



PROVE IT! PODCAST

HOSTED BY DEBBIE ALBERT

Episode 110: The ABC's of Facebook Ads

Guest: Angela Pointon

This is Prove It. A podcast for impatient business owners, overwhelmed marketers, and PR practitioners with no time for podcasts. In just 10 minutes they answer 3 questions and offer proof of what's working in marketing communications today. Here's Debbie Albert, President of Albert Communications.

Debbie Albert: Welcome! On this episode of *Prove It* we're looking at Facebook ads and because this is such a big topic and can be looked at from so many different angles, this episode is the first of three in a series. I'll tell you more in a moment.

Facebook ads are really interesting – a bit of a puzzle to people like me who are asked about them by clients all the time. They can be targeted to very specific audiences, and they're relatively inexpensive so naturally, there's great interest in learning more. I've asked [Angela Pointon](#) to do a series of three Prove It podcasts to dig deeper into different aspects of Facebook ads. So welcome, Angela!

Angela Pointon: Thank you, Debbie, happy to be here!

Debbie Albert: Yeah, I'm glad you're here. Angela's company is called [Hand Select your Clients](#) and it's a firm that works with business owners to generate leads, plan content, and create inbound marketing campaigns. She knows Facebook ads inside out and I'm eager to hear more. As a matter of fact, when I called Angela to be a guest on the podcast she said, "*I could talk about that for days!*" which is why we decided to do a series of three. So, this episode is going to be a high-level look at the ABCs of Facebook ads. The next two, one is called List-building with Facebook Ads, and then we're going to do Targeting with



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Facebook and Instagram Ads. So, Angela, I've explained the format to you. I'm going to ask you 3 questions and then I'll ask you to prove the point. Sound okay?

Angela Pointon: Sounds great!

Debbie Albert: Alright so let's start. My first question, very basic, **tell us why buying Facebook ads can be more effective, more cost effective than Google Adwords or other forms of online advertising?**

Angela Pointon: Sure. So just to compare Facebook ads to Google Adwords first, they function differently from a cost perspective. So, Google Adwords runs like an auction. Whoever is willing to pay the largest amount for any given keyword is granted a top spot and Facebook doesn't operate that way. They do a cost per click that is not an auction model. So, I often say to clients, Google Adwords is great for some companies, but ultimately at the end of the day Google wins every single time because they are pinning competition against one another to try and get that first, second, or third spot on the page and they're getting paid, in many cases handsomely, for that because there's no ceiling. Somebody bids something, the next person can bid higher, the original person can bid higher than that, and so on.

On Facebook what you're looking at is you're doing targeting based on the demographic and the people that you want to see your ad. And that's where it varies from a cost per click, there are certain audiences that are going to be more expensive to market to. And there are certain audiences that are going to be less expensive to market to. But an experienced marketer can work with any organization to get creative within those targeting spaces to try to maximize the performance of a campaign while still minimizing the cost. And there's a lot more control and innovation inside of a Facebook ad campaign that Google simply, it's just the way they're structured, they don't offer that.



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Debbie Albert: That's a really interesting point. And there's a flipside to that too, because not every business I would say, is the right kind of business for a Facebook ad. There are some that are B2B that my guess would be that Facebook ads aren't necessarily the right way to go. How do you speak to that?

Angela Pointon: Yeah, it's an interesting point. I almost always disagree with that.

Debbie Albert: [laughs] You're welcome to.

Angela Pointon: Um, Facebook, everybody's on Facebook, right? I mean, maybe with the exception of individuals who are under 18, which they tend to use different social platforms. The younger market does, Facebook still does them on Instagram and so that's a nice space for that market and you can still use the Facebook ad platform to market on Instagram. But I'm even speaking now with a medical device company and they're target audience, of course, is physicians, and we're talking about the influencers of this medical device being the nurses and the office managers. You better believe that those individuals are on Facebook.

Debbie Albert: Right.

Angela Pointon: Probably, more than anyone would admit, right?

Debbie Albert: Right, they're probably on it during the day at work, right.

Angela Pointon: Yeah, they're on it during the day at work, they're talking about Facebook and what they saw posted. They're certainly on it on the evenings and on the weekends, so



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you know, it's hard to come up with an organization that their audience is not on there. And even for those younger organizations you can, again, still use the platform, or younger individuals, excuse me, still use the platform to reach them.

Debbie Albert: Angela before you dive into the world of Facebook ads, what should a business or organization consider? I mean, it's not just the budget, and it's not even the end user, I think what you mentioned earlier, it's the decision maker who is doing the buying, who is probably on Facebook.

Angela Pointon: Right. Um. So, there's a lot of elements to a Facebook ad campaign that people don't realize how much goes into it. So important elements to think about, and this is how a marketing firm can really help, Facebook is a visual platform. Yes, you can do a post with words only, but at the end of the day, that's not going to perform as well as a video ad or an image ad.

Debbie Albert: Right.

Angela Pointon: But there's imagery to be considered. You can always use stock photography, but you know, you have to consider what are you showing people? There's the words so that ad itself, the text within the ad has to be compelling. The whole idea is getting an individual to click and then hopefully take some sort of action.

And then what is that action that they're taking? Is it liking your page? And that has its own strategies. A page like ad. Or, more commonly, is it getting them to convert into a lead or an email address for you to continue to market to. And if that's the case, and I would say that's the majority of the campaign ads that we run, then there the whole page element to it. Something off the platform and that people are going to in order to read more about whatever you're offering. And be compelled enough to provide their contact information.



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So, there's lots of pieces to a Facebook campaign. I will say for Google Adwords you still have the text, you still have the destination page, but it's not an image ad, so the imagery is not part of that type of campaign where it is in Facebook.

So, there's that added element to think about. But there's a lot of pieces in play and a lot of pieces that can be tested for performance and deciding upon what words, what image, what page, even what button color is the most effective within the campaign.

Debbie Albert: And is Facebook, because I don't know a lot about this, do they have, I know they did it for the Trump campaign, but do they have people who help you make those determinations?

Angela Pointon: Not for the majority of your audience, probably. You're going to be very hard pressed to get in contact with anyone on Facebook for help.

Debbie Albert: So coming to an expert like you and I know there are a lot of people out there who do this, that's the way to go because you've tried it, you've tested things, you have the experience to know what works.

Angela Pointon: Sure. Yes, unless you're spending millions and millions of dollars on Facebook ads, you're not going to get a human to work with you there.

Debbie Albert: I gotcha. Alright, so let's get up to the **prove it** point, because I asked way more than the 3 questions that I promised but it really is an interesting topic. **So, can you prove it by telling us about a business that saw a return on their investment from their Facebook ad buy?**



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Angela Pointon: Sure. I have many stories but one of my favorites is a company called Little Nest Portraits, they're a client of mine and have been for a number of years. They utilize the Facebook ad platform to franchise their business, meaning they were a privately-owned business that decided to franchise the organization and create owners across the United States and they needed to attract those franchising candidates and they, really, they started with absolutely no one in their database for that sort of offer. And so, we built out a Facebook ad campaign to begin to market that service. And they you know went from a database of zero interested candidates to at our last count, about 4,050 interested candidates across the United States.

Debbie Albert: Ah man, I think you just proved it!

Angela Pointon: Right. [laughs] Yeah, it's a wonderful, wonderful platform that is incredibly smart and a perfect place for a small to medium sized business to try to build out a new database of prospective customers.

Debbie Albert: Well I appreciate that. So, we're out time but I want to say thanks to everyone for listening to this episode of Prove It. Stay tuned for the next two episodes which continue our discussions about Facebook ads. The next one is going to be List Building with Facebook Ads, which will be episode 108. And then episode 109 will be Targeting with Facebook and Instagram Ads, and I hate to admit that I am not on Instagram, but I might be by the end of that episode. So, Angela thanks for joining us. I'm so glad you're here and stay tuned for more episodes about trends in marketing communications and hearing real proof of what works. Take care!

End podcast