



Get on the Map

Digital Marketing Agency

Top Placement, Maximum Visibility,
Great Reputation

Facebook Advertising Provides Precise Targeting for Less

Author: **Julie Gallaher, CEO of [Get on the Map](http://getonthemap.us)** with contributions from [Indi Avila](#), [Susan Barry](#), [Bob Bentz](#), [Michelle Cantrell](#), [Sarah Doheny](#), [Jen Dwyer](#), [Sam Goldfarb](#), [Eric Hagborg](#), [Adrienne Janzen](#), [Rhondalynn Korolak](#), [Brian Laesch](#), [Lisa Making](#), [Ted McLaghlán](#), [Tricia Meyer](#), [Freddy J. Nager](#), [Marc Newberger](#), [Francesca Roth](#), [Lisa ECStewart](#), [Donna and John Taylor](#), [Zaki Usman](#), [Peter VanRysdam](#), [Lori Jo Vest](#), [Jochem Vroom](#), [Guido Weber](#), and a special feature on Facebook Fan Pages by [Mari Smith](#).

Facebook Advertising Provides Precise Targeting for Less

By Julie Gallaher, CEO of [Get on the Map Local Search Marketing](#)

Today's business owners face an entirely new landscape in marketing and advertising. Gone are the days when they could use a "set and forget" advertising campaign like they used to do with yellow pages, magazines, television or radio. Their prospects and customers are creating new neighborhoods online, spending hundreds of hours in places like Facebook.

But the number one risk that businesses face has not changed: insufficient sales. Changes in the landscape requires them to learn about new methods to reach prospective customers.

Get on the Map Local Search Marketing is a full service digital marketing agency helping small businesses in California with search engine optimization, social media, reputation management, video production and online advertising. In our quest to provide cutting edge information to our clients, I solicited contributions from business owners, marketing representatives and advertising agents around the globe. Their insight into why Facebook is the best vehicle for reaching your prospects is detailed here.

Why Facebook?

Search engine advertising via Google AdWords, Yahoo Search Marketing or Bing Search Ads allows your ad to be displayed when a user performs a search that relates to your predefined keywords. The advantage to this is that your ad is displayed right at the moment that the user is looking for something relative to what you are offering. The problem with this approach is that it is completely reactive. How can you be proactive and have your potential customers think of you before they actually need your service or product?

With Facebook, you don't wait for the customer to look for you; Facebook finds your customers for you. **Lisa Making**, Head of Strategic Initiatives at the [Royal Tyrrell Museum](#) in Alberta, Canada and [Real Decoy](#) digital media strategist, **Eric Hagborg**, noted that the key advantage with Facebook is the ability to truly target your audience. Not only does Facebook collect demographic information such as age, location, sex, relationship status and religion. It also collects favorite movies, books, interests, and much, much, more. It allows you to use that information to target your advertising. Thus, with Facebook it is viable to target single Star Wars fans that live in Montréal, speak French and

have read “*Life of Pi*.” There is no wasted advertising effort; you can specify a very exact target audience for a particular ad.

Lisa Making

Alberta, Canada

tyrrellmuseum.com

Eric Hageborn

Ottawa, Canada

realdecoy.com

How to create an effective Facebook ad campaign

Facebook advertising consists of a headline, photograph, description and link to the website of your choice. The following tips from **Freddy J. Nager** (Founder and Fusion Director of [Atomic Tango, LLC](http://AtomicTango,LLC).) can help to make the most of Facebook advertising.

- **Target precisely and experiment.** Start with a narrow consumer target then alter it or expand it based on the results. Try different versions of your ad, as well. Click-through data will show you what's working.
- **Stick to the point.** A small text-based ad is an extremely difficult medium for branding. Try a little creativity, but focus on the product and a call to action, even if that means ditching your slogan.
- **Add a photo.** Use a thumbnail that's visually compelling. Unless you're Apple or a rock band, that does not include your logo. This being Facebook, a human face usually catches the eye.
- **Provide a compelling reason to click.** Many ads simply say "be a fan," which is an embarrassing and ineffective call to action. Instead, pull a Don Corleone and make an offer they can't refuse: a contest, discount, free sample, or simply knowledge. Many people will click on a link just to learn something. Conversely, you might solicit their opinion about your product.
- **Make it interactive.** Fifteen years after the Web was popularized, many advertisers still think of it in terms of print. Your ad should include interactivity at the other end of the click-through, such as a survey or game.
- **Encourage sharing.** Finally, don't forget where you're advertising: a social network. Once you get a click-through and conversion, offer that consumer incentives to spread the word to their Facebook friends. That's how you create a real fan.

Freddy J Nager

Los Angeles, California USA
atomictango.com

A few more tips from **Jochem Vroom**, Founder of [Imbull Progressive Affiliate Marketing](http://Imbull.com) in the Netherlands, are also very good to note:

My advice to advertisers who just want to jump in and try it out their selves is this: Remember that you are aiming for a low cost per click. When you start out new campaigns, the estimated/suggested bids are quite high. If you design an ad that is highly relevant to your target groups and results in a high click through rate, the cost per click will go down and you will be able to get cheaper clicks then on Google or Yahoo. After that the game with hundreds of tricks & tweaks starts:

- Multiply the campaigns that do work
- Cut out the ads with low click through rates
- Monitor your outgoing clicks carefully
- Keep on trying new things / new ad groups / new images / new titles

Jochem Vroom
Amsterdam, The Netherlands
imbull.com

Create a Fan Page for Better Success

According to **Jen Dwyer** of Parent Media Group Inc. (TheCuteKid.com) in Long Island, New York, “one of the most vital components of Facebook advertising is the ability to have a Fan Page.” Fan Pages are used by organizations, companies, artists, musicians and causes. The Fan Page is an information hub where fans (customers and potential customers) can keep up to date on your latest news, events and promotions, and these pages are fully indexed by Google. As Ms. Dwyer explained, “Once people start to fan your page the rest is viral marketing history. Every time someone fans your page, it comes up on their newsfeed which is broadcast to their friends.”

Restaurant Marketing – I have used Facebook successfully for several clients. Specifically, the Facebook fan page for my client, Liza’s Kitchen (www.lovelizas.com; <http://www.facebook.com/home.php#/pages/Lizas-Kitchen/69091450821?ref=ts>), has been great for them – their fan base is over 900 (tons for a small restaurant in the small town of Panama City Beach, FL!), and they have launched a series of events that are selling out based in part on being able to reach that many people who have opted in for information. The key to our success with this page has been to focus on engaging content rather than sales pitches -- we do lots of cooking and wine tips.

Susan Barry

Atlanta, Georgia, USA
hive-marketing.com

Building a Community – I decided to take out an ad for my fan page, and literally within 10 minutes of the ad being approved and going live, I was up to 100 fans. No exaggeration. I started the campaign on Tuesday, and ran it through Friday. I set a budget of \$25 daily, so my risk maxed out at \$100. Two thirds of the way through my initial run, I was up to 187 fans. Not bad for such a small investment. I will definitely be using Facebook advertising again.

Michelle Cantrell
VenusVision.com

Special Advice from Mari Smith, the Pied Piper of Facebook*

According to **Mari Smith**, once a potential fan clicks through to your Fan Page, your goals are to:

- Immediately grab their attention and make them feel they are in the right place (e.g. they feel they made the right decision by clicking on your ad),
- Inspire them to become a fan,
- Draw them in to engage with your page and
- Keep them coming back – often called “stickiness,” e.g. your fans keep coming back to engage with your page.

* Dubbed “the Pied Piper of the Online World” by FastCompany.com, Mari Smith is a Social Media Keynote Speaker, Consultant and Trainer.

How to Create FANTastic Facebook Fan Pages by Mari Smith

Facebook offers many components for strategic networking and generating extreme visibility for your company. With Facebook’s 300 million active users and growing exponentially every day, -- as well as their Alexa ranking of 3 (meaning Facebook is the third most trafficked website in the world) -- you’re missing out big time if you don’t know how to tap into the power of all that Facebook offers, e.g. a personal Profile, Groups, Events, and Fan Page along with Photos, Videos and ability to synch with your blog, Twitter and more.

Facebook Fan Pages are (currently) the only feature fully indexed by Google. By inserting keyword-rich text throughout your Fan Page and updating regularly, you can create tremendous search engine optimization.

Using Facebook's Social Ads, you can drive very targeted traffic from the entire Facebook site directly to your Fan Page.

Following are ten elements of dynamic Facebook Fan Pages that will set you head and shoulders above the rest and keep your fans coming back for more!

1. **Title your page:** When first creating your fan page, you need to choose a title; it could be your brand name, personal name, or business name, as well as a few descriptive words. Typically, the shorter the title, the better, because each time you add content to your fan page your long title will append to each post.
2. **Choose a picture that pops:** This is not a well-known fact, but Facebook's ideal size for a fan page image is 200 pixels wide by 600 pixels high (it looks rather like a bookmark shape). Whenever you post on your own fan page, the thumbnail image that appears will show a section of your main picture, so you may need to experiment with your graphic to get the image just the way you want it.
3. **Secure your unique username:** As soon as you get your first 25 fans, you'll be able to register your unique username (often called a vanity URL) at <http://facebook.com/username>. For example, instead of being a long, unmemorable link, you can shorten the link by using your brand name, company name, etc. (mine is <http://facebook.com/marismith>).
4. **Set a landing tab:** You can create a fully customized "landing page" for your non-fans, with images, keyword-rich text, links, even video. How? Just add the Static FBML app, paste in your FBML code (very similar to HTML), then edit your fan page settings to select the specific tab you wish non-fans to land on.

For examples, see <http://facebook.com/droz>, <http://facebook.com/gary>, <http://www.facebook.com/ellentv>, <http://www.facebook.com/cocacola>, <http://www.facebook.com/ONE>, <http://facebook.com/paysonjewelry>.

5. **Write an appealing About Us/Bio:** There's a small text box area just under your fan page picture; use this area very strategically to essentially summarize what you do, whom you help, and how you help them. Even better, include a call to action with a hyperlink (be sure to include the "http://" so it's clickable).
6. **Import your blog posts:** Using the Notes app, pull in your blog feed so that each time you make a blog post, your fan page automatically updates and your fans can read and comment on the post. Doing so also helps to consistently add content to your fan page and keep it fresh and engaging.
7. **Show posts by page and fans:** There may be strategic reasons for showing posts only by you on the fan page, or only by your fans, but I highly recommend setting it

to show both. That way, anyone who comes to your page can see the interaction from both sides.

8. **Encourage your fans to add content:** Your fans can add their own photos, videos, and comments on your "wall." Allowing and encouraging your fans to add their own content will make them feel more a part of your online Facebook community, and when they tag themselves that content goes out into their feeds creating more visibility for you.
9. **Respond to your fans:** Providing quality content is just one aspect of building a good Facebook fan page (or any social networking presence, for that matter). Another critical aspect is engagement. By actively responding to your fans' comments, questions, suggestions, ideas, etc., you show that you're a company that cares, listens, takes action, and engages your community.
10. **Broadcast to Twitter:** Using the new Facebook fan page to Twitter app <http://facebook.com/twitter> you can write status updates up to 420 characters that will go out as a tweet on your Twitter account and truncate at about 120 characters with a bit.ly link back to your fan page. Great for cross-promoting and extra visibility!

Mari Smith

San Diego, California, USA

marismith.com

Facebook Success Stories:

The Positive People – Within the first 15 minutes of our ads running we had over 30 clicks to our website. We get a consistent stream of subscribers and. Facebook has expanded our market nationally in a way that no local print magazine could. The best part is that we can control our budget and spending according to our needs. As a start-up, we are so relieved that there is no contract or financial commitment. It is cost-effective and produces real results! My business partner and I even have competitions. We each design an ad and see who gets the most clicks! Who thought advertising could be this fun?

Indi Avila

Orange County, California, USA

thepositivepeople.com

Drop Stop - Facebook has helped our company and our product spread like wildfire. In one day, our Facebook launch produced 15,000 hits to our site from 27 different countries around the world. A broker from QVC found us and just got us a deal that was signed

yesterday for 2500 sets, and an air date in September! And that is just one of many things. Things are getting very exciting, and almost all has come from Facebook.

Marc Newberger

Pacoima, California, USA

buydropstop.com/

352 Media Group – Using Facebook ads, we were able to drill down to people that lived in Washington State, worked at Microsoft, and had terms like “marketing” in their profile or interests. It was as good as having a billboard in the Microsoft parking lot! A couple of our contacts there actually took screen captures to show us the ads, because of how impressed they were.

Peter VanRysdam

Gainesville, Florida, USA

rantingandraving.com

ECStewart Designs, Inc – Facebook is an adaptable tool with which to stay in touch with friends and fans through a myriad of options that easily become conversation starters - it can make even the shyest of people extroverts. Using Facebook, I continuously seek out guerrilla marketing opportunities to promote my business and engage new fans and customers.

Lisa ECStewart

Raleigh Durham, North Carolina, USA

ecstewart.com

Tradimax.com – From our experience, Facebook ads are a great solution if you want to target your prospects precisely and Facebook pages tend to experience a Snowball effect once a critical mass of fans/supporters has been obtained.

Sam Goldfarb

Tel Aviv, Israel

tradimax.com

Your Unfinished Business – Facebook advertising is an effective marketing tool. I have used for restaurants/retailers to offer discount certificates for customers to print and bring in. This allows us to track the promotion effectively and they can see the immediate ROI. Other fun ways we have worked this with FB is to do a Facebook Happy Hour for those in our area; we can have them RSVP, and bring a friend of course!

Sarah Doheny

Media, Pennsylvania, USA

yubpr.com

Sunshine Rewards – I created a Sunshine Rewards page first so that I could specifically target friends of my members. The comment that I loved the most from my members was that they were excited to see the advertisements on Facebook. Because Facebook is so well known, seeing our advertisements on there gave the impression to our members that we had made it to the “big time.”

Tricia Meyer
sunshinerewards.com

Lucky Bucky Clothing – The results were immediate. We poll our customers after a sale on how they heard about Lucky Bucky and Facebook was mentioned as the source of referral over 60% of the time. After only four months of advertising on Facebook over 40% of clicks to our website come from Facebook pages. The balance of clicks comes from Direct Address and Links (40%) and Google and other search engines (20%). Currently Lucky Buckys’ daily Facebook budget is about \$30 per day.

Donna and John Taylor
Fayetteville, Tennessee, USA
luckybuckyclothing.com

Non Governmental Organization/Non Profits – We have positioned JCI as one of the most popular NGOs for the young. A person told me once that she had seen a sticker with a logo she recognized on a car. Then, she remembered that it was the logo I posted on Facebook and she became a fan and is following the NGO. I have also recruited several people using this method. Is it worth trying it out? Definitely! Facebook is one of the greatest networks to position a brand. Why is that? In a social network like this one, you decide which brand you would like to follow. Afterwards the brand is one of your friends, you see its comments as non intrusive advertising.

Guido Weber
Rosario, Argentina
guidoweber.com.ar

Advanced Telecom Services – I didn't really think of Facebook as a site where people are ready to buy something, but it has proven me wrong. The great thing about the advertising is that I can pinpoint the audience that I want to speak to – young adults who work in the advertising agency business. We are seeing a conversion rate that is 87% better than that of traditional pay per clicks on Google and Yahoo.

Bob Bentz
Wayne, Pennsylvania, USA
advancedtele.com

Well Done Marketing - We've been helping our clients try out Facebook ads for a few months now, and we've had a lot of fun seeing the results. It's great how easy it is to track cost and impressions. One of our clients is a regional physician group of back and neck specialists. We talked with them in May 2009 about using Facebook to advertise their pain management services. Back and neck pain are chronic conditions and affect many people. Facebook ads were an inexpensive way to quickly reach a large number of people who might be looking for pain relief provided by board-certified physicians. The total investment was about \$1000. For that, we got four million impressions. There's no way we could have gotten the same exposure for such a low cost using traditional advertising.

Adrienne Janzen

Indianapolis, Indiana, USA

Welldonemarketing.com

B2B – We have toyed around with ads on Facebook at Severa Corporation for the last 6 months. Severa offers a software as a service based project management solution that is designed for small to medium enterprises. Even though it's a very B2B offering, we have found some sweet spots in how to advertise on Facebook. Research shows that Facebook users are seeking very simple offers that lead to instant benefit. What helped us was Severa's pricing model – it's free for a single user. This tied in very well with the “offer seeking” desires of Facebook users. We had the best click through rates when we used the word “free” in our headline text.

Zaki Usman

Helsinki, Finland

targetinfoabs.com

Cut & Sown – Having both a non-exclusive Facebook Group and Fan Page, our combined members and fans total over 740 people worldwide and the number continues to grow daily. We use the social networking website Facebook as an outlet to reach loyal and potential customers. We use these Facebook outlets to “feed” our fans. Event photos are posted, news and promotions are announced, (we had internet discount for free shipping that worked great,) and we can give direct links to our blog entries.

Francesca Roth

cutandsewn.com

Author – I absolutely love the way Facebook ads can be targeted to a specific demographic. Being able to break down the target audience into more specific groups, besides age and sex, really helped me reach my prospects at a minimal cost. Plus, the creative freedom Facebook allows in their ads is unmatched in any medium, let alone the Internet. The Facebook ad campaigns I ran were the only thing that seemed to measurably increase sales.

Brian Laesch

Bloomington, Illinois, USA

brianlaesch.com

Event Marketing - A weekend regional outdoor summer festival was targeting a fairly narrow range of potential customers (over 21), had local competition from similar events, and therefore needed a real "buzz" developed in a particular time window among this regional customer demographic. Facebook advertising made a real difference, providing a very targeted boost of traffic, high value click-throughs, and a lot of asymmetrical conversations spilling across Twitter, local blogs, discussion boards and of course the actual Facebook conversations.

Ted McLaughlan

South Riding, Virginia, USA

kmeinternetmarketing.com

Free Impressions – Facebook works well when you want to target a specific audience (i.e. age, sex, location, likes etc.) It is hard to quantify the value of the tens of thousands of targeted FREE impressions provided by Facebook ads. Facebook advertising was highly effective for generating traffic and sign ups to groups, newsletters and fan pages (or to give away FREE items)

Rhondalynn Korolak

Melbourne, Australia

imagineeringunlimited.com

Strategic Partnerships – I'm using Facebook advertising to promote a book that is being published in September 2009. We have a fan page and are building readership with paid ads (budget \$5 per day) and seeing projected results. One example is that a woman in California saw the ad, joined the fan page, and now corresponds with me. Today, she noted that she is planning on purchasing 12 books for herself and her staff when it comes out.

Lori Jo Vest

Birmingham, Michigan, USA

whosyourgladys.com/

Summary

Local Marketing – My company [Get on the Map Local Search Marketing](http://GetontheMapLocalSearchMarketing.com), focuses on helping small businesses reach local prospects. I always ask my customers “Do you know who is your ideal customer?”

Facebook offers sophisticated targeting capabilities at an incredibly low price. It's a great vehicle for reaching your target market and for fine-tuning to make sure your targeting is pin point accurate. Not only can you choose your audience with basic demographic info like city, region,

Facebook Advertising Provides Precise Targeting for Less

Copyright © 2009 Julie Gallaher. All Rights Reserved GetontheMap.us

gender and age, but you can target your ideal customers based on their hobbies, groups, profession, favorite music or sports and a host of other personal information that the user has given to Facebook when they filled out their profile.

[CNN](#) reported in October 2009 that Facebook attracts users that are both better educated and more affluent than the average American.

- 23% of Facebook users have incomes of \$100,000 or more
- Facebook use is “off the charts in the upscale suburbs” says Mike Mancini, Vice President of market research firm [Nielsen Claritas](#), commenting on the extraordinary high use by married couples between the ages of 45-64 with kids and high levels of education.

Because all social media activity needs to include the social aspect, I've advised my clients to focus on prospects who share common interests. If you're a dentist who likes to fish, why not go after prospective clients who also like to fish. When they visit your website, your Facebook Fan Page or your actual office and see the fishing memorabilia that you display, they will have an instant affinity to you.

The bottom line is that Facebook advertising is great and you should try it!

I welcome your comments and feedback on this report at my [Facebook Fan](#) Page.

Julie Gallaher

[Get on the Map Local Search Marketing](#)

[Get on the Map Facebook Fans](#)

55 Fallon Lane

Sacramento, CA 95819

916-265-2521

julie@getonthemap.us