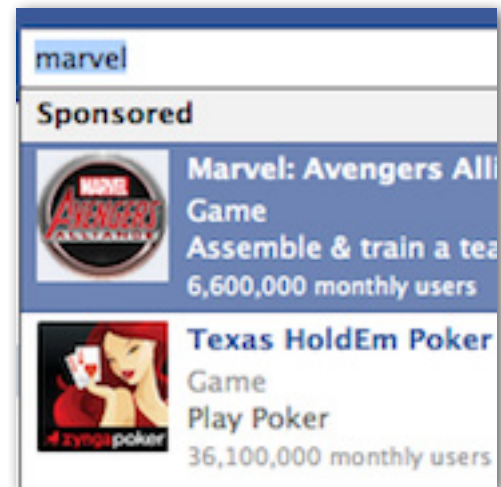
What's the skinny on the new Sponsored Results?!



You might have noticed, when searching on Facebook for a brand page, that other related companies show up in the search results.

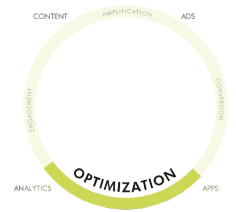
Facebook rolled out sponsored results in August, for those with ads application-programming interface or power editor access. Here are some of the basics you need to know about this new feature:

- The performance is stupidly good**
 Click-through rates are in the range of 3 percent to 10 percent, and cost per click is between 1 cent and 10 cents. Thus, you're getting the same CTR as newsfeed or mobile ads, but paying the price of marketplace traffic — those seven ads on the right side that might command CPMs (cost per thousand views) of 60 cents to \$1, depending on your targeting.
- You can pretty much forget about interest targeting**
 The volumes are so small that if you filter down further by gender, location, or whatever else, you won't have any traffic left. With search, you're only showing up when someone types in that page, as opposed to whether they're a fan or just talking about it in their status. Even with all of these search terms, called "targeted entities," that in total have a couple of million fans between them, you are only reaching 4,220 people in this example.



- **Brand bidding is nice**

If you're Coke, you bid on Pepsi. But you could also bid on any product or brand that is related — McDonald's french fries, the local sports team, music videos, or something completely irrelevant. For example, you could set up a script to automatically geotarget any city that is over 90 degrees today, then choose the biggest search targets, related or not. Show your 70-character message of "Hot in <city_name>? How about some refreshment!"



- **Perfect for the small guys**

If you're a small brand, you can bid on the well-known brand. It's a David and Goliath strategy. Just be aware that people who search in that box are actually navigating, so your message better be persuasively distracting. I wouldn't necessarily mention your competitor. Likewise, if you're the big guy, you better bid on your own name to protect it, right?

- **70 characters of awesome**

Make sure it's related to the search term. Ask a question. Choose your default landing page — perhaps your email registration page that has your re-targeting code on it (for those at advanced levels of sneakiness). Create one ad per target, since creating 100 ads is as easy as copy and paste in power editor. Why not?

- **Bid high**

Or just choose "optimized CPM," which lets Facebook guess what is enough to get the spot. It doesn't really matter, since right now, CTRs are super-high for the novelty factor and because few advertisers are using it. You're likely to be in the first spot. You're going to get clicks for pennies. If you're not getting traffic for 90 percent off, tell me, since you're doing something wrong.

Read the entire article [here](#).



BONUS MATERIAL

CASE STUDIES

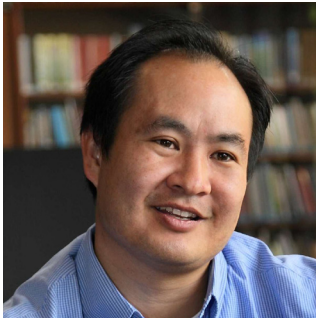
- Los Angeles Times Case Study: Is Facebook worth it? Film execs confide they may cut movie ads

FACEBOOK

- How I Optimize Facebook Ad Campaigns In 15 Minutes Per Day
- The Most Amazing Thing You've Never Heard of on Facebook, If You're a Direct Marketer
- Think Like Zuck: What We Can Learn From Facebook's CEO
- Get to Know Competitive Facebook Analytics Provider PostAcumen
- Why a Little Weird Thinking is Key to Facebook Success
- How I Got a 12.5 Percent Click-Through Rate on Facebook
- How to Set Up a Facebook Ad Campaign in 60 Minutes — And Look Good
- Facebook's Secret To Making Your Life Easy: Optimized CPM
- Is Facebook Meddling With Your News Feed Exposure
- Facebook Friends-Of-Fans' Information Is Key For Marketing
- Get The Most From Facebook's Sponsored Results
- Managing Franchise and Corporate Facebook Pages
- Put Your Facebook Sponsored Like Stories On Steroids
- ALERT: 4 Ways That Spam Creeps Onto Facebook
- 7 Unbelievably Cool Facebook Ad Tactics
- 7 Lessons From Yahoo Brazil's Facebook Page
- What Street Performers Teach Us About Facebook Fans
- Why Your Fans Are Meaningless Outside of Facebook
- How to Prescribe a Return on Investment In Facebook
- Dennis Yu on Ads Impact on Organic, Facebook Retargeting, and Local Business
- Why Search PPC Marketers are Short-Term Thinkers
- How to Succeed at Facebook Advertising
- Supercharging Facebook Fan ages with Ads and Applications
- Our Secret to Getting Cheap Fans Just Expired
- How We Got to 40,310 Facebook Fans in 4 Days
- How A 13 Year Old Gained 16,000 Fans in 96 Hours
- How To Steal Your Competitor's Customers On Facebook
- Social Media Horror Story With a Happy Ending
- The Most Powerful Secret in Facebook Ads
- How To Rank #1 In Facebook Search In 60 Seconds For Any Term

- The Single Critical Factor for Successful Advertising on Facebook
- 11 Killer Ways to Increase Your Facebook CTR
- How to: Grow Your Facebook Page by 17% in 1 Week!
- A Fatal Mistake in Facebook Marketing
- Why Most Brands Are Inadvertently Wasting Money on Facebook
- How to use Influence to Supercharge Your Facebook Presence
- Beware of the Viral Like-Jacking Facebook Pages
- Facebook Insights and 7 Deadly Sins to Avoid
- The Price of A Facebook Fan
- Killer Facebook Strategies for Publishers
- 7 Deadly Mistakes People Make on Facebook
- A Simple Trick to Getting Paid More as a Consultant
- How to Get The Most Out of A Conference
- One Critical Stat You Cannot Get From Twitter
- 7 Killer Facebook Advertising Tips from ASE09
- Surprise! Moms Are Hardcore Gamers!
- Facebook for Web Apps
- How to Make 45k a Day Scamming Facebook Ads
- Can You Really Trust Your Facebook Friends?
- Making a Facebook Page? Avoid This Deadly Mistake
- Dennis Yu Gives Facebook Optimization Tips for Hosting Companies
- Evolve or Die : 2010 Local Ad Agency Fiscal Model
- The Ultimate Local Ad Agency 2010 Fiscal Model?
- Google Analytics vs. Omniture: Independent Analysis
- Is SEO A SCAM?
- SEO Value of Article Aggregation Sites
- I Will Do A SEO Analysis of Your Site for FREE
- 8 Killer Tips on Getting The Most Out of A Conference
- Going From Zero To Popularity - Real Examples
- How to Get Customers and Make Money on Autopilot
- WordPress for Non-Profits Webinar: Key Learnings
- An Insider's View on Local Lead Generation
- How to Geo-Target PPC Campaigns for Local
- SEO: 9 Tips for Optimizing a Non-Profit Site
- Facebook Expert Dennis Yu on Breaking EdgeRank & Creating Kick-A** Ads

About Dennis Yu



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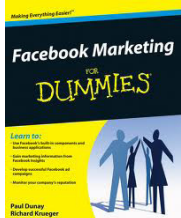
Dennis Yu has helped brands grow and measure their Facebook presence. He has spoken at Search Marketing Expo, Search Engine Strategies, Web 2.0, The American Marketing Association, PubCon, Conversational Commerce Conference, Pacific Conferences, HostingCon, Affiliate Summit, Affiliate Convention, UltraLight Startups, MIVA Merchant, and other venues. Yu has also counseled the Federal Trade Commission on privacy issues for social networks. Dennis has held leadership positions at Yahoo! and American Airlines. His educational background is Finance and Economics from Southern Methodist University and London School of Economics.



“The Blitz team exceeded our expectations wildly and assisted us in igniting our fan growth to the extent that it is now making a material impact on business.”



— **Eric Ludwig**, Vice President, Rosetta Stone



“One of my mentors in Facebook advertising is Dennis Yu. Dennis recently guest blogged for SocialMedia.biz about his micro-targeting strategy, showing us how to target down to the individual. And, all of this, for less than \$5 a day. Dennis, if you keep on giving away our secrets, no one will hire us. But, that’s the beauty of this man, who just wants to share his knowledge with all of us willing to learn from him. And, he still has plenty of tricks to teach us. I just hope he continues to share.”



— **Richard Krueger**, Author, *Facebook Marketing for Dummies* and *Facebook Advertising for Dummies*



“We were very impressed with the work that Blitz did for us in growing our Weekly World News Facebook community. In a word it was “impact”. As soon as they started working with us we saw an immediate increase in our community, and within a few days the exponential growth we experienced was nothing short of dramatic.”

— **Geof Rochester**, Weekly World News



“One of the most brilliant ideas to come along to serve Boomers — and beyond — in a long while.”



— **Gillian Muessig**, SEOmoz

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