

HOW TO USE FB PAID

A WORKSHEET FOR PODCASTERS

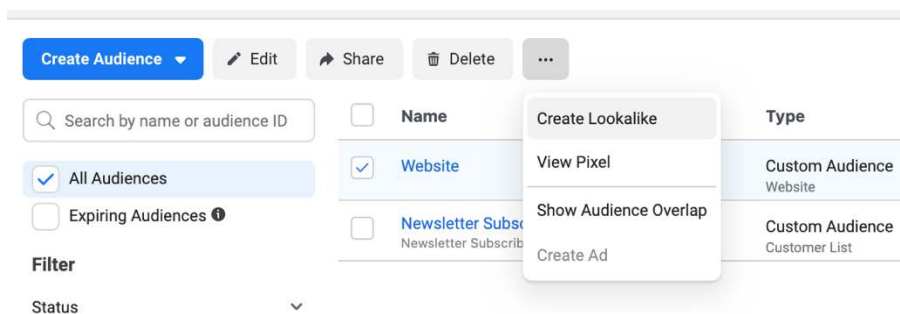
BY DIGITAL MARKETER, MARIE NICOLA

As podcasters, we often falsely expect that paid advertising will perform similarly to publicity and word of mouth marketing – without appreciating the true benefits of a paid advertising program. A well crafted social paid advertising campaign can provide a lift in impressions, brand awareness, new audience acquisition, retain existing listeners, boost content views – even help strengthen the work of existing PR, or even find new press leads!

So let's get started! In this worksheet you'll be provided with a basic Facebook Setup Checklist, Tips & Tricks, Campaign Mechanics, & Consulting Packages.

SETUP CHECKLIST

- Set up a Facebook Business Manager Account & Ad Account LINK: business.facebook.com/overview
- Install the Facebook Pixel on your website
- Create your First Audience with data from the FB Pixel LINK: business.facebook.com/adsmanager/audiences
Select: Create Audience>Custom Audience>From Web
- Download & Format your email/membership/Patreon member lists for upload into FB (Mailchimp has an integration)
LINK: https://business.facebook.com/images/ads/signals/example_files/example_value_based_audience_file.csv
- Once uploaded, go back to the Audience page and create a Look-a-Like Audience with your list upload
Pixel LINK: business.facebook.com/adsmanager/audiences
Check off the Newsletter list you just built, then choose the 3-dot menu to select "Create Lookalike" (See image below)
- Celebrate all the ground work you just finished!
- Decide on your first campaign (PR appearance, Show announcement, Newsletter building, etc)
- Create 3 Copy/Image Variations. Need inspiration? Check out www.facebook.com/business/inspiration
- Now you're ready to return to Ads Manager and click "Create Ad" LINK: business.facebook.com/adsmanager/



Every great campaign needs some tips and tricks to get you through. Here's a few to help you get the most out of your Facebook ad campaign

TIPS & TRICKS

1. Avoid using the "BOOST" option on Facebook posts. It's easy but expensive with less customization than using the Ads Manager.
2. When selecting a Campaign type for your ad, try "TRAFFIC" it's optimized for clicks, less expensive than CONVERSION Campaigns and will send traffic to a link (I recommend sending to your website)
3. Make sure you're always sharing the best performing content. Post up to 3 different Ads at one time, after a couple of days, deactivate the ad that is performing the worst. Now you know what type of creative your audience likes to see!
4. FIND MORE MEDIA! Upload your media list to FB to create a Custom & Look-a-Like audience. Use it to share information on major show announcements. This will hyper-charge your PR by potentially reaching new media leads that you didn't even know existed.
 5. Keep tight budgets efficient, by hyper focusing your target to specific regions instead of entire countries.
 6. Run your ad campaign for a minimum of 4-5 days. Why? Facebook has a learning phase that can take up to 2 days to complete. So if your campaign is only 2 days, you may have only paid for the system to learn who to target.
 7. 7 days is an ideal period for a campaign.
8. SAVE YOUR DRAFTS! SAVE YOUR TARGETS! If the system crashes it's particularly annoying after you spend ages on the

Now you have finished the set-up, you got some tips and tricks, here's a little guide on the hierarchy of Facebook's Ad Account structure!

AD MECHANICS

There are 3 main parts to a Facebook Ad in Ads Manager.

1. Campaign (Objective, Budget & Duration)
2. Ad Group (Targeting, Timing, Audiences)
3. The Actual Ads (The creative).

It gets tricky because it can be confusing how these 3 parts work together.

1. Think of a Campaign is the main container for everything. We'll call this container the Holiday Campaign.
2. Inside the Holiday Campaign is 1 or more boxes organizing items for different people. These boxes are our Ad Groups keeping everything neat and tidy. 1 box (Ad Group) is labelled and targeted to Men 18-24 and the other box (Ad Group 2) is labelled to target Women 18-24.
3. Now if you open up each "box" (Ad Group) you'll see all the Ads we're going to deliver to these groups.

That's why we want more than 1 ad in each Ad Group. Because Ad Group 1 might really respond to one ad more than another, and a totally different ad to Ad Group 2. By creating hyper targeted Ad Groups, you learn more about your audience, while delivering to them content they want without leaving to chance that everyone will like the one post you created.



AD COACHING

WANT MORE SUPPORT?

I CAN HELP YOU WITH NAVIGATING THE WORLD OF DIGITAL ADVERTISING – NOT JUST FACEBOOK. FROM SEARCH TO MOBILE AND EVERYTHING IN BETWEEN.

EACH PACKAGE IS CUSTOM FOR THE GROW THE SHOW AUDIENCE

CONSULT & REVIEW

- + 45 MINUTE PRIVATE CONSULT WITH MARIE
- + PLATFORM & CREATIVE RECOMMENDATIONS
- + “TRANSLATE” TARGET AUDIENCE REVIEW INTO ACTIONABLE DIGITAL AD TARGETS
- + ACCESS TO COACHING MODULES ON DIGITAL ADVERTISING FOR PODCASTERS

\$220



AUDIT & ASSESSMENT

- + STRATEGY TIPS, PLATFORM & CREATIVE RECOMMENDATIONS
- + WRITTEN PERSONALIZED TARGETS INTO USABLE DIGITAL AD TARGETS
- + ACCESS TO 2 45-MINUTE PRIVATE COACHING SESSIONS (KICK OFF & CAMPAIGN SET UP)
- + ASSESSMENT OF ADS & AD SET UP.
- + ACCESS TO COACHING MODULES
- + AUDIT OF CAMPAIGN COMPLETION WITH STRATEGIC RECOMMENDATIONS FOR FUTURE CAMPAIGNS

\$325

NEED MORE? WANT ME TO TAKE ON YOUR STRATEGY FOR YOU? EMAIL ME FOR A QUOTE! [INFO@KARMACAKE.COM](mailto:info@karmacake.com)



Who is Marie Nicola?

By day a senior digital marketer who has worked with Samsung, the Canadian Broadcasting Corporation (CBC Sports & CBC Olympics), reddit, Lennon (and Maisy) Stella and The Tragically Hip.

By night, she's a culturally curious pop culture historian and host of the show **Alt.Pop.Repeat** with her best friend, Chrissy.

Part-Time Pop Culture Historian & Full-Time Hired Gun

Before the Globe and Mail named her as the Zoe Deschanel of blogging and Trend Hunter filmed a micro-doc on her and her groundbreaking work as a live streaming vanguard behind the Internet's first Live Streaming talk show - Nat&Marie, Marie was just a normal Canadian East Coaster... and Miss Toronto.

Since then she has gone on to keynote conferences and apply her digital marketing aptitude to projects with major broadcasters and celebrities as the person behind some of their biggest digital wins. From content strategy for Samsung, to robust brand-integrated programs that reimagined the possibilities through data analytics and paid at CBC & CBC Olympics. Not to mention working alongside Vanilla Ice, reddit's Alexis Ohanian and interviewing everyone from DMC of Run DMC to RuPaul's Drag Race contestant, Trinity the Tuck Taylor – just to name a few.

Now she's packaged her decades of culture studies, an trend spotting to assert herself as a pop culture historian, bringing her charming conversational style back to the airwaves & using her own marketing prowess to re-establish herself as a social media influencer.

Why not keep up with Marie by subscribing to her latest podcast, **Alt.Pop.Repeat (altpoprepeat.com), following her on Instagram at [@karmacake](https://www.instagram.com/karmacake) or reaching out directly to talk about how she can help you with your podcast marketing goals! At info@karmacake.com**