



MEDIA INSTITUTE

THE MANY LAYERS OF META ADVERTISING



with Sarah Benoit



Our Goal for Today

Meta has created one of the most affordable advertising platforms on the internet with options for budgets of all sizes, but this system comes with a wide variety of pros and cons.

*This work demands that you learn as you go.
Be flexible and curious.*



Our Agenda for This Session

- 1.** Explore and explain the different advertising tools provided by Meta. We will go live and take a look at the platforms in action.
- 2.** Share useful best practices to help you create successful ad campaigns
- 3.** Share some important secrets about how to set up and secure your account.



LET'S BE REAL!

Meta's inability to provide support with their advertising platform, through documentation or representative communication, is NOT COOL!



Meta's inability to provide support for business pages and personal accounts that have been hacked is incredibly frustrating.



The Layers of Meta Advertising

Facebook Professional Dashboard

- Ad Center
- Boost Post
- Create Ads

Meta Business Suite

- Ads
- All Tools > Advertise > Ads Manager

As a Facebook Business Page admin you can log into your personal FB profile and when the Home opens you may see “Ads Manager” on the left hand menu.



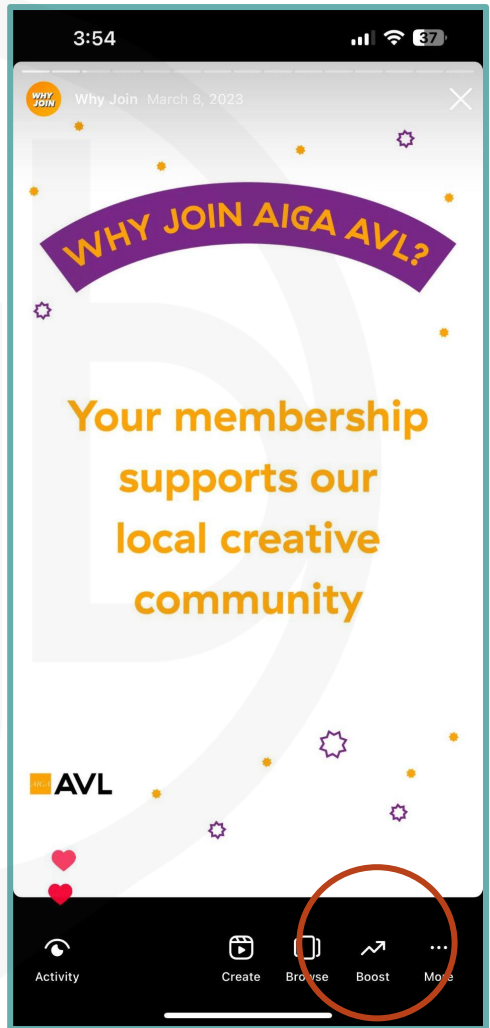
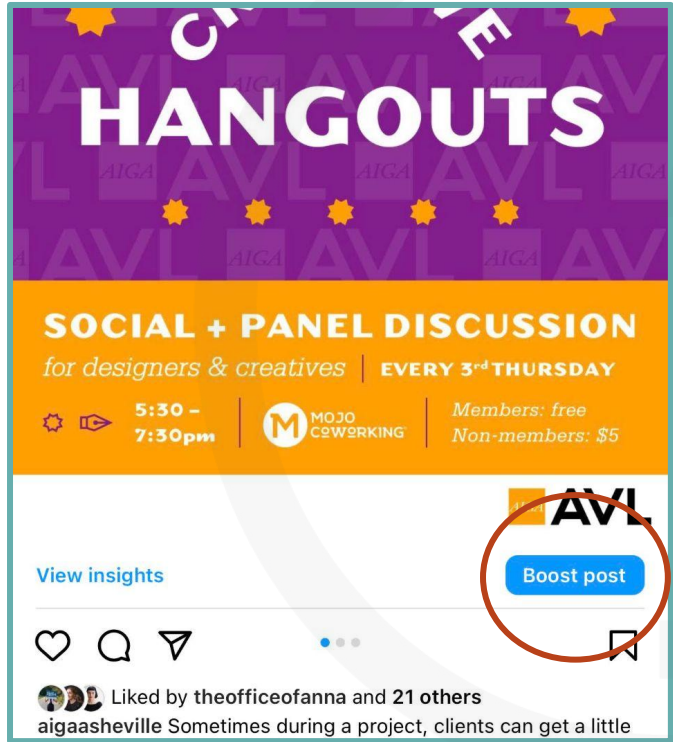
The Layers of Meta Advertising

Instagram Ads can be managed through Meta Business Suite. You want to make sure your Instagram Business page is connected to your Facebook Business page via Meta Business Suite.

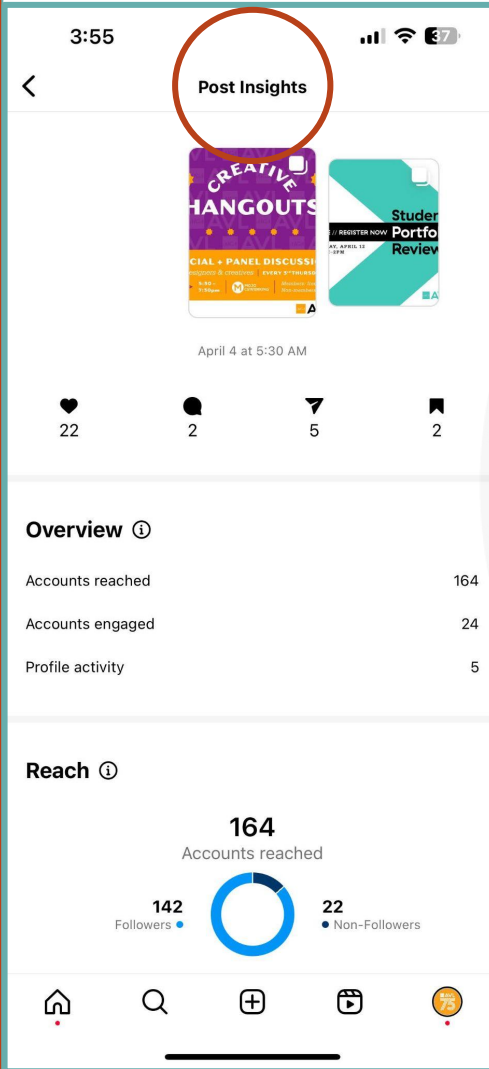
You can also complete many advertising activities directly in the Instagram app.

Meta Business Suite also has its own mobile app you can use.

In-app Instagram Advertising Options



In-app Instagram Advertising Options



3:55

Post Insights

CREATIVE HANGOUTS

REGISTER NOW

Student Portfolio Review

April 4 at 5:30 AM

22 2 5 2

Overview ⓘ

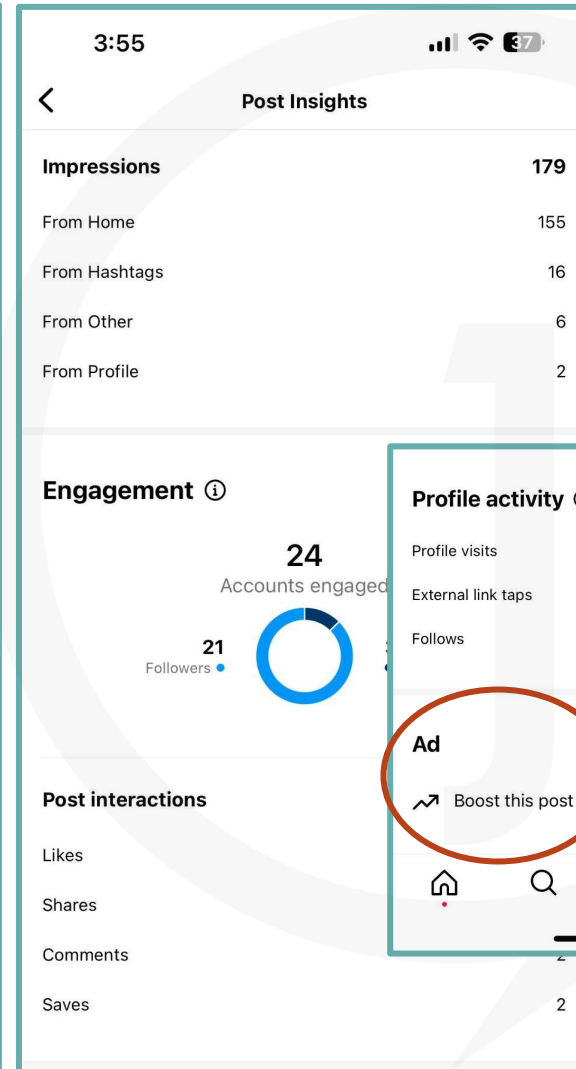
Accounts reached	164
Accounts engaged	24
Profile activity	5

Reach ⓘ

164 Accounts reached

142 Followers • 22 Non-Followers

Home Search Add Post Reels Activity



3:55

Post Insights

Impressions	179
From Home	155
From Hashtags	16
From Other	6
From Profile	2

Engagement ⓘ

24 Accounts engaged

21 Followers

Profile activity ⓘ

Profile activity	5
Profile visits	4
External link taps	1
Follows	0

Ad

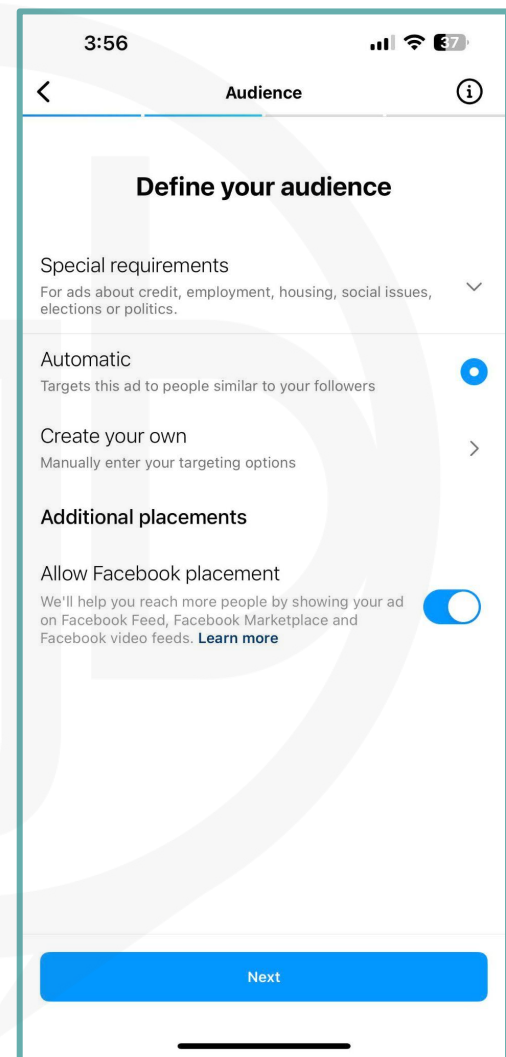
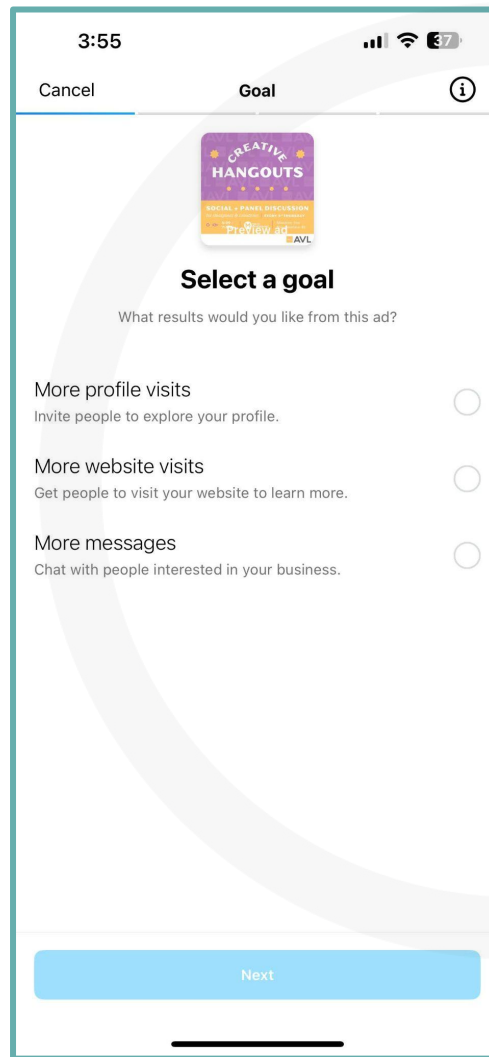
Boost this post

Post interactions

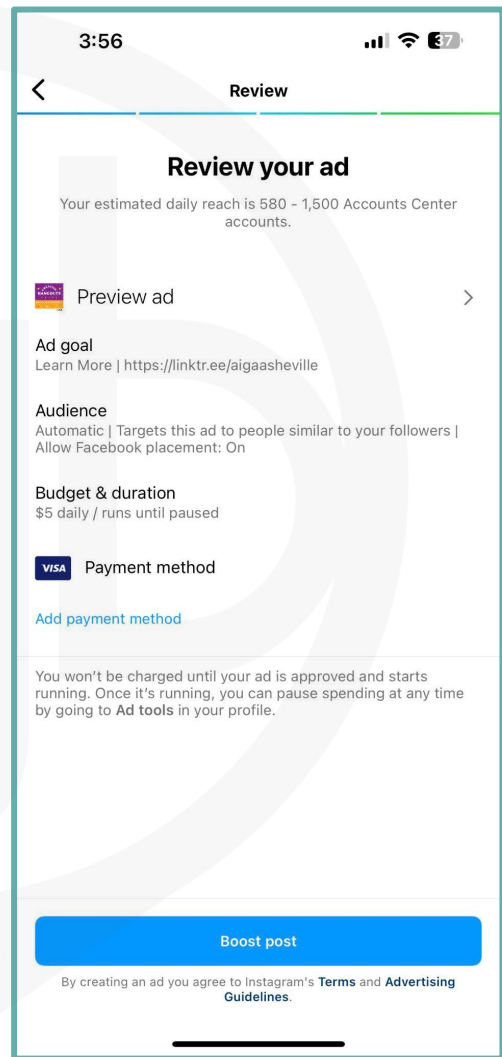
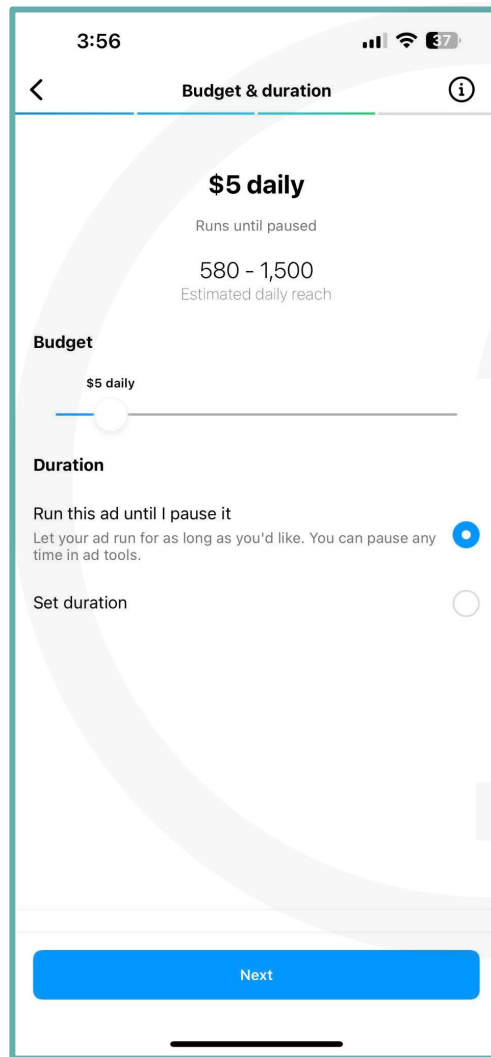
Likes	2
Shares	2
Comments	2
Saves	2

Home Search Add Post Reels Activity

In-app Instagram Advertising Options



In-app Instagram Advertising Options





Let's Play!



Meta Advertising Tips



Develop a Campaign Mindset

Campaign Maps

1. Set campaign objective and goals.
2. Choose a budget and time frame
3. Build your audiences.
4. Plan your core content messages + create your graphics, imagery, or videos.
5. Create and launch a campaign.





Build Audiences with Intention

1. Create your audiences before you create your campaign.
2. Think about who you want to attract as fans, customers, partners, visitors, etc. Be specific and build niche audiences.
3. Make a naming system for your audiences that other people can follow or easily identify and understand.
4. Build Saved, Custom, and Lookalike Audiences over time.
5. Remember the first time someone sees your ad they won't typically click or buy.



Build Campaigns with Multiple Ads

- ★ Every campaign needs multiple Ads in multiple Ad Sets, which can target different Audiences and feature different creative content.
- ★ Create more opportunities to test text, images, graphics and more and see what people respond to the most.
- ★ Choose to set up your campaigns manually. Avoid Advantage+ features.
- ★ If you are simply boosting posts this does not apply.
- ★ Use UTM parameters for better tracking.

Talk to Your Web Design team about UTM Parameters

All websites are different, research how it is done on your platform.

Meta allows you to add and edit UTMs manually at the Ad level when you add your website URL destination, under the Tracking section. You can add them all at once using a code snippet

Resources: [Terminus Blog](#) (ignore the Google Analytics information listed here, it is old.), [Meta Help](#), [UTMStar](#).



Stay Safe and Secure



Protect Your Investment

- ★ Always have multiple admins on your Facebook page and in your Business Manager.
- ★ Copy down all relevant account ID numbers and links in case of an emergency.
- ★ If you need to, start a chat to ask questions about your Business Page or Business Manager. This chat will end up in your personal Messenger.
- ★ When you contact support they give you a case ID #, make sure you save it somewhere safe.



5 Tips to Avoid Hacking

- ★ Have a longer, more complicated passwords and don't use the exact same password for all platforms.
- ★ Change your password every 6 - 12 months.
- ★ Watch for emails detecting strange login attempts. If the login attempt is not you then change your password.
- ★ Don't click links in direct messages or emails from Meta. Go to your notifications and look for the official message there.
- ★ Don't save your social media passwords to your computer browser. Use Lastpass or Password genie or another platform with double encryption.



Support Resources



Help Documentation & Chat Support

[Meta Business Help](#)

Scroll down to click the Get Started button. This only works if you are not hacked and have other issues or if you have access to some parts of the platform but not all.

[Help with Hacked Accounts](#)

[Hacked and Fake Accounts](#)

The ultimate goal when you have lost account access is to reach a representative on Chat Support, get a case a number, and if possible for them to call you on the phone.

[Problems with Facebook Pages](#)



Non-Profit Tools



Meta for Nonprofits

[Best Practices for Nonprofits](#)

[Fundraising Tools](#)

[Sign up as a nonprofit](#) and get access to fundraising tools. Make sure your Facebook Business page and Instagram Business account are already set up and connected via Meta Business Suite.

[Meta Video Library](#) for governments and nonprofits

DIY Tourism Marketing Conference

Expand your digital marketing skills, **cultivate** community and visitor engagement, and **amplify** your online impact.



DIY TOURISM
MARKETING CONFERENCE

November 11-12, 2024
ASHEVILLE, NC



Demystifying AI Ethics Roundtable

Virtual

Roundtable Series

Demystifying AI Ethics

Hosted by Sarah Benoit

Every 3rd Wednesday of the month starting...

 April 17, 2024 12 - 1 PM EST



Additional Resources

Free Learning

- **Free Monthly Webinar**: Our next Digital Drop-in is Wednesday May 1, 2024 and will be about Google Grants.

Online Learning

- **Content Strategy Roadmap** + Coaching is an on demand online course that can be done in your own time. Learn SEO, Instagram and Facebook marketing/advertising, Google Ads, and partnership marketing for just \$99/month. Get office hours with me and live Zoom AI marketing trainings with experts every month.

You do amazing things.
More people should know.



MEDIA INSTITUTE

Thank you!

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