



Data Driven Strategies on a Budget



# DATA DRIVEN CAMPAIGNS

# Before



# After



# IMPORTANT QUESTION TIME



**WHAT  
ARE YOUR  
GOALS**









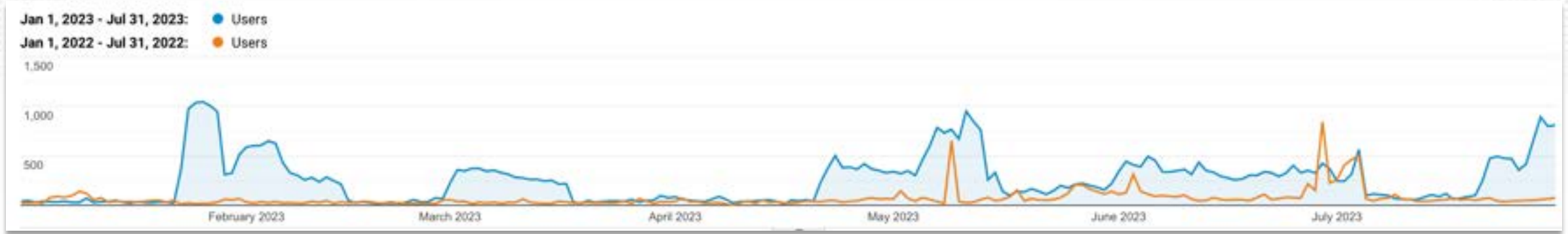


ORGANIC

PAID

ORGANIC





Users

**260.89%**

47,125 vs 13,058



New Users

**264.91%**

47,205 vs 12,936



Sessions

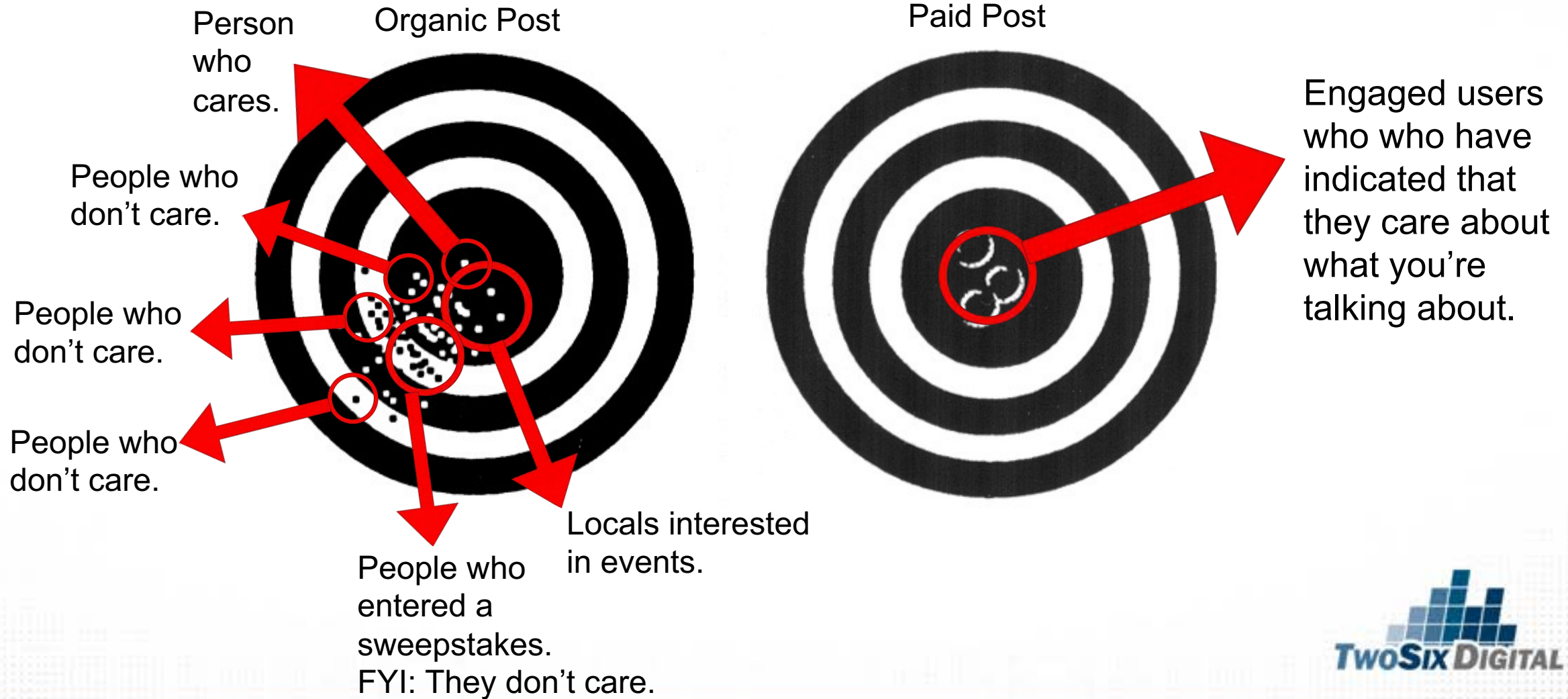
**251.82%**

56,688 vs 16,113



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

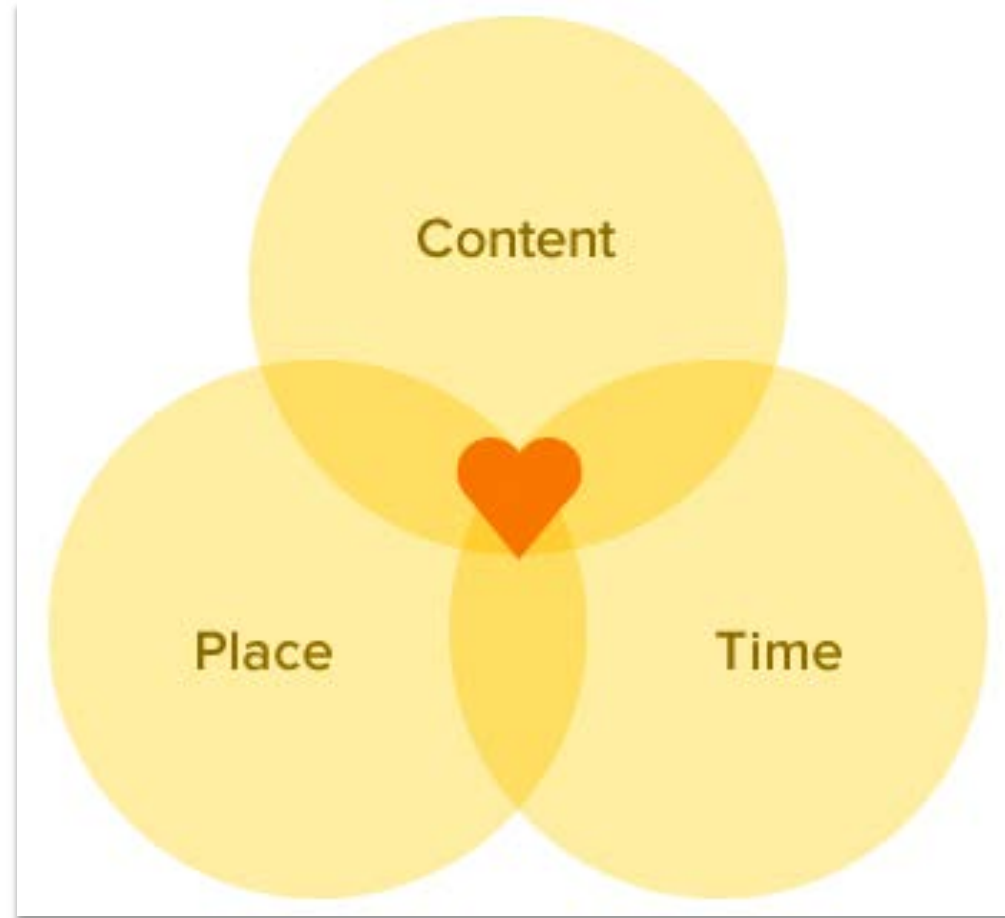
# Elimination of Wasted Reach







**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-skinned with a grey sleeve cuff. The megaphone is light blue with a grey handle and a grey horn. A blue rectangular box with rounded corners is positioned in front of the megaphone's horn, 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**.

The screenshot shows the 'Edit audience' interface in Facebook. At the top, there's a title 'Edit audience' with a close button. Below it, the 'Gender' section has three buttons: 'All' (selected), 'Men', and 'Women'. The 'Age' section features a slider from 18 to 65, with a plus sign on the right. A note below the slider states: 'Selecting an audience under 21 in certain locations may limit your targeting options or pause your ads. [Learn more](#)'. The 'Locations' section has a search bar with the text 'Locations Type to add more locations' and a dropdown menu showing 'United States' with a 'United States x' button. The 'Detailed targeting' section includes a search bar with 'Detailed targeting' and a 'Browse →' button. Below this, it says 'For advanced targeting features, go to [Ads Manager](#)'. The 'Audience definition' section shows a progress bar from 'Specific' to 'Broad', with the current selection being 'Broad'. Below the bar, it says 'Estimated audience size: 236.6M - 278.4M'. At the bottom right, there are 'Cancel' and 'Save audience' buttons.

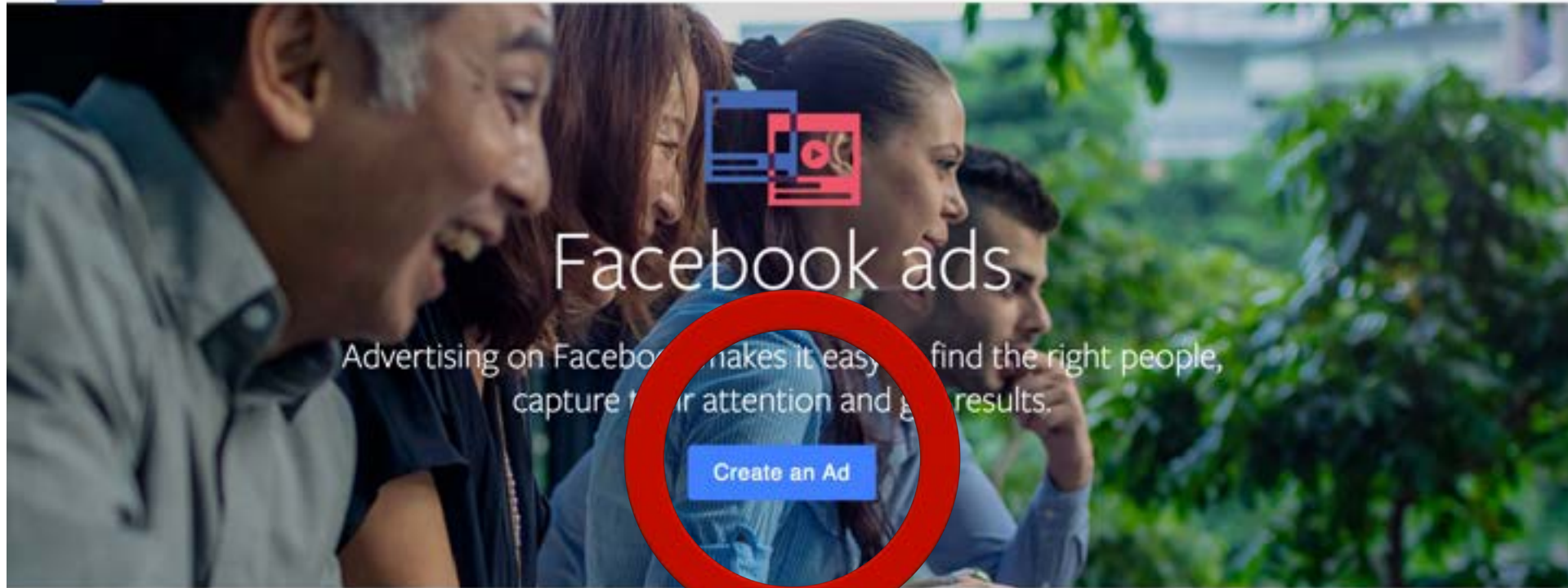


## Why choose Business Manager?



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 receive billing statements for reporting.



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?

The image shows a screenshot of the Facebook Ads Manager interface. At the top left, the Facebook logo and 'Ads Manager' text are circled in red. Below this, a notification banner is visible. The main navigation menu is open, showing several categories: 'Frequently Used', 'Audiences', 'Business Settings', and 'Audience Insights'. The 'Assets' category is circled in red, and its sub-menu is expanded, listing 'Audiences', 'Images', 'Videos', 'Business Locations', 'Brand Safety', 'Block Lists', and 'Videos'. The 'Audiences' item in this sub-menu is also circled in red. At the bottom of the navigation menu, the 'All Tools >' link is circled in red. The background shows a table with columns for 'Delivery', 'Budget', 'Results', 'Reach', 'Impressions', 'Cost per Result', 'Amount Spent', 'Ends', 'Frequency', and 'Un...'. The top right of the interface includes a search bar, the user name 'TwoSix Digital', and notification icons.

## 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** Choose a content type [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

365

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

50



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



<b>Create Audience</b> ▼	<b>Filters</b> ▼	<b>Customize Columns</b> ▼	<b>Create Ad</b>
<input type="checkbox"/>	<b>Name</b>	<b>Type</b>	
<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 Business Manager interface for TwoSix Digital, showing the "Audiences" section. A modal window titled "Create a Custom Audience" is open, asking "How do you want to create this audience?". The modal lists three options: "Customer List", "Website Traffic" (highlighted with a red box), and "App Activity".

**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.



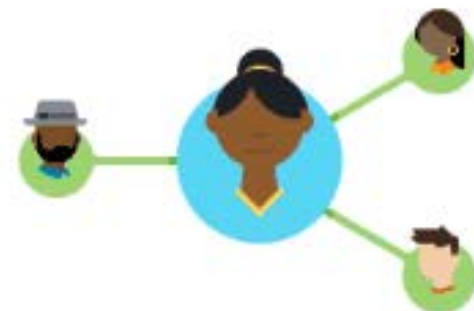
### Track Website Activities

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

Campaign Planner

Business Settings

Creative Hub

Audience Insights

Business Manager

**Ads Manager**

Creator Studio

Page Posts

App Dashboard

App Ads Helper

Automated Rules

Ads Reporting

Test and Learn

Attribution

Analytics

Events Manager

**Pixels**

Offline Events

App Events

Custom Conversions

Partner Integrations

Audiences

Images

Catalogs

Business Locations

Brand Safety

Block Lists

Videos

Settings

Business Settings

Billing

Invoices

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

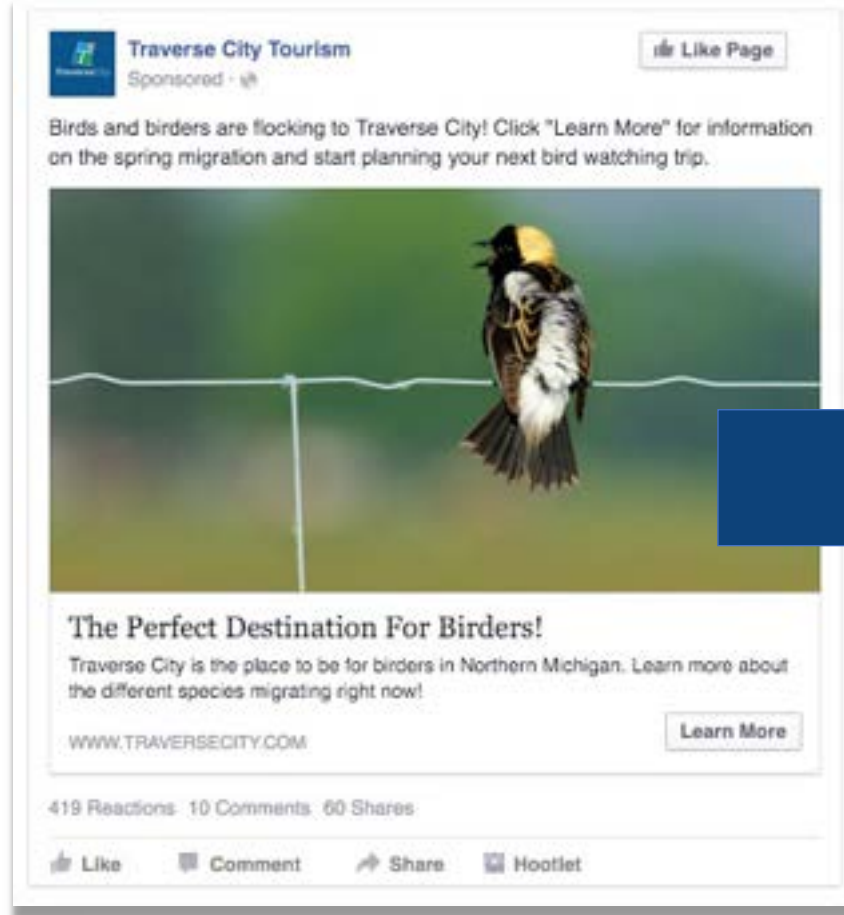


Get people to claim your offer




Promote a product catalog

# Website Click Ad: Refined Targeting



**Traverse City Tourism**  
Sponsored · [Like Page](#)

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.

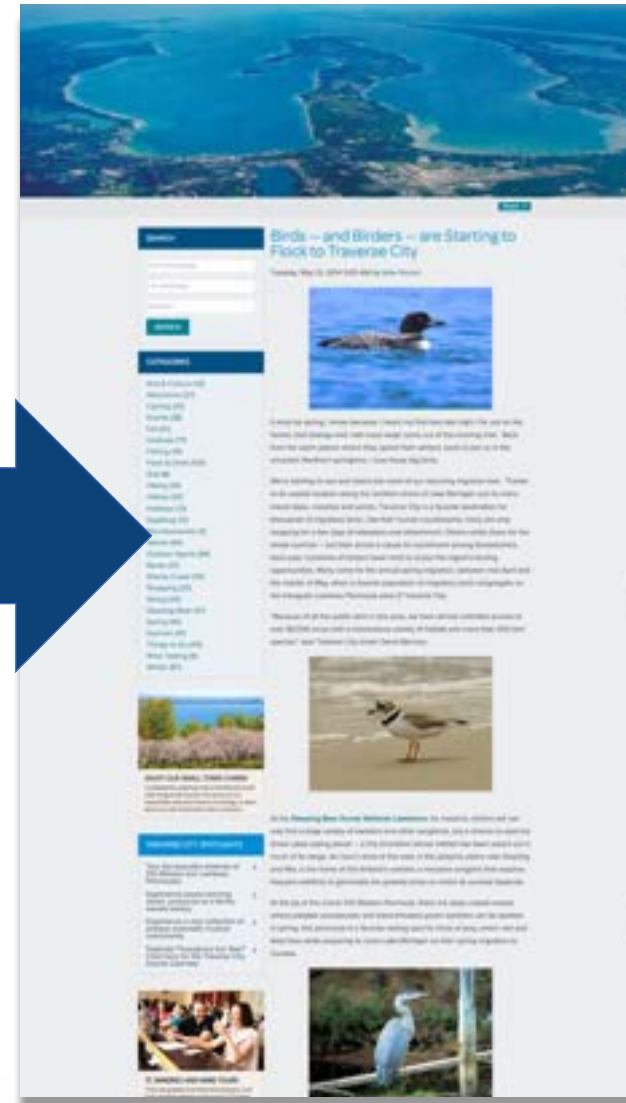


**The Perfect Destination For Birders!**  
Traverse City is the place to be for birders in Northern Michigan. Learn more about the different species migrating right now!


[WWW.TRAVERSECITY.COM](http://WWW.TRAVERSECITY.COM) [Learn More](#)

419 Reactions · 10 Comments · 60 Shares


[Like](#) [Comment](#) [Share](#) [Hootlet](#)




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



As the spring season begins, Traverse City is becoming a hot spot for birders. The city is home to a variety of bird species, and the area is a great place to watch them migrate. The city is also home to a variety of birding trails, and there are many opportunities to see birds in their natural habitat. The city is also home to a variety of birding events, and there are many opportunities to learn more about birding. The city is also home to a variety of birding resources, and there are many opportunities to learn more about birding.



As the spring season begins, Traverse City is becoming a hot spot for birders. The city is home to a variety of bird species, and the area is a great place to watch them migrate. The city is also home to a variety of birding trails, and there are many opportunities to see birds in their natural habitat. The city is also home to a variety of birding events, and there are many opportunities to learn more about birding. The city is also home to a variety of birding resources, and there are many opportunities to learn more about birding.




# 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.

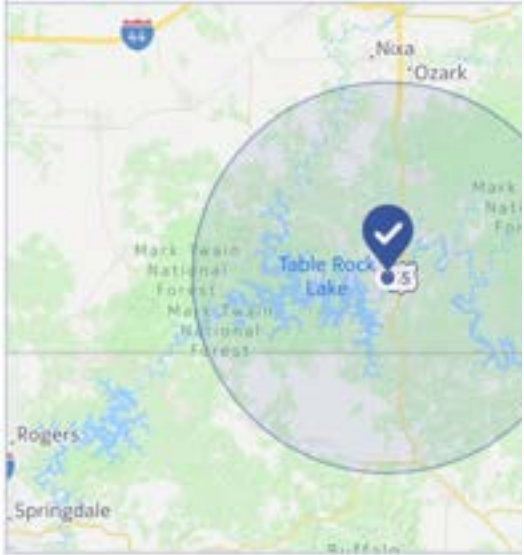
Your info has been sent to Meet Northern Kentucky. Tap below to visit Meet Northern Kentucky.

**View Website**

# PROXIMITY AD

United States, Missouri  
Branson + 25 mi

Include | country, state/province



People traveling in this location

Verizon LTE 1:12 PM

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](http://stories.explorebranson.com)

Learn More

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

Debble 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+

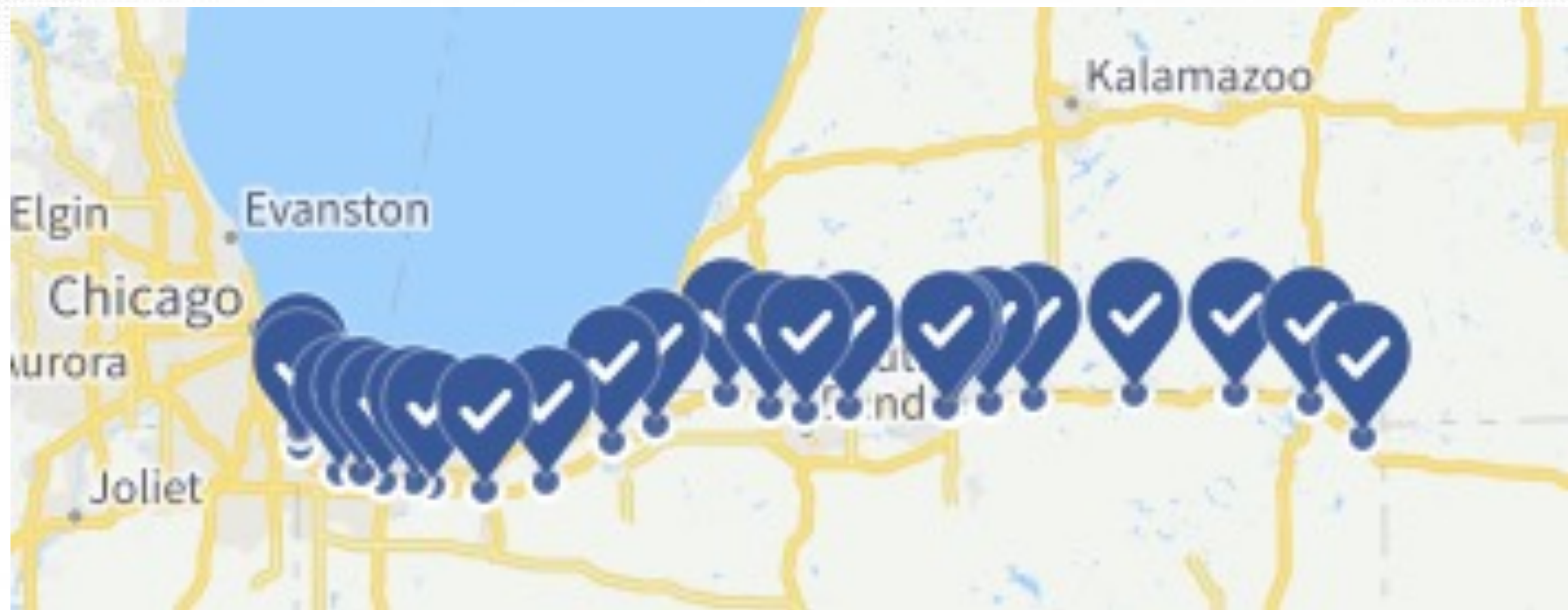
A screenshot of the Facebook page for Silver Dollar City Attractions. The cover photo features the 'National Harvest & Cowboy Festival' with the text 'OVER 125 VISITING CRAFTSMEN' and dates 'September 16 - October 31 (Wed - Sun)'. The page has a 4.7 star rating from 7k reviews. A 'People' box is overlaid on the bottom right, showing: 7,975 People Talking About This, 96,570 People Checked In Here, and 261,720 Total Page Likes (up 0.2% from last week).

**National Harvest & Cowboy Festival**  
OVER 125 VISITING CRAFTSMEN  
September 16 - October 31 (Wed - Sun)  
Silver Dollar City Attractions  
Theme Park

4.7 ★ 4.7 of 5 stars  
7k reviews

5 star 5.4k  
4 star 975  
3 star 438  
2 star 62  
1 star 1

7,975 People Talking About This  
96,570 People Checked In Here  
261,720 Total Page Likes  
▲ 0.2% 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



**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 Cherry Blossoms are City!

by [Traverse City Tourism](#)



Each year people flock to Traverse City to see beautiful displays - the cherry blossoms. The



**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](#)



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? [Learn More](#)

Take a look at these helpful tips and travel ideas.

👤 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

The screenshot shows the Traverse City Michigan website. At the top, there is a navigation bar with the logo and links for 'Things to Do', 'Outdoors', 'Wineries', 'Restaurants', 'Hotels', and 'Area'. A 'Select Your Season' dropdown menu is also visible. The main content area features a 'TRaverse CITY SPOTLIGHTS' sidebar with links to 'Winery Tours', 'Traverse City Accomodations', 'Cure your Great Lakes craving', and 'Festivals Throughout the Year?'. The main article is titled 'Four Different Ways to Enjoy TC's Cherry Blossoms' by Mike Norton. Below the article title is a table of advertising metrics for a 'Cherry Retarget' campaign. At the bottom of the page, there is a green footer with links to 'Order a Free Visitor Guide' and 'Sign Up For Our E-Newsletter'.

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



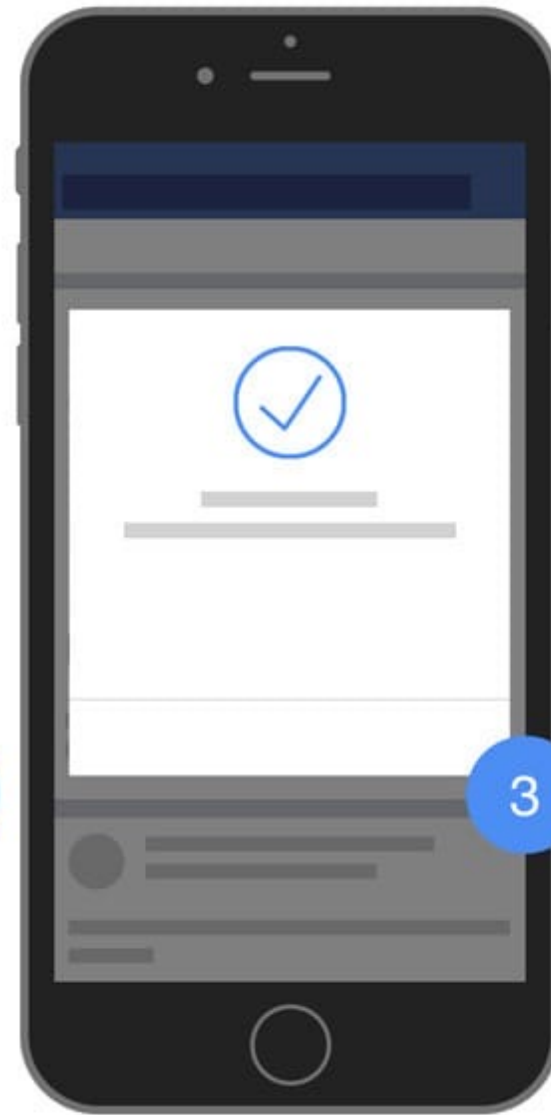
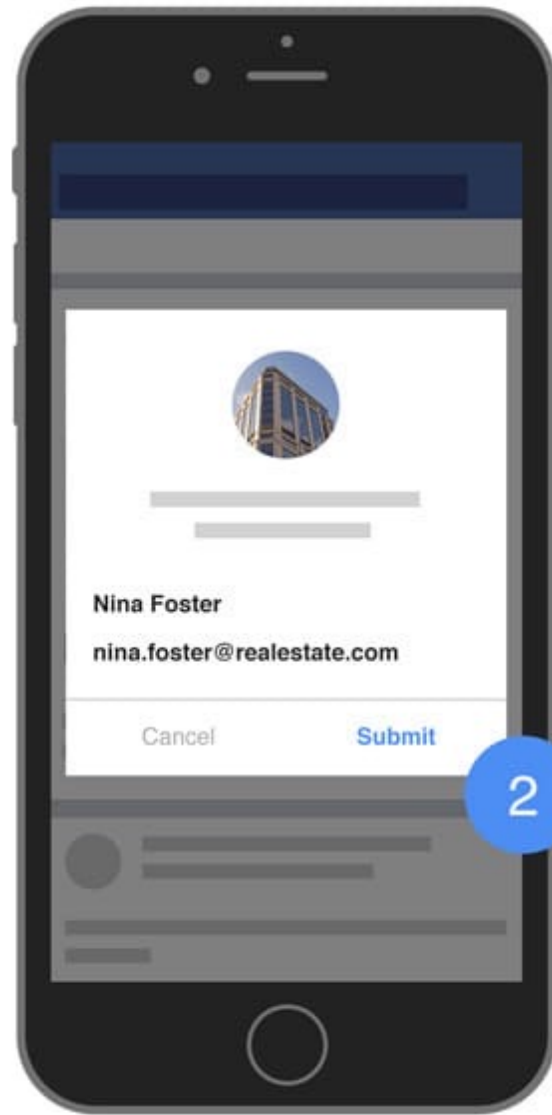
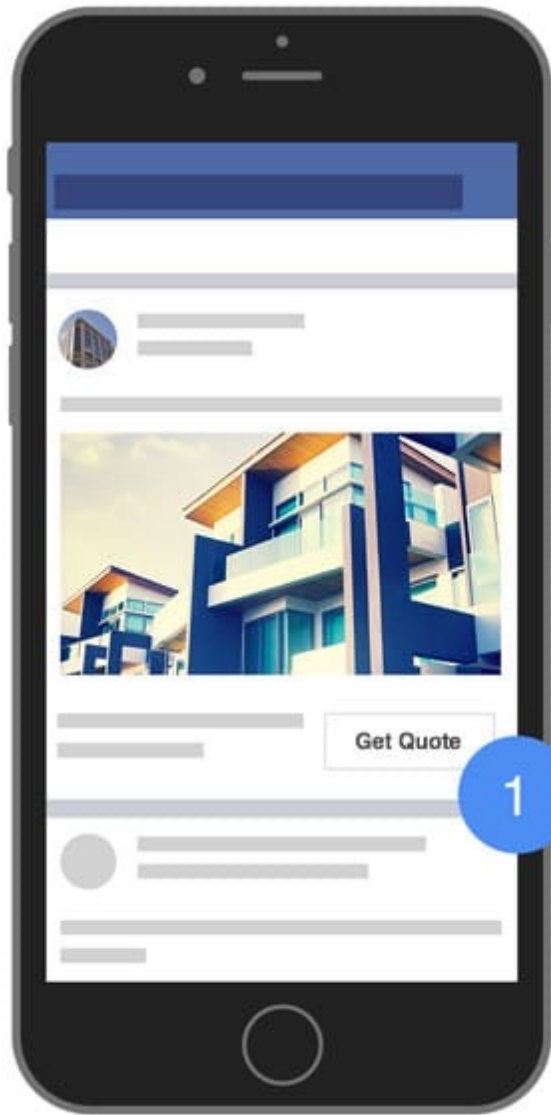
# GROW OWNED DATA

**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

GOLD

NET WT  
200g

999.9  
FINE  
GOLD

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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8,432	\$0.23	2.70%	16,558	5.31%	\$0.12

# KEY METRIC

# CPC

Cost Per Click

TIP: The lower the better.

- GLOBAL AVERAGES

CPC: \$.63

CTR: 0.9%



**nanigans**

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 chalk smudge or stroke is positioned below the main title.

**YOU CAN PUBLISH YOUR  
ADS ORGANICALLY!**



# All tools

## Shortcuts



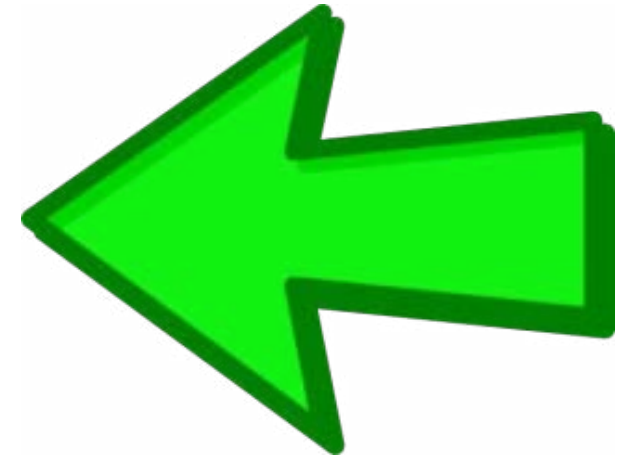
Ads Manager



Audiences



Page posts



Business settings



Ad account settings



Audience Insights



## Ads Posts



Actions ▾



Posts

Privacy

Reach



This Sunday is our last day!...

29

Public

0

Publish

Schedule

Delete

Create Ad...



This Sunday is our last day!...

11330683201624  
03

Public

0



This Sunday is our last day!...

11330682601624  
09

Public

0



This Sunday is our last day!...

11330680401624  
31

Public

1



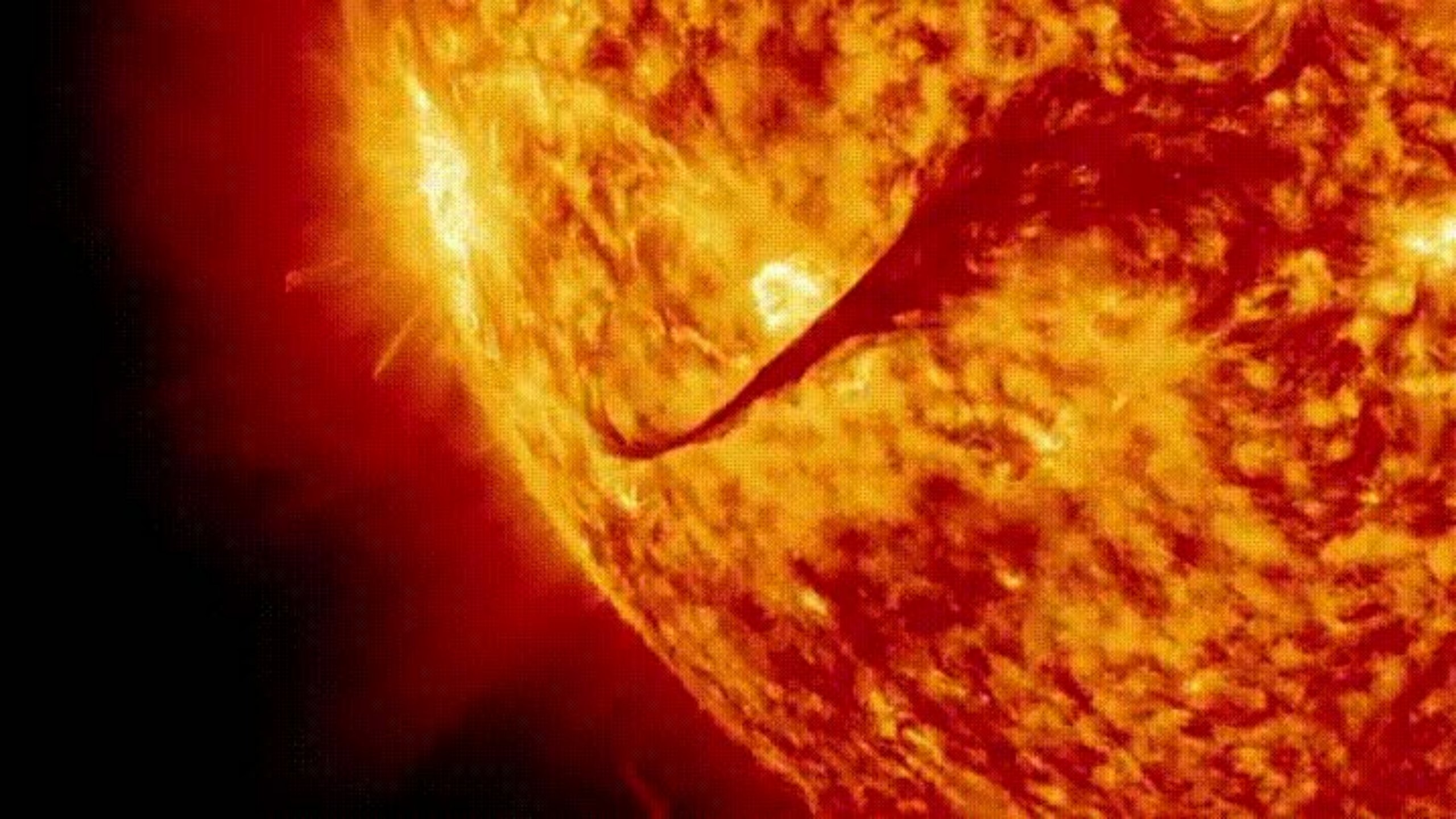
This Sunday is our last day!...

11330677434957  
94

Public

0

# COOPERATIVE DATA



INDIANA'S



COOL NORTH

THINGS TO DO

PLACES TO GO

TRIP INFO

SEARCH

THINGS TO DO

PLACES TO GO

TRIP INFO

SEARCH

ELKHART COUNTY

INDIANA DUNES

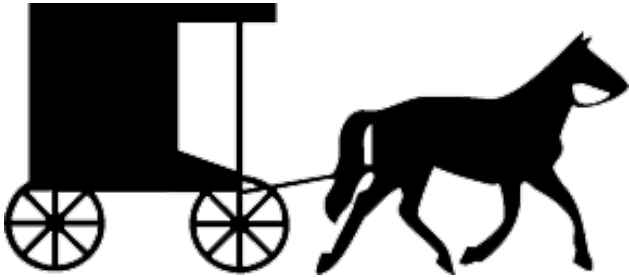
MICHIGAN CITY LAPORTE

SOUTH BEND MISHAWAKA





# REGIONAL TOURISM



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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.

Close

Share





# GAME CHANGER

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Sponsored · 📍

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.



**NOTRE DAME**

**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.

**Indiana's Cool North**  
Sponsored · 📍

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.



**adventures THE ELECTRIC BREW**

**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.

**Indiana's Cool North**  
Sponsored · 📍

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.



**MISHAWAKA PUMPKINVINE NATURE TRAIL**

**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.

**Indiana's Cool North**  
Sponsored · 📍

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



**BIKE TRAILS**


**Plan Your Visit to Kosciusko, IN!**

The name might be a little tricky to pronounce (koh-kee-cook), but Kosciusko County is filled with arts and culture, lakes, the Dixie sternwheeler, and so much more!

[Learn More](#)

**Indiana's Cool North**  
Sponsored · 📍

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!



**LAKE MICHIGAN**

**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 · 85 Shares

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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!



**BARN QUILT TRAIL**

**Plan Your Visit to Marshall County, IN!**

From Anville Dornier 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](#)

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



**YOUNIQUE BOUTIQUE**

**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](#)

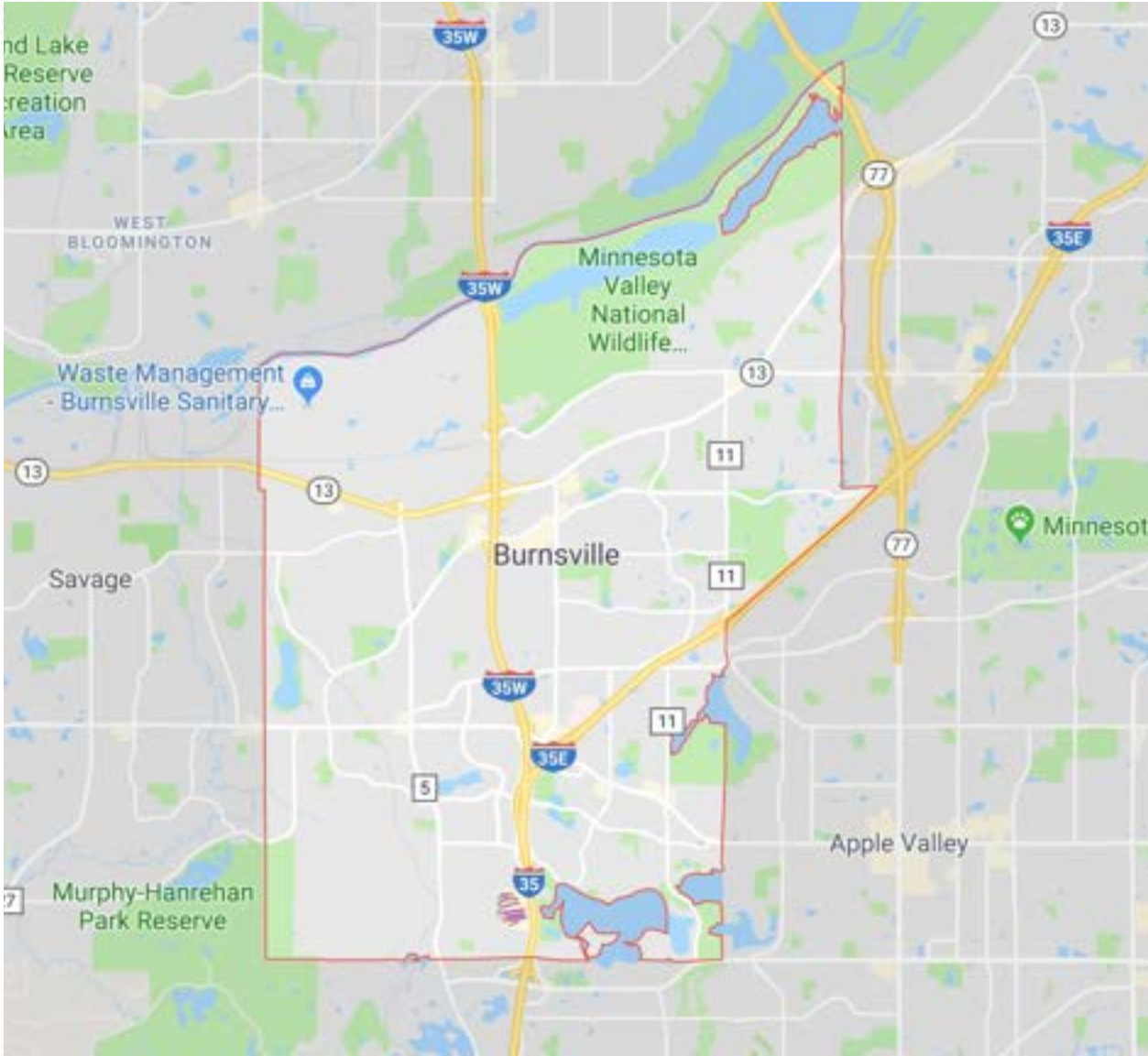
161 Reactions · 18 Comments · 74 Shares



# 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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