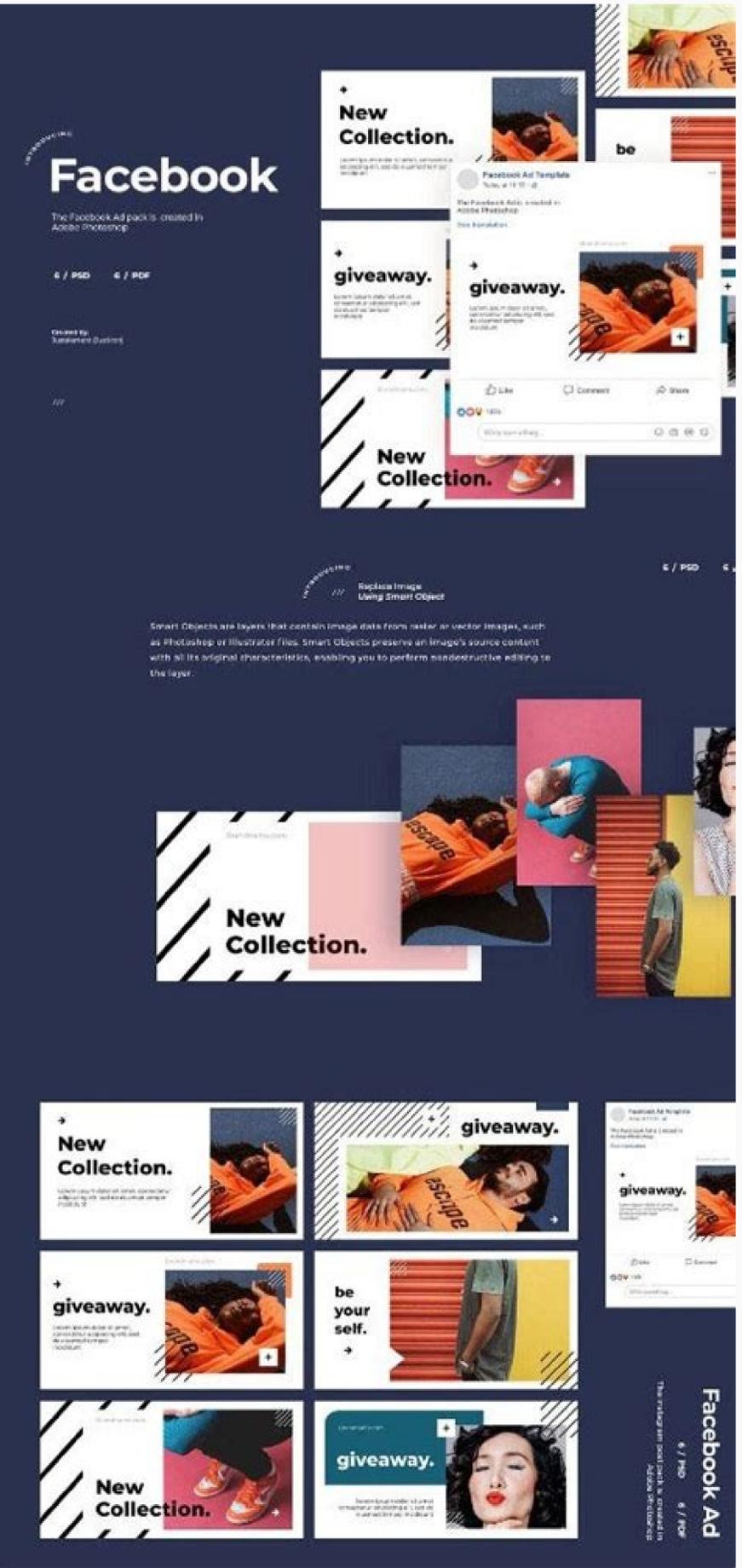


Facebook ads planning template

I'm not robot!



WE ARE A COMPANY FOR THE PEOPLE

According to Wikipedia, a marketing plan is a comprehensive document or blueprint that outlines a company's advertising and marketing efforts for the coming year. It describes business activities involved in accomplishing specific marketing objectives within a set time frame.

A marketing plan also includes a description of the current marketing position of a business, a discussion of the target market and a description of the marketing mix that a business will use to achieve their marketing goals. A marketing plan has a formal structure, but can be used as a formal or informal document which makes it very flexible. It contains some historical and future predictions.

According to Wikipedia, a marketing plan is a comprehensive document or blueprint that outlines a company's advertising and marketing efforts for the coming year.

Methods or strategies to achieve the marketing objectives. Marketing plans start with the identification of customer needs through a market research and how the business can satisfy these needs while generating an acceptable level of profit.

According to Wikipedia, a marketing plan is a comprehensive document or blueprint that outlines a company's advertising and marketing efforts for the coming year. It describes business activities involved in accomplishing specific marketing objectives within a set time frame. A marketing plan also includes a description of the current marketing position.

Facebook ads landing page examples. Facebook ads landing page policy. Facebook ads template size.

Facebook ads is a complex system. There's an endless number of options for customization, and if you're dazzled by them, you might try to do too much at once, lose focus, and end up with underwhelming results. You need to go in with a solid, clear strategy for each individual campaign you create. To help, I'm sharing a Facebook ad strategy template I've used with clients to help them maintain focus and get the best results. Facebook ad strategy template I originally created this template to collect information from my clients that would help me create PPC copy, but it's evolved into a full-on strategy template. Agencies can use it to gather info from clients, or businesses can use it to help stay on track with their own strategies. Make a copy of the Facebook ad strategy template for each new campaign, and feel free to adapt it to your needs. Agencies, for example, may request to see ads that the client has run that have worked in the past or ask what type of media the client is open to using or providing. The template will help you home in on who you want to reach, what messaging you want to use, and how to best accomplish the specific goals you have in mind. Here are some tips for filling out the template. Essential brand information Brand USP. Here's where you should list your unique selling point: what makes your brand stand out from your competitors? You can also include any brand taglines or mission statements, which likely speak to this. This will stay the same for every campaign, so make sure you do a thorough job here since it'll get copy/pasted quite a bit. Brand/product/service being advertised. Here, you'll indicate specifically what you're advertising. Is it your entire business? A certain product or service? If there's more than one, list each individually, and always include a link. Campaign objectives This is where you'll talk about what you want to accomplish with this particular ad campaign. What are your goals? Be specific: instead of just "conversions," say something like "event sign-ups" or "product X purchase." I've found that this is the section that can really provide the aha moment for brands. Maybe you'll realize that you're actually going for brand awareness, not conversions. Or maybe you'll discover something super specific (maybe views of a certain video or filling out a certain form) that you could achieve with this campaign. This is also a place to indicate which stage of the marketing funnel the viewers of this ad should be at—and, of course, this should align with your goal. You can't expect to get cold leads from re-engagement campaigns, for example, and you want to be sure you're measuring the right thing. Audience information Here's where you can put all relevant information about your target audience, including demographics, pain points, and consumer behavior. If you already have buyer personas or audience segments, this is a great place to list them. Remember, you're talking about the audience for this campaign, not the audience for your business as a whole. It's likely your audience for a Facebook ad will be narrower in scope. Once you have that listed out, jot down how you plan on reaching this audience. There are all sorts of options for targeting on Facebook. I've included the following on the template: Site or app retargeting (with the Facebook Conversions API or the pixel) Demographic targeting (like age or gender) Behavior or interest targeting (like "looking for a car" or "follows a vegan diet") Custom audience targeting (like targeting based on recent purchases or an email list) You won't need to have something for each of these options, but it's good to review and see if it make sense to target in these ways. Budget Advertising is expensive, so you need to be realistic about your budget. First, think about your monthly spend. You want to be sure you keep this in mind in case you're running more than one campaign at a time. Then note how much you can spend on this campaign—it can be a specific dollar amount or a percentage of the total monthly spend. Finally, you'll say how long you want the campaign to run for. This will give you a better idea of how much you have to stretch your budget. Creative information In this section, you can start to craft your story. Indicate the pain point that you're resolving, and then begin to work that into a narrative. A lot of the creative work will be done by your copywriters and designers, but this will help you start off on the same page. How to turn the template into a campaign Once you have the template filled out, you'll need to work with folks from across your marketing team (or outsource to a freelancer or agency) to turn this into a campaign. Set up a campaign funnel, determining how many ads will be part of it. Determine the format of your ads. (Video? Lead ad?) Develop the content for your ads. Figure out your best targeting options. The template is just the first step, but it ensures that you have all the information in one spot, so everyone can stay more focused and aligned. Facebook can be a powerful tool to help you develop your business. However, to achieve results, it is important to plan ahead. This Facebook Campaign Planner consists of a Google Sheets file that includes all you need to plan your campaigns, ad groups and ads effectively and get the most out of Facebook! It includes a campaign planner, where you can note down all campaigns you're running for each stage of the funnel and calculate campaign estimates. A content planner, that you can use to define and write copy for all your ads. And Facebook ad specs so you don't need to spend your time looking for the correct ad copy length or image sizes. This Facebook Campaign Planner template will help you: Align each of your campaigns with the stage of the funnel: awareness, consideration and conversion. Define your audiences. Adapt ads copy to each audience and stage of the funnel. Easily share your plan with your team or agency. Article by Tomas Laurinavicius 26 Sep, 2016 By now you've probably heard that Facebook is the #1 referral source of traffic for clever marketers. Those who have cracked the Facebook code swear by it and just can't stop raving about it. Today's Facebook marketing plan template will help you join those marketers. How can sellers like yourself jump on the bandwagon and achieve same levels of success with Facebook? It's possible even without spending a single dollar on Facebook advertising. This Facebook marketing plan template is designed to help you with that. After reading this post, you'll learn: 1) Why it's important always to start with one main goal for Facebook marketing. 2) How to get to know your Facebook audience. 3) What, when and how to post. 4) How to build a posting schedule. 5) How to measure the effectiveness of your Facebook strategy. Let's get to it. Define your Facebook marketing goals Continuous success of any marketing strategy is based on the 3 stage process of measuring, analyzing and adjusting your campaigns. Even more so with Facebook marketing. With the trove of data provided to you for free in Facebook Insights - the measuring part is always already completed for you. As with every planning activity, before you begin to plan for anything - you need to understand what are your goals. What are you trying to achieve? It's easier to hit the target if you know which target you intend to hit. Otherwise, you might find yourself shooting blanks in the middle of your campaign. As a business that is trying to succeed on Facebook, there are two basic goals you could aim for. You might be willing to drive referral traffic back to your shop or product pages. This way the key metric you'll be monitoring is clicks. Alternatively, it's also possible you want to strengthen your brand and increase brand awareness. In this case, you better watch out for the reach your posts are getting. Whatever your main goal, don't forget that Facebook is a social network. It's where people are open to building new relationships and becoming a part of new communities. It's easy to get carried away by the scheduled routine and forget that key to your success on Facebook lies in actually interacting with potential and existing customers. Action: Decide if you're going to optimize your Facebook marketing efforts for clicks or reach. Know your Facebook audience You could spend hours trying to decipher the Facebook Insights and affinity categories in Google Analytics in search for some new powerful connections between your customers and their interests. But in the end, you'll probably find that visitors of your jewelry store are interested in Handmade Jewelry and Luxury Products. Really? What a surprise! There's a better use of your time if you're looking to quickly get all the info you need about your customers. Just ask them. Creating a survey or a poll couldn't be easier these days. You can use Typeform to create beautiful surveys and forms out of the box. I promise you'll be pleasantly surprised when you take a look at the survey completion rates. Use typeforms to learn more about your potential customers. Better yet, why ask your customers anything if you can see everything you need for yourself? With tools like Hotjar you can spy on your visitors and see exactly what they are doing on your website. A simple integration with your e-commerce software will allow you to see a video recording of the actions visitor performed on the website. You can then see what type of products customer was searching for, how long has he spent on checkout and if everything was clear to him and more. The idea behind all these activities is to gather as much context as possible about your customers. You can then use that information to create a user persona for your Facebook campaigns. Use it to understand who you're reaching out to on Facebook. It helps to get a better understanding of who you're targeting and come up with content ideas. Action: Construct a buyer persona by gathering as much information about them as possible. For best results, use tools like Typeform, Hotjar, Facebook Insights and Google Analytics Affinity Categories. What type of content you should post What kind of posts should you write to get more sales? Is it photo posts, link posts, video posts or text posts? The answer is all of them. Even though video is an undisputed winner when it comes to comparing content types for reach, as a seller you need to mix the type of content you're posting. Try posting multiple types of content per day, see what works best and do more of what works. CoSchedule - built for people who are tired of planning social media campaigns in spreadsheets. To help you remember what content to post you can go old-school and use a spreadsheet OR you can use a marketing calendar like CoSchedule. Not only will it help you plan your campaigns and organize everything in a very neat calendar view, it will also allow you to re-schedule some of the older posts you have already created. Essentially it's two tools in one! Action: Accept that you can't just post link+image posts anymore. Prepare to create all types of content if you want to hit the goals you outlined in the steps before. Measuring the effectiveness of your Facebook marketing efforts It's easy to convince yourself that you were always going for brand awareness with your strategy. After all, getting views is so much easier than actually converting those views in leads and sales. However, you and I both know what you really want is sales. So don't waste your time on vanity metrics. Measure clicks, leads and sales. That's it. That's all you need to start. The more you post, the more you'll understand what kind of content performs best. Do more of what works and you'll soon find yourself among the select few marketers who cracked the Facebook Code. Action: Don't spend hours trying to understand all the metrics you see in Facebook Insights. Pay attention to the clicks, leads and sales. Facebook marketing plan template As promised, here's the Facebook marketing plan template for you to use to jump-start your Facebook Marketing strategy session. It's divided into 3 sections - daily activities, monthly schedule, and long-term plan. Preview of the Facebook marketing plan template with weekly and daily activities. Start with the long-term plan, identify the key targets you want to hit in the given month and what are the activities that will get you there. Proceed with the monthly schedule - this is where you plan the type and date of the individual posts. And finally the daily activities - to help you stay organized throughout the day. Get inspired by thousands of Facebook Ads in AdEspresso gallery. Use them to create a similar paid campaign or adjust them for use as a regular post. And if you're completely stuck and don't have any ideas on what to actually post, here's a gallery of good Facebook ads. Learn from the best, but remember to adjust this to the sell without selling principle. Facebook doesn't want to put sales updates in user news feeds. Action: Download the Facebook marketing plan template and visit the Facebook ad gallery for tons of Facebook inspiration. Over to you Now it's your time to create Facebook marketing strategy for your store. Getting sales from Facebook is a long game, so don't to push your product down customer's throat. Win their hearts by avoiding direct selling and pique their interest with something truly entertaining. Good luck with your sales! Start selling online now with Shopify Start your free trial Want to Learn More? Is there anything else you'd like to know more about and wish was included in this article? Let us know in the comments below! 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