



Data Driven Strategies on a Budget



DATA DRIVEN CAMPAIGNS

Before



After



IMPORTANT QUESTION TIME

**WHAT
ARE YOUR
GOALS**









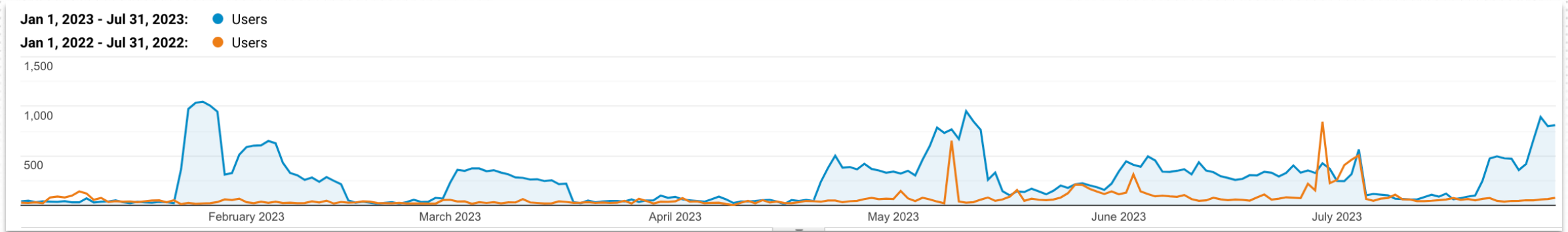


ORGANIC

PAID

ORGANIC





Users

260.89%

47,125 vs 13,058



New Users

264.91%

47,205 vs 12,936



Sessions

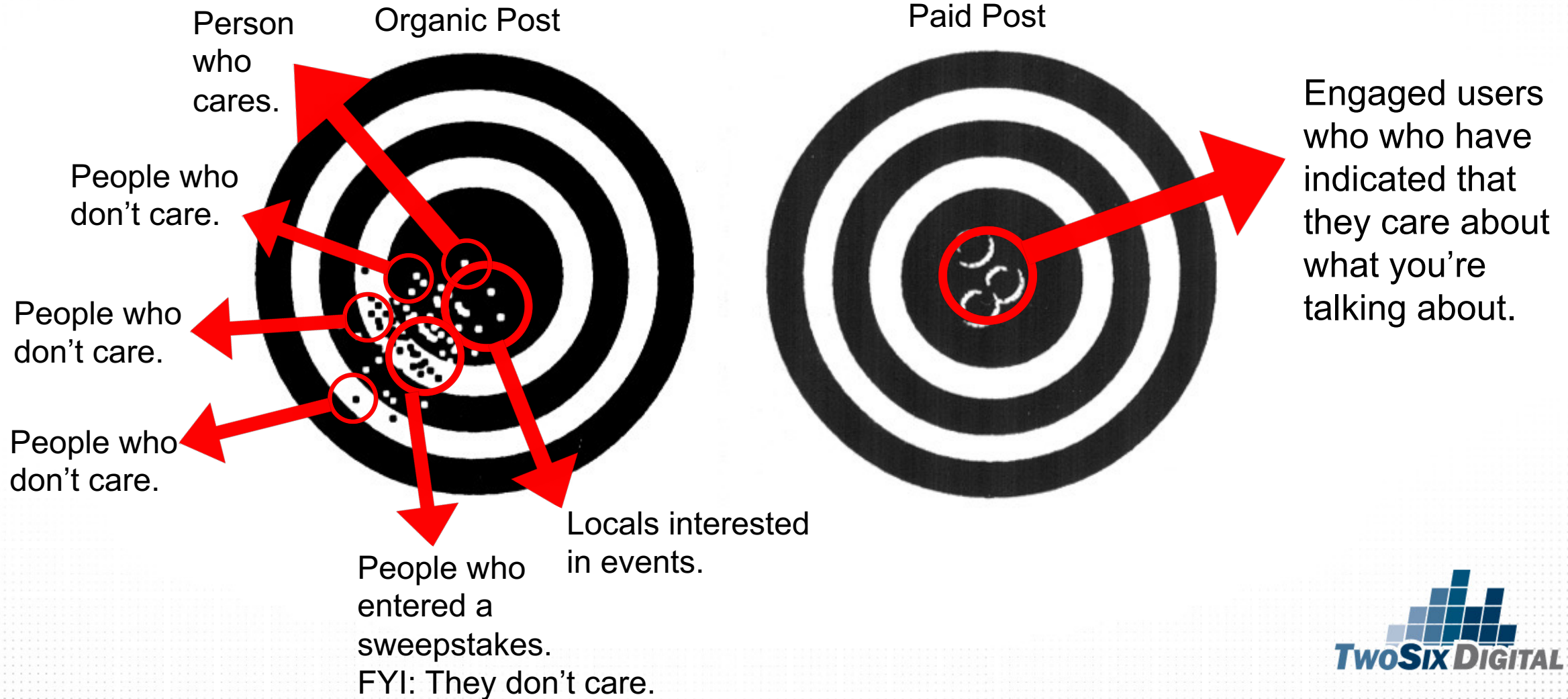
251.82%

56,688 vs 16,113



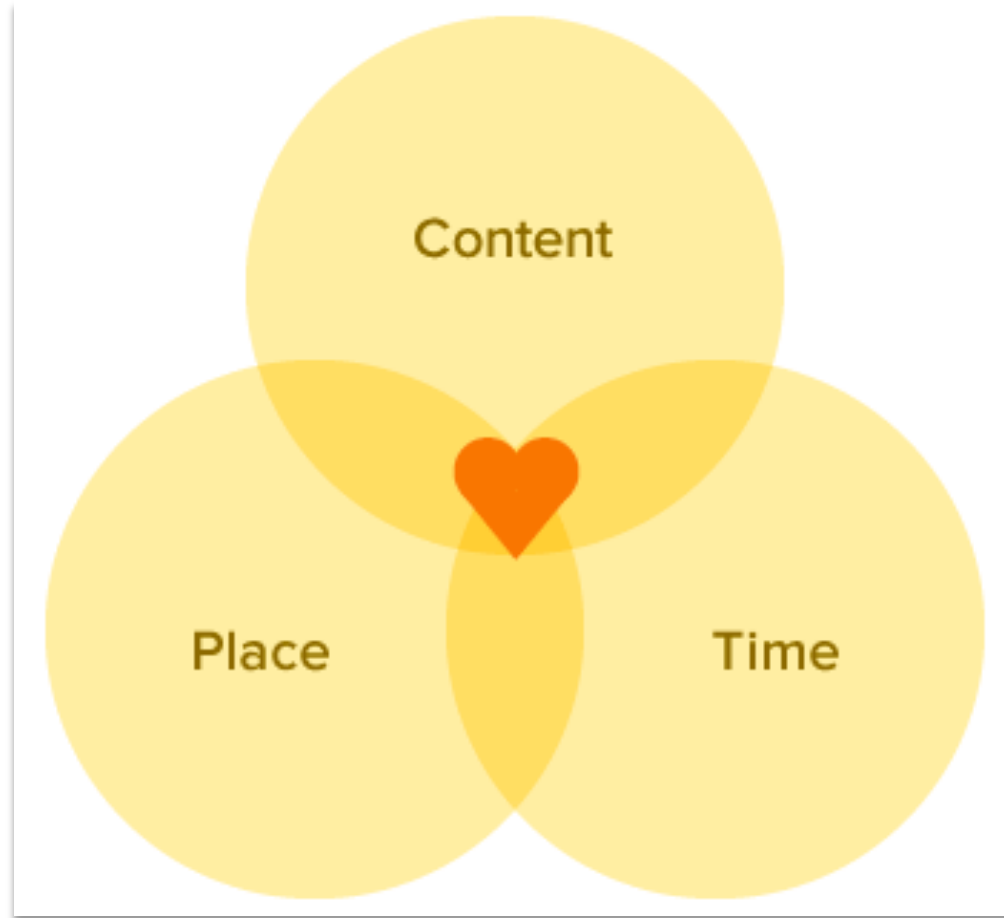
Direct Advertising Buy on Meta: \$8,500
 \$1,200 per month
 \$300 per week

Elimination of Wasted Reach





Never before has it been easier to reach the right people at the right time with your brand message.



***“There is really no excuse
for someone to see your
content who doesn’t want
your product”***

Dan Slagen, SVP, Nanigans



Data







Creeper Mode Activated



ALWAYS ON

TAKE
CONTROL



A stylized illustration of a hand holding a megaphone. The hand is light orange with a grey cuff. The megaphone is light blue with a grey handle and a grey horn. A blue rounded rectangle is overlaid on the megaphone, containing the text "Boost Post".

Boost Post

To boost a Facebook post on your classic or new Page:

1. Switch into your Facebook Page.
2. Find the post you want to boost.
3. Select **Boost post**. You can find it at the bottom right of your post. **Note:** If you are unable to select **Boost post**, [boosting may be unavailable](#) for this post.
4. **Goal:** Choose the results you'd like to see from your ad. You can let Facebook select the most relevant goal based on your settings, or choose a goal manually.
5. Fill in the details for your ad. We'll automatically use images and text from your post, but you can choose the following details:

- **Audience:** Choose a recommended audience or create a new audience based on specific traits. **Note:** If your ad is part of a [Special Ad Category](#), your audience options may be limited.
- **Total budget:** Select a recommended budget or provide a custom budget.
- **Duration:** Select one of the suggested time frames or provide a specific end date.
- **Payment method:** Review your payment method. If you need to, you can [change or update your payment method](#).

1. When you're done, select **Boost post now**.

Edit audience ✕

Gender ⓘ

All Men Women

Age ⓘ

18 65+

Selecting an audience under 21 in certain locations may limit your targeting options or pause your ads. [Learn more](#)

Locations ⓘ

Locations
Type to add more locations

United States

✕

Detailed targeting ⓘ

Your ad will be shown to people who match at least one of the following interests.

→

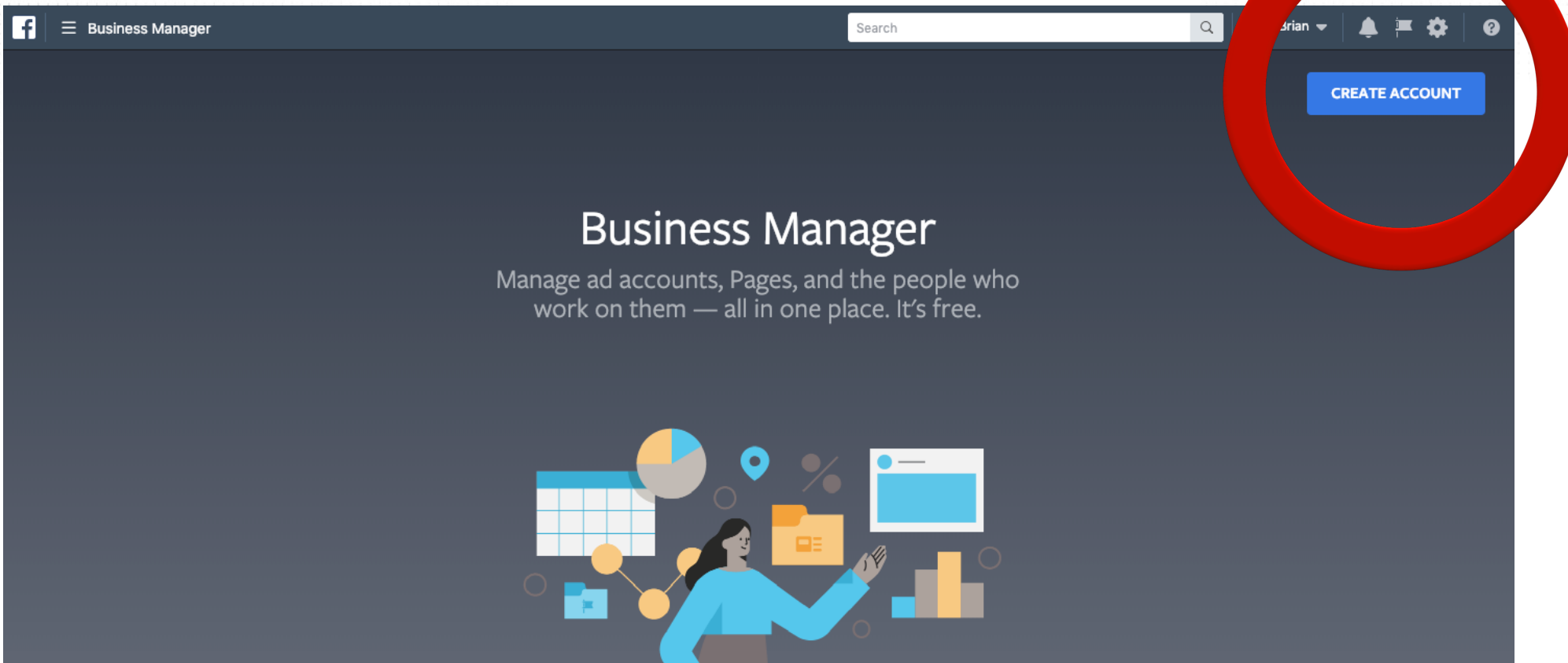
For advanced targeting features, go to [Ads Manager](#).

Audience definition

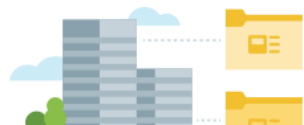
Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 236.6M - 278.4M ⓘ



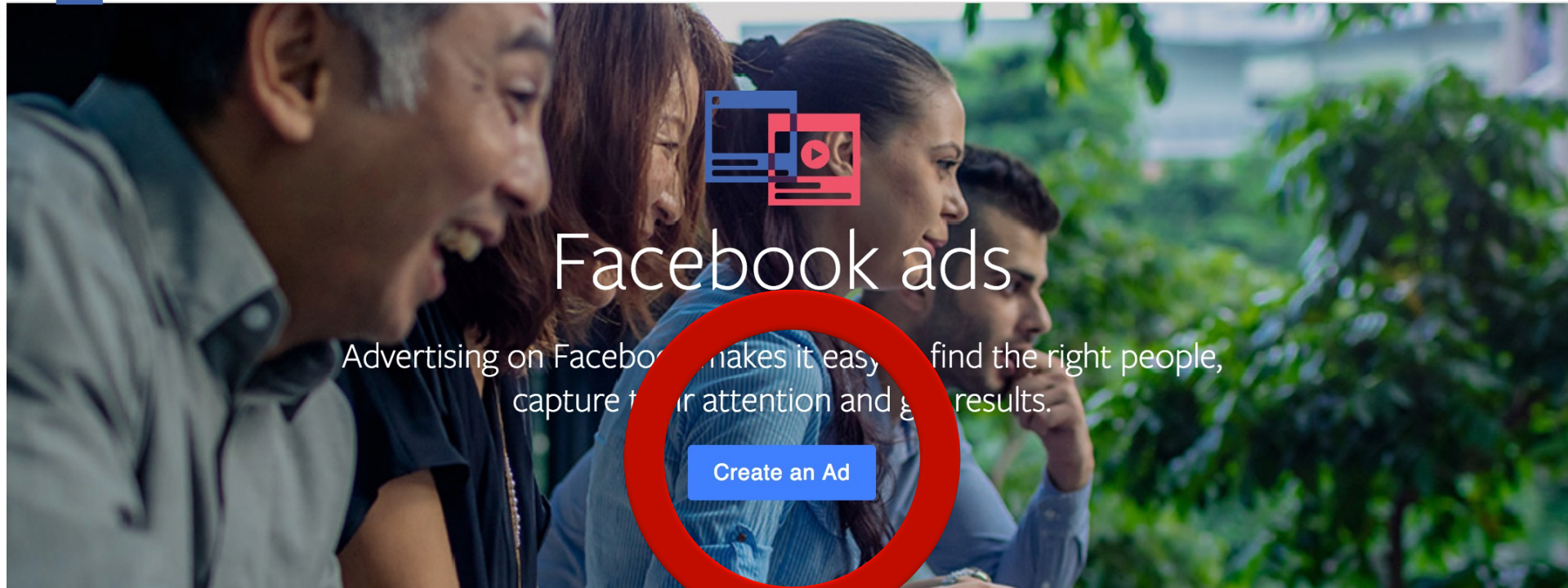
Why choose Business Manager?



You need more than one ad account.

Create separate ad accounts for every client or business you serve, pay for ads with different payment methods, and organize by objective for reporting.





Facebook ads

Advertising on Facebook makes it easy to find the right people, capture their attention and get results.

Create an Ad

Your people are here

CREATE A FACEBOOK ADS ACCOUNT



To Do List

- 1) Get on Business Manager
- 2) Link your Facebook Page to Business Manager
- 3) Create/Add a Facebook Ads Account

DATA



retargeting





PetInsuranceAustralia





CREEPER MODE ACTIVATED








ARE YOU
USING
CUSTOM
AUDIENCES?

Create a Custom Audience ✕

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or prospects who have interacted with your business on Facebook or other platforms.

-  **Customer File**
Use a customer file to match your customers and prospects with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
-  **Website Traffic**
Create a list of people who visited your website or took specific actions using Facebook Pixel.
-  **App Activity**
Create a list of people who launched your app or game, or took specific actions.
-  **Offline Activity** UPDATED
Create a list of people who interacted with your business in-store, by phone, or through other offline channels.
-  **Engagement** UPDATED
Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

Cancel



What do you want to use to create this audience?

Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.



Video UPDATED

Create a list of people who have spent time watching your videos on Facebook or Instagram.

From:



Lead form UPDATED

Create a list of people who have opened or completed a form in your lead ads on Facebook or Instagram.

From:



Fullscreen Experience UPDATED

Create a list of people who have opened your collection ad or Canvas on Facebook.

From:



Facebook Page

Create a list of people who have interacted with your Page on Facebook.

From:



Instagram business profile NEW

Create a list of people who have interacted with your Instagram business profile.

From:



Event NEW

People who have interacted with your events on Facebook.

From:





HOW?

Left sidebar menu with 'Ads Manager' header and 'Frequently Used' section. The 'Assets' menu item is circled in red.

- ★ Frequently Used
- Audiences
- Business Settings
- Audience Insights

Main navigation tabs: Plan, Create & Manage, Measure & Report, **Assets**, Settings

Assets sub-menu items:

- Audiences
- Images
- Business Locations
- Brand Safety
- Block Lists
- Videos

Bottom of sidebar: [All Tools >](#) (circled in red)

Create a Custom Audience



Customer file



Add customers from your own file or copy and paste data

Use your customers' information to match them with people on Facebook.



Import from MailChimp

Import email addresses directly from this third-party connection by providing your login credentials.

Customer file with lifetime value (LTV)



Include LTV for better performing lookalikes **NEW**

Use a file with LTV to create a lookalike more similar to your most valuable customers.

Create a Custom Audience

Include people who meet **ANY** of the following criteria:

Page:

Everyone who engaged with your Page in the past days

[Include More](#) [Exclude](#)

Audience name

Create a Custom Audience

Engagement [Browse](#)

- People who viewed at least 3 seconds of your video**
- People who viewed at least 10 seconds of your video
- People who have watched at 25% of your video
- People who have watched at 50% of your video
- People who have watched at 75% of your video
- People who have watched at 95% of your video

In the past

Audience Name

Create a Custom Audience



Include people who meet **ANY** of the following criteria:

Everyone who engaged with your business

in the past days

✓ Everyone who engaged with your business

Anyone who visited your business profile

People who engaged with any post or ad

People who sent a message to your business profile

People who saved any post or ad

Include More Exclude

Show description

Cancel

Back

Create Audience

Create a Custom Audience

Include people who meet **ANY** of the following criteria:

People who responded **Going or Interested** in the past **365** days

Page:

Search your events by name, date, time, location, or ID

Select All • Selected (0)



Winter Barrel Tasting Event
2/2/2019, 11:00:00 AM

Responses: 71



Love Loudoun Celebration
Ford's Fish Shack Lansdowne • Leesburg , VA •
12/18/2018, 5:30:00 PM

Responses: 147



The LoCo Ale Trail Presents: DC101 Thirstday at House 6
Brewing
House 6 Brewing Co. • Ashburn , VA • 12/13/2018,
3:00:00 PM

Responses: 173

WHAT IS A LOOKALIKE?





NOT
CHRIS
FARLEY

WHAT ARE LOOKALIKE AUDIENCES?



“Lookalike Audiences” are a way to reach new people who are likely to be interested in your destination because they're similar to users you've already connected with.

Create a Custom Audience



Next Steps

Start creating an ad using the Custom Audience you just created or creating a Lookalike Audience to expand your audience.



Create an Ad Using the Audience

You can start creating an ad using Custom Audience you just created.



Expand your Audience

Facebook can help you reach more people that matter to your business by finding people that are similar to your source audience.

Done

Create a Lookalike Audience



Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

Source ⓘ

Test

Location ⓘ

Search for countries or regions to target

Browse

Audience Size ⓘ



Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

Show Advanced Options ▾

Cancel

Create Audience



Create Audience ▼ **Filters** ▼ **Customize Columns** ▼ **Create Ad**

<input type="checkbox"/>	Name	Type
<input type="checkbox"/>	Lookalike (US, 1%) - Test	Lookalike Custom Audience:Test
<input type="checkbox"/>	Test	Custom Audience Engagement - Video

HAVE YOU
INSTALLED
THE PIXEL?

Facebook Pixel





People on
Your Website



Website Custom
Audience (WCA)



People on
Facebook

Facebook interface showing the 'Create a Custom Audience' dialog box. The background shows the 'Audiences' section with a table of existing audiences.

	Name
<input type="checkbox"/>	Lookalike (US, 5%) - I500_2015 Entries
<input type="checkbox"/>	Lookalike (US, 3%) - I500_2015 Entries
<input type="checkbox"/>	Lookalike (US, 1%) - I500_2015 Entries
<input type="checkbox"/>	I500_2015 Entries
<input type="checkbox"/>	Lookalike (US, 3%) - I500 '14 entries
<input type="checkbox"/>	Lookalike (US, 1%) - I500 '14 entries
<input type="checkbox"/>	I500 '14 entries

Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

- Customer List**
Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook
- Website Traffic**
Create a list of people who visit your website or view specific web pages
- App Activity**
Create a list of people who have taken a specific action in your app or game

This process is secure and the details about your customers will be kept private.

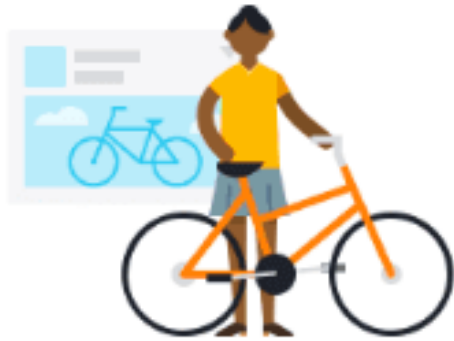
Cancel



HOW?

Create a Facebook Pixel

Add the Facebook pixel to your website to measure the impact of your ads. Unlock powerful solutions in Facebook advertising.



Track Website Activities

Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.



Improve Your Return on Advertising

Facebook will automatically deliver ads to people more likely to take action, based on conversion data from your website.



Reach New and Existing Customers

Show ads to people based on the actions they take on your website. Create lookalike audiences to reach people similar to your best customers.

Create a Pixel



★ Frequent	☰ Plan	+ Create & Manage	📊 Measure & Report	🗄 Assets	⚙ Settings
Audiences	Audience Insights	Business Manager	Ads Reporting	Audiences	Settings
Business Settings	Campaign Planner	Ads Manager	Test and Learn	Images	Business Settings
Audience Insights	Creative Hub	Creator Studio	Attribution	Catalogs	Billing
		Page Posts	Analytics	Business Locations	Invoices
		App Dashboard	Events Manager	Brand Safety	
		App Ads Helper	Pixels	Block Lists	
		Automated Rules	Offline Events	Videos	
			App Events		
			Custom Conversions		
			Partner Integrations		

All Tools >

To Do List

- 1) Create a Facebook custom audience from your email database
- 2) Install the Facebook website pixel on your site and start collecting data
- 3) Create Lookalike audiences from the data
- 4) Start retargeting!



Amen!

It ALL starts here...



Google
Analytics



Seasonality







TAKE
CONTROL

Choose a marketing objective for your campaign

Awareness

Increase people's awareness of your brand or business



Boost your posts



Promote your Page



Reach people near your business



Increase brand awareness

Consideration

Find potential customers for your business



Send people to your website



Get installs of your app



Raise attendance at your event



Get video views



Collect leads for your business

Conversion

Drive conversions or sales for your business



Increase conversions on your website



Increase engagement in your app





Get people to claim your offer

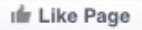


Promote a product catalog


Website Click Ad: Refined Targeting




Traverse City Tourism
Sponsored · 







Birds and birders are flocking to Traverse City! Click "Learn More" for information on the spring migration and start planning your next bird watching trip.




The Perfect Destination For Birders!
Traverse City is the place to be for birders in Northern Michigan. Learn more about the different species migrating right now!

WWW.TRAVERSECITY.COM 


419 Reactions 10 Comments 60 Shares

 Like  Comment  Share  Hootlet



Birds -- and Birders -- are Starting to Flock to Traverse City


Tuesday, May 13, 2014 3:00 AM by Mike Norton



It must be spring, I know because I heard my first loon last night. Far out on the harbor, that strange wild, half-crazy laugh came out of the evening mist. Back from the warm places where they spend their winters, back to join us in the uncertain Northern springtime. I love those big birds.


We're starting to see and hear lots more of our returning migrants now. Thanks to its coastal location along the northern shore of Lake Michigan and its many inland lakes, marshes and ponds, Traverse City is a favorite destination for thousands of migratory birds. Like their human counterparts, many are only stopping for a few days of relaxation and refreshment. Others settle down for the whole summer -- but their arrival is cause for excitement among birdwatchers. Each year, hundreds of birders head north to enjoy the region's nesting opportunities. Many come for the annual spring migration, between mid-April and the middle of May, when a diverse population of migratory birds congregates on the triangular Leelanau Peninsula west of Traverse City.

"Because of all the public land in this area, we have almost unlimited access to over 80,000 acres with a tremendous variety of habitat and more than 300 bird species," said Traverse City birder David Barron.



At the Sleeping Bear Dunes National Lakeshore, for instance, birders will not only find a large variety of warblers and other songbirds, but a chance to spot the Great Lakes piping plover -- a tiny shorebird whose habitat has been wiped out in much of its range. An hour's drive to the east, in the jackpine plains near Grayling and Mio, is the home of the Kirkland's warbler, a reclusive songbird that requires frequent wildfires to germinate the grunted pines on which its survival depends.

At the tip of the scenic Old Mission Peninsula, there are deep coastal woods where pileated woodpecker and black-throated green warblers can be spotted. In spring, this peninsula is a favorite nesting spot for birds of prey, which nest and feed here while preparing to cross Lake Michigan on their spring migration to Canada.



TRaverse City SPOTLIGHTS

- Tour the beautiful wineries of Old Mission and Leelanau Peninsulas.
- Experience award-winning wines, produced at a family-owned winery.
- Experience a rare collection of antique acoustic musical instruments.
- Festivals Throughout the Year! Click here for the Traverse City Events Calendar.

TC WINERIES AND WINE TOURS
They are grapes from beautiful wineries and

LANDING PAGE VIEWS

Optimization & Delivery

Optimization for Ad Delivery ⓘ

Landing Page Views ▾



Increase Website Views



We recommend using landing page views as your optimization event because it can help get more page views compared to optimizing for link clicks.

How It Works



AUTOMATIC PLACEMENTS

Placement

Optimize for Cost Per Result

Optimize for Cost Per Result to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

OFFER AD

Create an Offer



OFFER PREVIEW

A preview will also be sent to grant.kenney86@gmail.com.



I Love Sault Ste. Marie, Michigan posted an offer

Yesterday

Take 25% off Soo Locks Boat Tour Tickets!



25% OFF TICKETS!

Expires 5/27/2016

Get Offer

Like · Comment · Share

Create Offer

Title

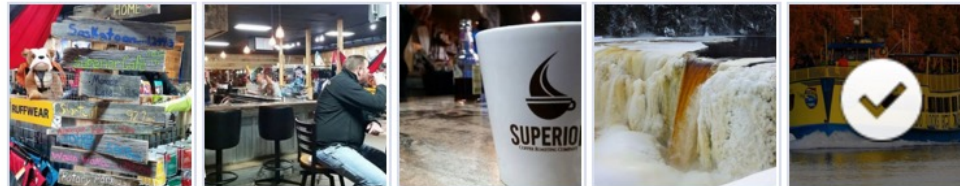
25% OFF TICKETS!

Description

Take 25% off Soo Locks Boat Tour Tickets!

Image

Upload or select an image for your offer



Expiration Date

5/27/2016



Claims Limit

No Limit



500,000

More Options



LEAD AD



Meet Northern Kentucky

September 7 at 4:07pm · 🌐

Love Bourbon? 🍷

If so, you'll love this monthly shot of bourbon
Bourbon Buzz Newsletter!



The Bourbon Buzz is your guide to

Each month we'll share tidbits, tutorials and deta
spirit.

✓ Sign Up

👍❤️😄 233

Top Comments ▾



Write a comment...



Sheri Rex No newsletter needed. I've always drank Evan Williams. And every now and then I like some Knob Creek or Bulleit. The rest I can't afford, or don't care for. I'm good! 😊

Like · Reply · September 12 at 12:41pm



Ray Howes yup

Like · Reply · September 9 at 1:21am



Helene Connell Taylor Skip Sanchez

Like · Reply · September 11 at 7:15am



Debbie Bryan Peters Derek Newsome

Like · Reply · September 9 at 8:51am



Elizabeth Sullivan Arnold Ryan Popke

Like · Reply · September 10 at 9:54pm



Gloria LaGrant Frances Gee

Like · Reply · September 10 at 2:55pm



LEAD AD

Form Preview



 Meet Northern Kentucky

Sign up for the Bourbon Buzz

Each month we'll share some of the best articles on Kentucky's native spirit, a "neat" tip on a new trend and some love for our NKY Bourbonism.

Cheers!

SIGN UP!



 Meet Northern Kentucky

Sign up by providing your info below.

Email

Enter your answer.

First name

Enter your answer.

Last name

Enter your answer.

Zip code

Enter your answer.

By clicking Submit, you agree to send your info to Meet Northern Kentucky who agrees to use it according to their privacy policy and the above Terms. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#). [Meet Northern Kentucky will not share or sell your information.](#)

Back

Submit

Form Preview



 Meet Northern Kentucky

Thanks, you're all set.

Your info has been sent to Meet Northern Kentucky. Tap below to visit Meet Northern Kentucky.

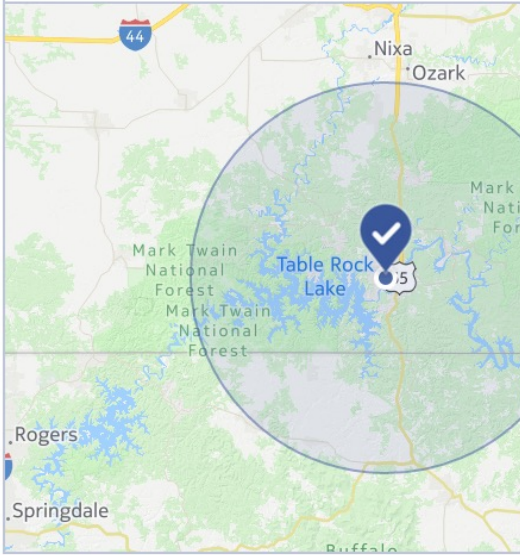
View Website

PROXIMITY AD

United States, Missouri

Branson + 25 mi ▼

Include ▼ | country, state/province



People traveling in this location ▼

Verizon LTE 1:12 PM 99

Search

Explore Branson
Sponsored · 🌐

Submit that Branson photo you took with **#ExploreBranson** hashtag and enter to win!



#ExploreBranson and Win!
Click "Learn More" to submit a...
stories.explorebranson.com

Learn More

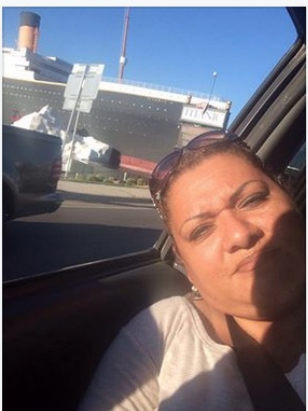
Like Comment Share

Shirley Johnson I'm in Branson now
Like · Reply · 1 · June 5 at 10:49pm

Debbie Ford Tywater So am i
Like · 1 · June 7 at 4:45pm

Write a reply...

Vicky Hernandez I'm in Branson right now...! Beautiful city.



Like · Reply · 1 · June 8 at 7:57pm

Rhonda Renick-Ash We are in Branson right now.
Like · Reply · 1 · June 8 at 8:42pm

Jamie Thompson I'm at Branson now silver dollar city
Like · Reply · 1 · June 7 at 9:12am

Kim Jones We are in Branson right now!!
Like · Reply · 1 · June 8 at 9:54pm

TRAVELING IN

Location:
People recently in Branson, MO

Age: 18 – 65+



A screenshot of a Facebook page for Silver Dollar City Attractions. The cover photo features a man in a cowboy hat, a woman in a red scarf, and a woman in a red dress. The text on the cover photo reads: "National HARVEST & COWBOY FESTIVAL", "OVER 125 VISITING CRAFTSMEN", "September 16 - October 31 (Wed - Sun)", and "Silver Dollar City Attractions Theme Park". Below the cover photo are navigation tabs: "Timeline", "About", "Photos", "Reviews", and "More". The "Reviews" tab is selected, showing a 4.7 star rating from 7k reviews. A "MY REVIEW" section shows a user's profile picture and a 5-star rating. Below the reviews are filters: "STAR RATING", "MOST HELPFUL", and "MOST RECENT". A "People" section is also visible, showing statistics: "7,975 People Talking About This", "96,570 People Checked In Here", and "261,720 Total Page Likes" with a 0.2% increase from last week.



MEASUREABLE CAMPAIGN RESULTS



TARGETING/CREATIVE

Example Targeting:

Location: United States: Illinois;
Indiana; Michigan; Ohio; Wisconsin

Exclude Location: United States: local
location within (+50 mi) Michigan

Friends of connections: Friends of
people who are connected to the CVB

Age: 21 – 65+



no-brain·er

noun NORTH AMERICAN *informal*

something that requires or involves little or no mental effort.

synonyms: easy decision, easy task; [More](#)





USING DATA TO FINDING AN AUDIENCE



FACEBOOK: BUILDING AN AUDIENCE

TRAVERSEcity MICHIGAN

Things to Do Outdoors Wineries Restaurants Hotels Area

Select Your Season:    

TRAVERSE CITY SPOTLIGHTS

- Discover A Better Value™ at this family-friendly, four-season resort. >
- Traverse City Accomodations - every style and budget! Click here >
- Take a scenic tour around Grand Traverse Bay...Enjoy a sip as you walk through the vines. >
- Shop in our online store >

The Top 3 Things to do in Traverse City when the Cherry Blossoms are in Full Bloom!

by Traverse City Tourism







TC'S MOST HISTORIC LANDMARK!

Each year people flock to Traverse City to see beautiful displays - the cherry blossoms. The cherry blossoms are a beautiful sight and a great way to enjoy the outdoors.

TRAVERSEcity MICHIGAN

Things to Do Outdoors Wineries Restaurants Hotels Area

Select Your Season:    

TRAVERSE CITY SPOTLIGHTS

- Discover A Better Value™ at this family-friendly, four-season resort. >
- Traverse City Accomodations - every style and budget! Click here >
- Take a scenic tour around Grand Traverse Bay...Enjoy a sip as you walk through the vines. >
- Shop in our online store >

When Will the Cherry Blossoms Appear?

by Traverse City Tourism



FUN BEER AND WINE TOURS

It's almost official, cherry blossoms will begin blooming in the next week or two! Local farmers report that there are green buds on the trees right now. And within the next ten days the white blossoms will start appearing. The early sweet cherry

FACEBOOK: BUILDING AN AUDIENCE

Editing Ad Set: Traverse City March Campaign

Audience

NEW AUDIENCE ▾

Custom Audiences ⓘ

Website
Cherry Blossom URL Audience 3.16
Lookalike
Lookalike (US, 1%) - TC 10 Things Audience
Lookalike
Lookalike (US, 1%) - Cherry Blossom URL Audience 3.16

Add Custom Audiences or Lookalike Audiences


Lookalike

Lookalike (US, 1%) - Cherry Blossom URL Audience 3.16

United States
📍 Illinois
📍 Indiana

Traverse City Tourism ✓
Written by TwoSix Digital [?] · March 15 · 🌐

Cherry blossom season in Traverse City is just around the corner!



When and where does it all happen?
Take a look at these helpful tips and travel ideas. [Learn More](#)

👤 184,222 people reached

73K Views

👍 Like 💬 Comment 📄 Share Hootlet 🌐

👤 David Lorenz, Larisa Draves and 2K others Most Relevant ▾

321 Shares 73 Comments

FACEBOOK: BUILDING AN AUDIENCE

[TRAVERSEcity MICHIGAN](#)
[Things to Do](#)
[Outdoors](#)
[Wineries](#)
[Restaurants](#)
[Hotels](#)
[Area](#)

Select Your Season:

TRAVERSE CITY SPOTLIGHTS

- Winery Tours — treat yourself to award-winning wines as you travel in comfort. >
- Traverse City Accommodations - every style and budget! Click here >
- Cure your Great Lakes craving with an ISEA adventure aboard a tall ship schooner >
- Festivals Throughout the Year? Click here for the Traverse City Events Calendar. >

FUN BEER AND WINE TOURS

Order a Free Visitor Guide

Sign Up For Our E-Newsletter

Four Different Ways to Enjoy TC's Cherry Blossoms

by [Mike Norton](#)

	Reach	Impressions	Link Clicks	CPC	CTR	Frequency
Cherry Retarget	173,053	319,296	4,795	.30	3.04%	1.85

Hard as it may be to believe sometimes, spring is upon us – and with spring comes one of America’s most wonderful and least hyped floral displays: the mid-May blossoming of the cherries in the orchards surrounding Grand Traverse Bay.

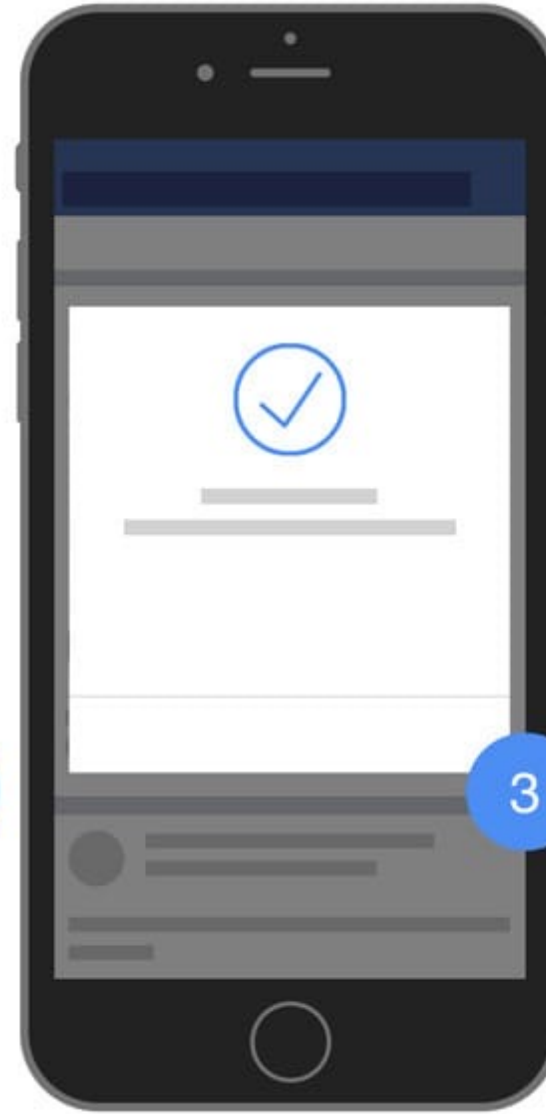
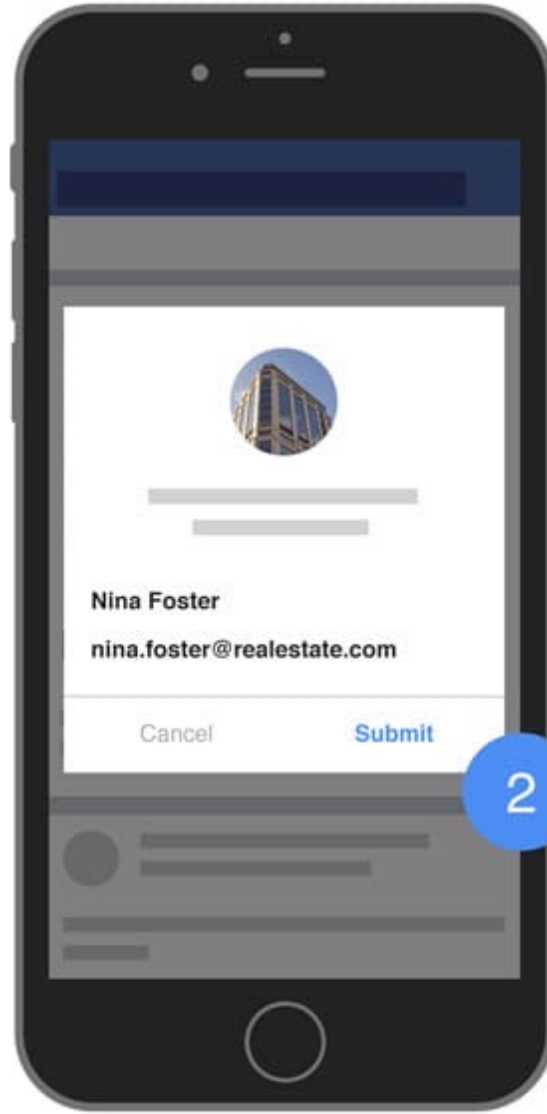
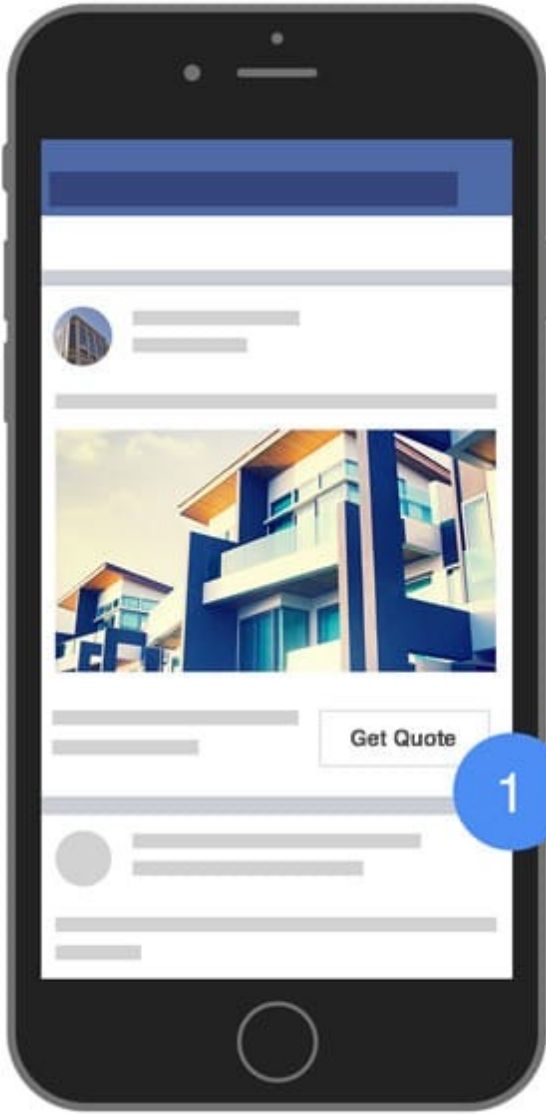


GROW OWNED DATA

Owned data is the **data** a company obtains by nature of doing business. This kind of **data** is typically Customer Relationship Management **data**, such as the purchase history tied to app installs, email addresses, and postal addresses. **Owned data** can be a company's most valuable asset.

SOONER RATHER THAN LATER







999.9
FINE
GOLD

NET WT
200g

999.9
FINE
GOLD

NET WT
200g

999.9
FINE
GOLD

NET WT
200g

CREATING ADS

BASIC THINGS TO REMEMBER

The Keys to a Great Ad

ALIGNMENT OF MESSAGE

ALIGNMENT OF IMAGE

ALIGNMENT OF AUDIENCE

PROMISE OF VALUE

DIRECTIONAL LANGUAGE



Monitoring a Campaign

KEY METRICS

Frequency

TIP: Keep it less than 2.

Results	Reach	Frequency	Cost per result
8,111 Link clicks	176,796	2.41	\$0.25 Per Link Click
914 Link clicks	81,120	1.35	\$2.13 Per Link Click
939 Link clicks	65,087	1.23	\$2.04 Per Link Click
— Landing Page View	—	—	— Per Landing Page Vi...
4,564 Link clicks	154,307	2.30	\$0.36 Per Link Click
— Landing Page View	—	—	— Per Landing Page Vi...
8,508 Link clicks	215,553	1.97	\$0.29 Per Link Click
4,412 Link clicks	182,688	2.11	\$0.44 Per Link Click
13,215 Link clicks	240,641	1.52	\$0.15 Per Link Click
8,432 Link clicks	172,895	1.80	\$0.23 Per Link Click
— Link Click	—	—	— Per Link Click

LESS
THAN
TWO!



KEY METRICS

CTR

Click Through Rate

TIP: The higher the better!

Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Clicks (all)	CTR (all)	CPC (All)
8,111	\$0.25	1.90%	20,795	4.87%	\$0.10
914	\$2.13	0.84%	1,948	1.78%	\$1.00
939	\$2.04	1.17%	2,315	2.89%	\$0.83
—	—	—	—	—	—
4,564	\$0.36	1.29%	11,522	3.25%	\$0.14
—	—	—	—	—	—
8,508	\$0.29	2.00%	19,624	4.61%	\$0.13
4,412	\$0.44	1.15%	8,826	2.30%	\$0.22
13,215	\$0.15	3.61%	27,253	7.44%	\$0.07
8,432	\$0.23	2.70%	16,558	5.31%	\$0.12

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KEY METRIC

CPC

Cost Per Click

TIP: The lower the better.

- GLOBAL AVERAGES

CPC: \$.63

CTR: 0.9%



LETTING THE ADS DO THE WORK

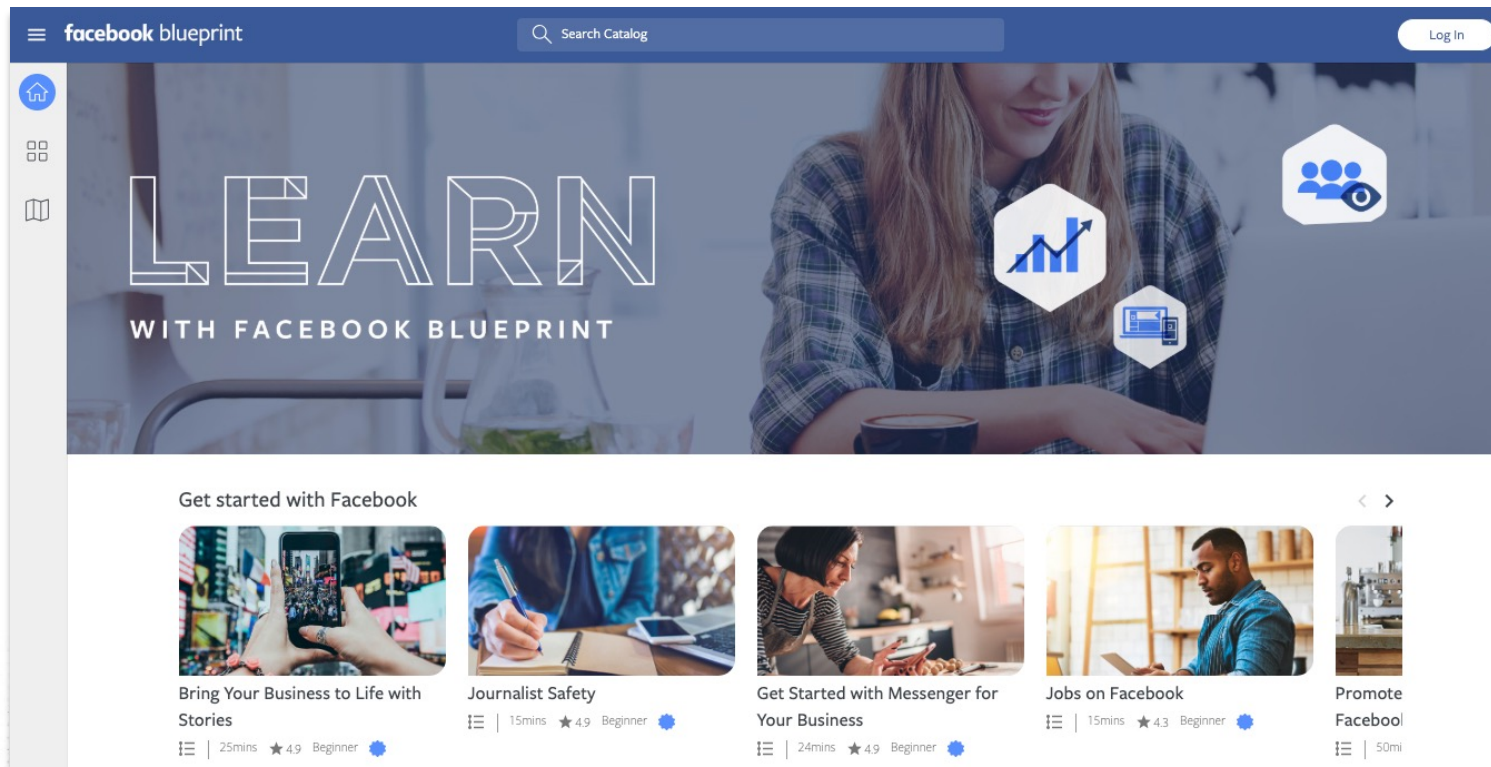
We just



SCHEDULE AND PREPARE FOR COMMENTS!

Ready to learn more?

Check out facebookblueprint.com





USE THE TOOLS

HOW MUCH SHOULD I SPEND?



EVERYONE
STARTS
SOMEWHERE.



IT'S ALL ABOUT GETTING QUALITY REPS

DON'T FORGET

A horizontal white smudge or smudge-like mark, resembling a piece of chalk that has been broken or smudged, located below the main title.

**YOU CAN PUBLISH YOUR
ADS ORGANICALLY!**



All tools

Shortcuts



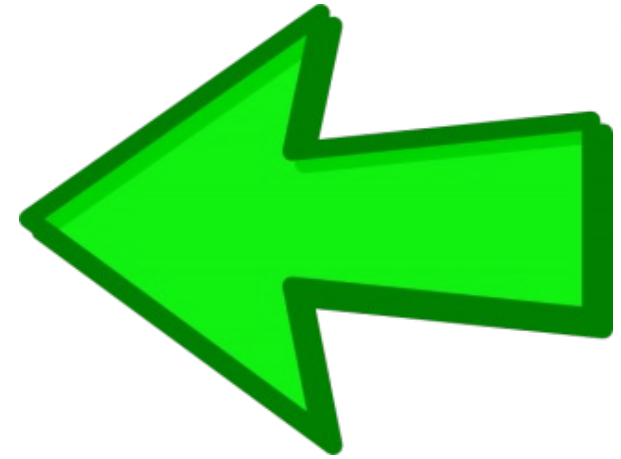
Ads Manager



Audiences



Page posts



Business settings



Ad account settings



Audience Insights

Ads Posts

Search...



Actions ▾

- Publish
- Schedule
- Delete
- Create Ad...



Posts

Privacy

Reach



This Sunday is our last day!...

29

Public

0



This Sunday is our last day!...

1133068320162403

Public

0



This Sunday is our last day!...

1133068260162409

Public

0



This Sunday is our last day!...

1133068040162431

Public

1



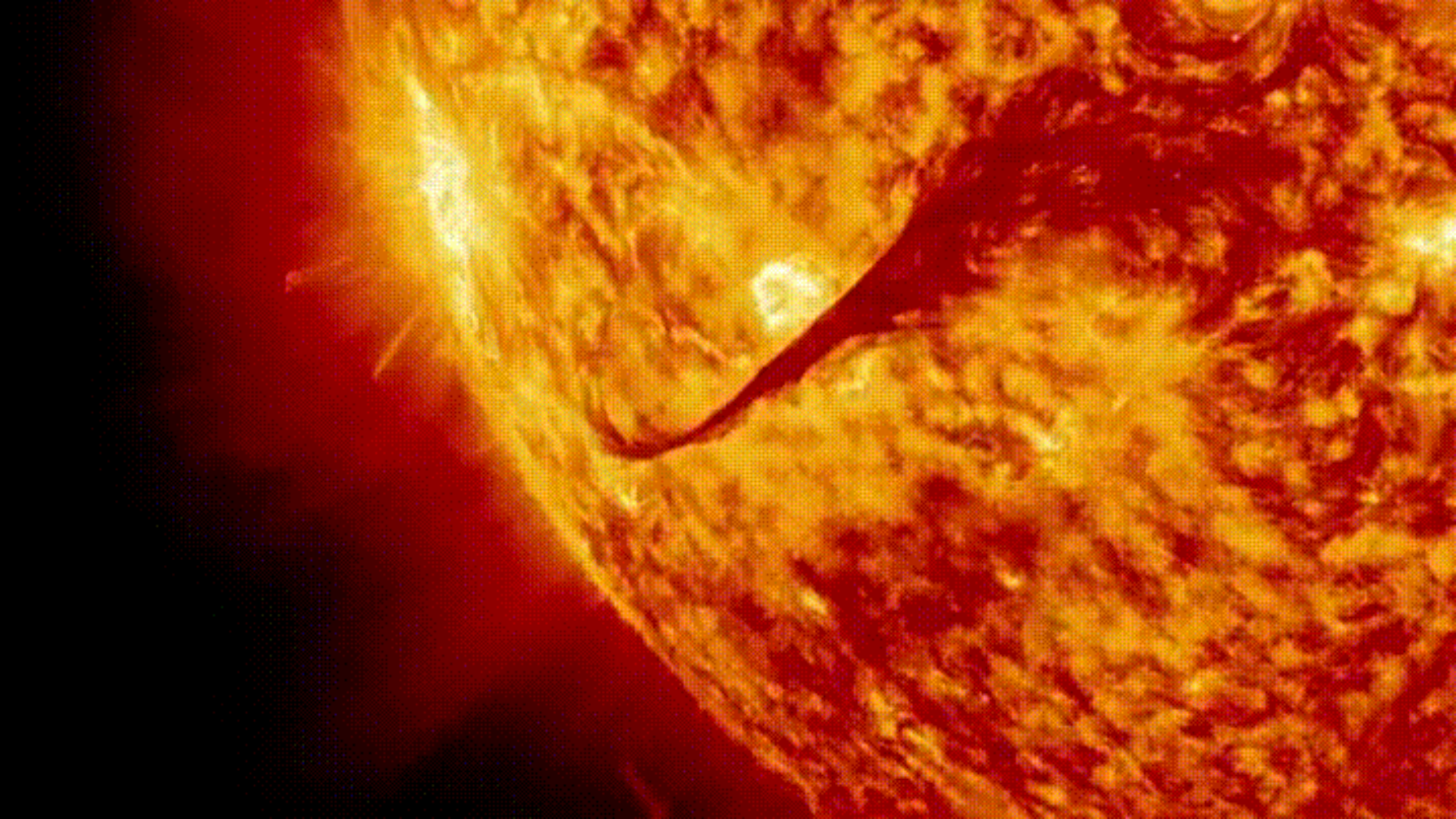
This Sunday is our last day!...

1133067743495794

Public

0

COOPERATIVE DATA



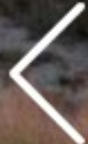
THINGS TO DO **PLACES TO GO** **TRIP INFO** **SEARCH**

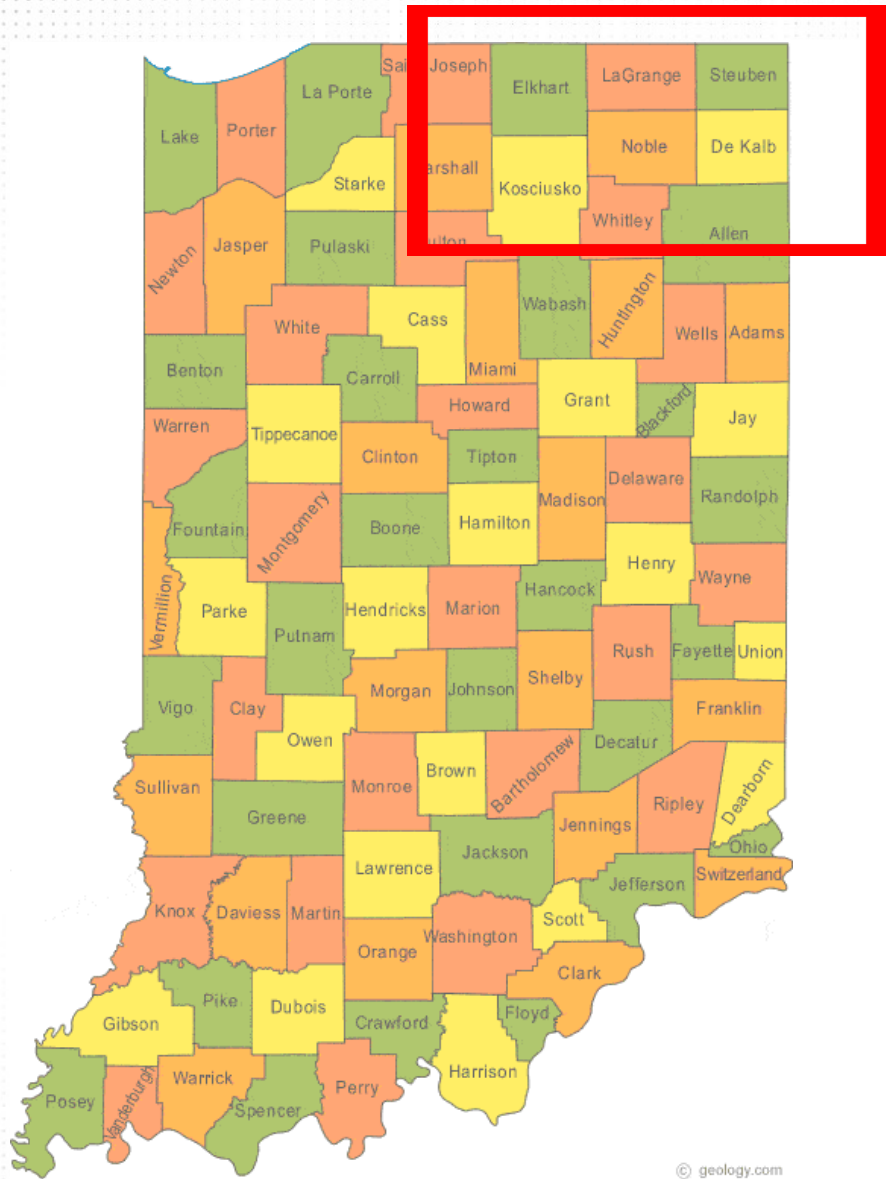
ELKHART COUNTY

INDIANA DUNES

MICHIGAN CITY LAPORTE

SOUTH BEND MISHAWAKA





© geology.com

REGIONAL TOURISM

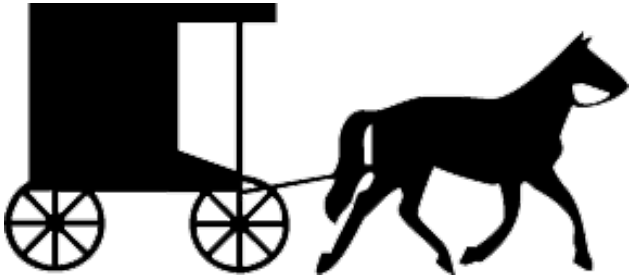


Photo by Ashley Sixto Artidiello





Create Audience ▼

Filters ▼

Edit

Share



Share 1 Selected Audience



Enter an ad account name or ID to give another account permission to target ads to or see insights for this audience. They won't be able to edit, share, or create lookalikes based on your audience.

Enter ad account ID or name

Close

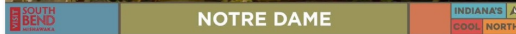
Share



GAME CHANGER



South Bend Mishawaka is a destination for making memories. Whether you're visiting the University of Notre Dame, seeking adventure or unique downtown experiences, we're your perfect getaway.



Plan Your South Bend Getaway Today!
South Bend Mishawaka's ideal location in the Midwest provides an easy drive from major cities. Your weekend getaway is just around The Bend.

180 Reactions 12 Comments 56 Shares



Elkhart County stitches together two welcoming worlds. Catch the vibe in lively downtowns, experience the comfort of the unhurried Amish life, explore a million flowers springing to life at the Quilt Gardens along Indiana's Heritage Trail.

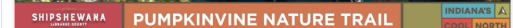
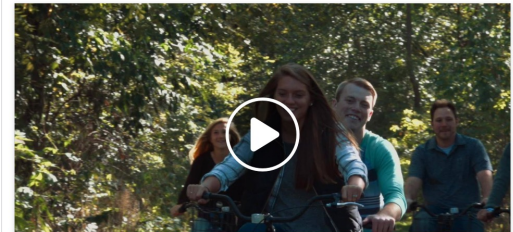


Plan Your Visit to Elkhart County!
This picturesque loop explores welcoming communities, area attractions, and Amish life. So get ready for a road trip. You're in for one unforgettable adventure.

79 Shares



Connect with the great outdoors, shop at a local market, or wander through unique attractions. A getaway to the Amish Backroads is straightforward, uncomplicated, and distinctly different.

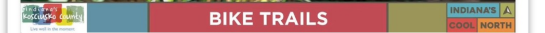


Explore Beautiful Shipshewana & LaGrange County, IN!
Ditch the minivan in favor of a buggy ride. Forget fast food and sit down for a hearty family-style meal. Leave the to-do list on the fridge and live in the moment!

308 Shares



Lakes play a big part in forming Kosciusko County, and it's home to plenty of activities for water lovers and land lovers alike.

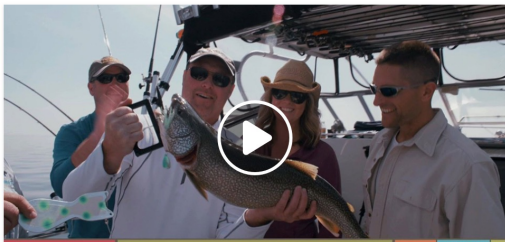


Plan Your Visit to Kosciusko, IN!
The name might be a little tricky to pronounce (cos-key-osco), but Kosciusko County is filled arts and culture, lakes, the Dixie sternwheeler, and so much more!

[Learn More](#)



Do you think of beaches when you think of Northern Indiana? If not, that's okay! That just means there's even MORE to discover in Indiana's Cool North than you thought possible!



Plan Your Indiana Dunes Getaway Today!
Beyond the beaches, the surrounding areas of Indiana Dunes offer stunning scenery, top-tier cuisine, boutique retail experiences, and great accommodations.

[Learn More](#)

244 Reactions 24 Comments 95 Shares



Take in nature at its best by bicycling through the rolling countryside. Or hop on the open road and drive the Marshall County Barn Quilt Trail!



Plan Your Visit to Marshall County, IN!
From Ancilla Domini Chapel to the Barn Quilt Trail - beautiful murals in traditional quilt patterns on the sides of barns, Marshall County is filled with must-see beauty.

[Learn More](#)

771 Reactions 58 Comments 399 Shares



LaPorte County has something for everyone, from a night at the casino, a lazy day on the beach and everything in between!



Plan Your Visit to LaPorte County, IN!
Michigan City offers incredible beaches and harbor communities, while the Blue Chip Casino, Hotel & Spa serves up all the fun and energy of Las Vegas.

[Learn More](#)

161 Reactions 16 Comments 74 Shares

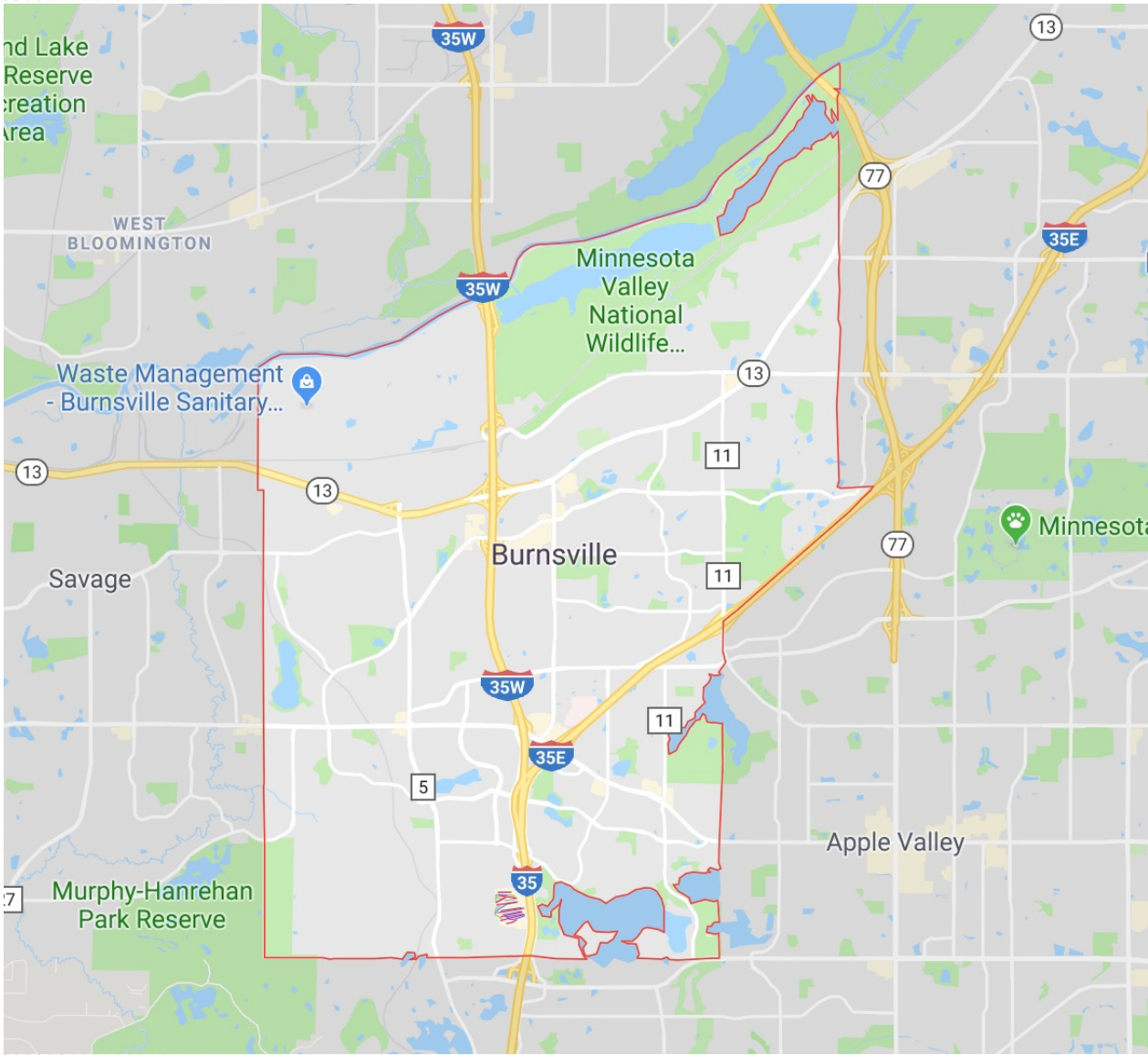




Billy Mays

1958-2009





MAJOR ATTRACTIONS



BUCK HILL



MINNESOTA ZOO

Valleyfair



Create Audience ▼

Filters ▼

Edit

Share



Share 1 Selected Audience



Enter an ad account name or ID to give another account permission to target ads to or see insights for this audience. They won't be able to edit, share, or create lookalikes based on your audience.

Enter ad account ID or name

Close

Share









Google
AdWords



Customer Match Audiences



twitter

Tailored Audiences



Match Audiences



Pinterest

Actalike Audiences

HOPE
IS NOT
A STRATEGY

IF YOU
NEVER
TRY

YOU'LL
NEVER
KNOW







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