# Advertising on Facebook

Facebook advertising works well for us at York Buddhist Group. We can direct our advert at the kind of people who might be interested, pay just for the clicks to our website (programme) page and set a daily budget and a time limit so that we can meet a particular budget. On recent campaigns we have spent about £150/160 advertising a Newcomers' Class and in each case around 50 people have turned up. Dana has been good -around £150 per class, dropping towards the end of the course as numbers dropped to around £90. We usually end with about 20 people. 718 people clicked through to our website on the latest 5 week campaign and had 1327 views between them.

There are other advantages and benefits. Some people who see the ad interact with the Facebook page, tag friends, share, and sign up to the page—we have 640 people following us on Facebook after only 14 months. Also it has been good for our e-mailing list—we have nearly 300 subscribers.
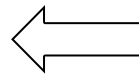
All this means that, as time passes, we are building up a valuable resource of people who have expressed an interest in Buddhism and Meditation for the future so the investment in each individual advert is also reflected in this. So when we have a day retreat, for instance, we need only advertise (for free) in a normal facebook entry and a normal cost-free newsletter
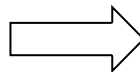
Feb 2019

## How to Do it!
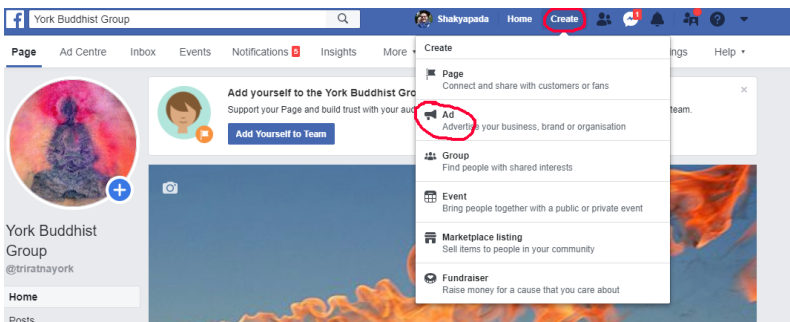


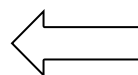Go to your Facebook Page and click 'Create' at the top then click 'Ad' in the drop-down box

On the page that appears click on 'traffic'. (This takes you to a web page)





Type in your campaign name here. You can if you wish create several different adverts to see what works best. To do this turn on the 'create split test' button. We don't use 'budget optimisation' but, obviously, you can if you wish

Click 'Continue'

Yorkbuddhistgroup.com ∗ yorkbuddhistgroup@gmail.com

Click the 'website' option but ignore everything else on this image
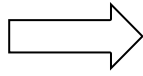
**Traffic**
Choose where you want to drive traffic. You'll enter more details about the destination later.

- ● Website
- ○ App ⓘ
- ○ Messenger ⓘ

**Dynamic creative**
Provide individual assets, such as images and headlines, and automatically generate optimised creative combinations for your audience. Learn more.

**Offer**
Drive more conversions by creating an offer that people can save and receive reminders about. Learn more.

: Learn more

ved audience ▼

Add a previously created Custom or Lookalike Audience

:clude | Create new ▼

Everyone in this location ▼

United Kingdom

📍 (53.9545, -1.0815) + 16 km ▼

📍 Include ▼ | Type to add more locations | Browse
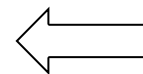
Locations ⓘ

[Map showing area around York with Ripon, Easingwold, Malton, Harrogate, Pocklington, Leeds, Selby]

✓ Drop Pin

Add locations in bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviours | Suggestions | Browse

Detailed targeting ⓘ
- ▸ Demographics ⓘ
- ▸ Interests ⓘ
- ▸ Behaviours ⓘ

Choose the area around your location first by pinpointing it on the map, then you can choose the distance from your location for the campaign to be operative

Below you can choose age range and gender

Under the heading 'INCLUDE people who match at least ONE of the following' click 'Browse' and choose your audience.

As a guide to what we do, I've attached the categories which we choose, though you might prefer different ones. The great thing is that you can target the kind of people who you think might be interested in the exact area from which you draw your sangha!

Gender ℹ️ **All** | Men | Women

Languages ℹ️ [ Enter a language... ]

INCLUDE people who match at least ONE of the following ℹ️

Charity and causes

Community issues

Environmentalism

Religion

Sustainability

Volunteering

Interests > Hobbies and activities > Travel

Ecotourism

Nature

[ Add demographics, interests or behaviours    |    Suggestions | Browse ]

Exclude people or Narrow audience

☑ Expand interests when it may increase link clicks at a lower cost per link click. ℹ️

etailed targeting ℹ️

**Audience size**

Your audience selection is fairly broad.

Specific — Broad

Potential reach: 210,000 people ℹ️
Your detailed targeting criteria is currently set to allow interest expansion. ℹ️

**Estimated daily results**

Reach ℹ️

**8.8K-18K**

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

As you choose your audience, the panel on the right tell you how man people you have selected. You can choose to tick the 'expand interests' box if you so wish

Interests > Entertainment > Reading >
Fiction
Mystery Fiction
Non-Fiction
Interests > Family and relationships >
Friendship
Interests > Fitness and wellness >
Meditation
Physical Exercise
Physical Fitness
Running
Yoga
Interests > Hobbies and activities > Arts and music >
Crafts
Interests > Hobbies and activities > Home and garden >
Gardening
Interests > Hobbies and activities > Politics and social issues
Charity and Causes
Community Issues
Environmentalism
Religion
Sustainability
Volunteering
Interests > Hobbies and activities > Travel >
Eco Tourism
Nature

These are the categories we've chosen at YBG

It's worth saying that if you are paying per website click it doesn't really matter if your categories are quite wide. However if you choose to pay by impressions on news feeds (see next page) you might be advised to keep categories much tighter.

We pay per click.

## Budget & schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ  **Daily budget** ▼   $7.00

$7.00 USD

Actual amount spent per day may vary. ⓘ

Schedule ⓘ  ○ Run my ad set continuously starting today

● Set a start and end date

Start   🗓 8/2/2019   🕐 08:56

End   🗓 8/3/2019   🕐 08:56

(Pacific Time)

Your ads will run for **28 days**. You'll spend no more than **$196.00**.

Optimisation for ad delivery ⓘ   **Link clicks** ▼

Bid strategy ⓘ   **Lowest cost** - Get the most link clicks for your budget ⓘ

☐ Set a bid cap

When you are charged ⓘ   Link Click (CPC)

More options

Ad scheduling ⓘ   ● Run ads all the time

○ Run ads on a schedule

Delivery type ⓘ   **Standard** – Get results throughout your selected schedule

More options

Hide advanced options ▲

Back                                                                 Continu

You can set a daily budget here and either run your ad continuously or set a start and end date

'Optimisation for  ad delivery' enables you to chose how you are charged . There are various options but we go for link clicks as this is really what we are after .

Click 'continue'

**Identity**
Choose how you want your business to be represented in your ad.

**Facebook Page**
Your Facebook Page or Instagram account represents your business in ads. You can also Create a Facebook Page

👤 York Buddhist Group ▽

Instagram account ⓘ
The selected Page has no Instagram account connected. Your ad will use the Page's name and profile picture. add an Instagram account..

🚩 Use selected Page ▽

**Format**
Choose how you'd like your ad to look.

| ○ Carousel | ✓ Single image | ○ Single video | ○ Slideshow | ○ Collection |
|---|---|---|---|---|
| Create an ad with 2 or more scrollable images or videos | Create an ad with one image | Create an ad with one video or turn images into a video | Create a looping video ad with up to 10 images | Feature a collection of items that opens into a full-screen mobile experience. Learn more. |

Choose the right Facebook page and the kind of advert you want. We usually use a single image but other options are good too.

Select the link type for your ad
◉ 🔗 Website
○ ⬚ Facebook event

Try Messenger as your ad's destination
Based on your selection, your campaign would probably drive more traffic to Messenger using the Messenger destination. Your audience and budget settings will be saved.

Change destination

Text

The Buddha recommended some very practical ways to help lead a happier and more meaningful life. Join us on six Wednesday evenings from 6th June for a relaxed and friendly exploration of the way we can realise peace and contentment in our world

☐ Edit stories background colours ⓘ

Website URL ⓘ                                    Preview URL

https://yorkbuddhistgroup.com/home/programme/        ✕

Build a URL parameter

Headline ⓘ

Finding Peace in a Turbulent World

Call to action ⓘ

Learn More ▼

Multiple languages (optional) ⓘ

＋ Create In Different Language

Desktop News Feed ▼                     2 of 15  ‹  ›

**York Buddhist Group**
Sponsored · �🌐

The Buddha recommended some very practical ways to help lead a happier and more meaningful life. Join us on six Wednesday evenings from 6th June for a relaxed and friendly exploration of the way we can realise peace and contentment in our world

YORKBUDDHISTGROUP.COM
**Finding Peace in a Turbulent World**          Learn More
No set charge - donate whatever you are able

👍 Like          💬 Comment          ➤ Share

ⓘ  Watermark won't appear in the final ad image.
Refresh preview • Report a problem with this preview

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Now design your advert. The left hand column is the one where you choose text and headings, website etc The right hand side is a preview with the 15 kinds of variable displays dependent on the media where the ad appears.

There is a box for choosing an image (this isn't shown on the illustration as the image is already chosen). You have a choice of uploading your own or choosing one from an extensive photo library for free. You can search this for a suitable image.

You have various choices in call to action but 'Learn More' takes people to a page on the website with fuller details

It goes without saying that title, image and description are really important.

You'll need to open a card account for payment

At the bottom of the page there is a 'Review' button so that you can check it all. Once you press 'publish' the ad goes to Facebook for approval which usually takes just a few minutes.

You can check the results as they happen . To do this click 'Create ad' at the top of the facebook page (as at the beginning of these notes. Then click on the menu in the top left-hand corner and choose:

Measure & report  -  Ads Reporting

If you hover over the name of your campaign you will see that you can 'view charts', 'edit' (including pausing)