

Facebook Ads

Targeting your ads internationally in 2020



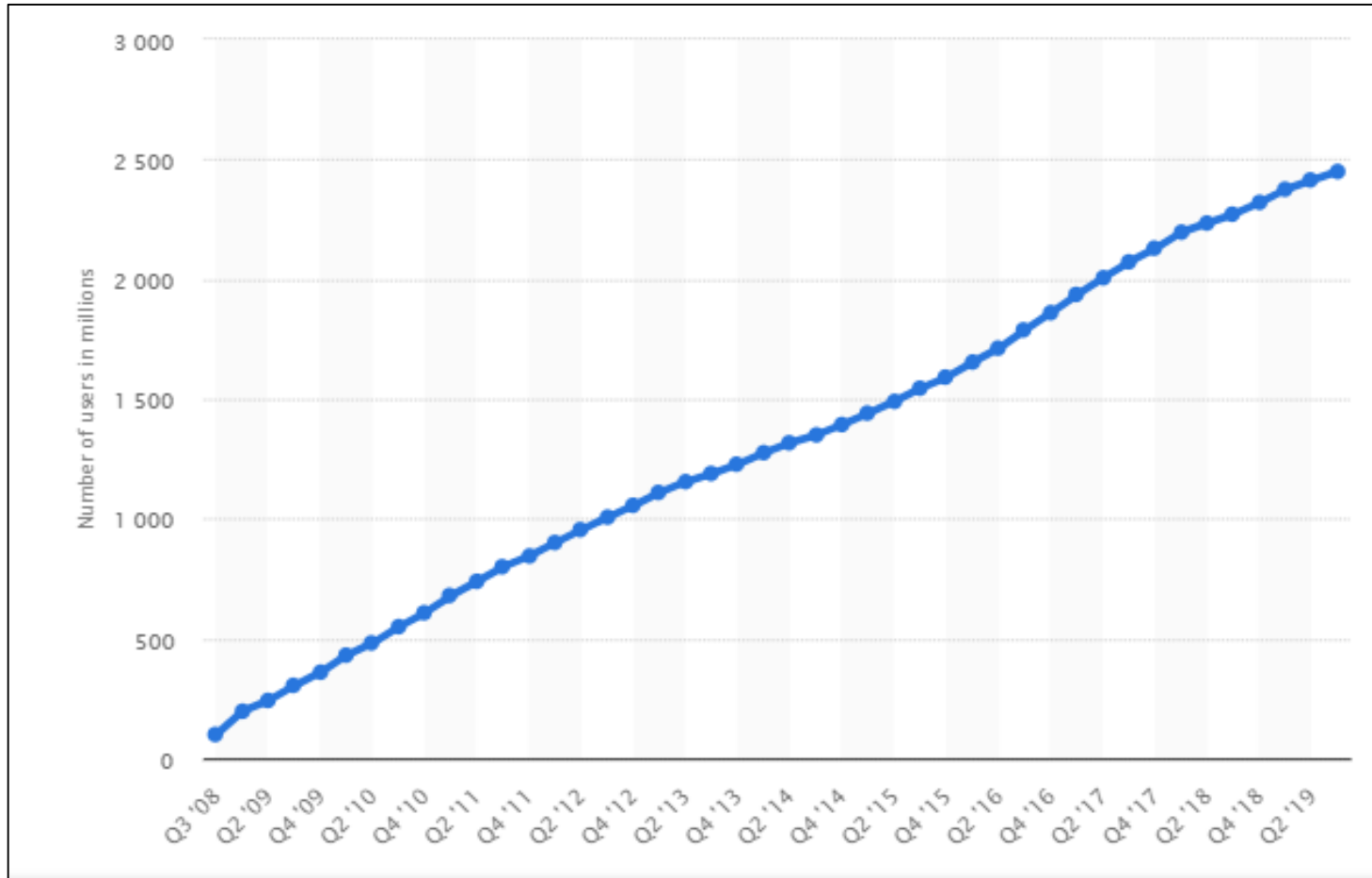
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Summary

- Facebook Today
- Changes to Facebook Algorithms
- Facebook's new technical features
- Top Ten Tips to succeeding with Facebook ads internationally



Number of monthly active Facebook users worldwide as of 3rd quarter 2019 (in millions)



2.45 billion
monthly active
users as of the third
quarter of 2019,
Facebook is the
biggest social
network worldwide

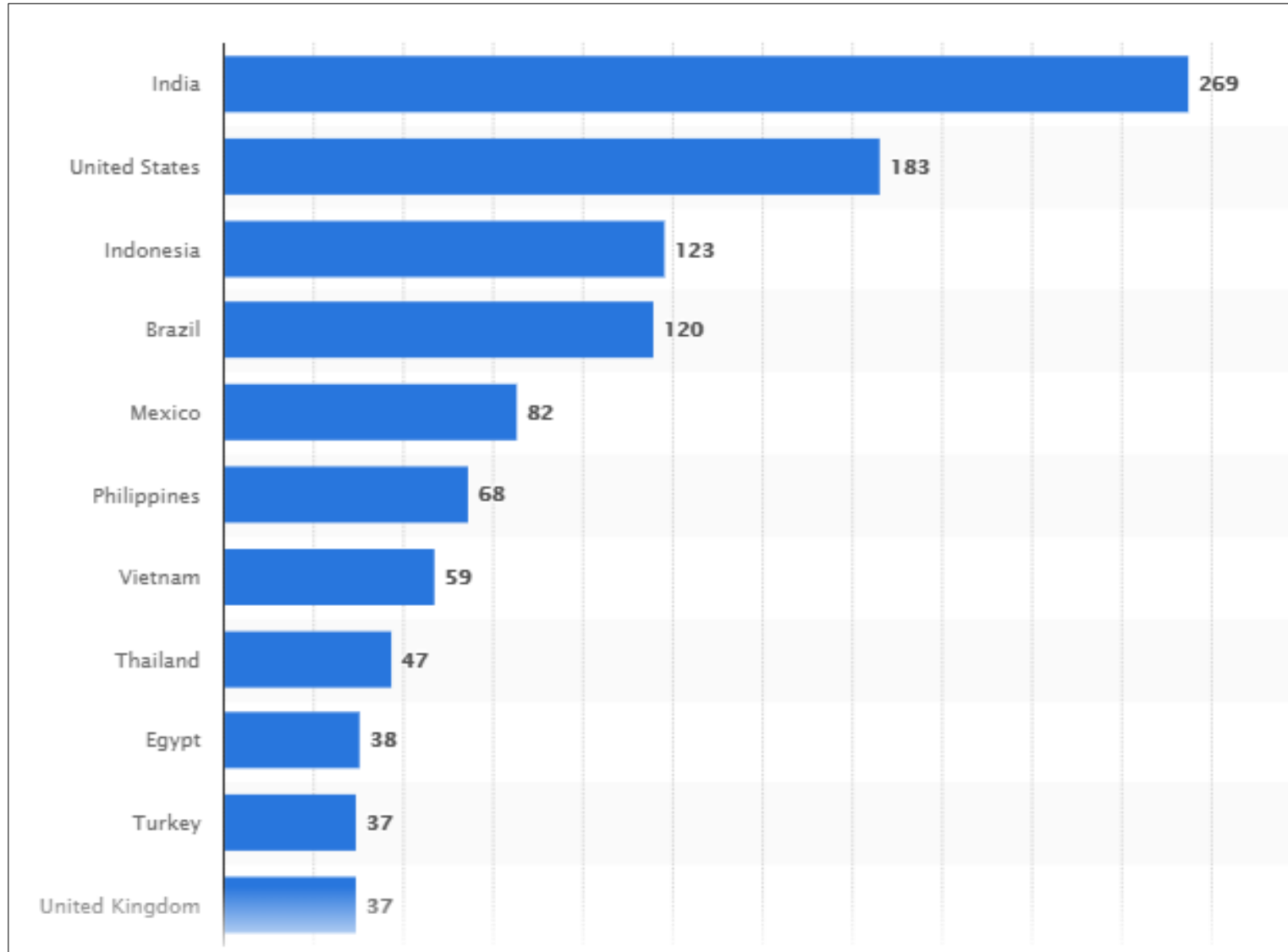


Facebook Today

- **96%** of active user accounts accessed the social network via a mobile device
- **75%** of users have a **\$75k+** income
- High proportion of users across every age group with **62% of population 50+ users**
- **40%** of consumers said that they watch the most videos on Facebook
- **Facebook ads** gives you the ability to target and optimise your ads to a specific audience with a higher ROI

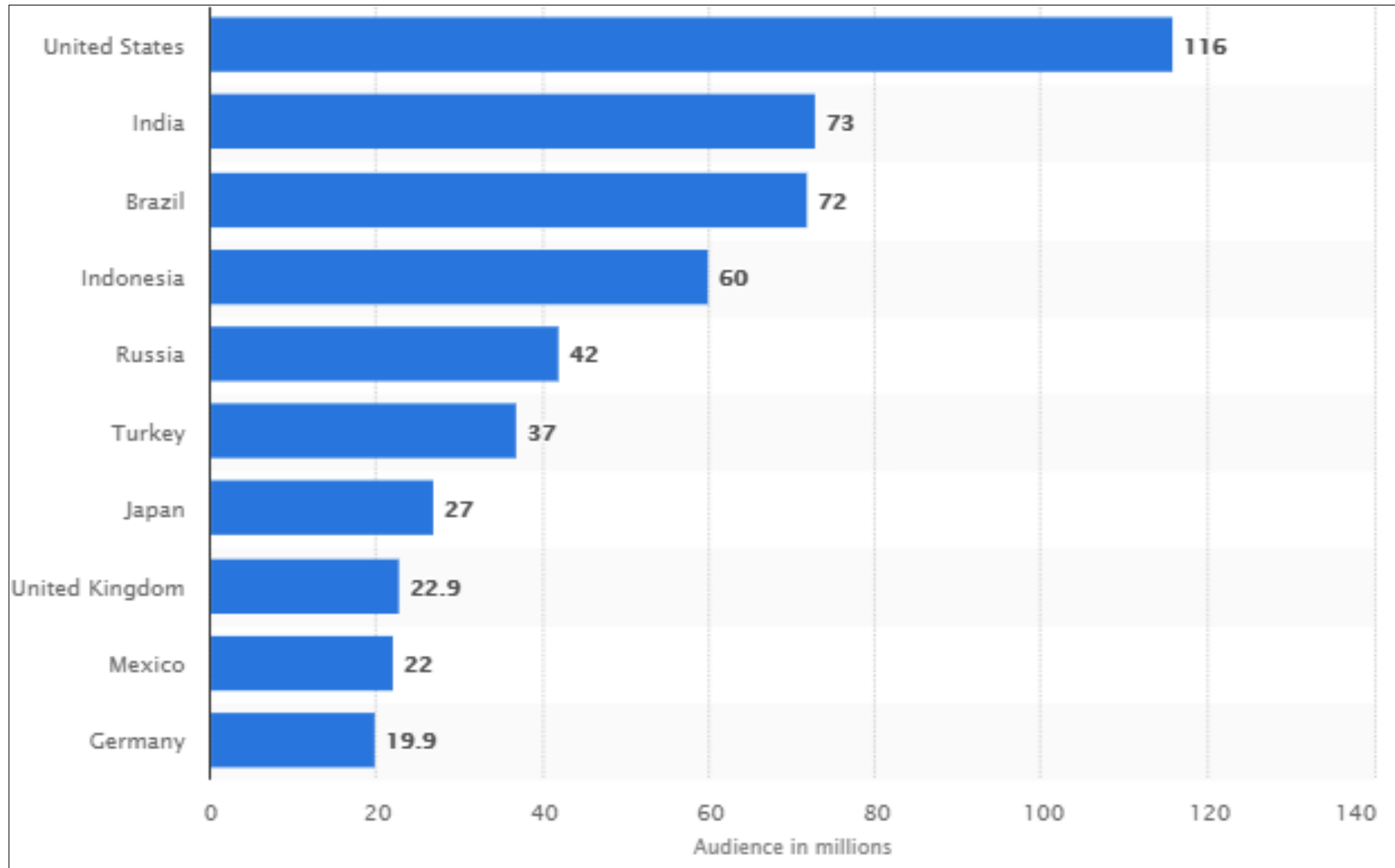


International Facebook Usage (in millions)



*Source: In Statista,
October 2019,
Numbers: Millions*

International Instagram Usage (in millions)



*Source: In Statista,
October 2019,
Numbers: Millions*

Changes to Facebook Algorithms you need to know about

Facebook Algorithm Changes

Organic Reach Impressions

- Facebook is changing how it calculates organic impressions of Pages → organic reach for posts will drop
- The average user has **c.1,500** stories competing to appear in their News Feed. Facebook's algorithms select **c.300** by ranking the relevance of each story to that user
- Organic reach is often less than **5%** of the Page's total likes



Facebook Algorithm Changes

Meaningful Interactions

- Posts that generate authentic conversation with users will appear more frequently
- Meaningful interactions include:
 - multiple comments on an article or video watched
 - a page responding to a comment on their post
 - people responding to page posts shared through messenger
 - people interacting and commenting on live video
- Positive emotive content found to have highest engagement or
- Comments that have a lot of engagement or engagement from the original poster will be shown first



Facebook Algorithm Changes

Loyalty and intent in video rankings

- **Facebook Watch or Live** → most recommended video to improve ranking in the News Feed
- **Loyalty and intent** → videos that people seek and return to time after time given more priority
- **Video view time** → at least one minute to gain the favour of the News Feed algorithm
- **Videos reposted from other channels** → will be demoted



Facebook Algorithm Changes

News Feed restricts spammy and biased content

- The key signal they use to determine “clickbait-ness” are headlines exaggerating or withholding information
- Demote posts that link to low quality web pages
- A post that encourages people to share it to win a prize, or to tag friends in the comments are viewed as engagement-baity



Make an impact with Facebook's algorithm changes

- Post **more emotive content to provoke discussion and debate** in the comments → ensures organic posts are still prioritized in the News Feed
- Always **comment on your posts** where relevant
- Ask enthusiastic **followers to set their notifications** to see your updates first
- **Avoid engagement-baiting posts** → these will be demoted in the News Feed
- **Share quotes in your headlines** → best combination for meaningful interactions is video with a key quote from the video in the header or video description
- Facebook's News Feed **algorithms prioritize video** → make this your content priority
- Consider Facebook ads to **increase reach and engagement for key content**



Facebook Technical Changes you need to know about

New Video Publishing Tools

Facebook Live

- **Live rehearsals for Facebook Live** → enables test run to admins to get feedback before actual live filming
- **New “trimming” feature coming** → to enable Live publishers to cut out the beginning and the end of their Live replay
- **Maximum live broadcasts extended** from four to eight hours
- **Use Facebook Live videos** → can drive 10 times more comments than standard video



New Video Publishing Tools

Watch Parties

- Five new updates: scheduling, replays, new metrics, branded content and global availability for live commentating
- **Scheduling** enables a Page to schedule a watch party in advance to build your audience and create announcement posts to notify them when it begins
- **Replays** allow people to experience watch parties after they air making them available to a wider audience
- **Two New Metrics** in Creator Studio for watch parties: Minutes viewed and Unique 60s viewers
- **Branded content** or new products can be launched via Facebook Live Watch Parties
- **Live commentating** has been rolled out



New Creator Studio Insights

Four new updates to Creator Studio:

1. **New Visualisation in Loyalty Insights** → shows which videos are driving returning viewers for a Page
2. **New Distribution metric** → gives a score to each video's performance based on the Page's historic average on a range of metrics that drive distribution
3. **13 new languages for auto-captioning** → lets Pages add captions to their videos in just one click
4. Publish and schedule content for Instagram Feed **up to 6 months in advance** through Facebook

Utilise Creator Studio for insights into what's working and what's not particularly for video



New Creator Studio Insights



New Search Ads

- The first ad type that **allows businesses to reach users actively searching for Pages like theirs** → chance to cash in on demand capturing instead of demand generation
- Only available in English and Spanish and on mobile searches only
- Supported campaign objectives include: Product Sales, Conversions and Traffic Objectives.



AC Marketing



Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
Facebook News Feed	<input checked="" type="checkbox"/>
Instagram feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input checked="" type="checkbox"/>
Facebook video feeds	<input checked="" type="checkbox"/>
Facebook right column	<input checked="" type="checkbox"/>
Instagram Explore	<input checked="" type="checkbox"/>
Messenger inbox	<input checked="" type="checkbox"/>
Stories	<input checked="" type="checkbox"/>
Tell a rich, visual story with immersive, full-screen vertical ads	
Facebook Stories	<input checked="" type="checkbox"/>
Instagram Stories	<input checked="" type="checkbox"/>
Messenger Stories	<input checked="" type="checkbox"/>
In-stream	<input checked="" type="checkbox"/>
Quickly capture people's attention while they're watching videos	
Facebook in-stream videos	<input checked="" type="checkbox"/>
Search	<input checked="" type="checkbox"/>
Get visibility for your business as people search on Facebook	
Facebook search results	<input checked="" type="checkbox"/>
Messages	
Send offers or updates to people who are already connected to your business	

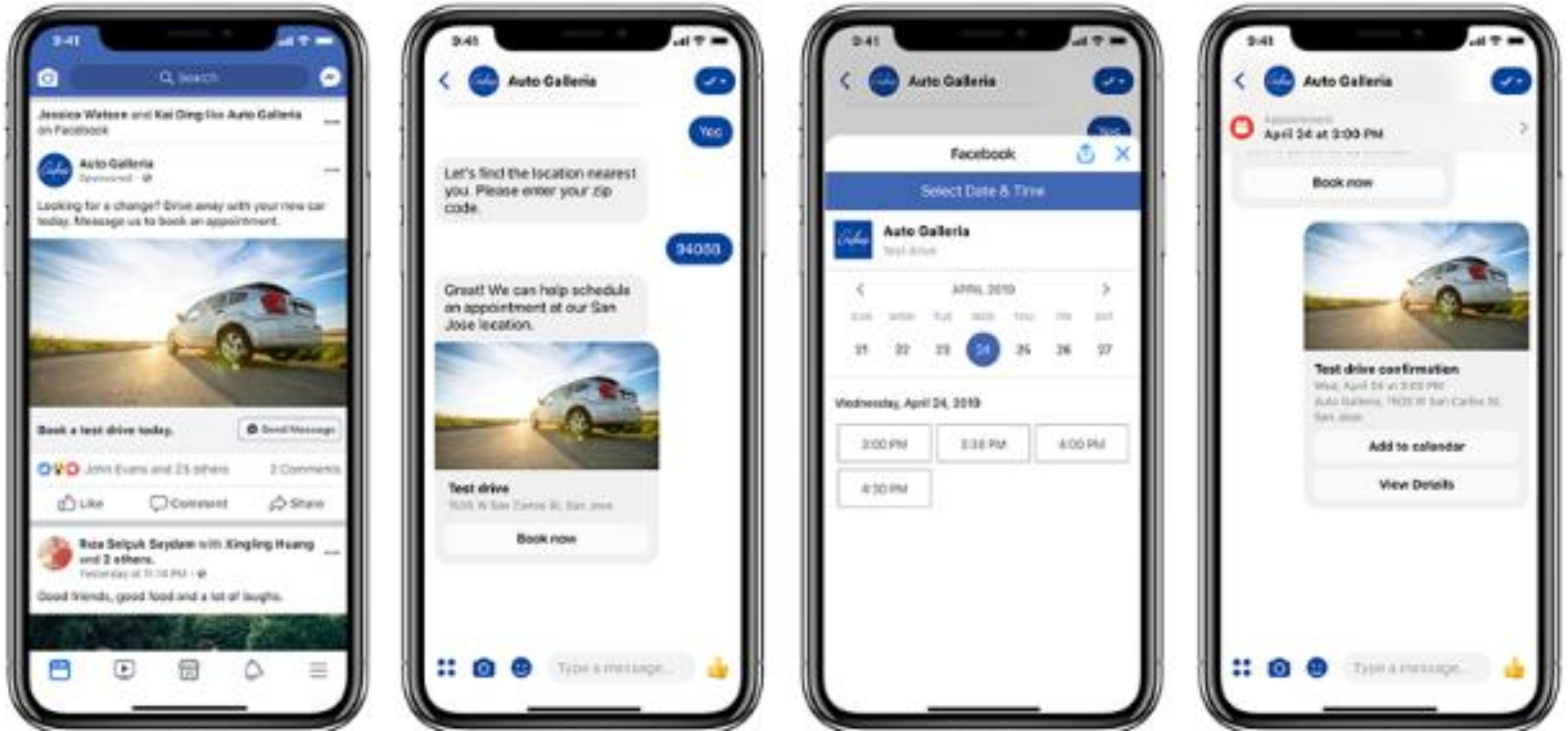
New Tools for Facebook Messenger

Lead Generation tools

- New template within Facebook Ads Manager → enables businesses to create automated experiences to **help qualify leads within Messenger**
- Can be **integrated with your CRM** and track leads to follow up with at a later date e.g. when stock is available
- Appointment Booking Now Available



Facebook Messenger Appointment Booking



Top Ten Tips to Succeeding Internationally with Facebook Ads

1. Choose the right objective

- **Awareness:** Objectives that generate interest in your product or service
- **Consideration:** Objectives that get people to start thinking about your business and look for more information about it
- **Conversions:** Objectives that encourage people interested in your business to purchase or use your product or service



Facebook ads objectives

What's your marketing objective? [Help: Choosing an objective](#)

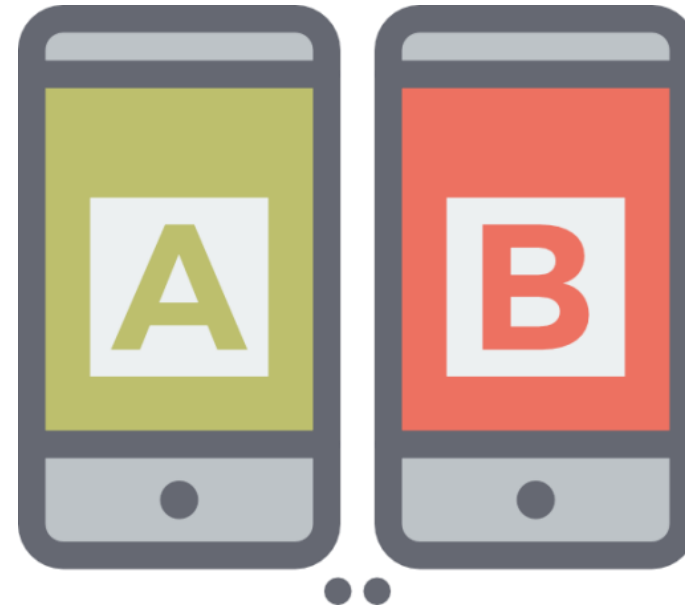
Awareness	Consideration	Conversion
Brand Awareness	Traffic	<input checked="" type="checkbox"/> Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Traffic
	Video Views	
	Lead Generation	
	Messages	

Conversions

Get people to take valuable actions on your website, in your app or in Messenger, such as adding payment information or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

2. Split test your ads

- Isolate and test only one variable at a time for best results
- Give it at least 4 days to determine a statistically relevant winner
- A/B testing typically works best with larger audiences



3. Choose a lifetime budget over a daily budget

Daily

- Facebook spends up to the amount of budget you spend per day
- If your spend is going to fluctuate day-by-day or you might need to lengthen or shorten promotion, then daily budgets is a good option
- Facebook will spend the full daily budget no matter the performance

Lifetime

- Best when a budget is set for the whole campaign
- Facebook will adjust daily spend levels based on the results of the campaign
- Choose the hours of the day and days of the week that the campaign will be running



4. Choose the right audience for your campaign

a) Core audience

- Define an audience using behaviours, demographics, and geolocation data

b) Custom audience

- Built with your existing prospects
- Use to retarget your website traffic to aid conversion (retargeting or remarketing)

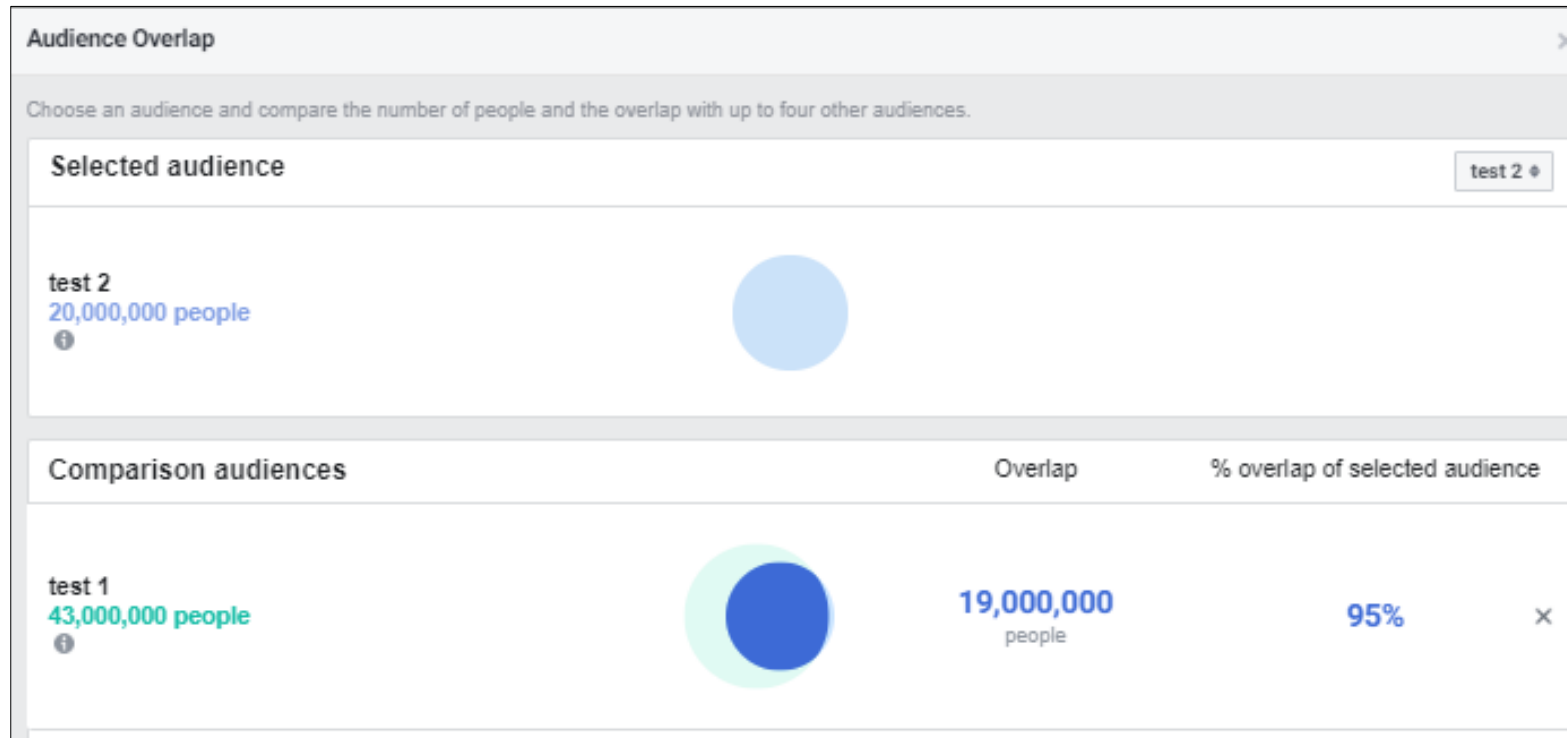
c) International lookalike audiences

- Reach new people on Facebook who are similar to your most valuable audience
- Built off of an existing custom audience
- Upload your source and choose your location
- Create an audience – lookalike audiences – add your source e.g. via your pixel
- Then you choose the country/countries you want to target based on the lookalike source who are similar to those in your source



Audience overlap

- Check your saved audiences do not overlap
- Ads manager → All tools → Audience → create and save audiences → Show audience overlap



5. Understand how to use location targeting

- **Everyone in this location** = people whose current city on their Facebook profile is that location **as well as** anyone determined to be in that location via mobile device
- **People who live in this location** = people whose current city on their Facebook profile is that location. This is also validated by IP address and Facebook friend's stated locations
- **Recently in this location** = People whose most recent location is the selected area, as determined only via mobile device
- **People travelling in this location** = People whose most recent location is the selected area, as determined via mobile device, and are greater than 100 miles from their stated home location from their Facebook profiles



Create separate ad sets per country

- Create separate ad sets for each country to guarantee delivery to that country
- If you include all countries within one ad set the ad delivery system may not deliver to some countries as it will be looking for the cheapest result
- You can view your ads performance by location in Ads Manager to see which countries ads are performing best



Countries you can't target via Facebook ads

- Iran
- China*
- North Korea
- Cuba
- Sudan
- Syria

*this does come up as an option on Facebook ads but on a national level, the Chinese are not able to access Facebook although some ads do get through



The cheapest countries to target using Facebook ads

- | | |
|------------------------|-----------------|
| 1. Trinidad and Tobago | 6. Bangladesh |
| 2. India | 7. Egypt |
| 3. Pakistan | 8. Thailand |
| 4. Nigeria | 9. South Africa |
| 5. Philippines | 10. Poland |

Source: AdEspresso, 2017



How to determine ad spend by country

- Find out how many paying customers or visitors you have from each country (using your **website analytics**) → proportion the ad spend accordingly
- Use your own **Facebook Audience Insights** to **learn about your audience** and their interests in advance of setting the ads up
- Set up separate ad groups by country or groups of countries
- Remember some countries have lower CPMs than others e.g. India

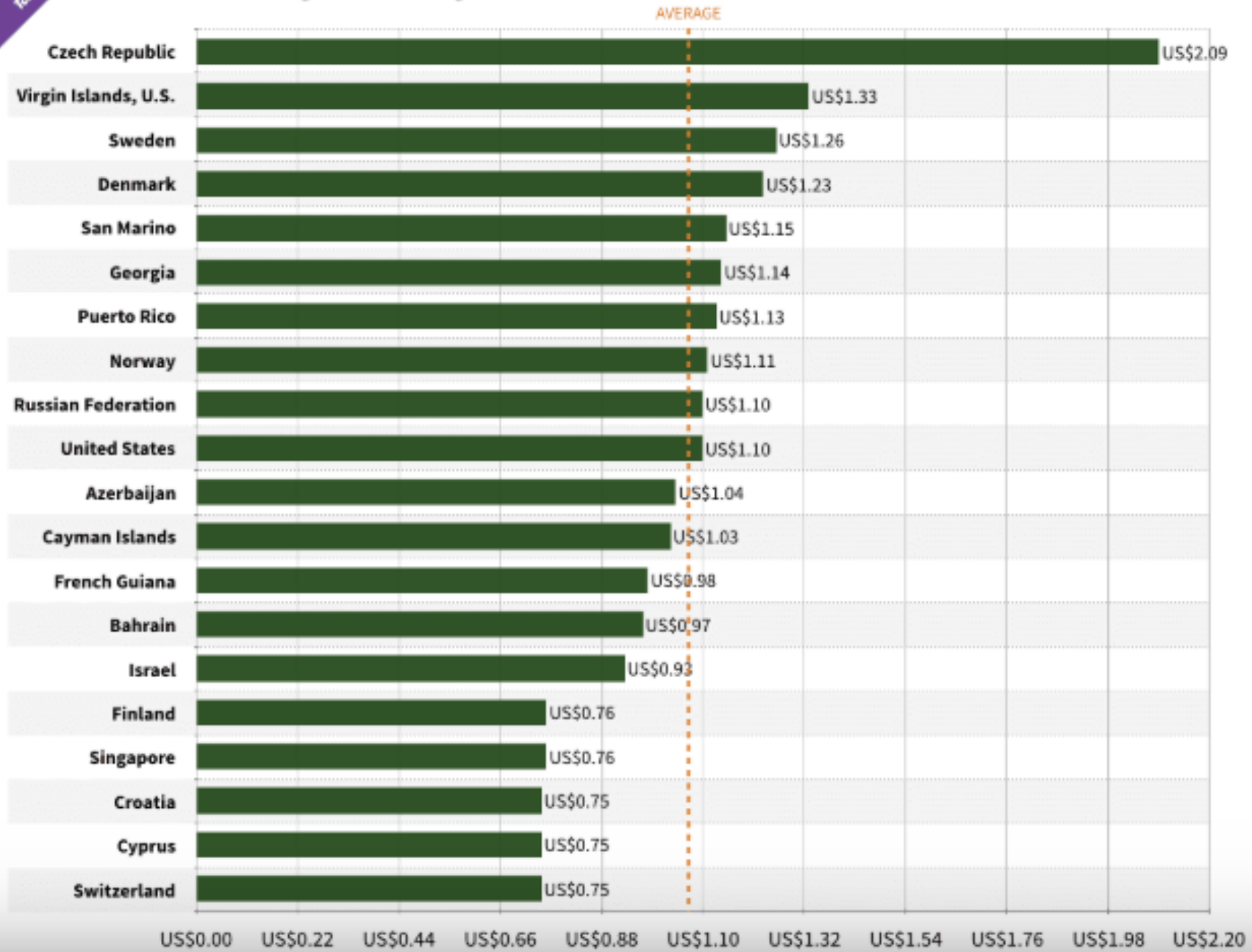
OR

- Start with a small budget and use a world wide audience for a week
- Use the analytics to inform which countries perform best and exclude the countries not performing



CPC by Country

■ CPC 2017 Q4







Source:
AdEspresso,
April 2019

6. Advertise in multiple languages

- You can add up to 48 more languages in addition to English in the Creative section of Facebook ad set up under 'Languages'
- You can enter separate headline and primary text for each language and different images
- If you selected Traffic (website) or Conversions (website) objective you can also enter a language-specific Website URL
- You can also advertise in multiple languages via placement customization
- For this option you can customize up to 3 placements and add up to 11 different languages (not 48)



Multiple Language Advertising

<p>● Active Started running on 6 Jun 2019 ID: 424512708386878</p> <p> Bell Language School Sponsored</p> <p>✓ More than 5000 of our students have enrolled in American universities ✓ TOEFL preparation, Business English ✓ From the Beginner to Advanced levels ✓ We are always happy to answer your questions ✓ Call us: +1 (718) 998-8080 ✓ Come to see us: 1535 McDonald Avenue, Brooklyn, New York...</p>  <p>English Language School in New York Our school has been providing quality and affordable education for over 18 years. Thousands of our students have successfully enroll... BELL.SCHOOL.ORG</p> <p>Learn More</p>	<p>● Active Started running on 6 Jun 2019 ID: 689201936857512</p> <p> Bell Language School Sponsored</p> <p>✓ Более 5000 наших выпускников поступили в университеты США ✓ Готовим к языковому экзамену TOEFL - требуется для поступления в американский ВУЗ ✓ Запишись на бесплатную консультацию в скайпе. Для этого отправь нам www.facebook.com/bellschool в сообщения свой логин skype и страну проживания - мы вышлем дальнейшие...</p>  <p>Bell Language School - Языковая школа в Нью-Йорке Наша школа уже более 20 лет предоставляет качественное и доступное обучение. Тысячи наших выпускников успешно... BELL.SCHOOL.ORG</p> <p>Learn More</p>
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- Local language ad in Russian targeting Russia, Belarus, Kazakhstan
- Rather than calling them or visiting they refer customers to their Facebook page or a skype call

7. Edit your Placements

Creative considerations:

- Ensure your ad looks good on mobile and desktop
- Use different images, text and videos on different placements to get best performance

Strategy

- Might just want one placement e.g. Instagram for your product if its a better 'brand fit'

Brand Safety

- If you don't want your ad to show up alongside content that is not conducive to your brand. Use a block list of publishers which allows you to block websites don't want your ads to appear.



Placements

- Under Audience and before Budget
- Auto Placements OR
- Edit Placements - Customize your ad's appearance for different placements

Placements

Show your ads to the right people in the right places.

☐ Automatic placements (recommended)

Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more](#)

☒ Edit placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn more](#)



Select multiple placements



Having several placements helps your budget flow to the most valuable opportunities. This can help you get the most out of your budget.

You can customise your ad's appearance for different placements. Select a placement if you're happy with how the preview appears.

Devices

All devices

Platforms

☒ Facebook

☒ Instagram

☒ Audience Network

☒ Messenger

Asset customisation ⓘ

14/14 placements that support asset customisation

Placements



Feeds



Show highly visible ads to people scrolling through feed-style surfaces

Facebook News Feed



Instagram feed



Facebook Marketplace



Facebook suggested videos



Facebook right column



Messenger inbox



Which Ad Format should I choose?

Ad type	Best for
Photo ad	<ul style="list-style-type: none">• Promoting one product or event
Video ad	<ul style="list-style-type: none">• Demonstrating one product or event
Stories ad	<ul style="list-style-type: none">• Create Stories Ads that reflect the same look and feel that people see from their friends
Messenger ad	<ul style="list-style-type: none">• Interacting with the audience, great for promoting offers
Carousel ad	<ul style="list-style-type: none">• Can be used across Facebook, Instagram, Messenger and Audience Network.• Showcase up to 10 images or videos in one ad.• Reaching people who have slower internet connections (use five times less data than video ads on Facebook)• Great for telling stories or highlighting product benefits.

Which Ad Format should I choose?

Ad type	Best for
Slideshow Ad	<ul style="list-style-type: none">• Video-like ads using a series of still images and effects that show motion, play sound, and display text to showcase your story.• Provide a quick loading time for capturing shorter attention spans• Great for quickly making ads with the option of stock images and free video editing tools to make your ad spectacular
Collection Ad	<ul style="list-style-type: none">• A Collection Ad allows advertisers to bring the buying process directly into Facebook.• Features a central image or video promoting a product, with a <i>collection</i> of four smaller images below it that viewers can click on to learn more about the product.• Great for storytelling!
Playables	<ul style="list-style-type: none">• Playables cater specifically to app developers.• Allows your audience to watch, preview, and even play an abbreviated version of your new app directly from inside the ad.

8. Optimise every area of your creative

a) Image

- The most impactful and noticeable part of any ad is your video or image → the first thing anyone ever sees.
- Attention-grabbing & brand reflective
- Ensure images are correct size
- Overlaid text image rule



b) Headline

- The headline is the second most important part of an ad.
- Summarize the benefit or outline why someone should click through.
- Attention-grabbing and punchy



Wall Street English
Sponsored

Mettiti alla prova con un divertente test di Lingua Inglese: inizia subito e scopri il tuo livello! :)

A CHE PUNTO È IL TUO INGLESE?

FAI IL TEST

A1 B1 C1

Testa ora il tuo Livello di Inglese!
TEST Personal Wall Street English
TESTA ORA IL TUO LIVELLO DI INGLESE!

[Learn More](#)



c) Post Text



- You can add up to 500 characters. If your post text is longer, it will be hidden by a 'See More' link.
- People who read the post text are interested in your brand.
- Must expand your product offering and make the closing argument for clicking-through

Wall Street English
Sponsored

Mettiti alla prova con un divertente test di Lingua Inglese: inizia subito e scopri il tuo livello! ;)

A CHE PUNTO È IL TUO INGLESE?

FAI IL TEST

Testa ora il tuo Livello di Inglese!
TEST Personal Wall Street English
TESTA ORA IL TUO LIVELLO DI INGLESE!

[Learn More](#)



d) Call to Action

- Pre-created buttons provided by Facebook
- Always include a button
- Clearly defined call-to-action for your ad

Wall Street English
Sponsored

Mettiti alla prova con un divertente test di Lingua Inglese: inizia subito e scopri il tuo livello! ;)

A CHE PUNTO È IL TUO INGLESE?

FAI IL TEST



Testa ora il tuo Livello di Inglese!
TEST Personal Wall Street English
TESTA ORA IL TUO LIVELLO DI INGLESE!

 [Learn More](#)



e) Description Text

- Description text appears below the headline and above the CTA button.
- The least noticeable ad text (after link text).
- A simple way to expand on your headline and reinforce your ad objective and CTA



The screenshot shows a Facebook advertisement for 'Speak Up London Language School'. At the top, it says 'Sponsored' next to the school's logo. Below this is the headline: 'Learn English online using our high-quality resources to quickly improve your English. Take our free level test to help you find your English language level'. The main visual is a red-tinted image of a person looking at a laptop, with the text 'Test your English for free.' overlaid in white. Below the image, it says 'This is a free online English test.' At the bottom, there is a short description: 'Test Your English Although the school promotes speaking in English as much as possible, we have multilingual staff available should you need to...' followed by a 'Learn More' button. The URL 'SPEAKUPLONDONFREE-ENGLISH-TEST-FOR-EVERYONE' is visible at the very bottom.

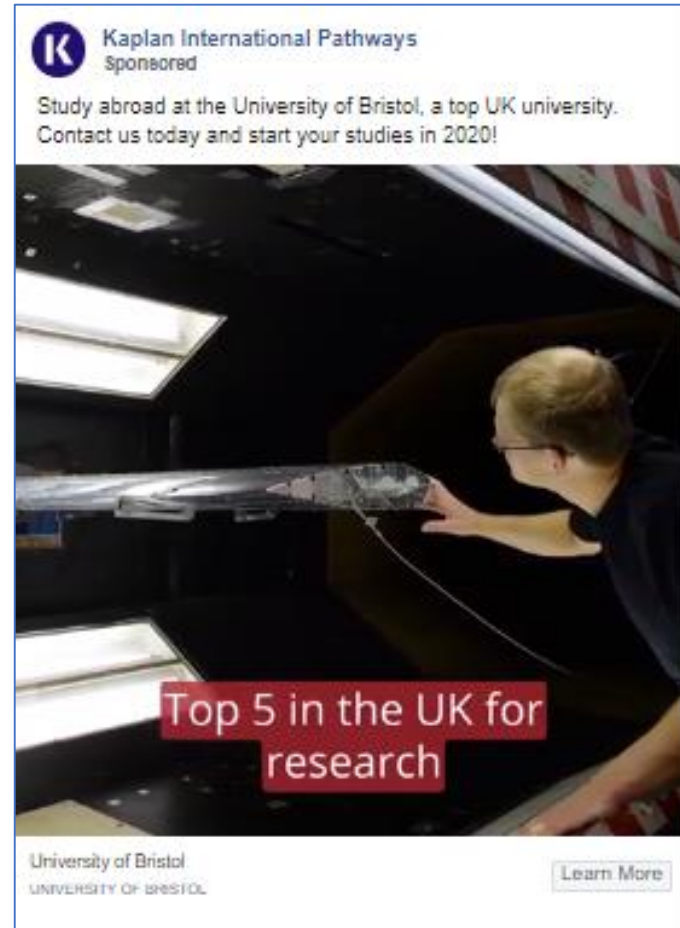


f) Comments, Shares and Engagements

- Remember the actions people take on your ads will be seen by others
- Need positive comments and engagements to demonstrate meaningful interactions and for social proof
- Tip: Comment on your post at the very top - an easy way to get more information into your ad - or provide a secondary link that people can click



Kaplan International Pathways Video Ad



- **Countries targeted:** Hong Kong, Taiwan
- **CTA links** through to a University of Bristol landing page on the Kaplan website
- Video is **one minute long**
- **Multivariate testing** - uses dynamic creative, to determine the best-performing combination for the audience



Kaplan International Pathways Image Ads

Facebook



Instagram



- **Countries:** Kazakhstan
- **Separate placements** for each ad
- **Split testing**
- Creative text has been **changed**
- **Personalised**



Kaplan International Pathways Carousel Ads

K Kaplan International Pathways
Sponsored

Want to study in the U.S. in 2020? Earn a degree from Arizona State University. Apply now!
Merit-based scholarships worth up to 10% of tuition for some programs.



A top public university [Learn More](#) ASU is number 1 in the U.S. for... [Learn More](#)

K Kaplan International Pathways
Sponsored

Want to study in the U.S. in 2020? Earn a degree from Arizona State University. Apply now!
Merit-based scholarships worth up to 10% of tuition for some programs.



ASU is number 1 in the U.S. for... [Learn More](#) Number 2 in the world for employer... [Learn More](#)

K Kaplan International Pathways
Sponsored

Want to study in the U.S. in 2020? Earn a degree from Arizona State University. Apply now!
Merit-based scholarships worth up to 10% of tuition for some programs.



Number 2 U.S. public university... [Learn More](#) 1,000+ student clubs [Learn More](#)

- **Countries:** Saudi Arabia
- **Using carousel images and text** to tell story of why their prospects should study at Arizona State University

Education First Image Ads

London

EF EF International Language Campuses - Study Abroad Sponsored

Jezikovni tečaj + Nastanitev + Obroki + Leti Izkusite jezik, živite v tujini. Naročite brezplačen katalog in si poglejte naše destinacije.



Študij angleščine v Londonu - vse vključeno
ŠTUDIJ ANGLEŠČINE V LONDONU - VSE VKLJUČENO

[Learn More](#)

Australia

EF EF International Language Campuses - Study Abroad Sponsored

Jezikovni tečaj + Nastanitev + Obroki + Leti Izkusite jezik, živite v tujini. Naročite brezplačen katalog in si poglejte naše destinacije.



Naučite se angleščine v ZDA
NAUČITE SE ANGLEŠČINE V ZDA

[Learn More](#)

USA

EF EF International Language Campuses - Study Abroad Sponsored

Jezikovni tečaj + Nastanitev + Obroki + Leti Izkusite jezik, živite v tujini. Naročite brezplačen katalog in si poglejte naše destinacije.



Naučite se angleščine v ZDA
NAUČITE SE ANGLEŠČINE V ZDA

[Learn More](#)

- Each ad **targets a different destination** for learning English
- **CTA links** to separate landing pages
- **Images match individual destinations**
- Targeting Slovenian students using **local language ads**

British Study Centres



 **British Study Centres**
Sponsored

Train at the home of Man City. 5 night courses for boys 9-17, starting in April. Get a free Man City 19/20 kit bundle when you book by 27 March!

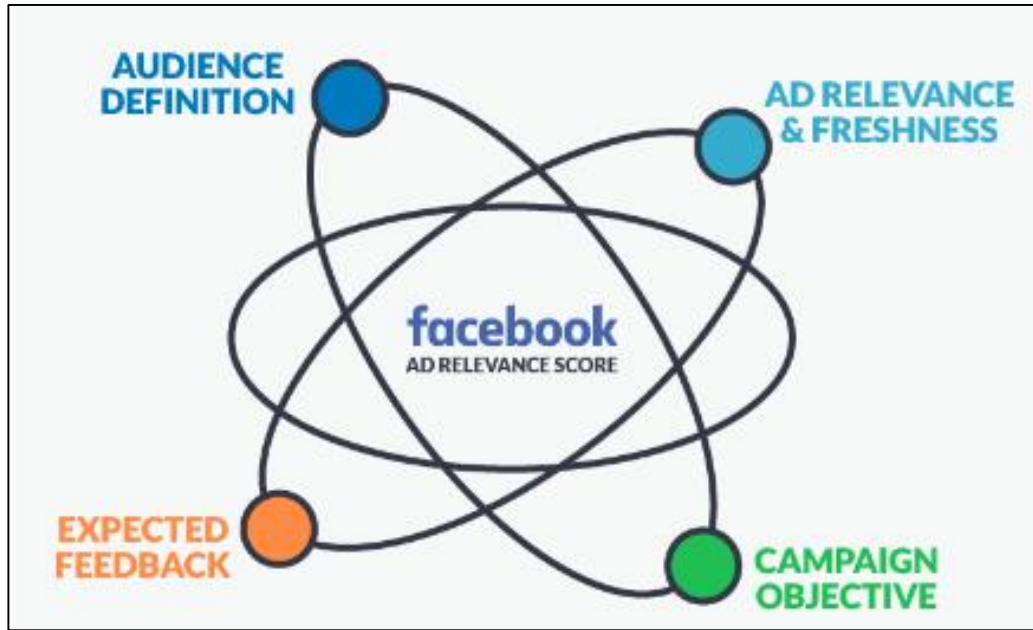
Manchester City Football Course
WWW.CITYFOOTBALLPERFORMANCE.COM

[Learn More](#)

- **Very targeted** – young learners
- **CTA links** to specific page
- **Strong CTA** - Promoting an offer as an incentive
- **Promoted to specific European prospects only:** *Austria, France, Germany, Belgium, Ireland, Italy, Luxembourg*



9. Check your Relevance Score



- Calculates an audience's anticipated response to your ad: Your campaign goal + audience granularity → determines likelihood of your desired action being taken
- Ensure your **campaign objective, messaging, images and target audience are all relevant and aligned** → should achieve a high relevance score
- Aim for a relevance score of 7+
- Assigned after your ad's been served more than 500 times
- Find it in Adwords (ad set level)



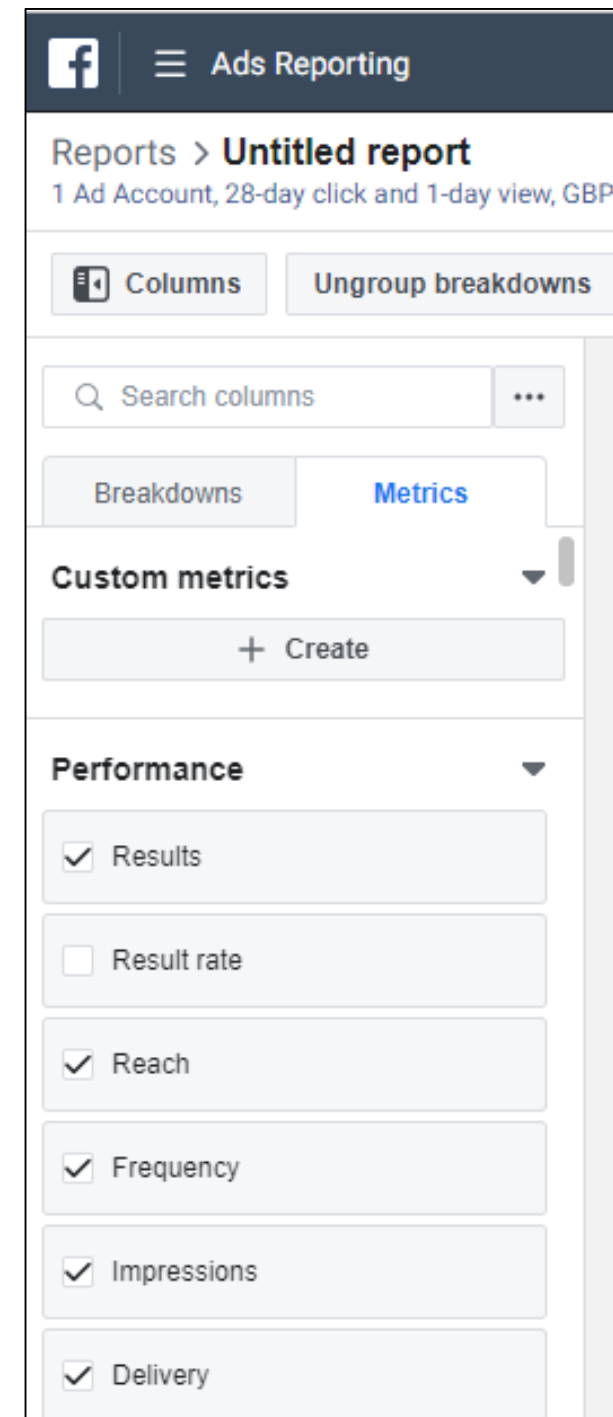
Improving results

- If your CPA is **higher** than expected for a Facebook ads campaign there are a number of options to consider:
- **Narrow the target audience**
- **Review Placements** and remove any placements that are not relevant to the campaign
- **Check relevancy score** of the ad in Ads Manager (Quality Ranking, Engagement Rate Ranking and Conversion Rate Ranking)
- **Edit creative and text** to drive CTR
- **Review split tests** ➔ stop low performing ads and move budget to the highest performing



10. Measure impact and track the right metrics

- Open up Ads Manager → All Tools → Ads Reporting
- Left hand menu – name the report
- Two tabs – breakdowns or metrics
- Breakdowns – tick campaign name and ad set name (if you have more than one ad set)
- Tick the metrics you want to track
- Hit Export - top menu bar right hand side



Paid Metrics to Measure

Metric	Description
CTR	Percentage of people that see your ad and click through to your landing page
CPC & CPM	Cost per thousand impressions (CPM) or cost per click (CPC): <ul style="list-style-type: none">• With CPC pricing, you're charged every time someone clicks on your ads.• With CPM pricing, you're charged for every thousand impressions your ads get
CPA	Cost per action (CPA) answers the question "Are my Facebook Ads paying off?" If your cost per action is high you need to look at ways to reduce it.
Ad frequency	The average number of times people see a specific ad (should be no more than 3!)



Paid Metrics to Measure

You'll also still need to track:

1. **Post Engagement**
2. **Reach**
3. **Impressions**
4. **Delivery**
5. **Amount Spent**
6. **Relevance Score**



Feel free to get in touch!

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www.acmarketinguk.com



AC Marketing