



Harness Facebook to Reach Your Audience

DESIGN4.ORG

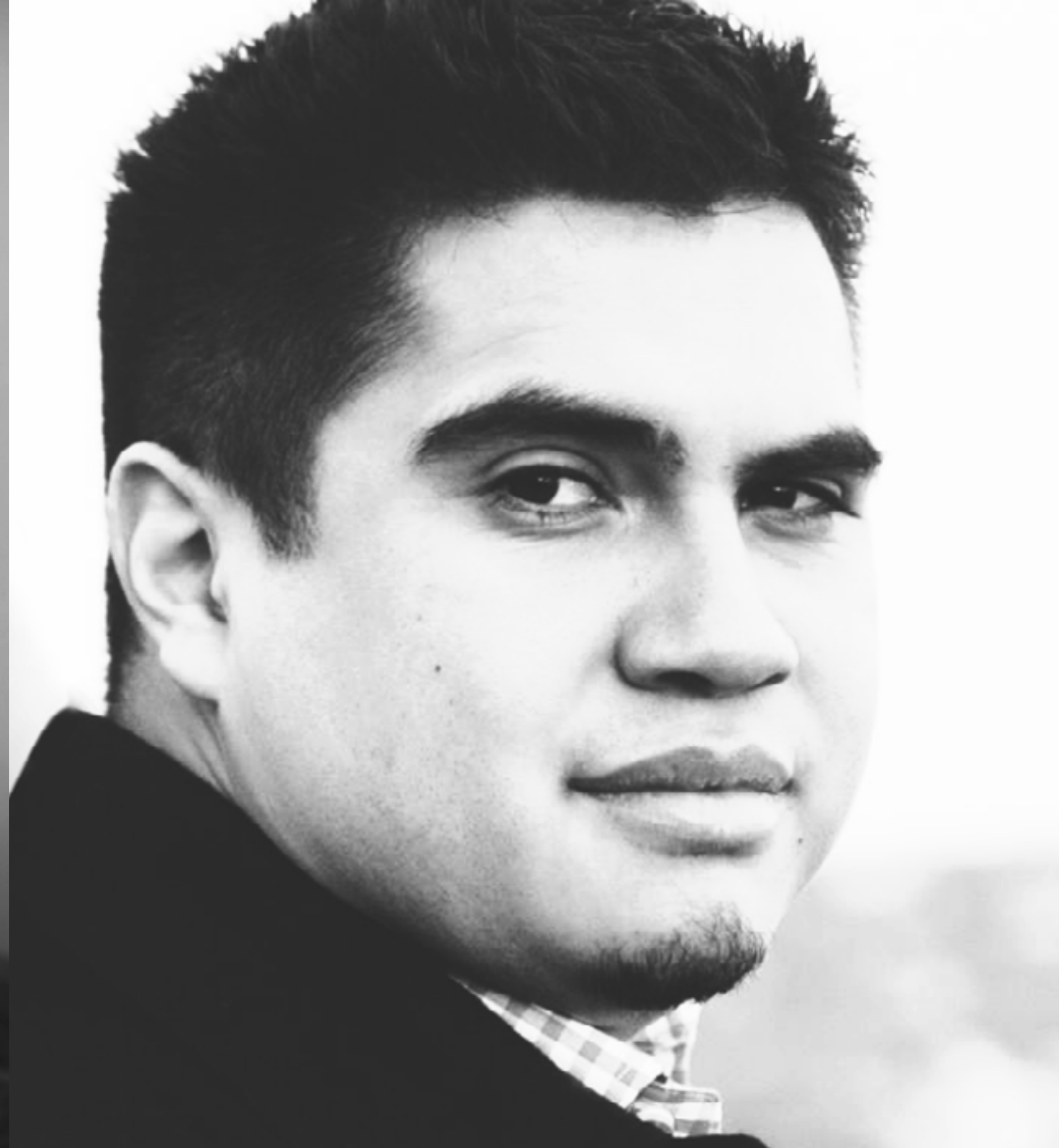


DESIGN4
MARKETING
COMMUNICATIONS



Lesley S. Bateman

VICE PRESIDENT, ACCOUNT PLANNING



Austin Cline

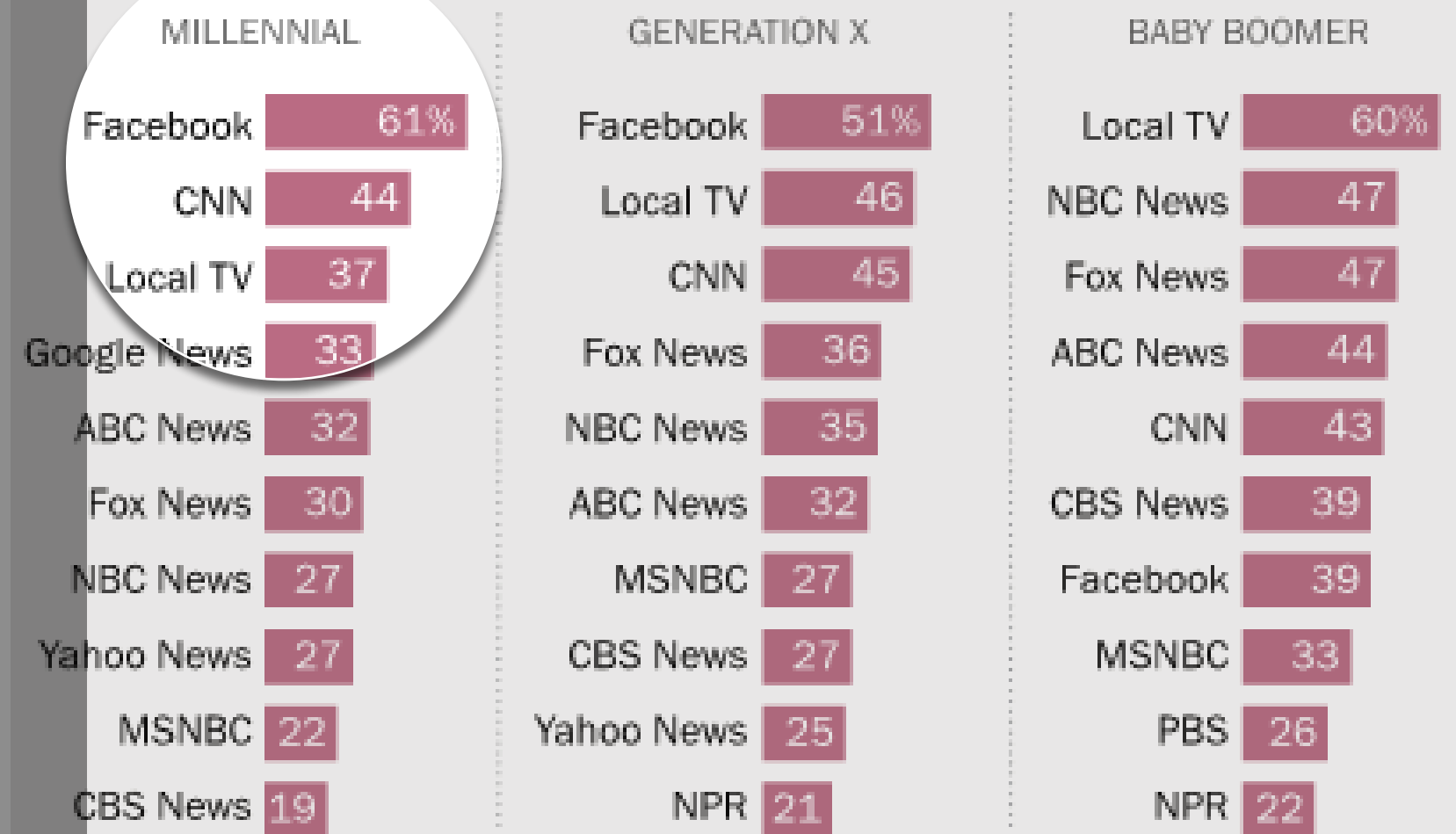
DIGITAL COMMUNICATIONS MANAGER

Study shows Facebook top source for political news among millennials

[CLICK HERE TO READ THE ENTIRE REPORT](#)

Among Millennials, Facebook Far Exceeds Any Other Source for Political News

% who got news about politics and government in the previous week from...



American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q22, Q24A. Based on online adults.

PEW RESEARCH CENTER

Portfolio

In Design4's 25-year history we have worked with a wide variety of non-profit clients. Our portfolio can be found at DESIGN4.ORG/PORTFOLIO.

We point you to these selected works. You can read more [case studies here](#).

Design4 regularly creates effective marketing plans for multiple clients employing a variety of promotional tactics such as [SOCIAL MEDIA](#), [DIGITAL AND BROADCAST AD BUYS](#) and [BROADCAST MESSAGING](#).

The Hawaii Family Policy Council and Hawaii Family Advocates needed new web presences. We simplified data input for the user by building a single field flipper. We gave HFA a fast and simple application that integrated giving right into their homepage. [CLICK HERE TO LEARN MORE](#)

Design4 created a web presence for NC Family that effectively promotes its brand, organizes content for easy access and sharing, and encourages supporter involvement. [CLICK HERE TO LEARN MORE](#)

Design4 ran a three-week campaign to generate name awareness for a political candidate using both Targeted Display Advertising (TDA) and Pre-Roll Advertising (PRA) targeting voters in a very cost-effective outreach to tightly defined markets. [CLICK HERE TO READ MORE ABOUT IT](#)



Today we'll talk about..

Maximizing Facebook to reach your
audience organically

POSTING

PAGE BRANDING

ENGAGEMENT

Today we'll talk about..

Using advertising to reach your audience

BUDGET

TARGETING

TOOLS

What are the best
posting practices?



A POST REACHES **10-16%** OF FANS

Facebook introduced new algorithms so users see more of what they want and less promotional posts

Post more of what
they want.

Post more of what they want.

Don't post content that is too promotional

Solely pushing people to give you money

Using your platform to promote irrelevant products

Reusing exact content from ads



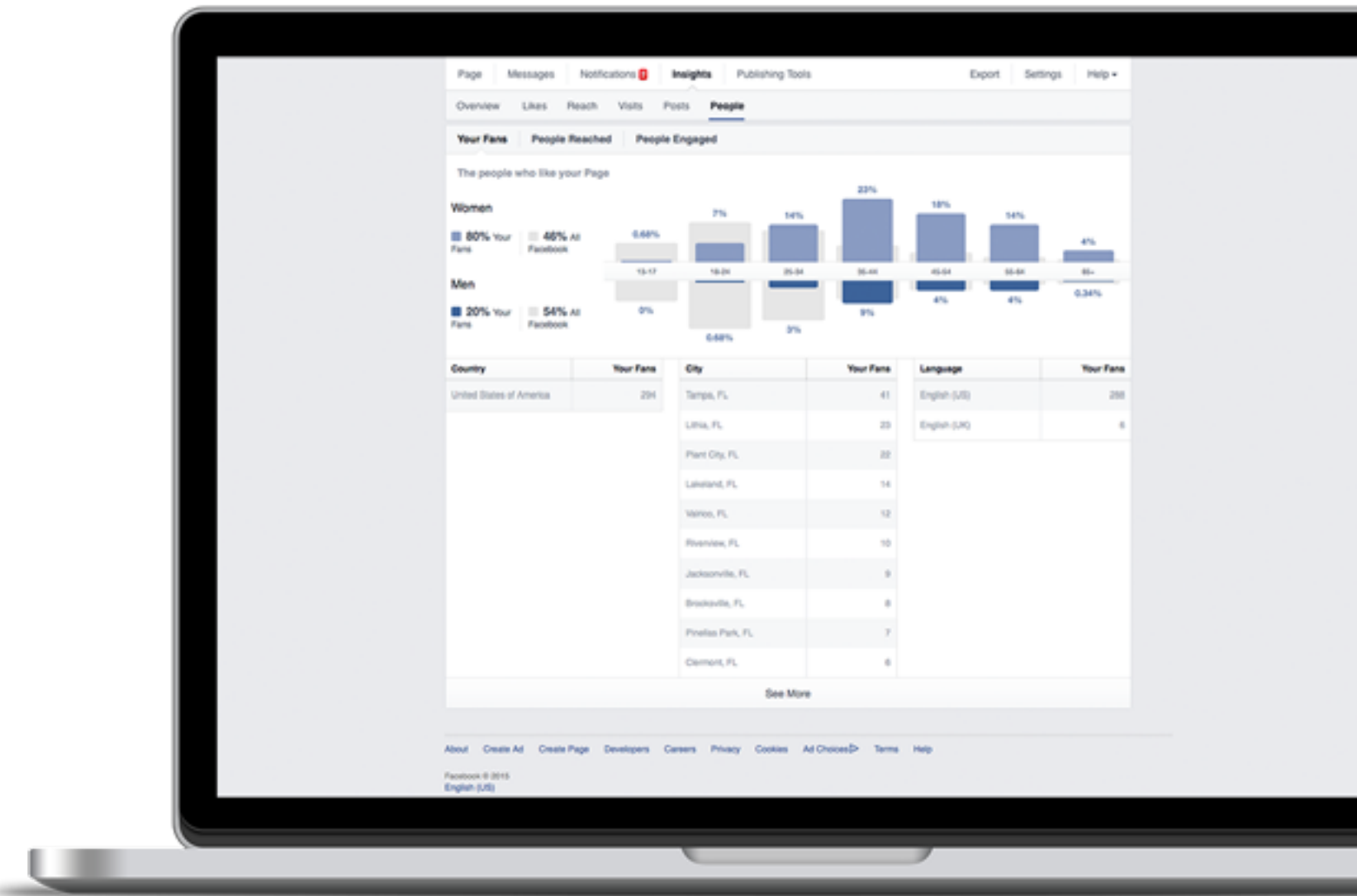
Post more of what they want.

Your Page is a cornerstone of your online identity, not a publishing service



Post more of what they want.

Know your audience. Stay on brand.



Engage with them.

These five tips will help improve engagement without spending money

BE RESPONSIVE

KNOW ONLINE TIMES

HUMANIZE POSTS

CAPITALIZE ON CURRENT
EVENTS

USE PICTURES

Engage with them.

The more you interact, the more likely your fans will see your posts



BE RESPONSIVE

KNOW ONLINE TIMES

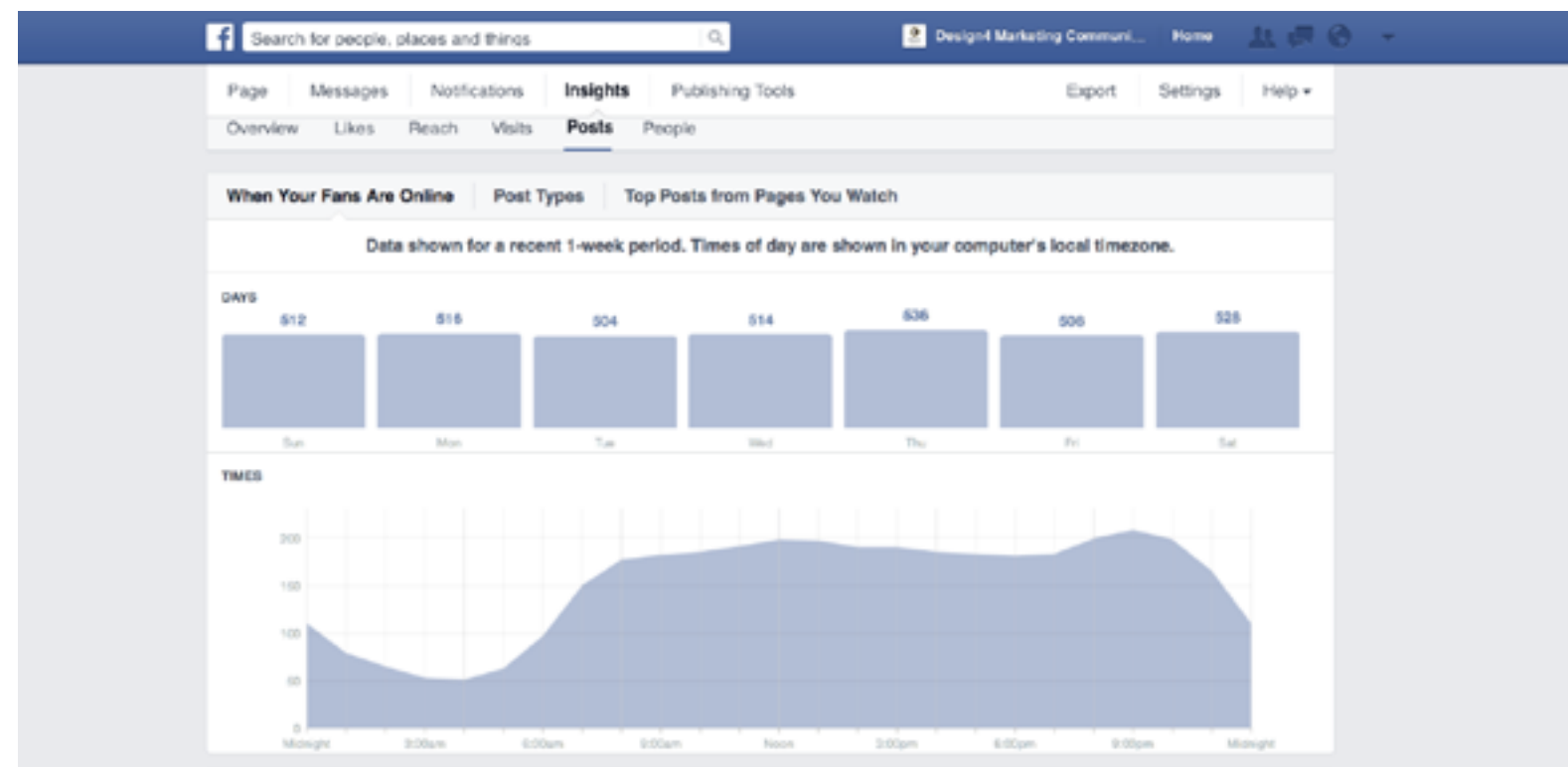
HUMANIZE POSTS

CAPITALIZE ON CURRENT
EVENTS

USE PICTURES

Engage with them.

The insights page shows you when your fans are online



BE RESPONSIVE

KNOW ONLINE TIMES

HUMANIZE POSTS

CAPITALIZE ON CURRENT EVENTS

USE PICTURES

Engage with them.

Foster conversations on how policies personally impact your audience



BE RESPONSIVE

KNOW ONLINE TIMES

HUMANIZE POSTS

CAPITALIZE ON CURRENT EVENTS

USE PICTURES

Engage with them.

Post stories that mirror events in the news cycle



BE RESPONSIVE

KNOW ONLINE TIMES

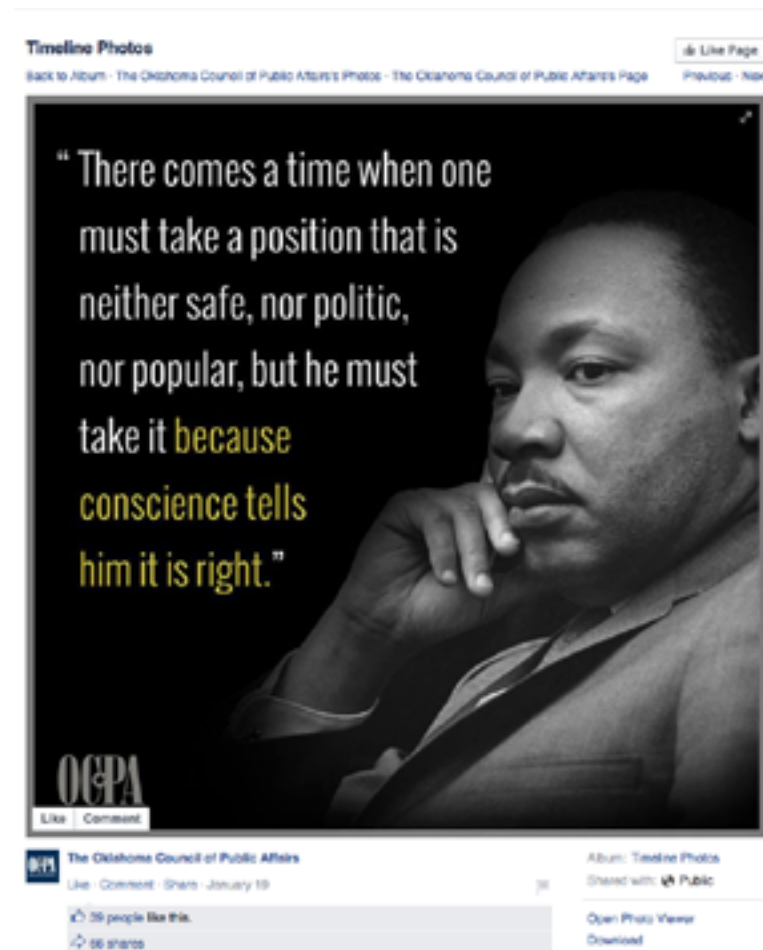
HUMANIZE POSTS

CAPITALIZE ON CURRENT EVENTS

USE PICTURES

Engage with them.

Photos, videos, and custom graphics get attention



BE RESPONSIVE

KNOW ONLINE TIMES

HUMANIZE POSTS

CAPITALIZE ON CURRENT EVENTS

USE MEDIA

Spend money to
reach them.

Augment your organic methods
with advertising when needed.

How should I create
a budget?



3

Three Considerations

GOALS

CURRENT FACEBOOK PRESENCE

EXISTING RESOURCES (*i.e. current email lists*)

1

Goals

Setting specific goals helps establish budget and keep spending on target

GOALS

CURRENT FACEBOOK PRESENCE

EXISTING RESOURCES (I.E. CURRENT EMAIL LISTS)

2

Current Facebook presence

Is it large?

Are your fans engaged?

Is it small?

GOALS

CURRENT FACEBOOK PRESENCE

EXISTING RESOURCES (I.E. CURRENT EMAIL LISTS)

3

Existing resources

Existing email lists can work in tandem with Facebook and cost nothing but your time

GOALS

CURRENT FACEBOOK
PRESENCE

**EXISTING RESOURCES (I.E.
CURRENT EMAIL LISTS)**

QUESTIONS?

I know my budget and my goals, how should I run my ads?



3

Three ways to create ads

DIRECTLY ON PAGE

FACEBOOK'S AD MANAGER

FACEBOOK'S POWER EDITOR

On-page advertisements

The image shows a Facebook page for Design4 Marketing Communications. The page header includes the company logo, name, and services: Web Design · Broadcasting & Media Production · Advertising Agency. A navigation bar contains links for Home, About, and Email Signup. The main content area features a post titled "2015 Internet Trends Report" published by Austin F Cline on May 28 at 8:44pm. The post includes a link to <http://www.kpcb.com/internet-trends> and a large image of the report cover. The cover image has the text "2015 Internet Trends Report" and "kpcb.com/internet-trends". Below the image, the post text reads "2015 Internet Trends Report | Kleiner Perkins Caufield Byers" and "KPCB.COM | BY KLEINER PERKINS CAUFIELD BYERS WWW.KPCB.COM". The post has 33 people reached and a "Boost Post" button. The left sidebar shows analytics: 604 likes +1 this week, 16 visits 0 this week, and 33 post reach this week. It also has an "ABOUT" section with a description: "We are problem solvers and storytellers - a team of marketing strategists, planners, writers, designers, producers, and media professionals." and a website link <http://www.design4.org/> with a "Promote Website" button. The "APPS" section includes "Get Our Newsletter" (Email Signup), "Follow Us" (Twitter), and "Design4 Vimeo" (Videos). The right sidebar shows a "Promote" dropdown, "THIS WEEK" stats (1 Page Like, 33 Post Reach, 0 Contact Us), a "Recent" year list (2015-2009), and a "See Your Ad Here" section with a thumbnail of the report and a "Boost Post" button.

Design4 Marketing Communications
Web Design · Broadcasting & Media Production
· Advertising Agency

604 likes +1 this week

16 visits 0 this week

33 post reach this week

ABOUT

We are problem solvers and storytellers - a team of marketing strategists, planners, writers, designers, producers, and media professionals.

<http://www.design4.org/> **Promote Website**

APPS

Get Our Newsletter Email Signup

Follow Us

Design4 Vimeo Videos

2015 Internet Trends Report
Published by Austin F Cline [?] · May 28 at 8:44pm · *

2015 Internet Trends
<http://www.kpcb.com/internet-trends>

2015 Internet Trends Report
kpcb.com/internet-trends

2015 Internet Trends Report
2015 Internet Trends Report | Kleiner Perkins Caufield Byers
KPCB.COM | BY KLEINER PERKINS CAUFIELD BYERS WWW.KPCB.COM

33 people reached **Boost Post**

1 Page Like
33 Post Reach
0 Contact Us

Recent
2015
2014
2013
2012
2011
2010
2009

See Your Ad Here

2015 Internet Trends Report
kpcb.com
2015 Internet Trends
<http://www.kpcb.com/internet-trends>
Boost Post

On-page advertisements

The image shows a Facebook page for Design4 Marketing Communications. The page header includes the company logo, name, and tagline "Ideas for Impact". Below the header, there are statistics for likes, visits, and post reach. The main content area features a post titled "2015 Internet Trends" with a link to a report. A circular callout highlights a "Promote Website" button on the "ABOUT" section. The right sidebar shows a "THIS WEEK" summary and a "Recent" year filter.

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Web Design · Broadcasting & Media Production
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ABOUT

- We are problem solvers and storytellers - a team of marketing strategists, planners, writers, designers, producers, and media professionals.
- <http://www.design4.org/>

Promote Website

2015 Internet Trends
<http://www.kpcb.com/internet-trends>

2015 Internet Trends Report
kpcb.com/internet-trends

2015 Internet Trends Report
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KPCB.COM | BY KLEINER PERKINS CAUFIELD BYERS WWW.KPCB.COM

33 people reached

Boost Post

Promote

THIS WEEK

- 1 Page Like
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- 0 Contact Us

Recent

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009

See Your Ad Here

2015 Internet Trends Report
kpcb.com

2015 Internet Trends
<http://www.kpcb.com/internet-trends>

Boost Post

On-page advertisements

The image shows a Facebook post from the page 'Design4 Marketing Communications'. The post content includes a link to '2015 Internet Trends' and a large image of a report cover titled '2015 Internet Trends Report' with the URL 'kpcb.com/internet-trends'. The report is attributed to 'Kleiner Perkins Caufield Byers' and 'KPCB.COM'. The post has 33 post reach and 604 likes. On the right side of the page, there is a 'THIS WEEK' summary showing 1 Page Like, 33 Post Reach, and 0 Contact Us. Below this is a 'Recent' list of years from 2015 to 2009. At the bottom right, there is a 'See Your Ad Here' section with a thumbnail of the report and a 'Boost Post' button. The left sidebar contains an 'ABOUT' section with a description of the company, a website link, and an 'Email Signup' button. Below that are social media links for Twitter and Vimeo.

Design4 Marketing Communications
Web Design · Broadcasting & Media Production
· Advertising Agency

604 likes +1 this week

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33 post reach this week

ABOUT

We are problem solvers and storytellers - a team of marketing strategists, planners, writers, designers, producers, and media professionals.

<http://www.design4.org/> **Promote Website**

APPS

Get Our Newsletter Email Signup

Follow Us

Design4 Vimeo

2015 Internet Trends
<http://www.kpcb.com/internet-trends>

2015 Internet Trends Report
kpcb.com/internet-trends

2015 Internet Trends Report
2015 Internet Trends Report | Kleiner Perkins Caufield Byers
KPCB.COM | BY KLEINER PERKINS CAUFIELD BYERS WWW.KPCB.COM

33 people reached **Boost Post**

Promote

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Boost Post

On-page advertisements

The image shows a Facebook page for "Design4 Marketing Communications". The page header includes the company logo, name, and services: "Web Design · Broadcasting & Media Production · Advertising Agency". A navigation bar contains "Contact Us" and "Share" buttons. The main content area features a post titled "2015 Internet Trends Report" published by Austin F Gline on May 28 at 8:44pm. The post includes a link to "http://www.kpcb.com/internet-trends" and a large image of the report cover. The cover image has the text "2015 Internet Trends Report" and "kpcb.com/internet-trends". Below the image, the post text reads "2015 Internet Trends Report | Kleiner Perkins Caufield Byers" and "KPCB.COM | BY KLEINER PERKINS CAUFIELD BYERS WWW.KPCB.COM". The post has 33 post reach and 1 page like. A "Boost Post" button is visible in the bottom right corner of the post area. The left sidebar contains an "ABOUT" section with a description of the company and a "Promote Website" button. Below that is an "APPS" section with buttons for "Get Our Newsletter" (Email Signup), "Follow Us" (Twitter), and "Design4 Vimeo" (Videos). The right sidebar shows a "THIS WEEK" summary with 1 Page Like, 33 Post Reach, and 0 Contact Us. Below that is a "Recent" section with a list of years from 2015 to 2009. At the bottom of the right sidebar is a "See Your Ad Here" section with a small thumbnail of the report cover and a "Boost Post" button.

- Ads Manager
- Account
- Austin F Cline
- Create an Ad
- Campaigns
- Pages
- Reports
- Audience Insights
- Settings
- Billing
- Conversion Tracking
- Power Editor
- Account History
- Audiences
- Help Center
- Advertiser Support

Home
All Campaigns

Notifications

- May 20
 - The ad Post: "Our friends at Gaits of Hope Ranch have started..." - Post Engagement was approved.
 - The ad Post: "Our friends at Gaits of Hope Ranch have started..." - Post Engagement was created.
 - The ad Design4 Marketing Communications - Page Likes was approved.

Daily Spend ?
You didn't have any spend during the last 5 days

The Ads Manager

Campaigns Ad Sets Ads All Except Deleted Edit Campaigns View Report View History

Status ?	Campaign Name ?	Delivery ?	Results ?	Cost ?	Reach ?	Spent
<input type="checkbox"/>	Design4 Marketing Communica... - Post Engagement	● Not Delivering Ad Set Completed	45 Post Engagements	\$0.67 Per Post Engagement	5,012	\$0.00
<input type="checkbox"/>	Post: "On April 21, Google is making a major change that..."	● Not Delivering Ad Set Completed	35 Post Engagements	\$0.71 Per Post Engagement	2,162	\$0.00
<input type="checkbox"/>	Post: "After seeing the premise of the Restoring all..."	● Not Delivering Ad Set Completed	7 Post Engagements	\$0.37 Per Post Engagement	299	\$0.00
<input type="checkbox"/>	Post: "Don't let an old website slow you down. Learn..."	● Not Delivering Ad Set Inactive	9 Post Engagements	\$0.68 Per Post Engagement	994	\$0.00
<input type="checkbox"/>	Post: "Check out our latest project: a new website for..."	● Not Delivering Ad Set Inactive	2 Post Engagements	\$1.05 Per Post Engagement	549	\$0.00
<input type="checkbox"/>	Post: "We've been busy -- Check out our latest project,..."	● Not Delivering Ad Set Completed	0 Post Engagements	--	0	\$0.00
<input type="checkbox"/>	Post: "Our web team recently launched a redesign of..."	● Not Delivering Ad Set Inactive	2 Post Engagements	\$0.80 Per Post Engagement	343	\$0.00
<input type="checkbox"/>	Post: "Is your brand keeping pace? Lifecare Network came..."	● Not Delivering Ad Set Inactive	27 Post Engagements	\$0.68 Per Post Engagement	2,962	\$0.00
<input type="checkbox"/>	Post: "The Downtown Christmas Parade means prepping for..."	● Not Delivering Ad Set Inactive	28 Post Engagements	\$0.22 Per Post Engagement	872	\$0.00
<input type="checkbox"/>	Post: "The key to setting yourself apart in a crowded..."	● Not Delivering Ad Set Inactive	6 Post Engagements	\$0.32 Per Post Engagement	366	\$0.00
<input type="checkbox"/>	Post: "We're celebrating client victories across the..."	● Not Delivering Ad Set Completed	42 Post Engagements	\$0.29 Per Post Engagement	1,700	\$0.00
<input type="checkbox"/>	Post: "We're celebrating client victories across the..."	● Not Delivering Ad Set Completed	0 Post Engagements	--	0	\$0.00
<input type="checkbox"/>		● Not Delivering	0			

Manage Ads

Campaigns Ad Sets Ads

Search Ad Sets

- FILTER BY CAMPAIGN
- ▶ Recently Changed (0)
- ▶ Not Uploaded (0)
- ▶ Active (0)
- ▶ Scheduled (0)
- ▶ Paused (2)
- ▶ Completed (0)
- ▶ All (39)
- + FILTER BY AD SET

Stats:

Ad Set Name	Status	Delivery	Campaign Name	Ad Set ID	Location	Age	Gender	Start	End	Budget	Period
33565, 33563, 33511, 33567, ...	<input type="checkbox"/>	● Not Delivering Campaign is Off	Design4 Marketing Communica.....	6012258270493	33511, ...	18 - 65	All	05/01/2014	Ongoing	\$10.00	Daily
Advertising Audience 1	<input type="checkbox"/>	● Not Delivering Campaign is Off	Design4 Marketing Communica.....	0022377275293	Florida	18 - 65	All	05/08/2015	08/08/2015	\$2,50...	Lifetime

The Power Editor

Editing Ad Set Advertising Audience 1

OBJECTIVE Page Likes
 STATUS DELIVERY ● Inactive

PAGE

Hide Pages connected to business accounts ⓘ

POTENTIAL AUDIENCE

Potential Reach: 4,300,000 people

BUDGET

Lifetime Budget ▼ \$2500.00 USD

AD SET LINKS Ad Set 6022377275293

[View in Ads Manager](#)
[View Reporting for this ad set](#)
[View History](#)

SCHEDULE

Schedule Start
Friday, May 8, 2015 8:05am
Pacific Time

Schedule End
8/8/2015 7:37 AM
Pacific Time

Ad Scheduling ⓘ
Run ads all the time
[More Options](#)

Targeting your audience

Use demographics, interests, and behavior tools to reach your target audience

Orlando + 25 mi
Clearwater + 25 mi
Saint Petersburg + 25 mi
Brandon + 25 mi
Lakeland + 25 mi
New Port Richey + 25 mi
Spring Hill + 25 mi

Add a country, state/province, city, ZIP or address

Everyone in this location

Age 35 - 65+

Gender All Men Women

Languages Enter a language...

Politics (US) US Politics (Active)
US Politics (Moderate)
US Politics (Conservative)
US Politics (Very Conservative)

Choose politics

More Demographics

English (US)
Enter a language...

Interests

Additional Entries

- Americans for Prosperity
- Catholic Church
- Cato Institute
- Focus on the Family
- Tea Party movement
- The Heritage Foundation
- The New York Times

Sports and outdoors > Sports

Baseball

Search interests

The New York Times

Sports and outdoors > Sports

Baseball

Search interests

Behaviors

- Charitable donations
- All charitable donations
- Political

Search behaviors

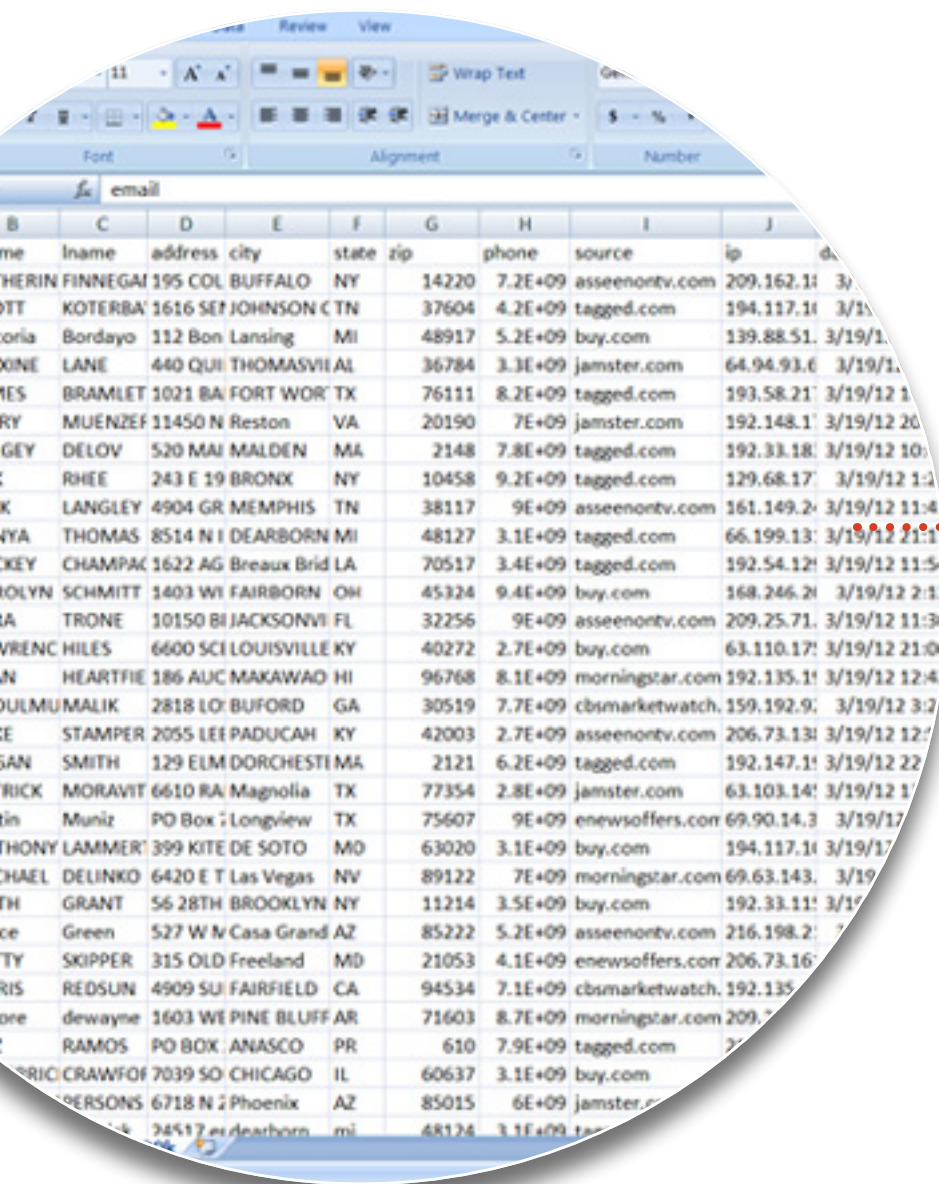
Targeting your audience

Create a custom audience through remarketing by placing code on your website/web pages

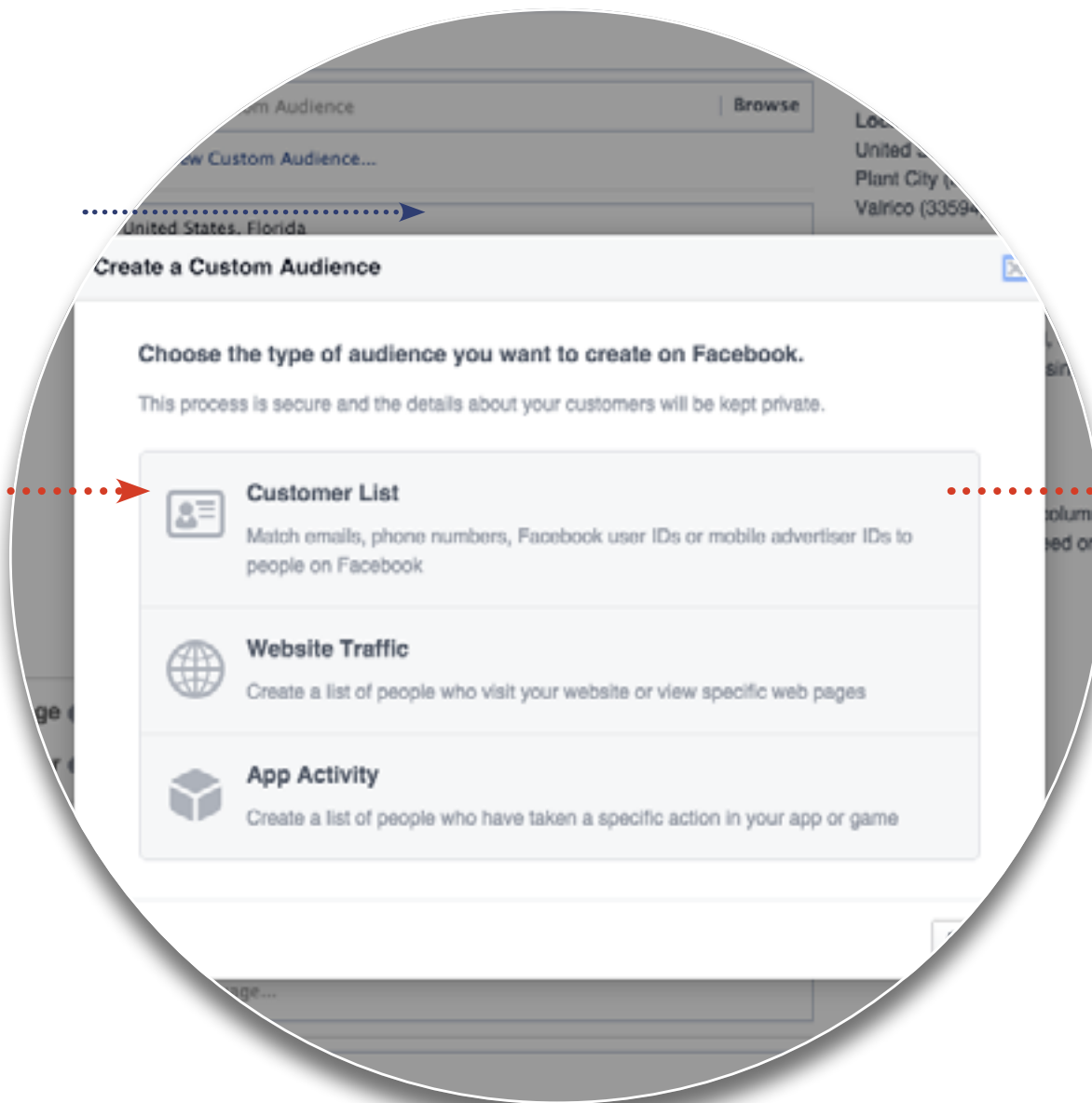


Targeting your audience

Create a custom audience by uploading your existing email list(s)



name	address	city	state	zip	phone	source	ip	
HERIN FINNEGAI	195 COL	BUFFALO	NY	14220	7.2E+09	asseenontv.com	209.162.11	
OTT	KOTERBA	1616 SEF JOHNSON C	TN	37604	4.2E+09	tagged.com	194.117.11	
loria	Bordayo	112 Bon	Lansing	MI	48917	5.2E+09	buy.com	139.88.51
XONE	LANE	440 QUI THOMASVIAL		36784	3.3E+09	jamster.com	64.94.93.6	
RES	BRAMLET	1021 BA	FORT WOR	TX	76111	8.2E+09	tagged.com	193.58.21
RY	MUENZEF	11450 N	Reston	VA	20190	7E+09	jamster.com	192.148.1
GEY	DELOV	520 MAJ	MALDEN	MA	2148	7.8E+09	tagged.com	192.33.18
K	RHEE	243 E 19	BRONX	NY	10458	9.2E+09	tagged.com	129.68.17
K	LANGLEY	4904 GR	MEMPHIS	TN	38117	9E+09	asseenontv.com	161.149.2
NYA	THOMAS	8514 N I	DEARBORN	MI	48127	3.1E+09	tagged.com	66.199.13
KEY	CHAMPAC	1622 AG	Breaux Brid	LA	70517	3.4E+09	tagged.com	192.54.12
MOLYN	SCHMITT	1403 WI	FAIRBORN	OH	45324	9.4E+09	buy.com	168.246.2
IA	TRONE	10150 BI	JACKSONVI	FL	32256	9E+09	asseenontv.com	209.25.71
VRENC	HILES	6600 SCI	LOUISVILLE	KY	40272	2.7E+09	buy.com	63.110.17
N	HEARTFIE	186 AUC	MAKAWAO	HI	96768	8.1E+09	morningstar.com	192.135.1
DULMUMALIK	2818 LO	BUFORD	GA	30519	7.7E+09	cbsmarketwatch	159.192.9	
CE	STAMPER	2055 LEE	PADUCAH	KY	42003	2.7E+09	asseenontv.com	206.73.13
GAN	SMITH	129 ELM	DORCHESTI	MA	2121	6.2E+09	tagged.com	192.147.1
RICK	MORAVIT	6610 RA	Magnolia	TX	77354	2.8E+09	jamster.com	63.103.14
tin	Muniz	PO Box 1	Longview	TX	75607	9E+09	enewsoffers.com	69.90.14.3
THONY	LAMMER	399 KITE	DE SOTO	MO	63020	3.1E+09	buy.com	194.117.11
CHAE	DELINKO	6420 E T	Las Vegas	NV	89122	7E+09	morningstar.com	69.63.143
TH	GRANT	56 28TH	BROOKLYN	NY	11214	3.5E+09	buy.com	192.33.11
ce	Green	527 W M	Casa Grand	AZ	85222	5.2E+09	asseenontv.com	216.198.2
TY	SKIPPER	315 OLD	Freeland	MD	21053	4.1E+09	enewsoffers.com	206.73.16
RIS	REDSUN	4909 SU	FAIRFIELD	CA	94534	7.1E+09	cbsmarketwatch	192.135
ore	dewayne	1603 WE	PINE BLUFFAR		71603	8.7E+09	morningstar.com	209.7
	RAMOS	PO BOX	ANASCO	PR	610	7.9E+09	tagged.com	2
FRIC	CRAWFO	7039 SO	CHICAGO	IL	60637	3.1E+09	buy.com	
PERSONS	6718 N 2	Phoenix	AZ	85015	6E+09	jamster.c		
	24517	dearborn	mi	48124	3.1E+09	tas		



United States, Florida

Create a Custom Audience

Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.

- Customer List**
Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook
- Website Traffic**
Create a list of people who visit your website or view specific web pages
- App Activity**
Create a list of people who have taken a specific action in your app or game



Austin F Cline

Timeline About Friends 64 Mutual Photos

64 mutual friends including Tom Cantwell and Judith Cantwell

Also lives in Lakeland, Florida

64 mutual friends including Tom Cantwell and Judith Cantwell

Write something...

Austin F Cline shared his...

May 24 at 2:14pm · 🌐

Wrap-up

Professionalism and social media marketing knowledge add up to results

POSTING

PAGE BRANDING

ENGAGEMENT

BUDGET

TARGETING

TOOLS

NEW YORKER

On the Internet, Nobody Knows You're a Dog



"On the Internet, nobody knows you're a dog."

QUESTIONS



WORK SERVICES ABOUT DESIGN4 TODAY'S IDEAS BLOG CONTACT

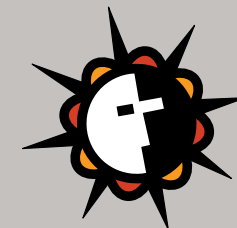


A small firm
with big
ideas.

SEE FOR YOURSELF

Contact us
for more
information

DESIGN4.ORG
LESLEY@DESIGN4.ORG
813.849.0076



DESIGN4
MARKETING
COMMUNICATIONS