Welcome to Facebook!
Why care about Facebook?
Today, it generates the same daily views as YouTube does.

source: http://www.socialbakers.com/blog/2335-facebook-video-is-now-bigger-than-youtube-for-brands
It also already generates the same referral traffic (or more) of Google

Source: http://marketingland.com/social-passes-search-referral-traffic-109117
5 LITTLE-KNOWN FUN FACTS ABOUT FACEBOOK

Plus it’s effectively leveraging a huge consumer shift...
Mobile Discovery

VS

Desktop Search

5 LITTLE-KNOWN FUN FACTS ABOUT FACEBOOK
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If fact in the last quarter Facebook generated 73% of Adv Revenue from mobile

We wrote about it in this essay on Business Insider:

Facebook’s secret plan to kill Google — and become the second trillion-dollar company in the process

AdEspresso

The best-in-class SaaS Solution for Facebook Advertising Optimization

focused on SMEs and budgets below $250k/mo
We’re the top-of mind resource for Facebook Ads’ educational content
We're processing this month $6M from more than 1,500 customers
Now, on to the interesting stuff...
The Ad’s Design
Designing Facebook Ads

Create Buyer Personas. For each persona, highlight specific Value Propositions

Social proof & clear, not spammy call-to-action

- Boost your startup's growth with Facebook Ads optimization
- Join Robert Scoble and 7,000+ attendees from around the world this October.
- Save time & money managing your customer's Facebook Ads
- Lead Generation Software

41% of B2B companies drive leads with Facebook. Join HubSpot's 6,000+ users & start today!
Designing Facebook Ads

Landing page should be consistent with the Ad’s wording and design

Creating visual contrast can be bad branding but it often works (at first…)

Try FB Ads Formula For $1
Get full access to FB Ads Formula and start making money with FB Ads Today

Market Your Online Store
Got an Online Store? Use the Power of Pinning to Grow Your Biz. Take Advantage HERE!
The Ad’s Targeting
Targeting Facebook Ads

- **Advanced Geo Targeting**
  You can now target users who are traveling to a specific location

- **Custom Audiences**
  Best way to target right now! Require a big email list or website traffic.

- **Interests**
  Used to be the best option. Less effective due to spam & like buying. Still relevant.

- **Travel Behaviors**
  You can target users who are frequently traveling to a location or who are planning a trip. Not 100% accurate
How do we find which interests to target?
Graph Search is awesome!
Graph Search is awesome!
Custom Audiences
Custom Audiences

Upload a list of eMails, phone numbers, user IDs and create an audience of people you’ll be able to target with ads

On average 50-70% of the contacts are matched.
Custom Audiences

email1@gmail.com
massimo@adespresso.com
email2@gmail.com

Lookalike Audiences

Facebook create a BIG audience of users very similar to yours.
Custom Audiences from Website

Add a Facebook’s pixel and create an audience with anyone who visits your website (or specific pages)

Extremely effective. Analyze up to 180 days of data.

Add the pixel immediately!
Custom Audiences from Website

Lookalike Audiences

The more users you have in your audience, the better the lookalike will be!
Some ideas to try

- Convert Newsletter subscribers into customers
- Upsell events, hotels, museum tickets to users who bought airplane tickets
- Exclude from your targeting, users who are already your customers
- Target users to book their next holiday in the period they booked the previous year
- Promote your mobile app to your website’s users and vice versa
I've tried everything. Yet, they're not buying!

Already tried everything and still no sales?
Move your goal higher up the funnel and generate Leads.

Do some Lead nurturing via email to close sales.
info@adespresso.com

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