

Setting up a

Facebook advert

A guide to setting up your first Facebook advertising campaign

What is the difference between a page, group and profile?

You will want your Healthwatch Facebook account to be set up as a page. Facebook is looking to shut down business that are set up as profiles, or businesses that use dummy accounts to be set up as profiles. These will eventually be shut down by Facebook.

Profile:

- For personal use
- Allows you to invite friends
- Don't allow advertising

Page:

- For Business
- Allows you to invite likes
- Official presence for business
- Admin can be shared
- Advertising allowed
- Pay to promote posts

Group

- Club
- Invite members
- Discussion forum for a specific purpose e.g. cycling club
- Only a profile can join or post - not a business page
- Option to have open, closed or secret groups

Set up business manager for your page

To be able to manage your adverts properly, you need to set up Business Manager for your Facebook page.

Using Business Manager, you can:

- Manage your pages and ad accounts, so you never have to worry about mixing work content with your personal content.
- Add multiple users and easily control who has access to your pages and ad accounts, and their level of permissions.
- Manage your payments centrally, rather than having a credit card attached to a member of staff's individual profile.

To create a Business Manager:

- Go to business.facebook.com.
- Click Create Account.
- Enter a name for your business, select the primary Page and enter your name and work email address.
- Enter your information in the rest of the required fields.

Add your page, ad account and admins

Add your Facebook page, the ad account via the account number, and the admins that you would like to give access.

To give admins access, you will need to send an invitation to the email address associated with their Facebook profile page. This invitation will be sent to their email inbox for them to accept.

Credit card

You will need to have a credit card associated with the account. You will be billed monthly or when you have reached your maximum billing amount. More information

Find out more information on how to set up a business manager account [here](#).

Creating your advert

To create an advert, go into your Ads Manager. You will be taken to a screen of all your previous campaigns, including boosted posts.

To get to your Ads Manager:

- Go to your profile
- Select the arrow at the top right-hand corner of the screen
- Under the heading 'business manager' you will see your page
- Once in business manager you will be able to select your ad account

Top tip: Don't just boost a post to increase engagement on a post just because Facebook tells you to.

As Facebook pick up on the fact that your page engagement is increasing, and that you are placing more money into advertising, you will notice an increase in the number of notifications that you receive encouraging you to boost posts. Often, boosting posts can be less effective than spending the money on a well thought out advert. Spending the time to properly plan your adverts will help you achieve your objectives much more effectively.

Marketing objectives

There are many marketing objectives for your adverts. Three key objectives to consider are:

- **Brand awareness**
Increasing the number of people that engage with your Healthwatch i.e. the more people that like you page, will increase the number of engagement and actions taken on posts on your timeline.

- **Traffic**
Increasing the number of people clicking through to your website to take action/read more/take a survey
- **Engagement**
Increase the number of people that are likely to engage with your post e.g. like, comment or share it).

Title

Give your campaign a title rather than the default marketing objective - this will help when trying to look back at results. This is for internal use - this title will not be public.

Create a split test

To help get to know what works for your audience you can run a split test.

This means that for a period you can test elements of your advert to see which results in a better response.

If you are running a large campaign, it's always best to allow a bit of time and money for testing, to help you get the best out of your adverts, particularly if you're trying to reach a new audience.

Example split tests:

- Image vs video
- Different messaging for a particular campaign
- Different messages for different audiences
- Photograph vs a graphic image

Create a new ad set

This is where you define your audience. Down the right-hand side, you will see a meter that displays your audience size and the likely number of clicks/reach (info displayed depends on your objective) based on the budget that you have set.

Don't panic if you can't see any information here - test out what works. It might be that Facebook has little knowledge about your audience, or that it's too small.

Custom audiences

Here you can create audiences based on characteristics already known to you. E.g. you can base an audience according to anyone who has interacted with your Facebook page over the last six months for example.

Once you have created a custom audience you can expand the audience based on their collective similar interests and turn this into a look-a-like audience. These people will have a higher chance of engaging with your posts. It is recommended that you use a look-a-like audience of 1-2%. Any more, and you lose the effectiveness of similar features.

[Find out more about audience types and how to create them](#)

Location

The pre-set value is the United Kingdom however you will want to change this to be more specific to your local area. .

Top tip: You can exclude as well as include locations.

When you put your location together sometimes you will notice that the parameters go over the border to an area that doesn't concern your Healthwatch. Have a play around at trying to exclude these areas. You can save the audience to prevent you doing this every time.

Age and gender

Depending on your ad you might want to set restrictions around the age and gender targets.

Detailed targeting

Facebook collects details from profiles such as people's job title, interests, demographics. It might take a while to find out how detailed you can get with your target, particularly as there are restrictions in data collected e.g. you won't be able to target based on people's ethnicity.

A good start would be to find people interested in pages of a high following e.g. if the advert is for people with dementia, those interested in the Alzheimer's Society would be a good place to start.

Always select 'expand interests when it may increase link clicks at a lower cost per link' - this is what you want!

Connection type

Exclude people who already like your page. They should already be seeing this message on your timeline so this would be wasted advertising - a particularly important feature when your Facebook audience starts to grow.

Budget

Setting your budget

Work out a daily budget so that there is an even distribution of spend throughout your campaign.

With a lifetime budget, it will spend no more than the amount you have specified, however the money could be heavily spent at the start, drop in the middle and then pick up at the end.

Make sure you set an end date to your campaign when using a daily budget, you don't want to forget about your spending! Facebook will work out the total spend based on the dates you have selected.

Optimisation for ad delivery

Think about what you want to measure and what you will count as a successful ad. Are you interested in link clicks or the number of people that are exposed to your advert?

Setting up the ad

Linking your Instagram account

If you have an Instagram account, link the two together via Business Manager. This allows you to easily place the advert on Instagram too if desired.

Format

Single picture or video is the format which is most likely to work well for Healthwatch. Carousel is good for brands that are looking to showcase several items, such as a clothing brand or homeware store - but it's unlikely that this will be suitable for you.

Selecting an image

Recommended dimensions for image are displayed on the right-hand side. Instagram dimensions work well for these adverts.

Facebook doesn't like words on images, so try and keep this to a minimal where possible. If you think that it is necessary for your advert however, you can request a manual review from Facebook which they should respond to within 24-48 hours.

Useful sites to create and resize images for Instagram:

- <https://www.canva.com/>
- <https://sproutsocial.com/landscape>
- <https://healthwatch.brandstencil.com/>

Message

Facebook is also particular about the wording of the advert text displayed alongside the picture. You can find more details about the constraints here however from my experience you just need to make sure that no one feels vulnerable and targeted by your ad. For example, when encouraging people to share their experiences of cancer wording such as:

'Do you have cancer? Share your experience with us and help make NHS services better' will not be accepted as people with cancer could feel negatively targeted and don't want to feel judged by their condition. However, if this was phrased like:

'Share your experiences about cancer services where you live and improve care for future generations' this doesn't make people feel individually targeted and therefore is likely to be accepted by Facebook.

Top tip: make sure that you include a call to action in your post and be direct. You need to get people's attention in a short but effective way. Think about how you can keep your message short, but effective enough to decrease the bounce rate after the click through.

Bear in mind that Facebook adverts often have a high bounce rate so don't be too alarmed if your 100 clicks don't result in 100 responses. It's something to keep an eye on however as you might be able to improve your messaging and better manage expectations.

Pixel

Turn on your pixel to help targeting in future. You can find instructions on how to install this on your site [here](#).

Facebook support

Take advantage of the marketing experts on Facebook and ask them questions about how to improve your ad, or any features that you are unsure of.

Facebook changes all the time so when you think you've cracked it, they throw another spanner in there! You can contact them via live chat or find out information from their FAQs.

Contact support [here](#).