WHERE DID EVERYONE GO?

AN AUTHOR’S GUIDE TO FACEBOOK ADVERTISING
HELLO, MY NAME IS KEITH KEFFER

• I'M A SOFTWARE DEVELOPER
  • I AVOID FACEBOOK AS MUCH AS POSSIBLE.
• I'M A MARTIAL ARTS INSTRUCTOR
  • IT IS THE NUMBER ONE SOURCE FOR NEW STUDENTS.
• I'M AN INDEPENDENT AUTHOR
  • IT CAN BE AN EFFECTIVE WAY TO GET NEW READERS
FACEBOOK BASICS

If you don’t have a personal Facebook page, get one.

It’s the only way to have an author page.
Use it to create your author page, then ignore it if you want.

Every author should have a Facebook Author Page.

It’s the only way to do paid advertising on Facebook
Facebook has the best reach of the Social Media Sites
Your author page will typically only reach 5% of your followers – unless...

• Engaging Content
• Paying to Boost your Content
• Paid Advertising.
GETTING STARTED

- Go to Facebook.com
- If you don't have an account, you'll be asked to create a new account.
ADDING A PAGE — PART 1

FIND THE PAGE OPTION IN THE LEFT SIDE OF YOUR FACEBOOK HOME SCREEN.
ADDING A PAGE — PART 2

CLICK ON THE CREATE PAGE BUTTON
• PICK THE TYPE OF PAGE THAT YOU WANT.
• GIVE IT A NAME AND A CATEGORY.
• FACEBOOK WILL WALK YOU THROUGH ADDING A COVER IMAGE AND PROFILE PHOTO.
YOUR FINISHED PAGE

- Personalize your page
- Profile picture
- Cover picture
- About you
- Add photos & posts
ENGAGING CONTENT

Non-Fiction
- Be the Subject Matter Expert
- Share information freely

Fiction
- Share what makes you interesting or what you are interested in.
- Be personable

Find your identity

Don’t limit Yourself

Ask Questions
BOOST POSTS

• ORGANIC REACH - NORMALLY ONLY 3 TO 5%

• REASONS TO BOOST A POST
  • REACH THE REST OF YOUR AUDIENCE
  • REACH NEW PEOPLE
  • EASY TO DO

• NOT AS POWERFUL AS FACEBOOK AD MANAGER

• ORIGINAL CONTENT ONLY – NO SHARES
FACEBOOK WANTS IMAGES WITHOUT A LOT OF TEXT IN THEM

BOOK COVERS CAN BE FLAGGED FOR REVIEW

THEY ARE ALMOST ALWAYS APPROVED
PICK YOUR AUDIENCE

- AUTOMATIC AUDIENCE
- FACEBOOK RECOMMENDS
- EVERYONE IN THE WORLD
- YOU’LL GET A LOT OF EMPTY ENGAGEMENT

- CREATE YOUR OWN AUDIENCE
- TARGET WHO YOU WANT TO REACH
- BETTER ENGAGEMENT
- MORE OPTIONS USING FACEBOOK AD MANAGER
WHERE AND HOW MUCH?

- PLACEMENT
- LET FACEBOOK PICK
- PICK FOR YOURSELF
- BUDGET
- DAILY VS TOTAL
- MORE MONEY = MORE EYES
- MONITOR ENGAGEMENT
- PAY FOR IT
### WAIT AND WATCH

Once you publish your ad, it needs to be reviewed by Facebook.

This seldom takes more than an hour, although it can take as long as a day.

The ad must confirm to Facebook acceptable terms.

- Don’t offer “Share this post to get a reward”
- Don’t “Click here to read the rest of the story”
- Don’t be abusive, discriminatory, or misleading.
- This won’t stop your ad from running, but it’s reach will be limited. You’ll spend more and reach fewer people.
- They won’t tell you why your ad is flagged.
FACEBOOK AD MANAGER

- HTTPS://WWW.FACEBOOK.COM/ADSMANAGER
- ADS DON’T HAVE TO APPEAR IN YOUR PAGE FEED
- MORE CONTROL OVER PLACEMENT AND CONTENT
CAMPAIGNS

- EVERYTHING TO DO WITH YOUR AD
- ONE GOAL / ONE CAMPAIGN
- CREATE A NEW CAMPAIGN
WHAT'S YOUR OBJECTIVE

• TRAFFIC – GO TO A WEBSITE

• ENGAGEMENT – COMMENTS/LIKES ON THE POST

• LEAD GENERATION – GET CONTACT INFORMATION
  • YOU’LL NEED A PRIVACY POLICY ON YOUR WEBSITE

• MESSAGES – TALK TO PEOPLE DIRECTLY
TARGET YOUR AUDIENCE

- WHERE DO THEY LIVE
- WHAT DO THEY LIKE
- WHO DO YOU WANT TO SKIP
- WATCH YOUR AUDIENCE SIZE & RESULTS
AD PLACEMENT

- Automatic vs Manual
- Facebook
- Facebook Feeds
- Instagram
- Messenger
- Audience Network
BUDGET

- DAILY VS TOTAL
- WATCH RESULTS
  - REACH IS IMPRESSIONS (EYES)
  - REACH IS NOT LIKES OR CLICKS
- BIGGER BUDGET
  - BIGGER RESULTS
  - BIGGER RISKS
- SHORT TERM VS LONG TERM
FINALLY – YOU START BUILDING AN AD

IDENTITY – DO YOU MANAGE MORE THAN ONE PAGE?

SINGLE IMAGE IS EASIEST

VIDEO CAN HAVE MORE ENGAGEMENT
MEDIA

• PICK YOUR IMAGE
• PAY ATTENTION TO IMAGE SIZE
• MULTIPLE IMAGES
• FACEBOOK CAN DECIDE WHICH WORKS BEST
AD BUILDING

- CAN CHANGE BASED ON OBJECTIVE
- LINK OR EVENT
- TEXT
- WEBSITE URL
- HEADLINE
- AD PREVIEWS
FINISH THE AD

• ALERTS
  • COVER WARNING
  • RED TRIANGLE WARNING

• CONFIRM
  • START THE REVIEW PROCESS

Your Ad's Reach May Be Slightly Lower
You may reach fewer people because there's too much text in the ad image. Facebook prefers ad images with little or no text. Consider changing your image before placing your order. Get guidance on reducing image text.

☐ Request Manual Review
Finish submitting your ad, then we'll take another look at your image.
THINGS TO CONSIDER

A/B Testing

Run ads with deals (Kindle Countdown)

Best engagement on FREE offers
COPY WRITING

Call to action

What's in it for me?

Engaging Description - Tell a story

Headline
MEASURE

Monitor your ad daily

Know your goal

Don’t be afraid to stop what isn’t working

What works is different for everyone.

$30,000 in Facebook sales is often generated by $25,000 in Advertising
<table>
<thead>
<tr>
<th>TARGETS</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Likes</td>
<td>The more people like your page, the easier it is to reach some of them</td>
</tr>
<tr>
<td>Direct Sales</td>
<td>Get them to buy your product</td>
</tr>
<tr>
<td>Message you</td>
<td>Great if you are into consulting</td>
</tr>
<tr>
<td>Events</td>
<td>Let people know when you are doing something</td>
</tr>
</tbody>
</table>
ENGAGING CONTENT

Your Facebook feed can’t be all ads
- Ads don’t show up in your feed, but events and posts do.

Give freely of yourself
- Your skills
- Your stories
- Your humor

Be Consistent
- Schedule Posts in Advance
LAYERS

It's almost never just one thing

Try a mix of posts, boosts, ads & events for the best results

Engage your audience

Seize Opportunities

Help others – create Good Karma

Avoid being Negative (unless that is your specific audience)
<table>
<thead>
<tr>
<th>OTHER OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMS – Amazon Marketing Services</td>
</tr>
<tr>
<td>• Second largest search engine</td>
</tr>
<tr>
<td>• Pay per click</td>
</tr>
<tr>
<td>• Search Keyword terms – Publisher Rocket (was KDP Rocket)</td>
</tr>
<tr>
<td>Marketing Services</td>
</tr>
<tr>
<td>• Newsletters or mailing lists (BookBub)</td>
</tr>
<tr>
<td>Google Ad words</td>
</tr>
<tr>
<td>Blogs &amp; Blog Tours</td>
</tr>
</tbody>
</table>
## EXTRA TOOLS

<table>
<thead>
<tr>
<th>Have a Website</th>
<th>Can be cheap without looking Cheap (DIY Namecheap $50 / year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing List</td>
<td>MailChimp</td>
</tr>
<tr>
<td>Amazon Author Page</td>
<td>Author Pages are regional (US/UK)</td>
</tr>
<tr>
<td>GoodReads</td>
<td>Claim your space, but be careful around the natives</td>
</tr>
</tbody>
</table>