



Facebook 201

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Public Relations
Social Media Development + Management
Search Engine Optimization
Graphic Design
Logo + Branding Design
Website Design + Management
Strategic Planning
Marketing Audits
Consulting



Certified Professional

Outline

Tips for Creative Content
Recommended Apps
Ad Options
Facebook Live Tips
Facebook Pixels
Q&A

The rise of video and motion graphics



of all mobile data will be video by 2021.¹

VIEWING LOCATION		FACEBOOK MOBILE VIDEO	INSTAGRAM MOBILE VIDEO
	In my home (e.g., living room, bedroom, other room)	85%	84%
	Friend or family member's home	49%	50%
	Public location (e.g., bar, restaurant, gym)	45%	44%
	At work	36%	38%
	Outdoors (e.g., park, beach, forest)	35%	36%
	During my commute	28%	29%

The best mobile video ads have four things in common

1. They capture attention early.

47% of a video's value is delivered in the first 3 seconds—so it's critical to capture attention right away and condense your message to 15 seconds or less. Lead with your most captivating elements and incorporate your brand identity early.

2. They make their message clear right away.

Since people move through content quickly, it's good to ask: What's the most important message I need to deliver in this video? If your goal is brand awareness, try to express your message clearly, quickly and with impact.

The best mobile video ads have four things in common

3. They're designed for sound off – but still delight with sound on.

Your video should be able to capture attention and deliver your message without relying on sound. Sight and motion are the foundation of feed, so try to tell your story visually or add captions as needed. If people do choose to watch with sound on, it's a great opportunity to delight them with audio.

4. They're framed for impact.

The mobile screen gives you a chance to own the real estate in people's feeds and hook them within the first few seconds. Your story doesn't need to be limited to the newsfeed frame—challenge it by using different formats such as square crops, vertical video, stacked videos, and 3D framing effects.

Thumb-Stopping Content



Thumb-Stopping Content





What makes your thumb drop?

Save videos and graphics that make your thumb drop. Create a folder filled with inspiration!

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Recommended Apps



Ripl



Mojo



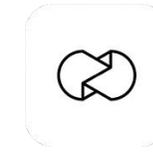
Legend



Boomerang



Plotaverse



Unfold



Quik



Adobe Spark



Canva



Videoshop

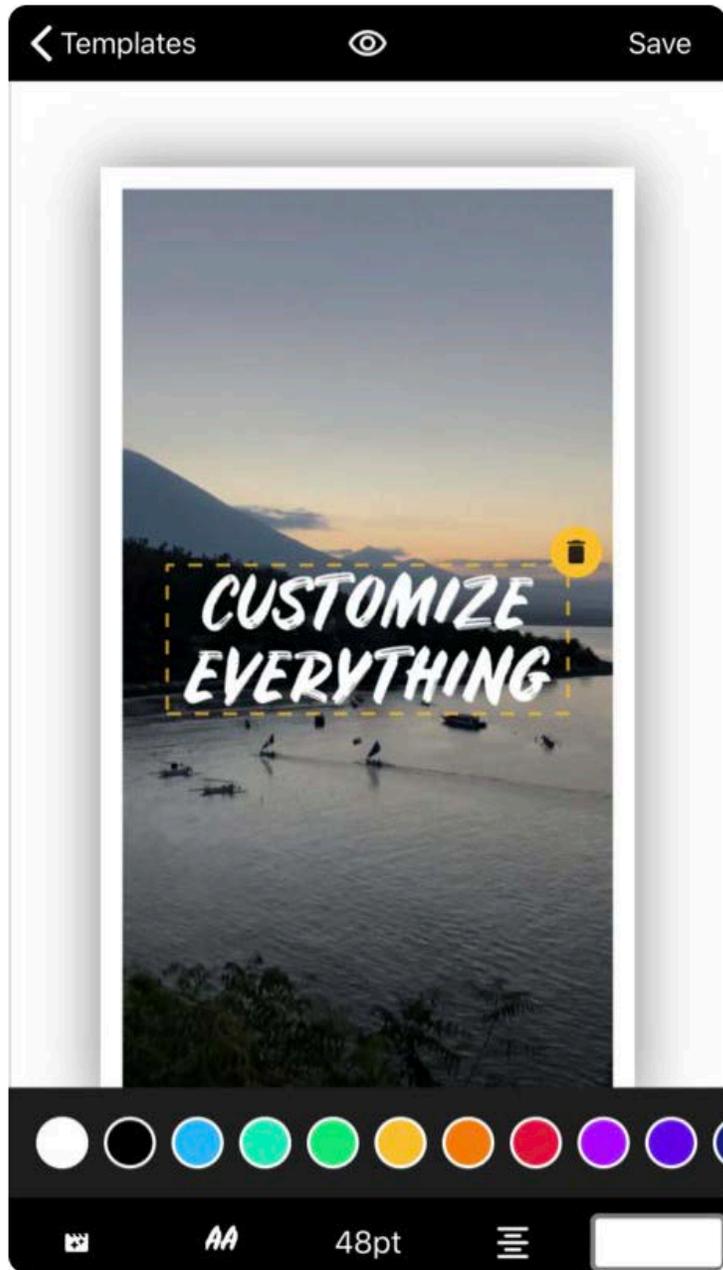


Adobe Photoshop Mix



Create and share eye-catching videos that stand out on social media.

- Animated short videos that feature your photos
- Post to all social media accounts
- Many templates and fonts to choose from
- Upload music or select from pre-audio tracks
- Ability to add branded colors and logo (Pro)



Mojo

Create stunning video stories

- Choose an animated template
- Add your media, text, and customize it
- 40 templates with many different styles
- Share to any platform

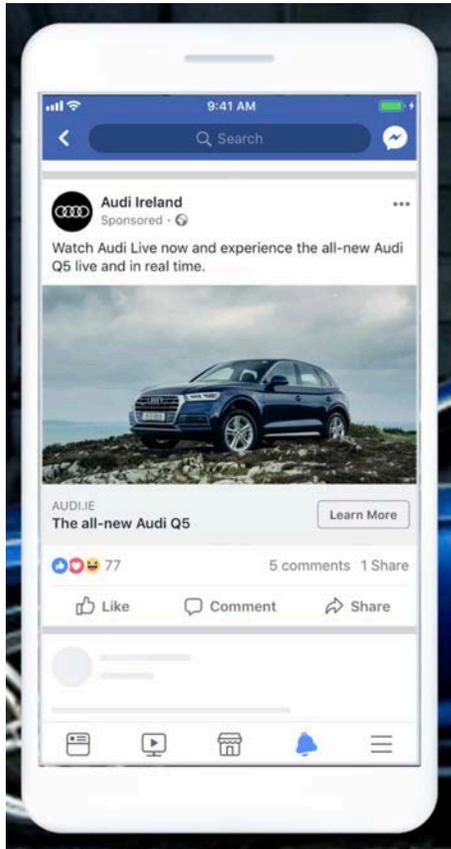


**Get creative and think
outside the box!**

[Video Example](#)

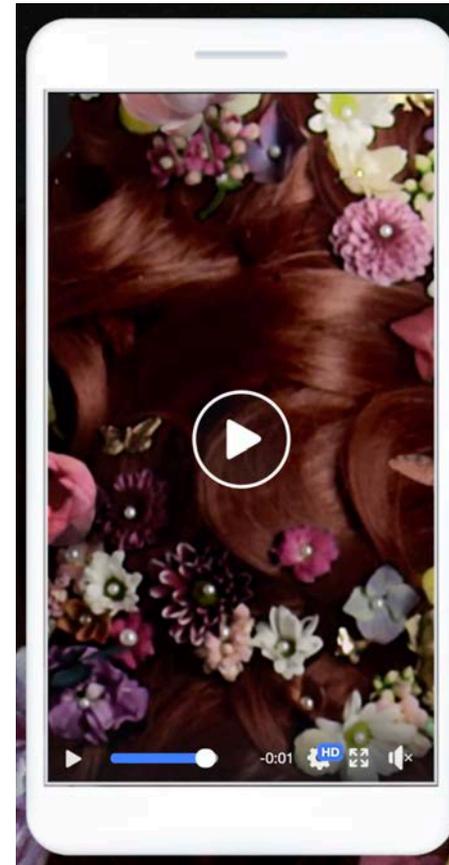
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Ad Options



Photo

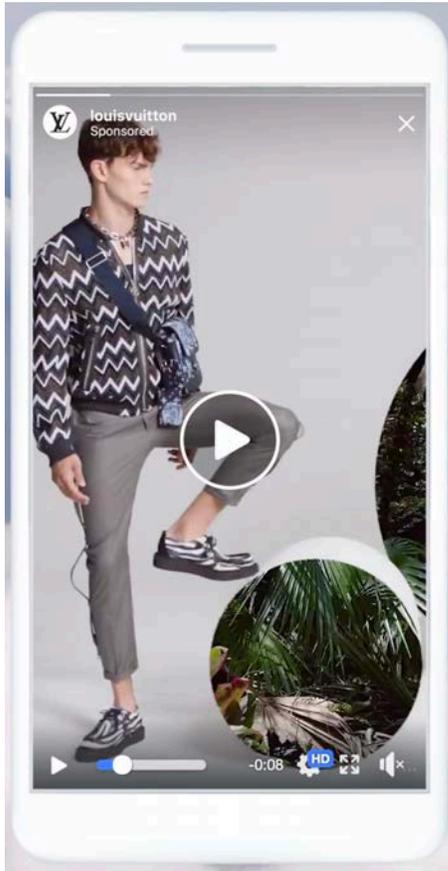
Photo ads offer a clean, simple format to feature engaging imagery and copy. Convey who you are and what you do through high-quality images or illustrations.



Video

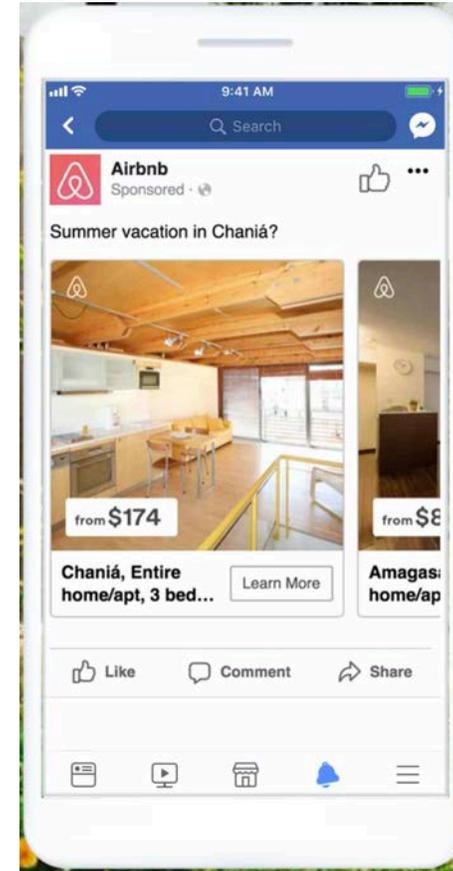
Tell your story with sight, sound and motion. Video ads come in a range of lengths and styles – from short, feed-based ads you watch on the go, to longer videos you watch on the couch.

Ad Options



Stories

Stories are customizable, edge-to-edge experience that lets you immerse people in your content. Tap into their passions and inspire them to take action on mobile.



Carousel

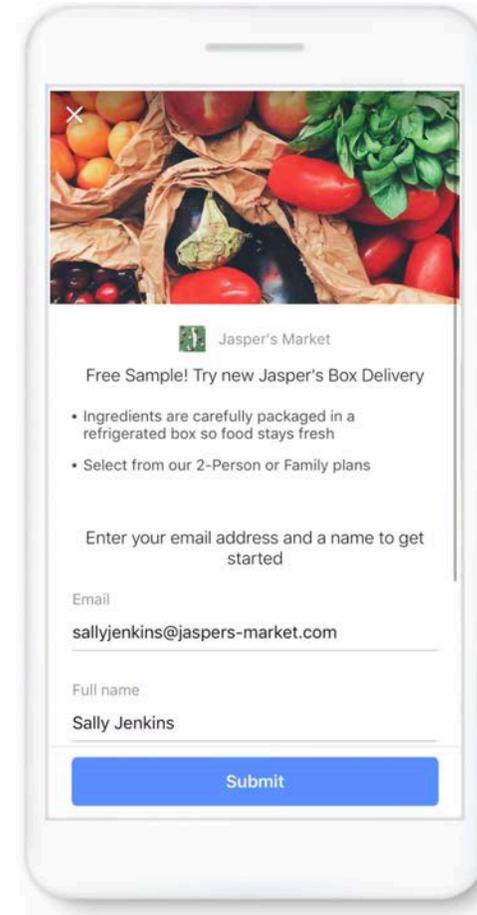
Carousel ads let you showcase up to ten images or videos in a single ad, each with its own link. Highlight different products or tell a brand story that develops across each card.

Ad Options



Slideshow

Slideshow ads are video-like ads made of motion, sound and text. These lightweight clips help you tell your story beautifully across devices and connection speeds.



Lead Ads

Lots of people want to hear from your business, but filling out forms can be difficult on mobile. Facebook lead ads make the lead generation process easy.

Ad Option: Instant Experiences

Facebook Instant Experiences, formerly known as Canvas, load instantly, they're mobile-optimized and they're designed to capture the complete attention of your audience. With an Instant Experience, people can watch engaging videos and photos, swipe through carousels, and explore lifestyle images with tagged products – all in a single ad.

Easy to create

Try our easy-to-use templates or build a custom, one-of-a-kind Instant Experience of your own.

Fast-loading

Instant Experiences are designed for mobile and load up to fifteen times faster than standard mobile web.

Good for any goal

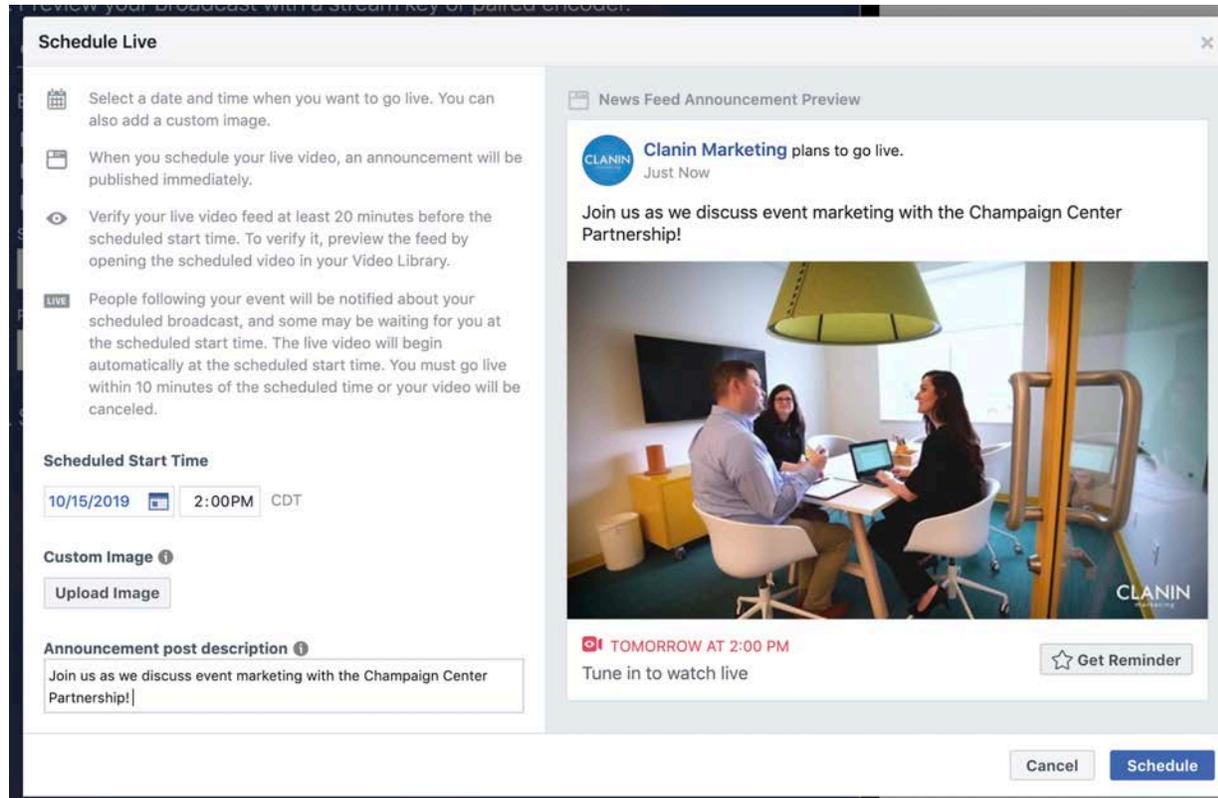
Acquire new customers, amplify your business, inspire mobile shopping or drive brand awareness.

Examples

Facebook Live Tips

1. Tell people ahead of time when you're going to broadcast

Build anticipation by letting people know when you'll be broadcasting live.



Facebook Live Tips

2. Go live when you have a strong connection, good lighting, and audio

Check to make sure that you have a strong signal before going live. WiFi tends to work best, but if you can't find a nearby network, you'll want a 4G connection. If you have a weak signal, the 'Go Live' button will be grayed out.



3. Write a compelling description before going live

A great description will capture fans' attention and help them understand what your broadcast is about.

4. Ask your viewers to follow you and receive notifications when you go live

Call out that your audience can tap on the Follow button on live videos and videos that were live and then opt-in to get notifications the next time you go live.



Facebook Live Tips

5. Say hello to commenters by name and respond to their comments

Your audience will be thrilled to hear you mention their name and answer their questions when you are live.

6. Broadcast for longer period of time to reach more people

The longer you broadcast, the more likely people are to discover and invite their friends on Facebook to watch the video. Facebook recommends that you go live for at least 10 minutes, and you can stay live for up to four hours.

7. Be creative and go live often

Try different types of broadcasts – and go live frequently – to keep your audience engaged.

live.fb.com

facebookbrand.com/assets/facebook-live/

Facebook Pixel

A piece of code for your website that lets you measure, optimize and build audiences for your ad campaigns.

How the Facebook pixel works

When someone visits your website and takes an action (for example, buying something), the Facebook pixel is triggered and reports this action. This way, you'll know when a customer took an action after seeing your Facebook ad. You'll also be able to reach this customer again by using a custom audience. When more and more conversions happen on your website, Facebook gets better at delivering your ads to people who are more likely to take certain actions. This is called conversion optimization.



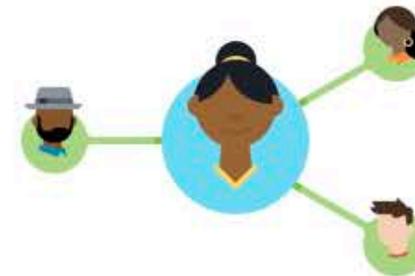
Track Website Activities

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.

Facebook Retargeting

Inspire people to rediscover what they love about your business.

Reach audiences who already know you.

Advertise to people who have visited your website, app, store or Facebook Page.

Keep your loyal customers coming back.

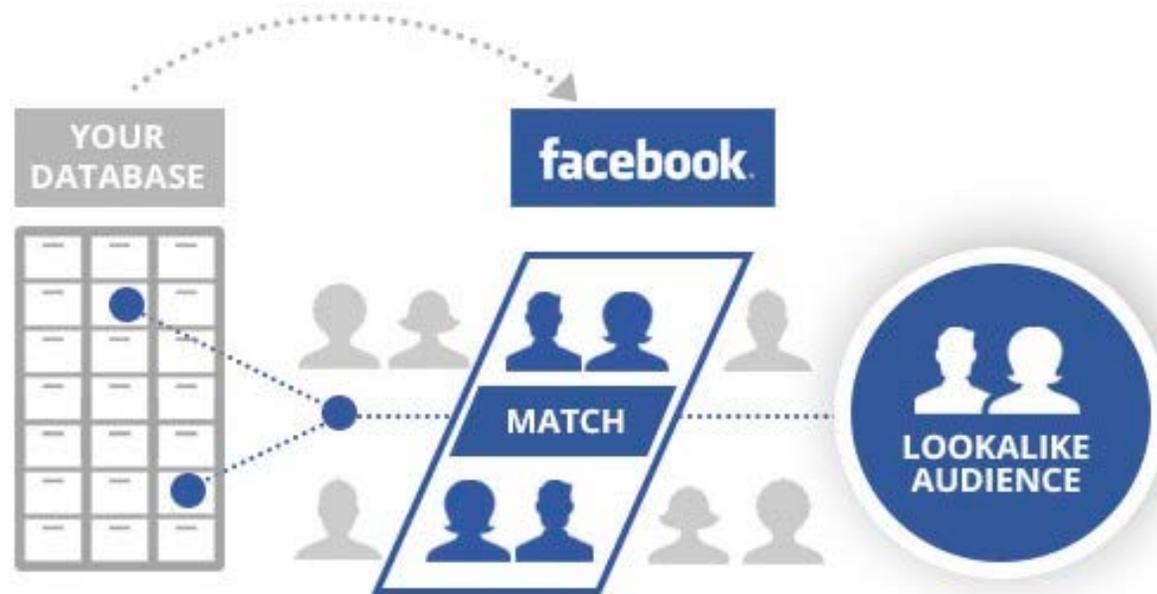
Build brand loyalty by showcasing new products to your best customers.

Personalize every ad for every customer, automatically.

Use dynamic ads that automatically show people items they're most interested in.

Lookalike Audiences

A Lookalike Audience is a way to reach new people who are likely to be interested in your business because they're similar to your best existing customers.



Questions?

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