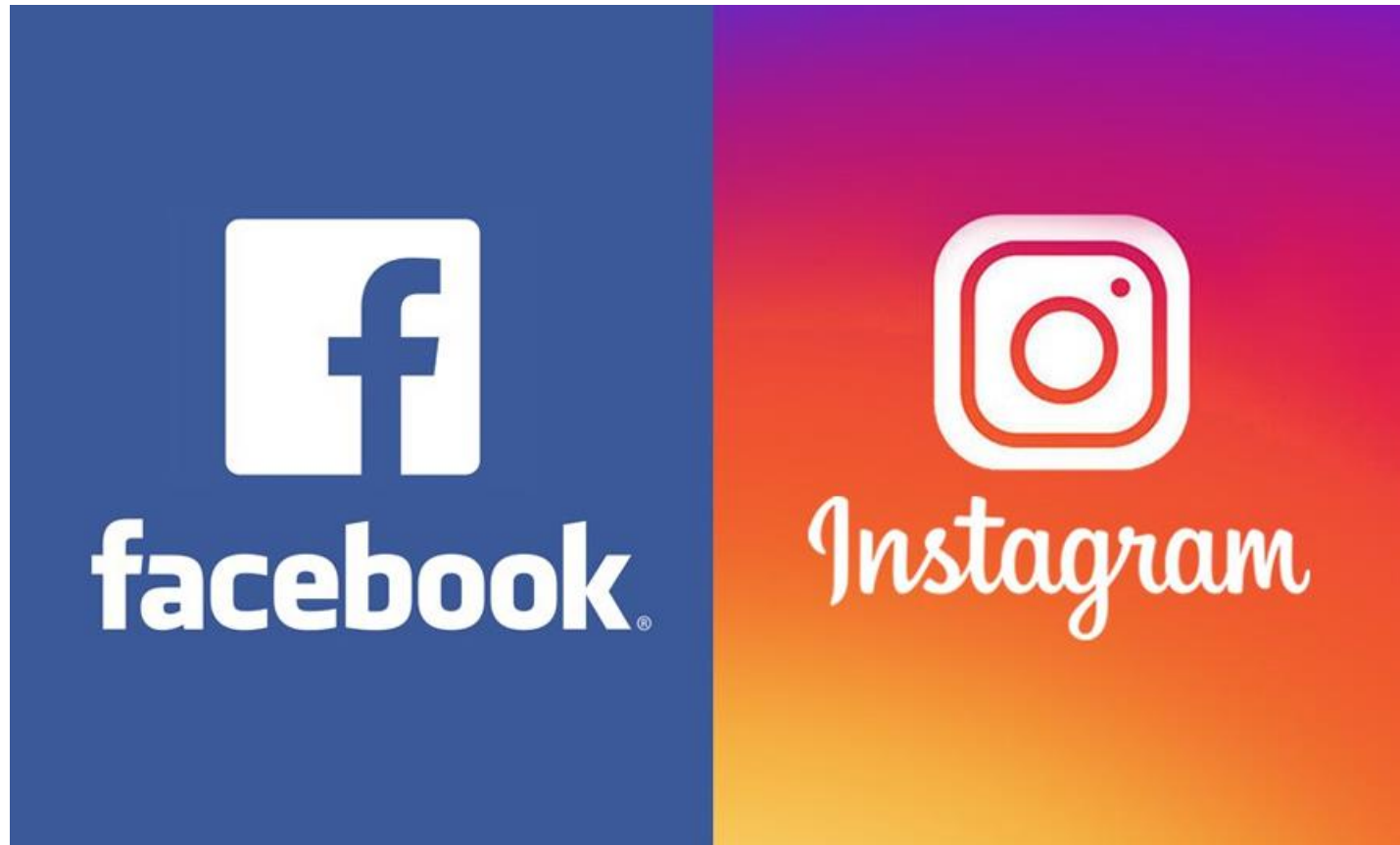


Facebook & Instagram Marketing

Understanding the fundamentals



Who am I ?

- ADI for 23 years
- Took a break and worked as a web design and marketing bod
- Came back into the industry 5 years ago
- Created “Get Your Own Driving School”.
- 1 year ago created Superdrive Academy and grew to 12 instructors within 11 months using my Facebook marketing strategies
- The urge to pass on my knowledge

What am I going to cover?

- The basic fundamentals of Facebook
- Boosting posts and using the Blue button
- Ads manager – Dark posts
- Advertising basics – Hook, Story & Offer
- Creating an Ad
- Audience targeting
- The power of a lookalike audience
- How to create a re-targeting campaign
- A look at Instagram marketing
- Any questions

The Fundamentals of Facebook & Instagram?

Currently Facebook is the most effective social media platform for advertising without doubt. It's where our customers live.

Instagram is a close second and gaining traction everyday.

Only a small percentage of our customer base see what we post (2% - 5%). Facebook is engineering it so we have to use Ads or Boost our posts to reach potential customers.

Facebook is cheaper than any other form of paid advertising and you can reach your audience instantly.

Instagram has the same fundamentals as I've just mentioned above by the way of means you have to start off by using paid advertising to attract new business.

Boost Button Vs Ads Manager

The Boost Button



Boost Post

A boosted post is the most basic advertising you can do on Facebook. It's created by allocating advertising budget to a post already on your businesses' page.

Once this is clicked and the boost is approved by Facebook, more people will see this particular post in their news feed.



Without a boost, your post will only be seen by about 2% of your current audience. Is your current audience really your target market?

Boosting the post allows you to ensure a much larger audience of your choice sees the post in their news feed.


Boosted posts are typically used when the goal is to achieve audience engagement such as post likes, shares and comments.


Post Boost Example

- A video works much better than an image
- It's more engaging
- We can use it time and time again
- It holds its view count and juice
- It's goal in general is to get likes and shares
- However, it has no further options for engagement or re-targeting. We need Facebook Ads for that.

 **Superdrive Academy**
Published by Shaun Harrington-Lunt [?] · October 19, 2018 · 

Superdrive Academy - Driving lessons in Andover



Superdrive Academy - Andover 

Boosted on Oct 21, 2018 Completed
By Shaun Harrington-Lunt

People Reached	7.1K	10-Second Video Views	1.2K
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[View Results](#)

[Boost Again](#)

Facebook Ads Manager

Campaign

- Objective

Ad Set

- Audience
- Placements
- Budget & Schedule

Ad

- Format
- Media
- Additional Creative

Close

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

The Benefits of Ads Manager

- It's much more advanced and gives you more options
- You can create different campaigns for different goals
- It's commonly known as a dark post
- You can spy on your competitors (www.facebook.com/ads/library)
- You can create a forever Ad for as little as £1 per day
- You can create re-targeting campaigns
- You can create a lookalike audience
- An excellent way of expanding your business
- You can create a funnel – cold/warm/hot audiences

Creating an Ad – The basics

- People don't go on Facebook to buy, they use Google or Amazon for that

- Hook
- Story
- Offer
- CTA



Sponsored (demo)

Attention Harrogate

Here's our weekend MEGA DEAL offer on driving lessons

- 10 lessons for only £210
- High 1st Time Pass Rate
- 100% Money Back Guarantee
- We accept PayPal transactions

5 star reviews and a school you can trust! ★★★★★

This offer ends midnight on Sunday so to make sure you don't miss out, click the button below to enquire

MESSANGER

100% Money Back Guarantee

Book Your Driving Lessons Now!

Send Message

£210 FOR 10 DRIVING LESSONS

Audience Targeting

Include | Type to add more locations | Browse

Add Locations in Bulk

Age 18 - 65+

Gender All Men Women

Languages Enter a language...

Detailed Targeting Include people who match


Ed Sheeran | Suggestions | Browse

- Ed Sheeran | Interests
- X (Ed Sheeran album) | Interests
- Education Level > College grad | Education Level
- Education Level > High school grad | Education Level
- Education Level > Some college | Education Level
- Education Level > Some high school | Education Level
- Education Level > Master's degree | Education Level
- Education Level > In college | Education Level

Connections

Placements
Show your ads to the right people in the right places.

Audience Size



Your audience selection is fairly broad.

Potential Reach: 41,000,000 people

Estimated Daily Results

Reach
2.1K - 5.9K

Size: 40,657,750



Interests > Additional Interests > Ed Sheeran

Description: People who have expressed an interest in or like pages related to *Ed Sheeran*


[Report this as inappropriate](#)

Audience Re-targeting

- In essence, turning a cold audience into a warm audience – a taste of your brand.
- People who haven't bought from you but need a nudge
- Re-target video views
- Re-target people who visited your website
- Re-target people for training
- It's a follow me Ad
- You can't do this with a boosted post
- A re-targeting Ad has a high success rate and gets better traction.

 **Superdrive Academy**
Published by Shaun Harrington-Lunt [?] · October 19, 2018 · 

Superdrive Academy - Driving lessons in Andover



Superdrive Academy - Andover [Send Message](#)



Boosted on Oct 21, 2018 Completed
By Shaun Harrington-Lunt

People Reached	7.1K	10-Second Video Views	1.2K
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[View Results](#) [Boost Again](#)


A Lookalike Audience

- One of the best things Facebook has ever done!
- Facebook will go away and come back with an audience that look like people who have already engaged with your page or Ad.
- It will then send these people your Ad
- We can then place these people into our re-targeting pot.
- Let Facebook do the heavy lifting for you because it knows everything about everybody.
- You can't do this with a boosted post.

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[View Results](#)

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Instagram



Are You Using Instagram For Business?

- Most people aren't because they aren't too sure how to use it
- We're going to quickly look at how to:
 - How to create a sales Instagram profile
 - How to create engaging content
 - How to grow your following
 - How to convert a percentage of followers to paying customers

Creating A Good Profile



→ superdrive_academy

Edit Profile



33 posts

275 followers

305 following

→ Driving Instructor

Driving School Covering Hampshire & Wiltshire 👍

↗ Check Out Here For Our Latest Offers 📌

www.superdriveacademy.co.uk/driving-lessons-offer

Adding Content

- Why add content?
 - You need to get yourself out there, if you're not, then you're pretty much invisible.
- Try to build KLT
 - Know
 - Like
 - Trust
- Get your customers to follow you – Their friends will then see their posts!

Content Strategy

- In essence, Instagram is a visual platform
 - The more attractive your images or videos are, the better you'll do. Be creative
 - Aim to post once per week (bare minimum)
 - Brand your images with your logo

Best Performing Types Of Content

1. Quote images
2. Product images – Car, L plate, Gear stick, Customer
3. Humour
4. Videos
5. Images of people – Behind the scenes, show me tell me etc etc

Increase Your Reach & Engagement

- Tag your location
- Post at the best times of the day (use insights to work this out)
- Use emoji's
- Add a call to action in your posts
 - Type "Yes" if...
 - Give this a "Like" if...
 - Tag a friend if...

Growing Your Following

- Piggy-backing on your competitors
- Use offers, giveaways or competitions
- Using hashtags strategically and best practices

Piggy Backing Our Competitors Or Customers

- Customers - Follow their followers
 - A percentage of them will follow you back
 - If they're interested in what you're offering i.e. driving lessons, they then may follow you back
- Look at your competitors
 - If they have pupils, follow them and then they may start following you back
- Do about 100 each week

Hashtags

- Use them on every single status update
- Can use up to 30 hashtags but I recommend a maximum of 10
- Get a list of 10 hashtags to use and keep them in a text file. Then copy and paste to simplify the process
- Add them as a comment once your post is live

Any Questions?