

The logo for SCORE, featuring the word "SCORE" in a bold, white, sans-serif font. To the right of the text is a stylized white graphic consisting of three parallel diagonal lines that curve upwards and to the right, resembling a graph or a set of stairs. A small registered trademark symbol (®) is located to the right of the graphic.

SCORE

FOR THE LIFE OF YOUR BUSINESS

Bucks County

Maximizing Your Digital Marketing Efforts

During these uncharted times, the major concern of small businesses is the challenge to be viable now and to sustain viability until "normal" returns.

A brief review on social media platforms and finding profits in Facebook Ads.



How to Tap into and Maximize on Social Media's Continued Growth...

“With **active user numbers that are projected to surpass three billion as early as 2021**, few things have had as radical of an impact on people's daily lives as social media. These platforms are growing ever larger and, **by current estimations, are used by an astonishing 71% of those with internet access—a number that's only projected to grow**. Primarily through data collection, advertising, and social gaming, social media companies have amassed impressive revenue streams, and offer great promise for internet marketers.”

-Adam Warner, Website Planet

HOW FACEBOOK COMPARES to OTHER DIGITAL PLATFORMS

- ▶ Facebook: ~2.5 billion users worldwide (#1)
- ▶ Youtube: ~ 2 billion “”
- ▶ Instagram: ~ 1 billion “”
- ▶ Linkedin: ~ 610 million “”
- ▶ Twitter: ~ 335 million “”
- ▶ Snapchat: ~ 229 million “”



2020 Facebook Statistics



Facebook has continued to grow every year since it launched in 2004.



Growth in active users and the time users spend on the platform.

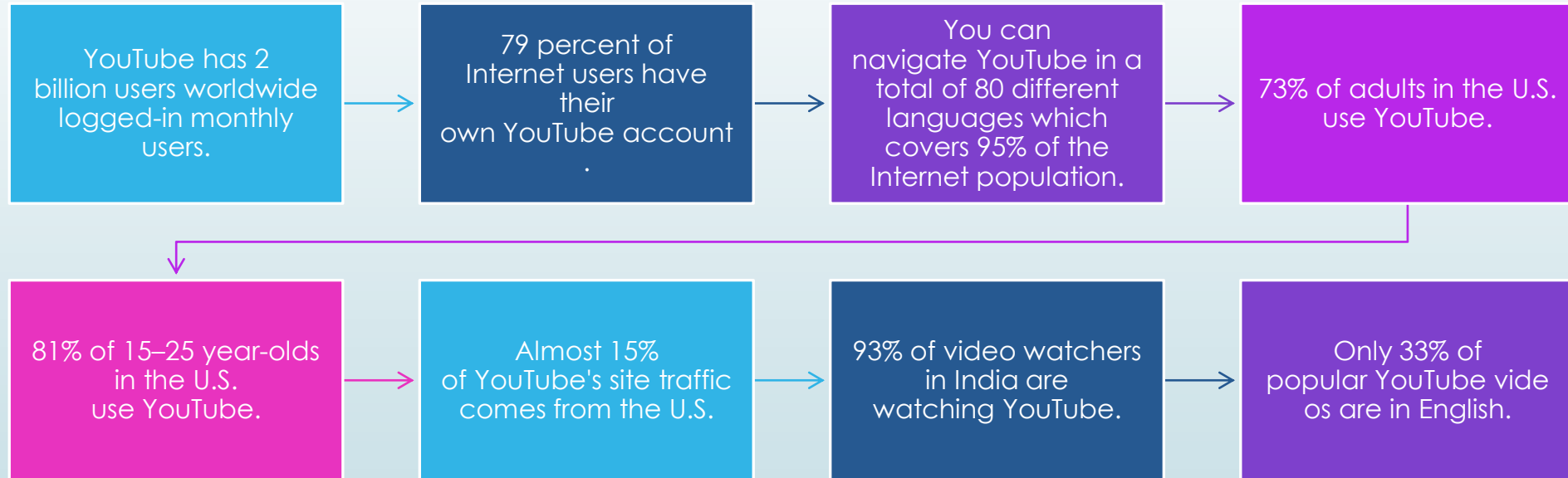


It remains the most used social platform



Approximately **2.45 billion monthly active users**. Knowing who's using the platform and how they are using it can make a difference when crafting a Facebook marketing strategy.

YOUTUBE 2020 STATS



INSTAGRAM 2020 STATS



Here's a summary of the **Instagram** statistics for 2020:



1 billion monthly active **Instagram** users.



The average post on **Instagram** contains 10.7 hashtags.



71% of the billion monthly active users on the **Instagram** app are under the age of 35.



Instagram users spend an average of 53 minutes per day.

Here's a summary of the **LinkedIn statistics** you need to know in **2020**:

Over 660 million **users** in more than 200 countries and territories across the globe.

57 % of **users** are male and 43 % are female.

37 % of US adults who **use LinkedIn** are between 30 and 49 years old.

LINKEDIN 2020 STATS



How to Tap into and Maximize on Facebook's Continued Growth...

- ▶ What you will learn today:
 - ✓ What tools are available
 - ✓ How to use the tools to increase sales





WHAT TOOLS ARE AVAILABLE:

Online marketing and advertising management tools

Facebook
Ads
Manager

AdEspresso

Qwaya

AdStage

Pagemodo

AdSpringr

DriftRock

AdRoll

Perfect
Audience

Agorapulse

HOW TO USE THE TOOLS TO INCREASE SALES

Creating Your Facebook Ad



CREATING YOUR FACEBOOK AD: WHAT DO YOU WANT TO DO?



Boost a post?



Get more messages?



Promote your page?



Promote your business locally?



Get more people to contact?

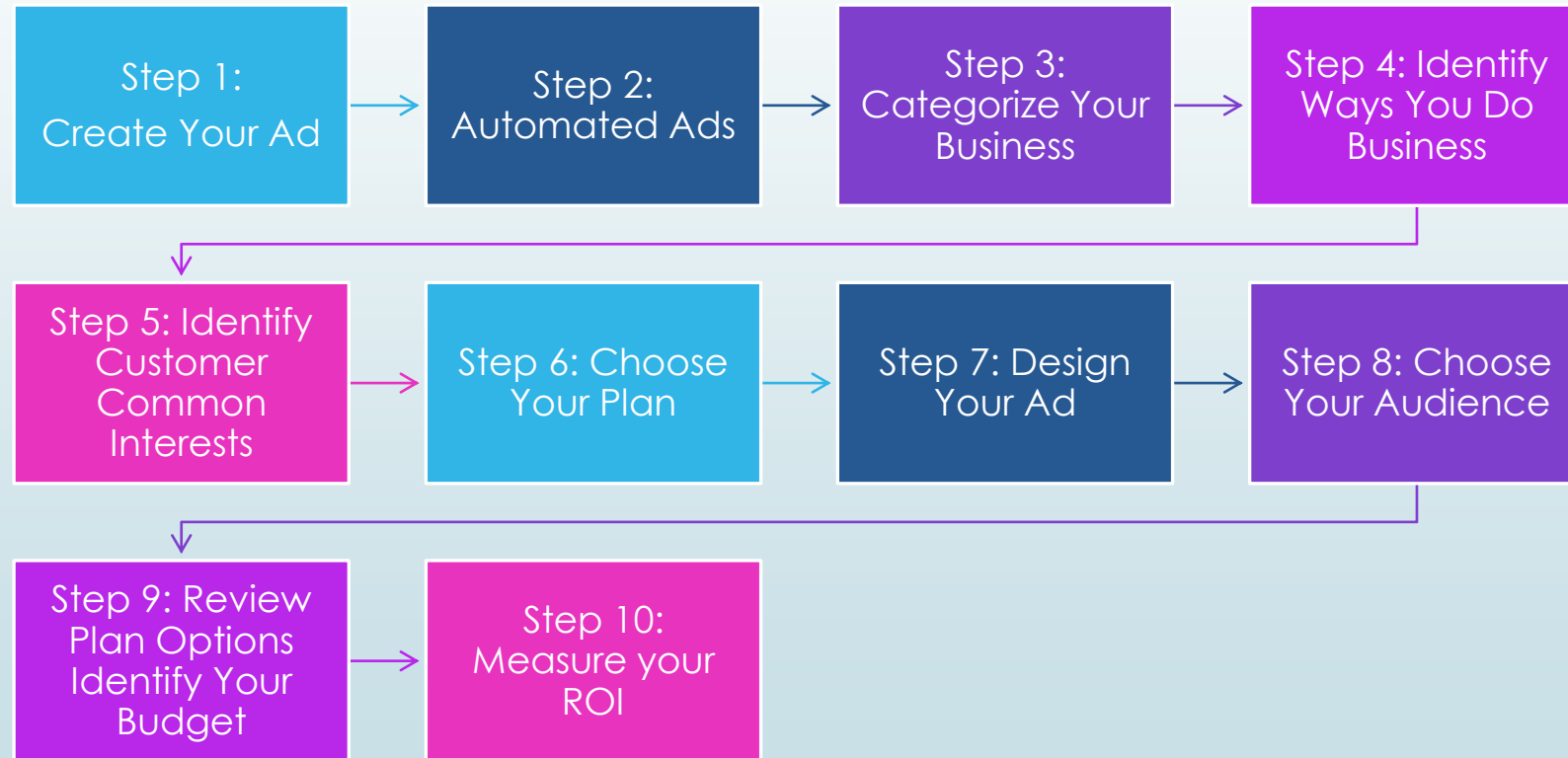


Get more website visitors?



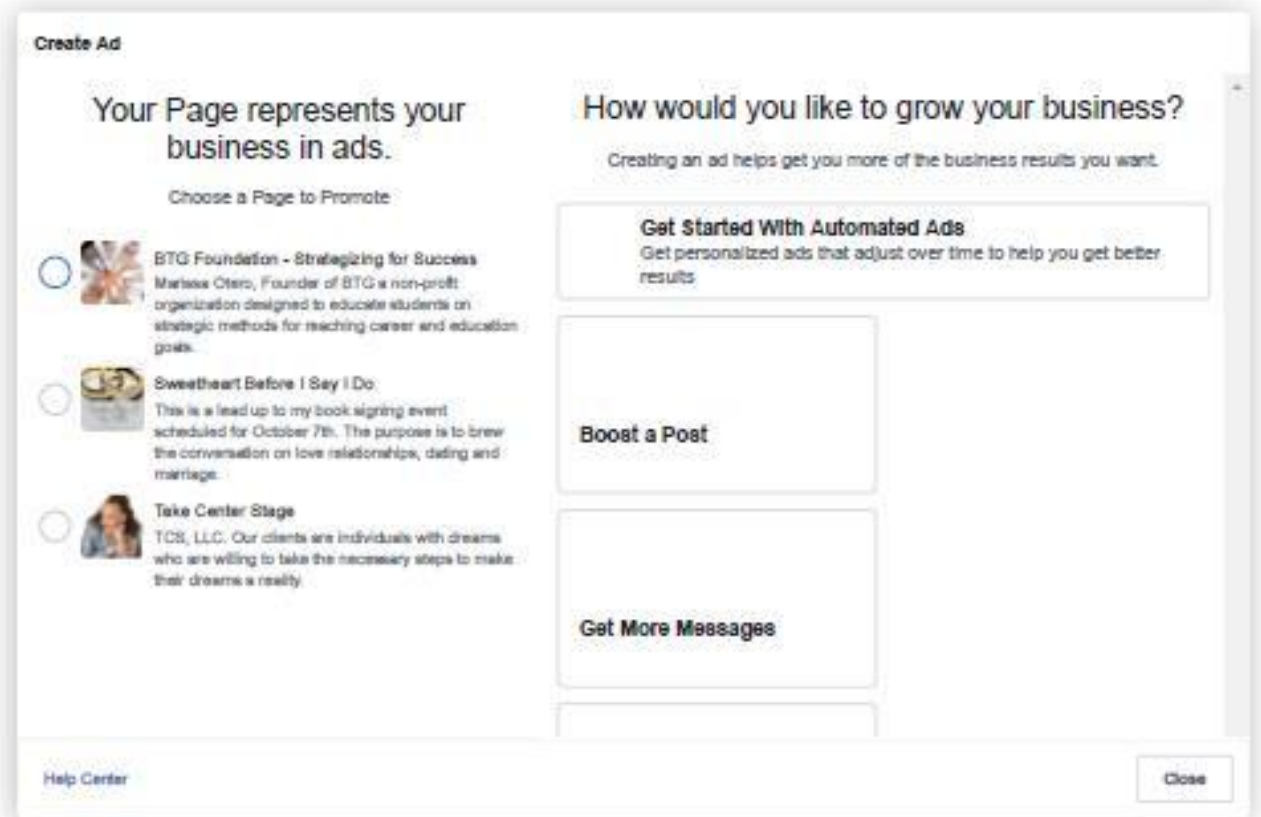
Get more leads?

10 STEPS TO CREATE YOUR FACEBOOK AD



STEP 1: CREATE YOUR AD – GROW YOUR BUSINESS

Your page represents your business in Ads (Consistent branding is critical)



Boost a post?



Get more messages?



Promote your page?



Promote your business locally?



Get more people to contact?



Get more website visitors?




Get more leads?

STEP 2: AUTOMATED ADS

Find the right ads for you: Select ALL the ways you do business: online, direct contact, in-person.

Automated Ads



Get Started With Automated Ads

Find the Right Ads for You
Answer just a few questions about your business, and we'll suggest which ads to create.

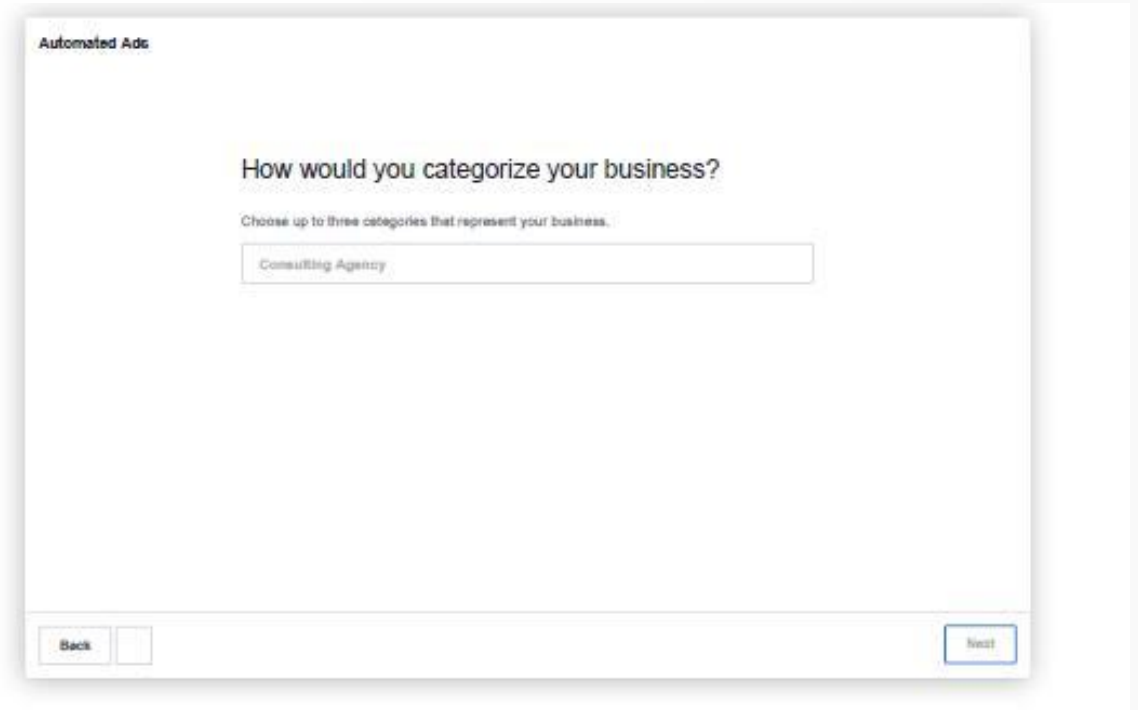
We'll Help Set Up Your Ads
We'll suggest images, an audience and budget to help your ads get results.

Save Time With Less Maintenance
Your ads will run continuously. Over time, we'll help you adjust settings for better performance.

[Back](#) [Get Started](#)

STEP 3: CATEGORIZE YOUR BUSINESS

Choose up to three categories that represent your business – Be specific



Automated Ads

How would you categorize your business?

Choose up to three categories that represent your business.

Consulting Agency

Back Next

The screenshot shows a white rectangular window with a thin grey border. At the top left, the text 'Automated Ads' is displayed in a small, dark font. The main content area contains the question 'How would you categorize your business?' in a medium-sized font, followed by the instruction 'Choose up to three categories that represent your business.' in a smaller font. Below this is a single-line text input field with a light grey border, containing the text 'Consulting Agency'. At the bottom of the window, there are two buttons: 'Back' on the left and 'Next' on the right, both in a small, dark font. The 'Next' button has a thin blue border.

STEP 4: WAYS YOU DO BUSINESS

Online – Direct Contact – In-Person

Automated Ads

Select all the ways you do business

Online
People can purchase products or schedule services on my website.
URL:

Direct Contact
Transactions are initiated through phone calls, emails, or messages.

In-Person
People purchase products or services at my physical location;
[Add Your Business Address](#)

This info is used to build your plan.

STEP 5: CUSTOMER COMMON INTERESTS

Identify common interests that your customers share

Automated Ads

Add some common interests that your customers share.

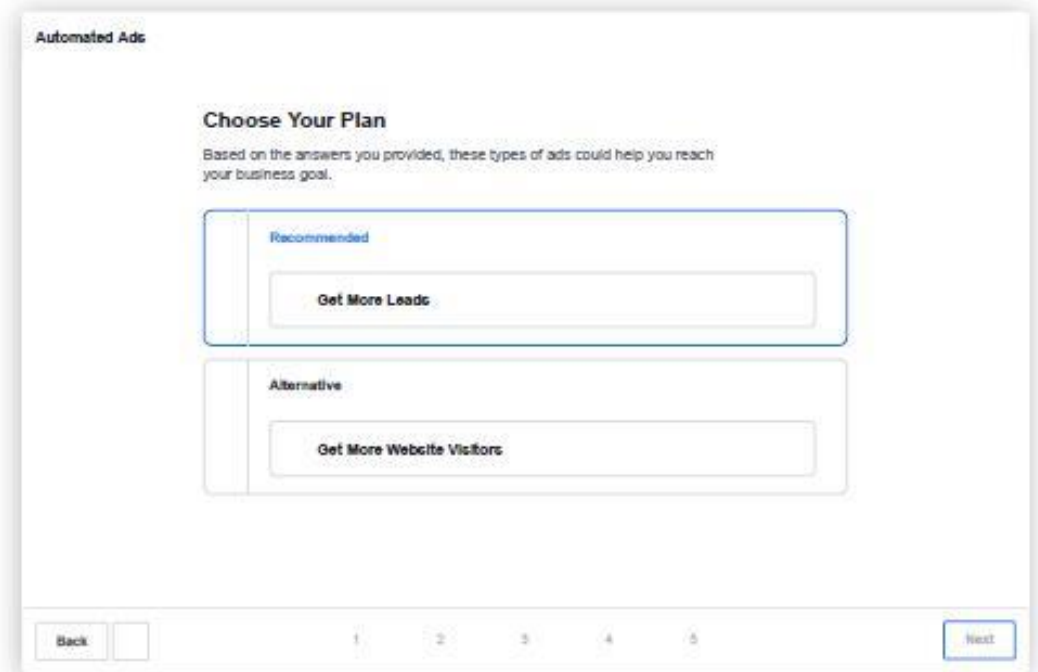
This will help Facebook create a better audience for your ads. You can add categories like interests, hobbies and activities.

Back

Next

STEP 6: CHOOSE YOUR PLAN

Plans are recommended by FB based on how you categorize your business. Select based on your business goals.



The screenshot shows the 'Automated Ads' interface. At the top, it says 'Automated Ads'. Below that is the heading 'Choose Your Plan' followed by the text 'Based on the answers you provided, these types of ads could help you reach your business goal.' There are two main sections: 'Recommended' and 'Alternative'. The 'Recommended' section contains a button labeled 'Get More Leads'. The 'Alternative' section contains a button labeled 'Get More Website Visitors'. At the bottom of the interface, there is a 'Back' button on the left, a series of five numbered tabs (1, 2, 3, 4, 5) in the center, and a 'Next' button on the right.

STEP 7: DESIGNING YOUR AD



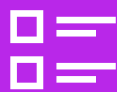
Use a strong “call to action” to draw interest and increased traffic to your website



Provide quick to the point testimonials/social proof to gain trust



Use a “learn more” option (button) to encourage further engagement

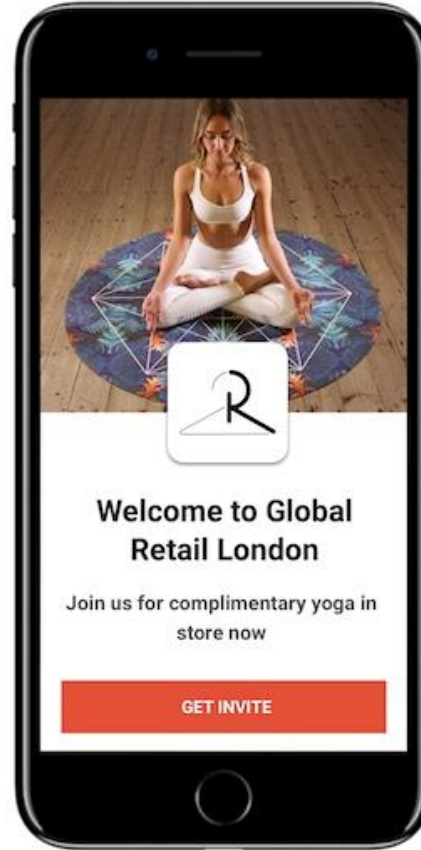
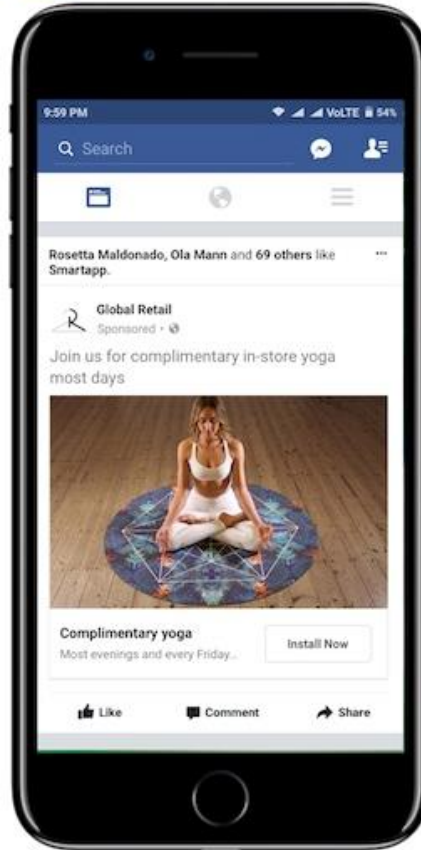


Use 1-2 images max (recommend size: 1200x628 px)



App install campaign

Customized onboarding experience



FACEBOOK AD EXAMPLES

STEP 8: CHOOSE AUDIENCE

Automated Ads


Choose an Audience

Choose an audience for your ads.

Get More Leads

Special Ad Category
Ads for credit, employment or housing offers. [Learn More.](#)

Potential Reach: 171,213,756 people



Locations

United States
United States

Add locations

Back

Next

STEP 9: REVIEW YOUR PLAN – SET YOUR BUDGET

First time Ads set your budget at \$4-5 per day

Automated Ads

Review Your Plan

Your ad will run until you turn it off. Over time, we'll help you adjust the settings and let you know when to make changes, like refresh the images.

By clicking [Promote](#), you agree to the [Terms & Conditions](#), including the [Terms for Restricted Lead Ads](#).

Get More Leads

Version (1)	Estimated Results 375-1,000 people reached per day
	Audience
	Location - Living in United States: New Jersey Tpk, Hamilton Township, Mercer County (+10 mi) New Jersey, Philadelphia (+25 mi) Pennsylvania
	Age 18 - 65+

Choose a Daily Budget

Your ad will run continuously on an average daily budget. You can change your budget or pause your ad anytime.

\$4.00 a day

\$6.00 a day

\$28.00 a day

Actual amount spent daily may vary

Account
Melissa Bloedorn

STEP 10: MEASURE YOUR ROI




- ▶ Measure the results of your ads in comparison to your spending (are sells increasing, are you getting more solid leads, more traffic to your website, etc.)

RESOURCES

► Resource Links:

- Facebook for Business - Business Help Center: <https://www.facebook.com/business/help/980593475366490?id=1240182842783684>
- 10 Steps to Successful Facebook Ads: <https://okdork.com/wp-content/uploads/2017/04/okdork-facebookads-checklist.pdf>
- Facebook Ad Tips: <https://okdork.com/how-to-start-advertising-on-facebook/>
- Statista: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- Top Social Media Stats: <https://www.websiteplanet.com/blog/social-media-platform-users/>



Mentors to
America's Small Business

SCORE 
FOR THE LIFE OF YOUR BUSINESS

Thank You!
Bucks County SCORE