

C H A N G E

META 

MARKETING

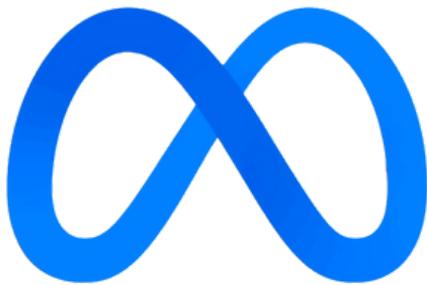


# META MARKETING WITH CHANGE

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Marketing on Meta through paid media offers businesses a unique opportunity to connect with their target audience and achieve their marketing objectives. By following the strategies outlined in this guide and staying updated on the latest trends, you can create successful campaigns that drive results and grow your business.

Marketing on Meta's platform offers businesses a powerful way to reach their target audience, build brand awareness, and drive conversions. This guide will walk you through the essential steps and strategies to make the most of your Meta paid media campaigns.



**Meta**  **ADS MANAGER**

# META MARKETING CHECKLIST

- **Setting Up Your Business Manager Account**
  - Creating a Business Manager Account
  - Adding Your Ad Account and Payment Method
- **Tracking and Analytics**
  - Installing the Facebook Pixel
  - Measuring Key Metrics (CTR, CPC, Conversion Rate)
- **Defining Your Advertising Goals**
  - Identifying Your Objectives (Awareness, Consideration, Conversion)
  - Setting Specific Goals for Your Campaign
- **Audience Targeting on Meta**
  - Custom Audiences
  - Lookalike Audiences
  - Detailed Targeting
  - Behavioral and Interest-Based Targeting
- **Creating Engaging Ad Creative**
  - Choosing the Right Ad Format (Image, Video, Carousel, Slideshow, etc.)
  - Writing Compelling Ad Copy
  - Design Tips for High-Performing Ads
  - Real-Life Examples of Effective Meta Paid Media Campaigns
- **Campaign Management and Optimisation**
  - Monitoring Ad Performance
  - Making Data-Driven Decisions
  - Scaling Successful Campaigns
- **Ad Creative and Copywriting Best Practices**
  - Tips for Creating Attention-Grabbing Visuals
  - Crafting Persuasive Ad Copy
- **Future Trends and Update:** Staying Informed About Meta's Evolving Advertising Features

# WEEK BY WEEK

This week-by-week guide for a 6-week Meta (formerly Facebook) paid media marketing campaign will help you plan and execute your advertising strategy effectively. Here's a breakdown of tasks and actions for each week:

## WEEK 1 PRE-CAMPAIGN PREPARATION

Day 1-2:

- Set up your Business Manager account if you haven't already.
- Add your ad account and payment method.

Day 3-4:

- Define your campaign objectives and goals (e.g., brand awareness, website traffic, conversions).
- Research your target audience and create customer personas.

Day 5-7:

- Develop your ad creative (images, videos, copy).
- Set up the Facebook Pixel on your website to track conversions.

## WEEK 2 CAMPAIGN LAUNCH

Day 1-2:

- Create your first ad campaign.
- Select your target audience based on your research.
- Set a daily or lifetime budget.

Day 3-4:

- Choose ad placements (e.g., Facebook, Instagram, Audience Network).
- Write compelling ad copy and add visual elements.
- Launch your campaign.

Day 5-7:

- Monitor ad performance and make adjustments as necessary.
- Begin A/B testing different ad variations (e.g., headlines, images, targeting).

# WEEK BY WEEK CONTINUED

## WEEK 3 AUDIENCE REFINEMENT AND OPTIMISATION

Day 1-2:

- Review the performance data from the first week.
- Adjust targeting to refine your audience.
- Allocate more budget to high-performing ads.

Day 3-4:

- Continue A/B testing to optimize ad creative.
- Explore different ad formats (e.g., carousel, slideshow) to see what works best.

Day 5-7:

- Check the Facebook Pixel for proper tracking.
- Monitor ad delivery and adjust scheduling if needed.
- Begin implementing remarketing strategies for website visitors.

## WEEK 4 SCALING AND BUDGET ADJUSTMENTS

Day 1-2:

- Assess the overall campaign performance.
- Identify the best-performing ads and ad sets.

Day 3-4:

- Scale successful ad sets by increasing the budget.
- Consider expanding your audience reach or targeting similar audiences.

Day 5-7:

- Review and optimize ad spend to maximize ROI.
- Explore new ad creatives or angles to keep the campaign fresh.

# WEEK BY WEEK CONTINUED

## WEEK 5 DATA-DRIVEN DECISION-MAKING

Day 1-2:

- Dive deep into ad analytics and performance metrics.
- Identify trends and insights.
- Make data-driven decisions to improve campaign results.

Day 3-4:

- Experiment with ad scheduling to determine the best times for your target audience.
- Explore additional audience segmentation options.

Day 5-7:

- Consider running special promotions or offers to boost engagement.
- Keep a close eye on ad fatigue and adjust accordingly.

### **DON'T FORGET!**

Remember that flexibility and continuous optimization are key in Meta paid media marketing. This guide provides a framework, but be prepared to adapt based on real-time performance data and changes in your marketing goals.

If you run into any issues or need advice with any of the steps mentioned in this week by week breakdown, please reach out for support to marketing expert Anthony or another member of the team.

We also have a library of video resources to help you with specific tasks which can be found in the digital curriculum.

# ORGANIC SOCIAL MEDIA

Creating a social media planner can help you stay organised and optimise your Instagram posting schedule. Here's a template for a weekly social media planner, along with some general guidelines for the best times to post on Instagram:



## WEEKLY TEMPLATE

Day: Monday

- Content Type: Photo
- Caption: [Insert caption]
- Hashtags: [Insert relevant hashtags]
- Best Time to Post: 11:00 AM

Day: Tuesday

- Content Type: Video
- Caption: [Insert caption]
- Hashtags: [Insert relevant hashtags]
- Best Time to Post: 2:00 PM

Day: Wednesday

- Content Type: Carousel (multiple photos)
- Caption: [Insert caption]
- Hashtags: [Insert relevant hashtags]
- Best Time to Post: 7:00 PM

# ORGANIC SOCIAL MEDIA

Day: Thursday

- Content Type: IGTV
- Caption: [Insert caption]
- Hashtags: [Insert relevant hashtags]
- Best Time to Post: 6:00 PM

Day: Friday

- Content Type: Story
- Caption: [Insert caption]
- Hashtags: [Insert relevant hashtags]
- Best Time to Post: 12:00 PM

Day: Saturday

- Content Type: Reel
- Caption: [Insert caption]
- Hashtags: [Insert relevant hashtags]
- Best Time to Post: 9:00 AM

Day: Sunday

- Content Type: Photo
- Caption: [Insert caption]
- Hashtags: [Insert relevant hashtags]
- Best Time to Post: 4:00 PM

# GENERAL POSTING GUIDE

## General Guidelines for Best Times to Post on Instagram:

- **Weekdays:** Typically, the best times to post on weekdays are between 11:00 AM and 2:00 PM, as people often check their Instagram during lunch breaks.
- **Wednesday Evening:** Wednesday evenings around 7:00 PM tend to be a good time because many people are looking for distractions mid-week.
- **Thursday Evening:** Thursdays around 6:00 PM can be effective as people start planning their weekends.
- **Friday Midday:** Fridays around 12:00 PM are great for catching people as they wrap up the workweek and prepare for the weekend.
- **Weekends:** On Saturdays, post in the morning around 9:00 AM when people are relaxing, and on Sundays in the late afternoon around 4:00 PM.

Remember that these are general guidelines, and the best times to post can vary depending on your specific target audience and their time zones. It's essential to monitor your Instagram Insights to determine when your followers are most active and adjust your posting schedule accordingly. Additionally, engagement patterns may change over time, so it's a good idea to revisit and adjust your social media planner periodically.