



Level 2: (More) Facebook Advertising

Course Outline

- Introduction
- Mastering Facebook
- **(More) Advertising on Facebook**
- Mastering Twitter
- Mastering Content
- Master Class

Today's Agenda

- Level One Review
- WT: Awareness Campaign
- WT: Traffic Campaign
- WT: Engagement Campaign
- WT: Instant Experience
- WT: Forms
- Q&A

Join the Closed Facebook Group:

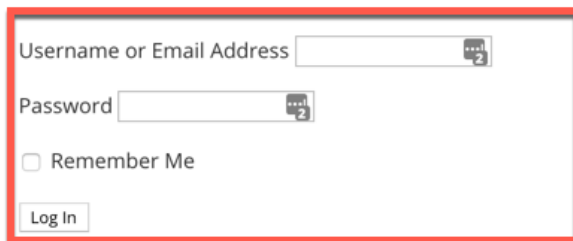
<https://www.facebook.com/groups/digital.activism/>

Online Resources

The slide deck for this session is available online at www.libertydigital.net/digital-activism/

1. Click the “Level One” button in the “Access Your Classroom Materials” section.
2. Click on the module you wish to access from the list.
3. You will need to either log in or register:
 - a. If this is your first time on the site, you will need to register. Begin by entering your authorization code under the Digital Activism Registration section, click “Apply” and then click “Next.” Complete the registration process by entering your name, email, username, and password. You will be redirected to a login screen.
 - b. If you are already registered, you may or may not be logged in. Simply enter your username and password that you created in the registration step.

This content is only available to members. Please log in or register:

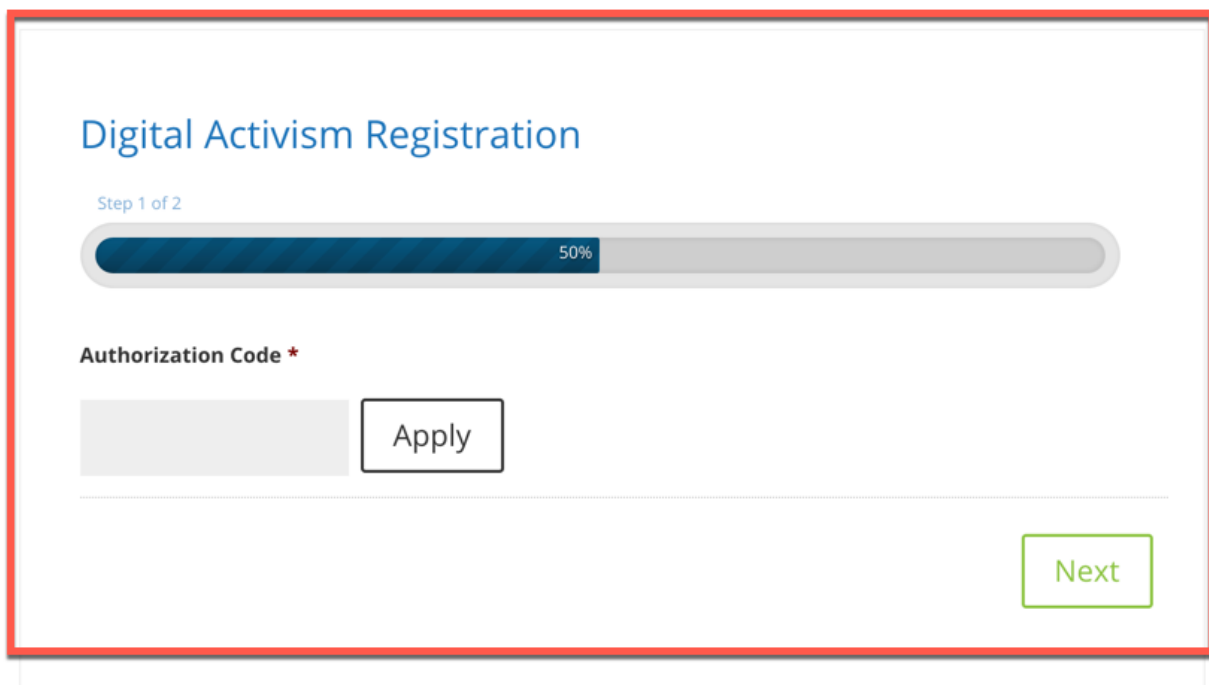


Username or Email Address

Password

☐ Remember Me

If you have an authorization code, you can register for membership using the following form:



Digital Activism Registration

Step 1 of 2

50%

Authorization Code *

Ask Me Anything

The Digital Activism page contains a web form that allows you to ask questions and suggest topics. I'll use these questions to customize upcoming training sessions and/or online webinars and livestreams.

Ask Me Anything

Have a question you need answered in an upcoming class? Want to see something particular demonstrated in a webinar or livestream? Use this form to let me know so I can build it into the program.

Email *

First name Last name

What's your question? *

Want to subscribe?

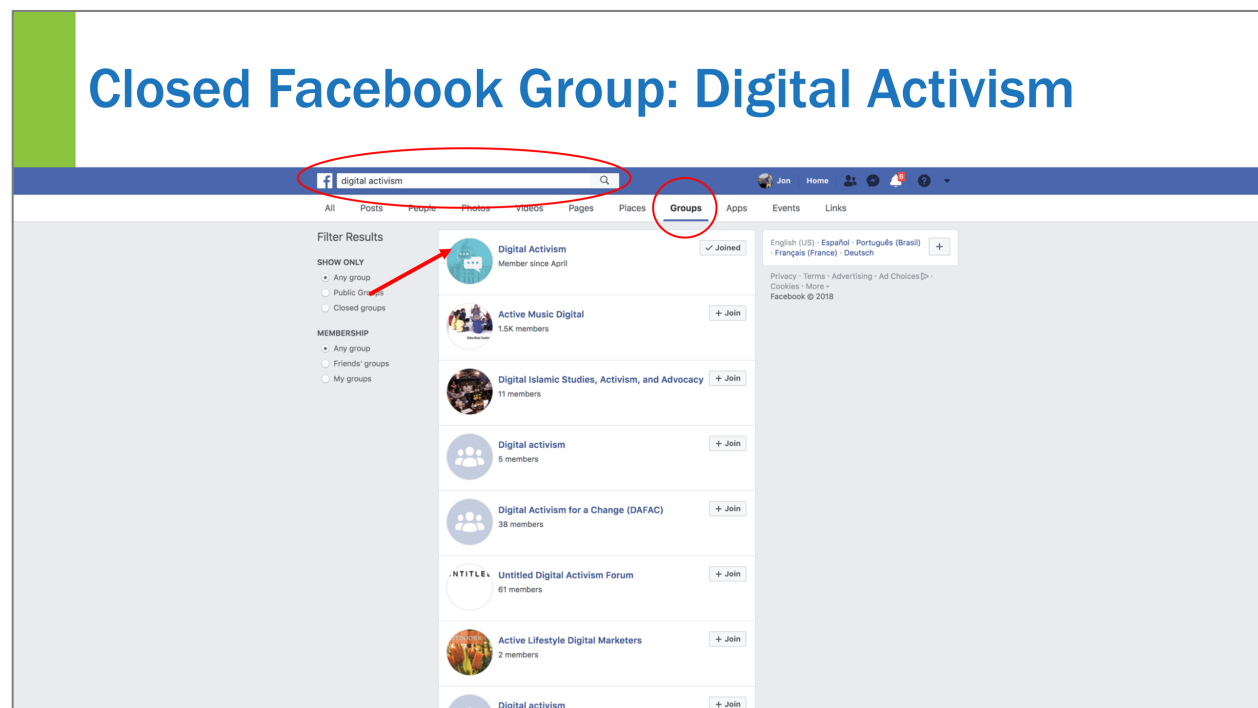
☐ Yes, let me know when new content is available

Digital Activism Facebook Group

You are invited to join the Candidate Boot Camp Digital Activism closed group on Facebook. We share news and content and there are other members available to share tips and answer questions.

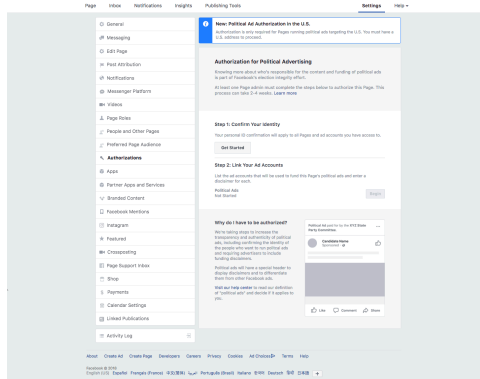
Note: This is a non-partisan group with members from around the world (mostly the U.S.).

1. In the Facebook search bar, type “digital activism”
2. Filter the results by clicking the “Groups” tab on the top
3. Click the “+ Join” button to request admission to the group

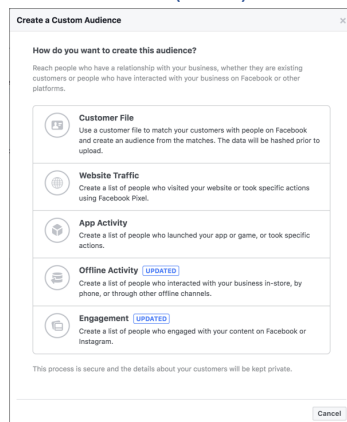


Review

Page Authorization

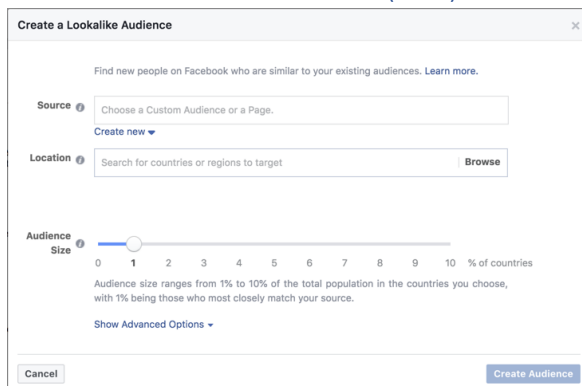


Tools: Custom Audiences (BYO)



- Customer File 🔥🔥🔥
 - Voter contact (phone banks, doors)
 - Attendees
 - Volunteers
 - Donors
 - *Voter lists?*
- Engagement 🔥🔥
- Website Traffic 🔥
 - General
 - Specific (issues, donate, volunteer)

Tools: Lookalike Audiences (LAA)



- Turn small audience (minimum of 100) into large audience
- Sources:
 - Website visitors
 - Custom audiences
 - Page fans

Tools: Saved Audiences

Create a Saved Audience

Audience Name

Name your audience

Custom Audiences

Add Custom Audiences or Lookalike Audiences

Exclude Create New

Locations

People who live in this location

United States

United States

Include Type to add more locations Browse

Add Locations in Bulk

Age

18 65+

Gender

All Men Women

Language

Enter a language...

Potential Audience

Potential Reach 230,000,000 people

Audience Details

Location - Living In: United States

Age: 18 - 65+

Detailed Targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors Suggestions Browse

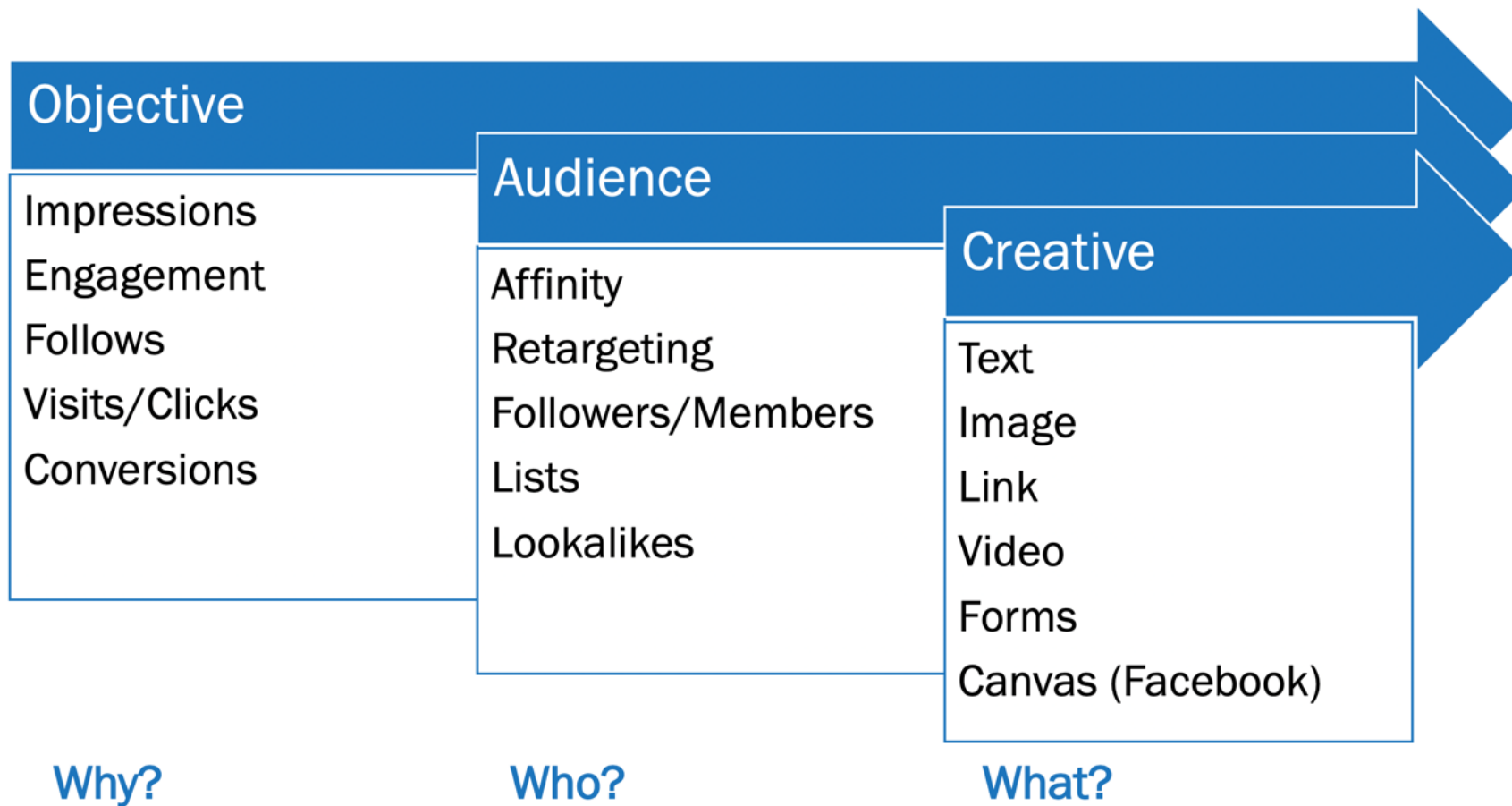
Exclude People

Connections

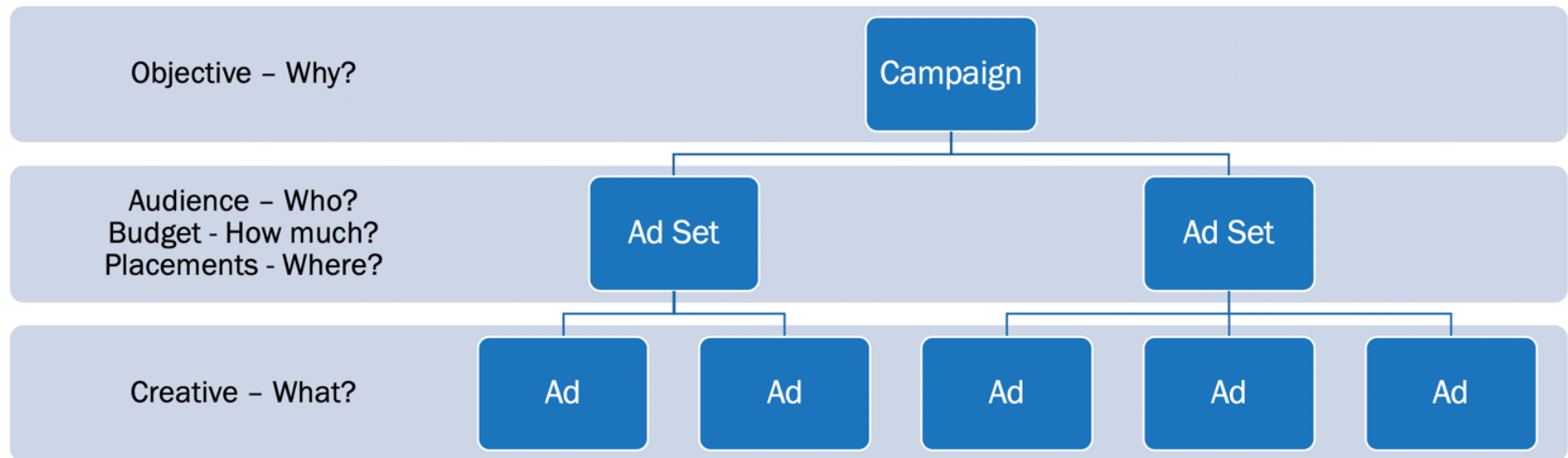
Add a connection type

Cancel

Create Audience



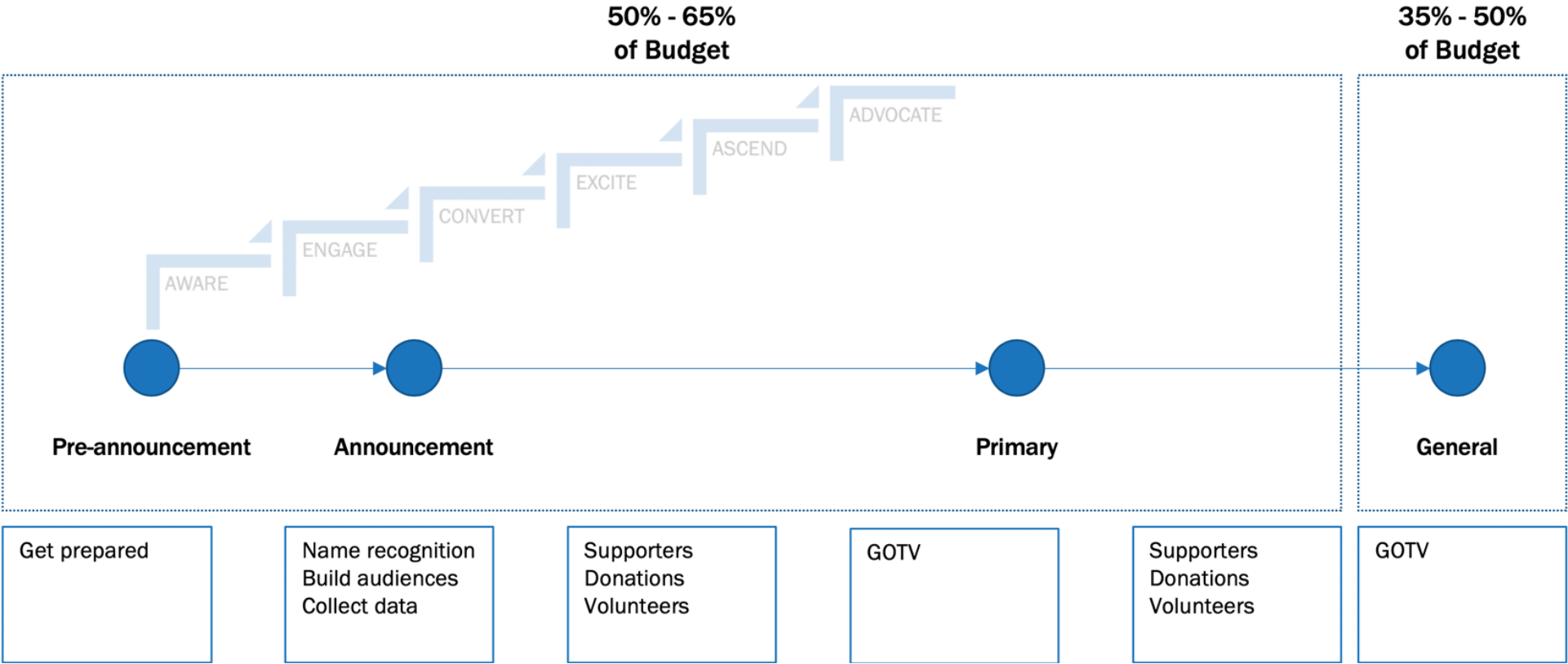
Anatomy of Facebook Campaigns



Constituent Journey: Summary

Constituent Stage	Social Cycle	Call(s) to Action	Ad Set Audience(s)
Awareness	Listen	Read this article Watch this video	Affinity/Saved Lookalike
	Engage	Read this article Watch this video	Affinity/Saved Lookalike
Engagement	Engage	Like, Share, Comment	Affinity/Saved, Lookalike Retargeting Fans
Conversion	Engage	Join Me Subscribe Sign Up	Custom Retargeting Fans
Excitement	Network	Learn More Tell Me What You Think	Custom Retargeting Fans
Ascension	Sell	Vote for me Donate Volunteer	Custom Retargeting
Advocacy	Sell	Share my message Host a house party or event	Custom Retargeting

Campaign Timeline



Template #1: Short Time (60 days), Small Budget (<\$500)

Phase 1 (65% budget): Exposure and BYO audience	Phase 2 (35% budget): GOTV
<ul style="list-style-type: none">• Campaign 1: Name and Office<ul style="list-style-type: none">• Objective – Engagement• Audience – Cold (demographics)• Creative – Image (name, office, face)• Add to CA “Campaign Engaged”• Campaign 2: Video Intro<ul style="list-style-type: none">• Objective: Engagement• Audience – Cold (demographics)• Creative – Video (30-second captioned slideshow)• Add to CA “Campaign Engaged”	<ul style="list-style-type: none">• Campaign 3: GOTV<ul style="list-style-type: none">• Objective: Conversions• Ad Set 1<ul style="list-style-type: none">• Budget 50%• Audience – Cold (demographics & affinity)• Creative – Event (Vote for Me)• Ad Set 2<ul style="list-style-type: none">• Budget 50%• Audience – “Campaign Engaged”• Creative – Event (Vote for Me)

Template #2: Medium Time (90 days), Medium Budget (\$500 - \$1,000)

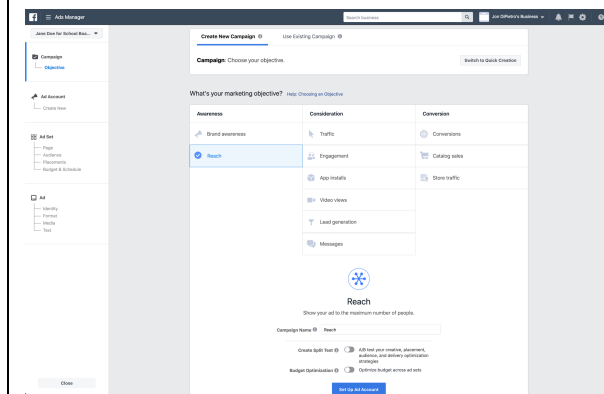
Phase 1 (35% budget): Exposure and BYO audience	Phase 2 (35% budget): Recruit Support	Phase 3 (30% budget): GOTV
<ul style="list-style-type: none"> Campaign 1: Name and Office <ul style="list-style-type: none"> Objective – Engagement Audience – Cold (demographics) Creative – Image (name, office, face) Add to CA “Campaign Engaged” Campaign 2: Video Intro <ul style="list-style-type: none"> Objective: Engagement Audience – Cold (demographics) Creative – Video (30-second captioned slideshow) Add to CA “Campaign Engaged” 	<ul style="list-style-type: none"> Campaign 3: Lawn Signs <ul style="list-style-type: none"> Objective – Conversions Audience – “Campaign Engaged” Creative – Messenger (request sign) Add to CA “Campaign Supporter” Campaign 4: Donations <ul style="list-style-type: none"> Objective – Traffic Audience – “Campaign Engaged” Creative – URL (donate landing page) Add to CA “Campaign Donor” 	<ul style="list-style-type: none"> Campaign 5: GOTV <ul style="list-style-type: none"> Objective: Conversions Ad Set 1 <ul style="list-style-type: none"> Budget 50% Audience – Cold (demographics & affinity) or LAA Creative – Event (Vote for Me) Ad Set 2 <ul style="list-style-type: none"> Budget 50% Audience – “Campaign Engaged, Supporter, Donor” Creative – Event (Vote for Me)

Template #3: Max Time (120+ days), Max Budget (> \$1,000)

Phase 1 (25% budget): Exposure and BYO audience	Phase 2 (25% budget): Segment Audience	Phase 3 (25% budget): Recruit Support	Phase 4 (25% budget): GOTV
<p>Campaign 1: Name and Office Objective – Engagement Audience – Cold (demographics) Creative – Image (name, office, face) Add to CA “Campaign Engaged”</p> <p>Campaign 2: Video Intro Objective: Engagement Audience – Cold (demographics) Creative – Video (30-second captioned slideshow) Add to CA “Campaign Engaged”</p>	<p>Campaign 3: Issues Objective: Engagement Ad Set 1 Audience – Cold (demographics) Creative – Issue #1 Video (30-second slideshow) Add to CA “Issue #1”</p> <p>Ad Set 2 Audience – Cold (demographics) Creative – Issue #2 Video (30-second slideshow) Add to CA “Issue #2”</p> <p>Ad Set 3 Audience – Cold (demographics) Creative – Issue #3 Video (30-second slideshow) Add to CA “Issue #3”</p>	<p>For each campaign, create separate ad sets targeting CA for engaged and/or specific issues...</p> <p>Campaign 4: Lawn Signs Objective – Conversions Audience – CA or LAA Creative – Messenger (request sign) Add to CA “Campaign Supporter”</p> <p>Campaign 5: Donations Objective – Traffic Audience – CA or LAA Creative – URL (donate landing page) Add to CA “Campaign Donor”</p>	<p>For each campaign, create separate ad sets targeting CA for engaged and/or specific issues...</p> <p>Campaign 6: GOTV Objective: Conversions Ad Set 1 Budget 50% Audience – Cold (demographics & affinity) Creative – Event (Vote for Me)</p> <p>Ad Set 2 Budget 50% Audience – CA Creative – Event (Vote for Me)</p>

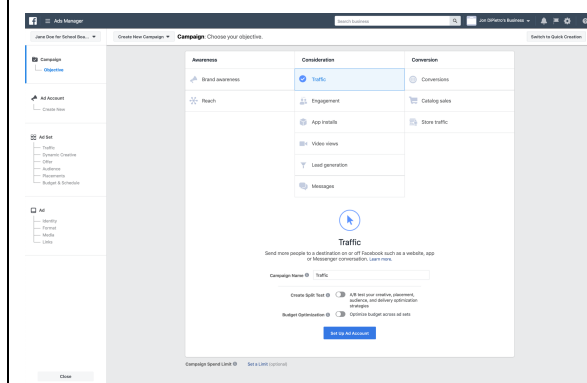
Walkthroughs

Awareness Campaign



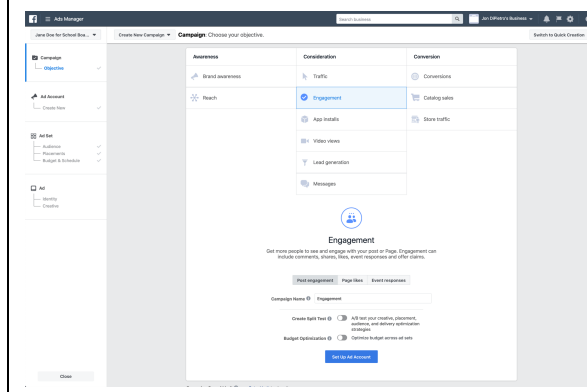
- Brand Awareness = mindshare
- Reach = eyeballs
- Cold audiences
- Optimize for Impressions or Reach
- Charged for impressions

Traffic Campaign



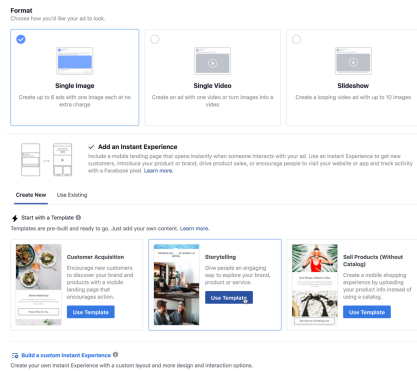
- Cold, warm, or hot audiences
- Optimize for
 - Landing page views
 - Link clicks
 - Impressions
 - Daily Unique Reach
- Charged for impressions (or clicks for Link Clicks opt.)

Engagement Campaign



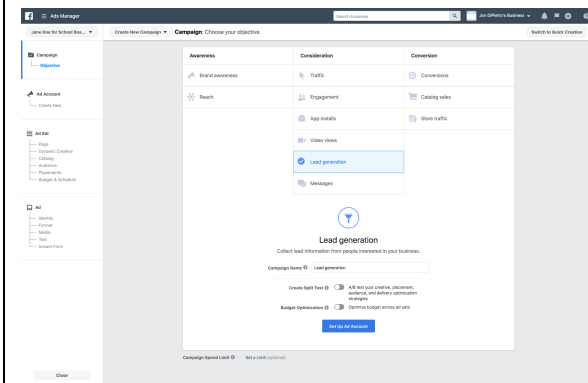
- Cold, warm, or hot audiences
- Optimize for
 - Post Engagement
 - Impressions
 - Daily Unique Reach
- Charged for impressions

Instant Experience



- Mobile-only
- Build a mini-website inside of Facebook
- Rich content
 - Images
 - Video/slideshows
 - Carousels
 - Text
 - Buttons

Forms (Lead Generation)



- Warm and hot audiences
- Optimize for leads
- Charged for impressions
- Can send entries to Mailchimp! or use Zapier