

Facebook and Youtube Advertising Guide

Of course the web offers a wide range of opportunities to promote your business, widen your targets, boost traffic and increase your sales. There is website display advertising, Google Adwords, search marketing and a plethora of social media and networking sites helping you connect with both your customers and potential customers. Among these social media platforms is the phenomenally successful Facebook and Youtube. If you are interested in advertising or improving your advertising strategy on either of these sites, Smart Traffic have below detailed our beginners guide.

Section A: Facebook Advertising

Paid for Facebook Advertising allows you to connect and engage with Facebook users by specific audience demographics such as age, gender, location and interests. Whether you are promoting a website, product, generating brand awareness or advertising a specific event, Facebook Advertising can provide highly targeted advertising campaigns to suit all budgets.

A1. Company Advertising

What You'll Need:

- * A Facebook account
- * A destination URL (this may be a company website, webpage or even a Facebook event or page)
- * A credit card / Paypal account

Step 1: Creating an Ad

1. Go to <http://www.facebook.com/advertising/> and click 'Create An Ad'
2. Add the destination URL
3. Insert the advert title (maximum 25 characters)
 - Insert the advert body text. Here you can provide a maximum of 135 characters.
 - Upload an image or photo (required)

Step 3: Define your target audience

- Specify your target location. You can target 'Everywhere' or by a specific 'City'. If targeting a city you can set a 50, 25 or 10 mile radius for your advert to appear.
- Define your target audience. You can target by a specific age group or gender.
- If you wish you can add an interest. Facebook will then match people with similar interests to your advert.

- There is also 'Advanced Demographics' option which enables you to target people by their birthdays, relationship status, language, education and workplace.

Step 4: Decide how much you would like to spend.

- Select your currency and location time zone
- Decide your maximum budget by day or for the entire campaign period.
- Schedule your advert to be either continuously or start and end on specific dates
- An advanced pricing option enables you to decide whether you want to pay by Impressions (CPM) or Clicks (CPC). You can then enter how much you are willing to pay per impression or click (Facebook does provide suggestions)

Note: Minimum budget per day = 1.00 USD

Suggested Bid per click: 0.13 - 0.25 USD Suggested Bid per impressions: 0.12 - 0.19 USD

Step 5: Credit Card Payment

- Review your ad first and then Place Order.

Full Facebook Advertising Guidelines can be read at the following URL:
http://www.facebook.com/ad_guidelines.php

Optimising Facebook Adverts

Listed above are the basic steps. But within steps 2 and 3, you can apply different strategies to relate your ads to your audience, thus, resulting in more clicks and sales.

- Strategy1. Create different versions of the ad based on your different customer groups.

Consider the example below of three different ads (from facebook.com) which targets different groups.

<p>Need a study break? ×</p>  <p>The Little Yogurt Shoppe is now open until midnight. Swing by after 9pm and we'll throw in a free topping!</p> <p>David Nguyen likes this.</p> <p>👍 Like</p>	<p>Bring Your Kids ×</p>  <p>The Little Yogurt Shoppe is the perfect place for playdates! Stop by and get free sprinkles on all kid sizes.</p> <p>David Nguyen likes this.</p> <p>👍 Like</p>	<p>New Flavors ×</p>  <p>The Little Yogurt Shoppe is mixing a special batch of Strawberry Shortcake ice cream this week. Stop by for a free sample.</p> <p>David Nguyen likes this.</p> <p>👍 Like</p>
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1st Ad target audience = students

2nd Ad target audience = parents who live within the same city as your shop

3rd Ad target audience = people who live within 10 miles of your shop

- Strategy 2. Consider Testing different messages and images

After running these ads, consider checking for results. You can refine the messaging, images and offers, then check to see what works best with each customer group.

- Strategy 3. Consider keywords that strongly relate to your audience's interests.

Keywords - are user's interests and favourites (music, movies, books, activities, general interests, etc.) listed within their profile.

- Strategy 4. Target your ads to smaller, more specific groups of users at one time.

Note that your ad will appear more relevant and continue running successfully if it is being displayed to the users who are most likely to be interested in your product or service.

- Strategy 5. Write Engaging Ad Text

Write ad text that is more personally engaging, speak directly to the user including a clear call to action.

For example: "J.K. Rowling will be at ABC bookstore on Saturday. Bring your Stanford student ID and receive a free Harry Potter book." This ad then specifically targets only students at Stanford who have listed Harry Potter in their keywords.

Section A2. Facebook Fan Pages

Facebook Fan Pages are also referred to as "business pages" or "public pages". This is because your "fans" are your potential customers, more willing to buy your products, want to know your latest offers and updates.

Benefits of having Fan pages for your business over a personal profile page

- Allows you to share information about your services or products with other Facebook users.
- People don't need to log-in to Facebook or be your "friend" to have access to it.
- You could have an unlimited number of fans.
- You can send a message or updates to all of your Fans at one time.
- It's FREE!

The drawback to Fan pages is that unlike Facebook Adverts, users have to find or accept you first as a Fan. Additionally, the Fans of the page cannot be so specifically targeted. You may only restrict Fans by age.

How to Make a Facebook Fan Page

Step 1: Firstly go to the page <http://www.facebook.com/pages/create.php>

- Choose whether you want a Community page or an Official page (for a business, brand, organisation, group or figure). Typically this will be an Official Page for a business.
- Title your page
- Confirm that you have the authority to create the page and click 'Create Page'

Step 2: Sign-in to your Facebook personal account.

- If you do not currently have one, complete the email, password and personal details section to create an account.

Step 3: Create Your Page using the 'Get Started' Tab

- Upload a profile picture (Make sure it best suits your business)
- If you wish you can imports contacts to let them know about your page
- Provide some basic information about your brand, company, product(s) etc
- Have a newsworthy story or update? Then post an update on your Fan Page
- You can further promote the Fan Page by adding a Facebook 'Like' box to your own website
- You may also configure your fan page with your mobile phone allowing you to post updates and photos via your phone

Step 4: Additional Information

- Under the 'Info' tab (next to 'Get Started') you can add location details, website URLs, business information and contact details
- The 'Photo' tab allows you to upload relevant photos to your page
- 'Discussions' tab. Start a discussion to engage your fans
- The '+' Tab allows you to add further links, notes, videos or event details.
- The top 'Like' tab additionally enable you to become a fan of your newly created fan page from your personal Facebook profile.

Step 5: The 'Edit Page' tab

- The 'Edit Page' tab on the left of the page also allows you to further customise your page. You can for example set age restrictions to your page, utilise more marketing tools, add other admin users as well as manage your events, photos, video etc from here. The Static FBML application further allows you to customise your page with HTML or Facebook Mark-up Language

Step 6: Acquiring Fans

- This step requires great effort as this needs you to convince people to be your fans. Refer to the section below for the tips.

Facebook Page Optimisation (Profile page or Fan page)

I. Facebook Page optimisation for Search Engines

Note that Google can index Facebook Pages (limited only to those public pages). They are even included in real-time search results. This means that Facebook pages are capable of ranking in search results and reach by Google users. Thus, optimization for them is important. Consider the following for the tips (from [Bruce Clay](#)):

1. Always add unique content to your websites like the wall status.
2. When sending out wall status updates, be sure to include primary keywords relevant to the update.
3. Ensure you update your profile description and information, including the short blurb, with keyword rich, while at the same time maintaining relevance and appropriateness.
4. When creating notes with the Note application, make sure you optimise the title of the note page with primary keywords.
5. Encourage users to post comments as they can capture greater exposure for your Facebook Page on Google search results.
6. Optimise your titles and descriptions for your videos and photos

Point to note: Always think of keywords when you are adding content to any pages!

II. Facebook Page Optimisation for User Engagement

1. Update Regularly! Post information, questions and create new topics to keep them coming back to your page.
2. Join the Conversation.
3. Provide Applications To Increase Engagement
4. Create custom tabs on which users can land by using Facebook Mark-up Language (FBML)
5. Creating contests that needs participation
6. Upload pictures and tag users (particularly those that participated in the contest).

Section B: YouTube Advertising

There are a number of options available for advertising on YouTube however one of the most common methods is through your own self-managed Promoted Videos. Detailed below are simple steps to setting up your own YouTube Promoted Video.

B1. YouTube Promoted Videos

These are pay-per-click ads displayed in the YouTube's search results. Clicking the ad will take users to the linked video page on YouTube. To advertise with YouTube Promoted Videos you will firstly the following items:

- ✓ A YouTube account
- ✓ A promotional video
- ✓ A Google AdWords account (Promoted Videos uses the Google AdWords platform). For more information on acquiring an AdWords account go to the page <http://adwords.google.com/select/Login>

Step 1: Setting up your video

- Log-in to your YouTube account
- Go to the page http://www.youtube.com/t/advertising_promoted_videos
- Click on the bar 'Add Promoted Videos to Your Account'

Step 2: Establish you budget

- Insert your maximum daily budget (for clicks on your video)

Step 3: Upload your promotional video

- To upload your video click on the tab 'Upload Video' or alternatively, go to the page; http://upload.youtube.com/my_videos_upload
- Upload the video and you will be able to see a preview.
- Add a video title and descriptive text.
- You can then add additional information such as video Tags, video category, privacy and sharing options.
- Finally click 'Save Changes' at the bottom of the page. By clicking on 'My Videos' (or going to http://www.youtube.com/my_videos) you can then view a summary of all your promotional videos and the number of viewers they have received

For more specific guidelines on promotional video editorial and formatting, please go to the page; http://www.youtube.com/t/promoted_videos_editorial_policy

Important Points to Consider when Optimising Videos

Youtube videos nowadays are not just ordinary videos since they already are a great part of business advertisements. Even first page results of Google displays videos relevant to the searched key terms. Hence, there is a need to optimise videos. Listed below are the considerations for video optimisation.

1. Title of the video (120 character limit)

This is the most important factor in video SEO as this is probably what most users are going to search for. Your title must be appealing, factual, descriptive and of course must contain the targeted keywords since the keywords will trigger your Ads to display in search results.

2. Video Description (5000 character limit)

The other important thing in video SEO where you can provide deeper information about your video since the title part has limited character only. This helps the search engines understand your video without going through an intensive video processing.

3. Views

How many times a video viewed? High view rates correlates with click-through rates.

4. Viewer Ratings

The video viewers are the ones giving their opinions and scores on the video content. That is, five-point scale on YouTube while thumb up and thumb down on Vimeo and others. Any input you can get from viewers is helpful for getting search output for more viewers.

5. Comments

Viewers comment on videos. It is not the content of the comment that is important, but the volume of it and the theme that the people are talking about.

6. Social Metrics

Deals with social media = QDF algorithm, which is Google's Query Deserves Freshness algorithm. If lots of people are linking to something or tweeting then it will rank higher.

7. Duration

Video should not be too long and not too short.

8. Tactics

Make use of video sitemaps, embed it in your page so users will be directed into your site if the video is displayed in search results.

9. Transcriptions

Include a plain text version of the audio. This can be used by search engines and interpreted just like normal webpages. Important for both search engines and humans especially those with hearing impairments or those people speaking with different languages.