

# Facebook

A How-to Guide



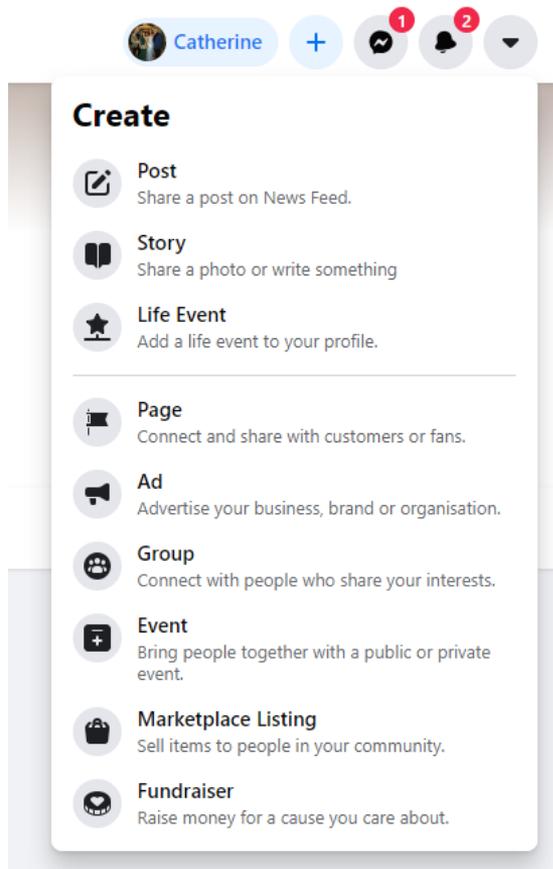
# Agenda

1. Setting up a Facebook profile
2. How to post
3. The full funnel approach to social
4. How to set up a paid campaign on Facebook
5. Optimising Campaigns – Key Metrics
6. Creating Audiences
7. The Facebook Pixel
8. Recap



FACEBOOK

# Setting up a business page on Facebook



- You must have a personal Facebook page before you set up your company page.
- On the Facebook home page - Click the create '+' tab as shown on the left
- From the drop-down menu select 'Page'
- You will be directed to the page featured on the next slide

# Setting up a business page on Facebook

Pages > Create a Page

## Create a Page ?

### Page information

Page name (required)

Use the name of your business, brand or organisation, or a name that explains what the Page is about. [Learn more](#)

Category (required)

Choose a category that describes what type of business, organisation or topic the Page represents. You can add up to three.

Description

You will be prompted to create a page name, choose your business category and write a description.

Once completed, click the 'Create Page' to continue.

Category (required)

ins

Insurance broker

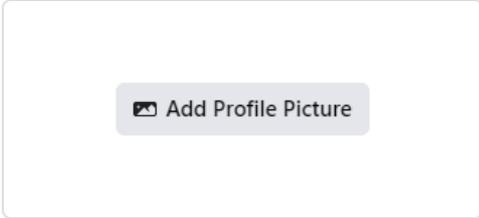
Insurance company

Insurance agent

# Setting up a business page on Facebook

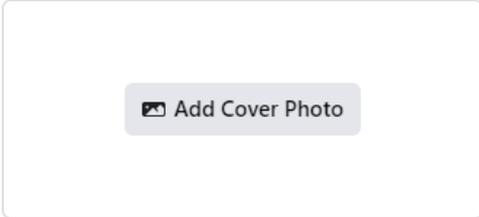
## Images

Profile photo · Optional



Use a logo or image that helps people identify this Page in search results.

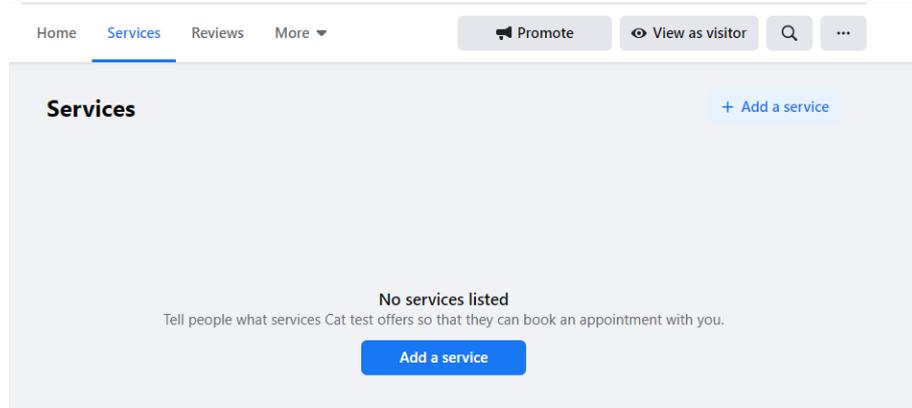
Cover photo · Optional



Use an image that represents what this Page is about.

Save

- Step 1 - Add a profile picture – a company logo is usual here
- Step 2 – Add another image here to represent your business
- Your page is now live
- To add a service simply click the services tab and click the Add a Service button shown below



# Adding Services to your Business Page

**Add service** ✕

Service name

Price

Fixed price

Price

Description Optional

Product details

Show service

Appointment duration

0 hours  30 minutes   And up

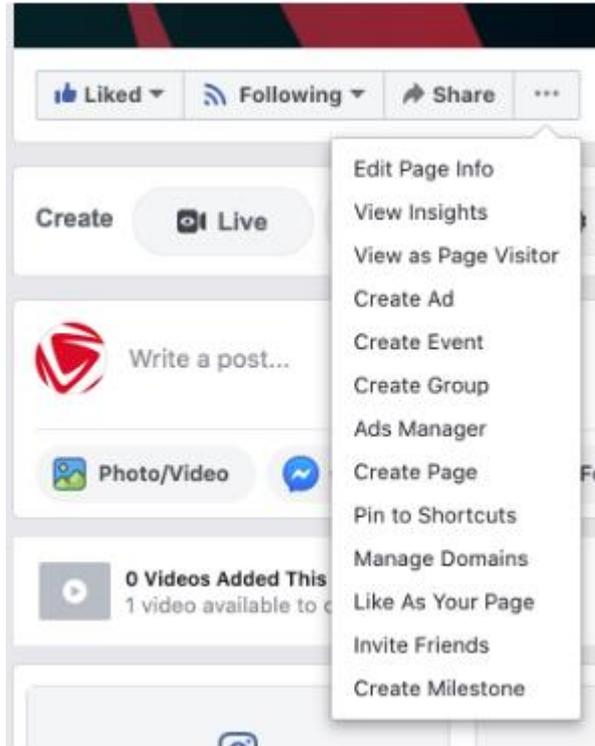
Block out extra time

0 minutes

Include an image Optional

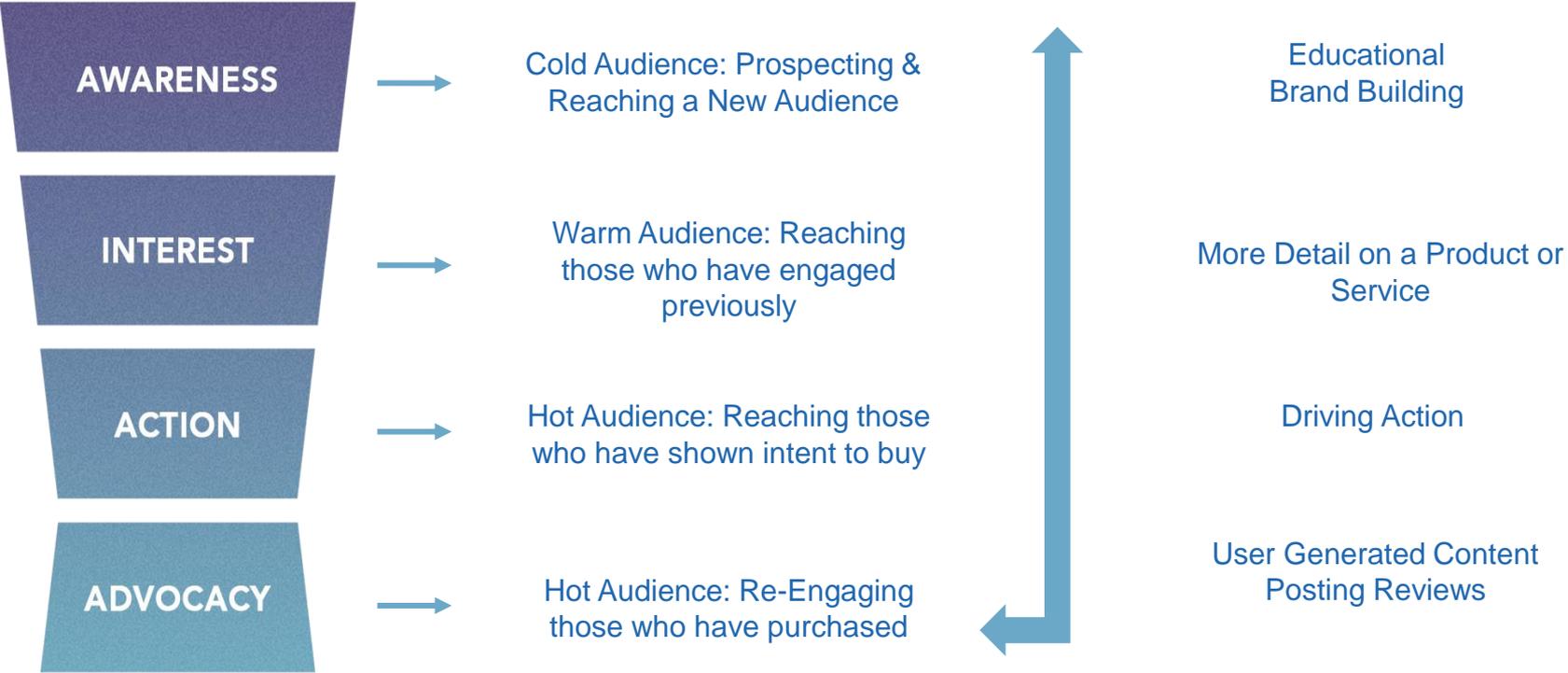
- Enter the name of your service
- Enter a price if relevant
- Enter a description of the service
- Enter the duration if relevant
- Choose to show the service on your page
- Choose an image for you service
- Your service will appear on your page and you are now ready to create your first page post

## Asking friends to follow



- Go to your company Facebook page, and look at the options just below your cover photo. Do you see those three dots? Click them! From there, a list of options will pop up.
- Scroll down that list of options and click "Invite Friends." Another screen will pop up, this one with plenty of options for you to choose from. (Note that different pages may show different options in this list)
- Start looking for the friends you want to invite

# FULL FUNNEL APPROACH TO SOCIAL CONTENT



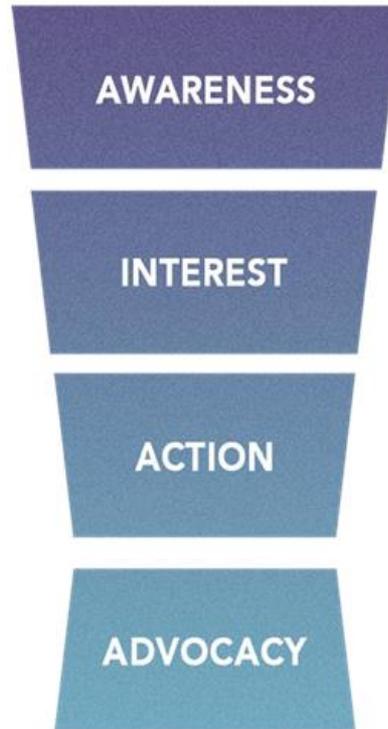
## CONTENT

Content that is relevant & helpful. Video works well here, or blog posts.

Content that is relevant & helpful works at this stage too. Here you should try get them to your site!

Here you want to talk about your USPs and why they should choose you as their broker. You are trying to get them to your site or to message you.

At this stage, you want to make sure your customers post reviews!



## TARGETING

Introducing someone to your brand. This is prospecting & here you can use interest and lookalike targeting

The interest stage, these people may have already followed you or engaged but are not ready to become customers yet. Here you can target your followers & engagers.

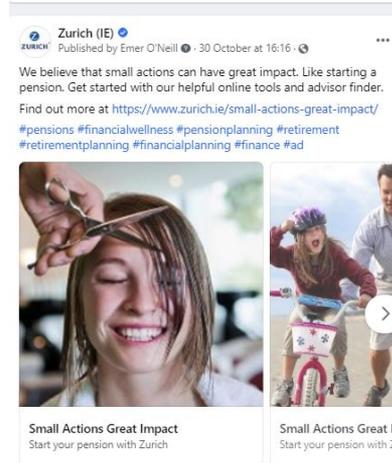
These people have been to your website and are ready to become a customer. You can target them using custom audiences, in particular website audiences.

These people are already your customers!

# Post Types on Facebook



Single Image



Carousel



Video

# CONTENT EXAMPLES - Awareness

In the awareness stage you want to post content that's really helpful to your target audience. You aren't trying to sell your services just yet! The aim is to engage them.



**Zurich (IE)** Published by Emer O'Neill • 11 October at 18:03

Smoke alarms are there to protect but are no good to you and your loved ones if they are not working properly.

To ensure safety in your home make sure to:

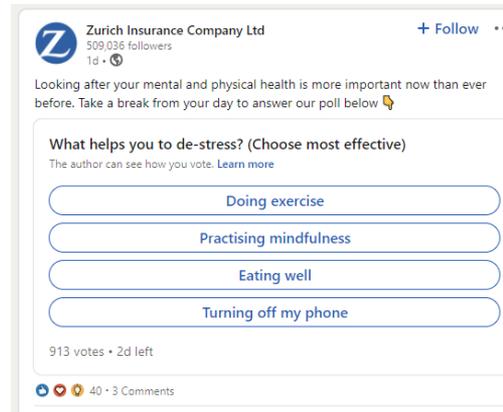
- Install multiple connected smoke alarms: You should install at least two smoke detectors in your house – hallways and stairwells are the most important areas. When one smoke alarm sounds, all should sound to alert all areas of the home.
- Test smoke alarms once a month. Smoke detectors should be tested regularly to ensure that they are working properly.
- Change smoke alarm batteries twice a year. You should change your smoke alarms' batteries at least twice a year, even if they seem to be working.

Find out more at <https://www.zurich.ie/home-insurance/tips/fire-safety/>

#FireSafetyIE #20FSW #ad



Relevant, helpful content



**Zurich Insurance Company Ltd** 509,036 followers

Looking after your mental and physical health is more important now than ever before. Take a break from your day to answer our poll below

**What helps you to de-stress? (Choose most effective)**  
The author can see how you vote. [Learn more](#)

- Doing exercise
- Practising mindfulness
- Eating well
- Turning off my phone

913 votes • 2d left

40 • 3 Comments

Polls are a great way to engage your audience



**Zurich Insurance Company Ltd** 509,036 followers

Since the outbreak of #coronavirus, there has been a dramatic increase in the number of #cyber incidents from companies around the world that have been affected by a new wave of coronavirus-themed cyber attacks

<http://bit.ly/ZGRzma> #GlobalRisks World Economic Forum Kathleen Savio

**Top five risks for doing business in North America**

- CYBER ATTACK
- SPREAD OF BACTERIAL DISEASES
- DATA BREACH OF THEFT
- NATURAL CATASTROPHES
- ASSET BUBBLE

Source: Regional Risk for Emerging Business 2020, World Economic Forum



**Zurich (IE)** Published by Salesforce Marketing Cloud • 14 April

Keep up to date with investment insights and global market movements. Zurich Life's weekly investment market commentary by Ian Slatery, Investment Consultant, has been published. Read more here - <https://www.zurichlife.ie/DocArch.../servlet/DocArchServlet...>

#Markets #Equities #Investments #ad

**Investment terminology explained**

<b>Bear Markets</b> Fall of 20% or more from a high	<b>Correction</b> Fall of 10% 20% from a high	<b>Recession</b> Fall in GDP for 2 successive quarters	<b>Bull Market</b> Rise of 20% or more from a low	<b>Black Swan Event</b> Unforeseen market event, with severe negative impact
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Zurich Insurance plc is regulated by the Central Bank of Ireland. Source: Zurich Life, 2020

Educational Content

# CONTENT EXAMPLES - Interest

Here we can talk more about your offering. We want to try and get your audiences to your website. Blog content is a great way to do this!

If you don't have a blog, you can share your tips in your post instead of linking to a blog. Video is also a great way to talk about your offering if you are comfortable in front of the camera!

**Zurich (IE) is in Ireland (country).**  
Published by Salesforce Marketing Cloud • 17 October 2019 •

Pat Scully has worked hard and made some sacrifices along the way so he can enjoy a good quality of life when he reaches retirement. He talks to Zurich about his plans for retirement.

[https://www.zurich.ie/blog/having-the-foresight-to-plan-ahead/?utm\\_source=facebook&utm\\_medium=social&utm\\_campaign=Pensions\\_Sept2019&utm\\_term=&utm\\_content=pat\\_scully\\_blog](https://www.zurich.ie/blog/having-the-foresight-to-plan-ahead/?utm_source=facebook&utm_medium=social&utm_campaign=Pensions_Sept2019&utm_term=&utm_content=pat_scully_blog)  
#retirementsavings #retirementplanning #futureready #ad



**Zurich Ireland**  
13,414 followers  
3d •

Markets spooked by tech earnings, as election looms large.

Read the full Zurich weekly investment news update, with commentary fi...see more



**ZURICH**

Weekly Investment News

Zurich Life Weekly Investment News Update  
zurichlife.ie

## CONTENT EXAMPLES - Action

The action stage is all about turning your social media followers into leads.

Here you want to showcase your offering with a clear call to action to either message you or enquire on your website.



The image shows a screenshot of a sponsored Facebook post from Zurich (IE). The post features a photograph of a woman sitting on a staircase, holding a young child. To the right of the photo is a blue graphic with the text 'Zurich Pensions. We believe small actions can have great impact.' Below the photo, the text reads 'ZURICH.IE Zurich Pensions. Take a small action for your future ...' followed by a white button with the text 'APPLY NOW'. At the bottom of the post, it shows 'John Lewis and 6 others' and '2 shares', along with icons for 'Like', 'Comment', and 'Share'.

Zurich (IE)  Sponsored · 

We believe small actions can have great impact. Take a small action for your future today. Talk to your financial broker ...see more

**Zurich Pensions.**  
We believe small actions can have great impact.

ZURICH.IE  
**Zurich Pensions.**  
Take a small action for your future ...

[APPLY NOW](#)

 John Lewis and 6 others · 2 shares

 Like  Comment  Share

# HOW TO POST

# Ask Yourself These Qs Before Posting



**Zurich Ireland**  
Sponsored · 

Who could forget the Big Freeze of 2010 and how the country came to a standstill. What memorable event do you remember from then? Tell us below. #TimeFlies

**Remember this?**

Warning: Past performance is not a reliable guide to future performance.  
Warning: The value of your investment may go down as well as up.  
Warning: If you invest in these products you may lose some or all of the money you invest.

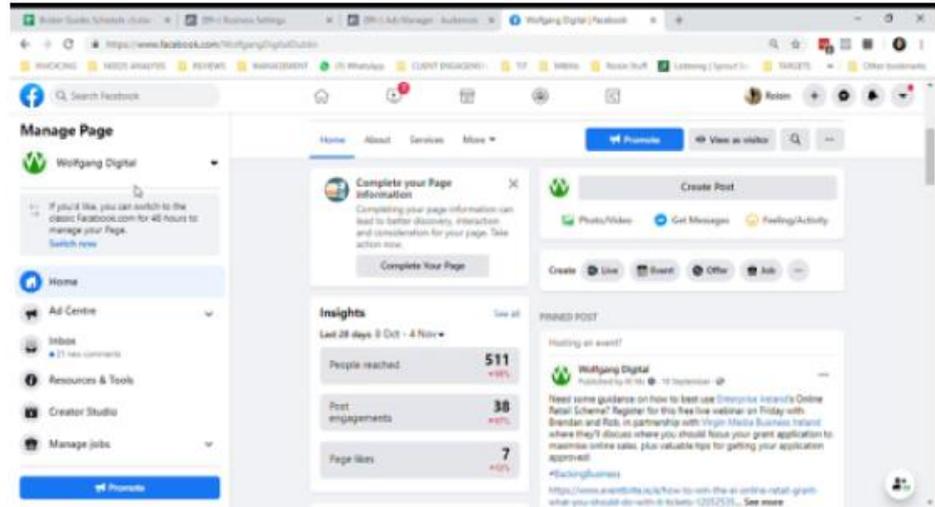
[www.zurichlife.ie](http://www.zurichlife.ie)  
**#TimeFlies**  
The Big Freeze of 2010.

[LEARN MORE](#)

- Who do you want to speak to?
- What Stage of the Funnel are they in?
- How can you grab their attention?
- Why do you want to target them?
- Will they be interested enough to watch, click, share?
- What's the next step?
- What's your end goal?
- Remember – Whilst it's great to have engagement, you want to attract the right audience for you and keep them with you through to conversion. Think Quality over Quantity.

# Creating a post

- Click on create post on your Facebook business page
- To create a simple text only update post simply type your message and click the post button
- This update will now be visible to your page followers
- To tag a company page or individual simply type @ followed by the company page name or individuals name. You tag someone when you want to mention them. For example, if you are sharing an article someone wrote.



# Creating a post

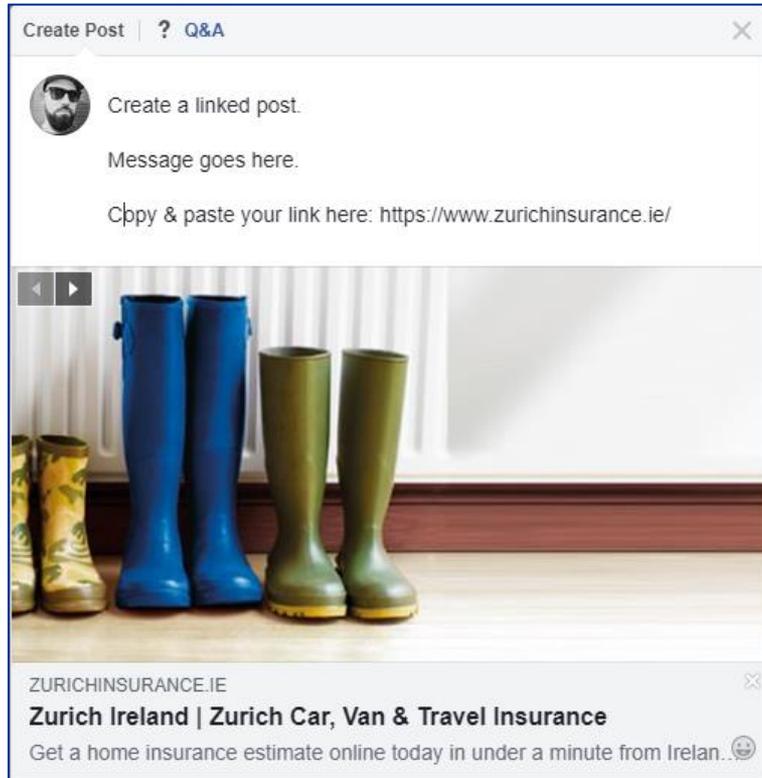
The screenshot displays the Facebook page management interface for 'Wolfgang Digital'. The left sidebar contains navigation options: Home, Ad Centre, Inbox (21 new comments), Resources & Tools, Creator Studio, and Manage jobs. The main content area features a 'Create Post' button, a 'Complete your Page information' notification, and an 'Insights' section. The 'Insights' section shows data for the last 28 days (Oct 8 - Nov 4):

Metric	Value	Change
People reached	511	+98%
Post engagements	38	+97%
Page likes	7	+13%

A pinned post is also visible, titled 'Hosting an event?' and published by Wolfgang Digital on September 16. The post content reads: 'Need some guidance on how to best use Enterprise Ireland's Online Retail Scheme? Register for this free live webinar on Friday with Brendan and Rob, in partnership with Virgin Media Business Ireland where they'll discuss where you should focus your grant application to maximise online sales, plus valuable tips for getting your application approved! #BackingBusiness'.



## Creating a post linking to your website



- To create a linked post, click on 'create post' on your Facebook page
- Add your text
- Copy and paste the link you want your post to link to below your message
- The link preview window and image should automatically appear
- Click the share button to share the post with your followers!



- It's possible for customers to leave a review on your Facebook page
- Reviews are visible on your page and are rated from 1 to 5 stars. You can turn off the reviews option, however we don't recommend this.
- Thank reviewers for a positive review
- For negative reviews it's best practice to apologise and / or try to offer a solution
- Do not get involved in an argument here.

# Using 3rd Party content for your posts



- Sharing content from other parties is common on social media and there are a number of ways to do this
- On Facebook, simply hit the share button below the post you wish to share
- Select “Share to a page”
- From the drop down menu, select the page you wish to post to
- Add your own message above the original post. It is possible to share the post without adding your own message but this is not best practice. - (\*It is usual to share a key takeaway from the article and how it relates to you and your customers.) – You can also add your personal contact details like phone number or email address.
- Click “Post” to post to your page

- Be patient – Building page fans and engagers takes time, but the insights gained are valuable to your business
- Experiment – different post types appeal to different individuals. Cater to all tastes to help drive awareness and engagement.
- Engage – Interact with the users on your page. They may just become your most valuable customers. Asking questions or creating polls can help you to interact with customers.
- Explore – To see what might work for you look at your competitors and what those in your industry are doing
- Learn – Practice makes perfect. The more you use your page to post content, interact with others and gain insights, the more you will learn about what works for you, your target audience and how to promote your page and posts
- Use visually appealing images and video to get noticed in the feed.

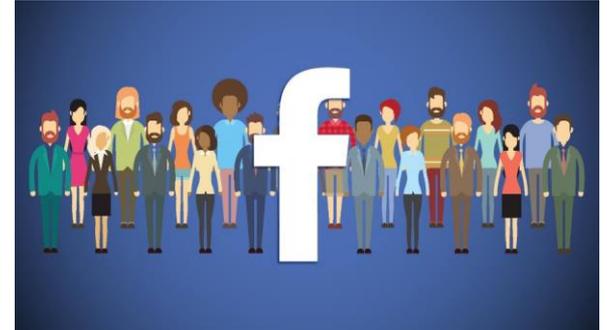
- Give up too soon – Facebook is one of the most effective marketing tools in the world, but it can take time to see results.
- Setting up your page is just the start. It takes regular attention to make it work. Try to set aside time for Facebook a few times per week.
- Facebook is the best place to add a little humor into your life and the lives of others. Don't be afraid to add some personality to your posts.
- Don't be afraid of asking your followers what type of content they would like to see.

# GENERAL SOCIAL CONTENT - BEST PRACTICES

- Grab attention early
- In videos where you are educating your audience, aim for 2 - 5 minutes in length. The more concise the better for social videos, so keep that in mind when recording. You might test out different lengths and see what works for your audience.
- Get the most important part in right away
- Use a title that suggests the viewer will learn
- Use captions – most social videos are watched with the sound off
- Go vertical or square – With most social engagement taking place on mobile the safest bet is using square video. This will give you the ability to post across all social channels and help grab attention more than landscape.
- Keep it helpful and educational – Let the user come away feeling like they have learned something useful. \*Example – Time flies – Viewer knows they could save X amount if they started saving when a memorable event occurred. – This also plays on nostalgia which is powerful towards sentiment.

## Images – Best Practice

- Keep your audience and goals in mind
- Keep your brand in mind – you want to stand out, not blend in
- Keep text below 20%
- Use different imagery for each social channel
- Know the correct image size for each post type. [Here is a handy guide from Hubspot](#)
- Check how it looks on mobile – This is where most of your audience will view your post



- Write with the customer in mind
- The way you respond to feedback online can dictate how people perceive your business in general.
- Respond to queries and address feedback like you would to a customer face to face or over the phone
- Ensure the copy that you use in your posts also reflects the general tone of your staff.
- Keep copy short – People respond better to a short concise message
- Check your grammar – Spelling and punctuation is important. Do not go overboard on caps or emojis



40-character Facebook posts receive 86% more engagement over others.

## Do

- Respond as fast as possible
- Stay professional and composed in your response
- Take the conversation to private message if possible
- Be thorough as you can from outset
- Keep it real and talk to customers as humans!

## Don't

- Become drawn into arguments
- Leave comments or queries unanswered
- Use rude or condescending language
- Keep the conversation in public view
- Offer short or vague answers to queries

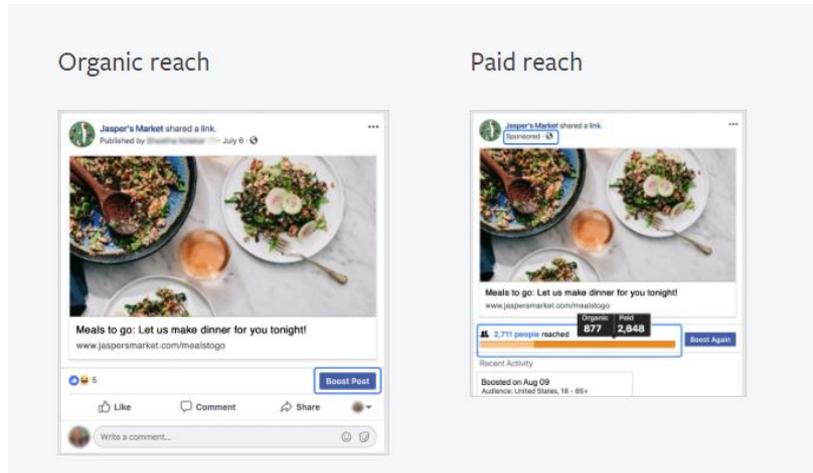


# FACEBOOK ADS

# Promoting Content

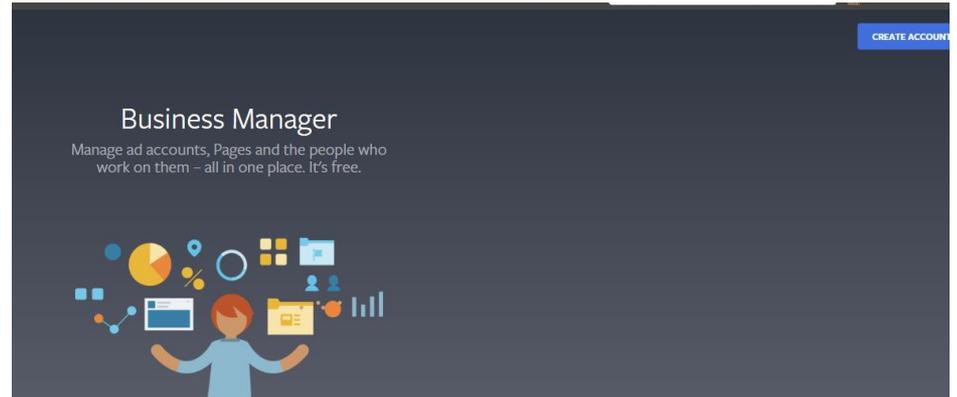
When you post to your Page, people who've liked or followed your Page can see the post. This is true for both your Facebook business Page and your Instagram account. People may like, comment or share this content if they wish. This type of reach is called organic, which is another way to say that it's free. You create a post and it spreads organically, from people who engage with your content to their friends and so on. This process is an important part of increasing your number of Page followers, but it may not grow your audience as quickly as you'd like.

To expand your audience and help grow your business, you can turn organic content into paid content through ads.



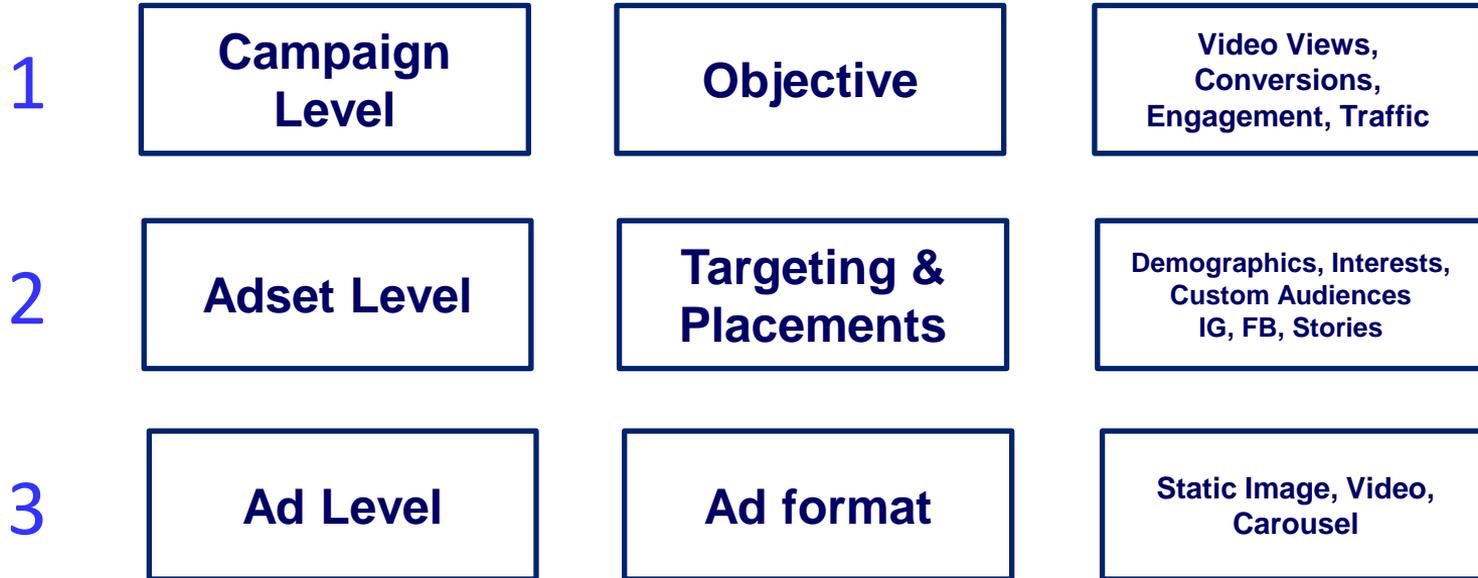
## Social Ads – Setting up Business Manager

- Go to:  
<https://business.facebook.com/overview>
- Click 'Create Account'
- Enter a name for your business, your name and work email address and click Next
- Enter your business details and click Submit.



The screenshot shows the Facebook Business Manager interface. On the left, the 'Business settings' sidebar is visible, with 'Users' selected and 'People' highlighted. The main content area is titled 'People' and features a search bar and a list of users. The user 'Anna Spyridopoulou' is selected, showing her profile information and a list of 'Assigned assets' including 'Activ8 Energies', 'Advance Systems', 'Applegreen', 'Amotis Department Store', 'Audience Insights', 'Bannon Jewellers', and 'Bont Die Smurft'.





# Creating your first ad campaign

- Boosting a Facebook post is the easiest way to advertise on social

The screenshot shows the Facebook Business Settings interface. On the left, the 'Business settings' sidebar is visible, with 'Ad accounts' highlighted. The main area is titled 'People' and shows a list of users. The user 'Anna Spyridopoulou' is selected, showing her profile and a list of 'Assigned assets' including 'Activ8 Energies', 'Advance Systems', 'Applogreen', 'Areolts Department Store', 'Audience Insights', 'Bannon Jewellers', and 'Bond Bia Smurfit'.



# Optimising Campaigns - Key Metrics to Look At

- Boosting a Facebook post is the easiest way to advertise on social

The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with tabs for INVOICING, NEEDS ANALYSIS, REVIEWS, MANAGEMENT, and others. Below that, a notification banner states: "We're removing some detailed targeting options. Some interests, demographics and behaviours are being discontinued. Learn more." The main content area is titled "Campaigns" and shows a table of active and completed campaigns. The table columns include Campaign name, Delivery, Bid strategy, Budget, Results, Reach, Impressions, Cost per result, Amount spent, Ends, and Frequency. A summary row at the bottom shows "Results from 133 campaigns" with a total reach of 504,098 people, 2,705,867 impressions, and a total spend of €10,806.09.

	Campaign name	Delivery	Bid strategy	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Frequency
	WGS_October2020_Conversion_Pensions_Ac...	Active	Lowest cost	€1,000.00 Lifetime	15 Website Co...	2,780	60,879	€44.55 Per Website Co...	€668.20	9 Nov 2020	21.90
	WGS_October2020_Conversion_Pensions_Ac...	Active	Lowest cost	€1,250.00 Lifetime	39 Website Co...	5,560	96,165	€17.29 Per Website Co...	€974.41	9 Nov 2020	17.30
	WGS_September2020_Traffic_Pensions_Con...	Completed	Using ad s...	Using ad ...	1,370 Landing pag...	199,043	779,372	€3.44 Per landing pa...	€4,713.25	1 Nov 2020	3.92
	WGS_May2020_Traffic_Apprenticeship	Ad sets inactive	Lowest cost	€315.00 Lifetime	-- Landing pag...	--	--	-- Per landing pa...	€0.00	4 Jun 2020	--
	WGS_Regrets Life Insurance - Feb2020	Ad sets off	Lowest cost	€3,000.00 Lifetime	-- ThinkPlay	--	--	Cost per Think...	€0.00	20 Apr 2020	--
	WGS - Jan 2020 - Future Ready Pensions P3 ...	Ad sets inactive	Lowest cost	€1,900.00 Lifetime	-- Website Co...	--	--	Per Website Co...	€0.00	23 Feb 2020	--
	WGS_October2020_Traffic_Investment_Surv...	Off	Using ad s...	Using ad ...	1,452 ThinkPlay	109,218	238,819	€0.36 Per ThinkPlay...	€523.13	12 Oct 2020	2.19
Results from 133 campaigns						504,098 People	2,705,867 Total	--	€10,806.09 Total Spent		5.37 Per Person



Browser tabs: (99) Business Settings | Ads Manager - Manage ads - Co

URL: https://business.facebook.com/admanager/manage/campaigns?act=1348963141804915&business\_id=865062623528305&columns=name%2Ccampaign...

Navigation: INVOICING | NEEDS ANALYSIS | REVIEWS | MANAGEMENT | (1) WhatsApp | CLIENT ENGAGEMENT | TIT | M&Ms | Roisin Stuff | Listening | Sprout So | TARGETS | Other bookmarks

Campaigns: Zurich Life NEW (1348963141804915) | Updated just now | Discard Drafts | Review and publish (3)

Message: We're removing some detailed targeting options. Some interests, demographics and behaviours are being discontinued. Learn more. See Affected Ad Sets.

Search and filter: This week: 1 Nov 2020-5 Nov 2020

View: Campaigns | Ad sets | Ads (1 selected)

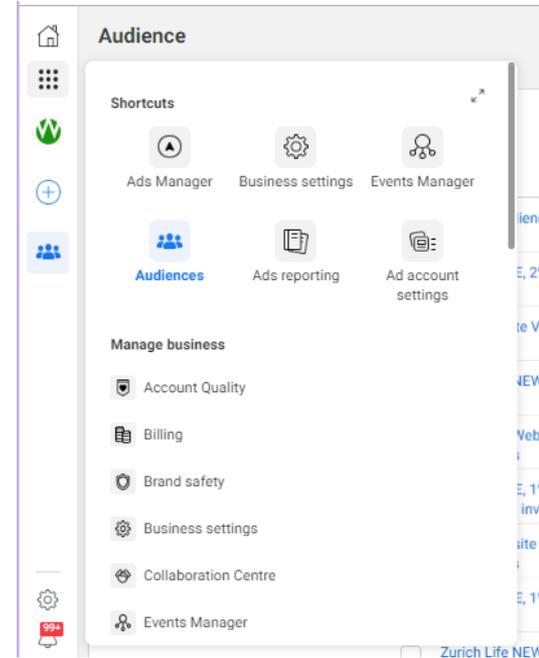
Actions: + Create | Duplicate | Edit | A/B test | Rules

View Setup | Columns: Custom | Breakdown | Reports

	Campaign name	Bid strategy	Budget	Results	Reach	Cost per result	Amount spent	Link clicks	Post engagement	Video plays	CPC (cost per link click)
<input type="checkbox"/>	WGS_October2020_Conversion_Pensions_Act...	Lowest cost	€1,000.00 Lifetime	Website Con...	2,048	—	€198.12	44	1,150	6,881	€4.50
<input type="checkbox"/>	WGS_October2020_Conversion_Pensions_Act...	Lowest cost	€1,250.00 Lifetime	Website Con...	11	€25.98	€285.78	63	1,729	13,667	€4.54
<input type="checkbox"/>	WGS_September2020_Traffic_Pensions_Cons...	Using ad se...	Using ad ...	Landing pag...	77	€3.72	€286.75	374	2,590	4,958	€0.77
<input type="checkbox"/>	WGS_May2020_Traffic_Apprenticeship	Lowest cost	€315.00 Lifetime	Landing pag...	—	—	€0.00	—	—	—	—
<input type="checkbox"/>	WGS - Regrets Life Insurance - Feb2020	Lowest cost	€3,000.00 Lifetime	ThruPlay	—	—	€0.00	—	—	—	—
<input type="checkbox"/>	WGS - Jan 2020 - Future Ready Pensions P3 C...	Lowest cost	€1,900.00 Lifetime	Website Con...	—	—	€0.00	—	—	—	—
<input type="checkbox"/>	WGS_October2020_Traffic_investment_Surve...	Using ad se...	Using ad ...	Link click	—	—	€0.00	—	—	—	—
<input type="checkbox"/>	WGS_July2020_Traffic_TimeFlies	Lowest cost	€1,250.00	—	—	—	€0.00	—	—	—	—
<a href="#">&gt; Results from 133 campaigns</a>				—	49,590 People	—	€770.65 Total Spent	481 Total	5,469 Total	25,506 Total	€1.60 Per Action



- Awareness Stage & Interest Stage: Relevant interests, demographics and lookalike audiences
- Action Stage: Website Visitors, Video Viewers, Engagers



# TRACKING

## What is the Facebook pixel?

The Facebook pixel is code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimise ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website.

It works by placing and triggering cookies to track users as they interact with your website and your Facebook ads.

You will need a developer to install your Facebook pixel on your website. Instructions on how they can do this are in the following slides.



- All advertising must comply with the Central Bank of Ireland's Consumer Protection Code, which you can find a copy of at [www.centralbank.ie](http://www.centralbank.ie)
- Another important legal requirement is to ensure that your website is compliant with Cookie requirements and the GDPR regulation. Further information on this can be found at [www.dataprotection.ie](http://www.dataprotection.ie)

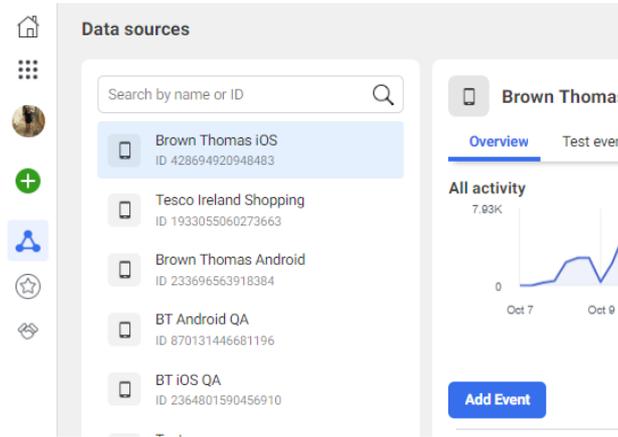
## You can use the pixel to:

- Make sure that your ads are shown to the right people. Find new customers, or people who have visited a specific page or taken a desired action on your website.
- Drive more sales. Set up automatic bidding to reach people who are more likely to take an action that you care about, such as making a purchase.
- Measure the results of your ads. Better understand the effect of your ads by measuring what happens when people see them.

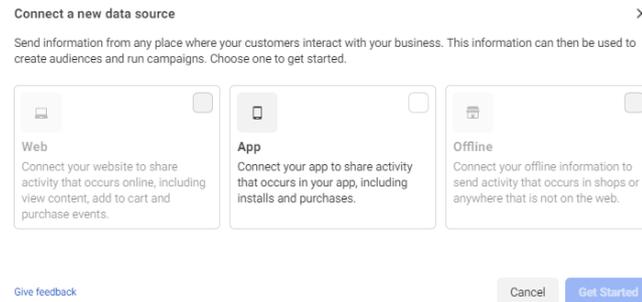


# Facebook Tracking – Install the Facebook Pixel

- Go to Events Manager
- Click the Plus sign – Connect Assets



- Click 'Web' and add your website



You will then be given 3 options:

1. Manually install the code yourself
2. Use a Partner Integration
3. Email Instructions to your developer

## Overview

Understand the actions that people take on your website, such as clicking a button or completing a form. [Learn more](#)

Overview Breakdown

297K Purchase ▾ 13.2M ViewContent ▾ 1.7M AddToCart ▾

All available days ▾



Set up the Standard Events (ViewContent, AddtoCart, Purchase, Lead)

Then, you will be able to optimise your campaigns based on important actions.

RECAP

- Keep the funnel in mind when posting content on Facebook. Ask yourself, is this an awareness piece of content or an action piece of content?
- Don't be afraid to ask your followers what kind of content they would like to see from you!
- Building page fans and engagers takes time, but the insights gained are valuable to your business
- Try out some advertising, you can first begin with small budgets and some interest targeting while you are getting used to the platform.
- Use the audiences within Facebook Business Manager to create audiences from your page engagers, video viewers & website visitors. Target these audiences with ads!
- Facebook will provide you with lots of data for reporting on success of your campaigns. Focus on Reach, Clicks, Click Through Rate and Cost Per Click.

Thank you

