

Facebook Advertising Guide

How to effectively use Facebook advertising



One of the images used in the tour's Facebook ads

Summary

In summary, **\$7,664 USD** was spent on Facebook Ads for all the five tours. The ads reached **304,896 people** in the United States. **3,881** performed an action on the events (either clicked interested or going), **2,089** signed up for the events on Eventbrite through Facebook Ads. Facebook advertising was only done for self-hosted programs.

Strategy

There are a few types of ads you can create on Facebook. You can promote a post, the page itself, a link, video, etc. For Love America Tour, the main goal was to get seekers to come to events, so the events themselves were advertised.

Our goal was for people to click on the advertisement, which would either take them to the tour's website, or a "facebook event." Then they would register or sign up for the course.

Registration

An extremely effective technique to make the most of any advertising is to ask the seekers to register for the class. When people register for something, they have

to kind of "put it in their calendar" and make at least some commitment to going.

At first you might think that this is just another step which creates an obstacle to people wanting to come, but we've found that more people actually come when they have to register.

This is also nice for the yogis giving the program because they have an idea of how many people are coming.

Follow-up Email

After a person has registered, if you have their email address (via Eventbrite or your website), then someone should email them back to say "Thank you for registering, we've set aside a place for you, let me know if you have any questions." Again, if people get the feeling that they've spoken with a real person they will naturally feel more committed to coming. They will feel that someone will miss them if they don't come, and this also reinforces the idea that there are limited spaces and one has been set aside for them.

In the past we've had people email us after the program to actually apologize for not being able to make it and ask about future classes.

Event Configuration

Don't use multi-day/recurring events - Instead, make a single event for each day (or at least the first day for multi-day events). The facebook interface is a bit different for multi-day events, and we've found that Facebook ads for those events had worse results than single day events.

Use high quality photos - Ensure that the image is not blurry and/or cropped off abruptly.

Don't use much text on images - the photo will always be shown with text alongside it. Let the image give an impression, don't cover it up with text.

Use of Shri Mataji in the photos - Use your discretion. Many tour events used photos in which Shri Mataji was conducting a public program. For some music events, we used high quality photos of previous concerts. See appendix for examples.

Keep the event name and description short and simple. Longer text will be cut off on mobile devices. Including the word "Free" in the title seems effective.

Other event fields. We would recommend enabling the Kid Friendly option, adding venue specific co-hosts (so that the event shows up on their page as well), and allowing people to see the guest list.

Eventbrite integration. This let's people "buy tickets" directly on facebook (in our case these are just free reservations). This is a good solution if you can't set up your own registration system, because it tracks emails and gives a professional feeling.

Advertising the Event

Pay per user click/registration, not per view/impression. You will have to pay more per click than per view, but in the end what we care about is people showing up to the program. You get a much better turnover by paying per click.

Do not target special interests. We've tested and found that it's better to have the ads shown to everyone, not just to people with specific interests (like meditation or health). It's also the case that not all real seekers express an interest in those things. None of the tour advertisements used interests (except for a few for testing). We found the depth of seekers during the tour to be quite high regardless.

Set the target advertising area to a ~25 mile radius around the main city. Don't center it on the program location, center it closer to the city center. Public transport is easier closer to cities, and people tend to think of distances differently around the city. If the city is small, then consider adding a neighbouring city.

Start advertising around 2 weeks beforehand, and stop advertising a day or two before.

Few of the people who sign up for a facebook event will actually attend, it's better if people register via Eventbrite, or even better if they register on your website - so that they feel committed to attending.

Budgeting. The cost of advertising is not cheap, but facebook adverts are very effective compared to other methods. On the 2015 Canada tour we spent \$20/person who actually came to the program. On the Eastern Canada Tour we were able to manage \$10/person. For the America tour it is hard to estimate because of the scale of the tour, and other advertising methods being used. It cost us \$3.66 person who signed up through eventbrite. But it is hard to say how many people showed up from Facebook, because we weren't able to track that.

Regional challenges and differences. Remember that what works in one region may not work in others.

Different images and text have more or less appeal in different regions. Some regions are also much more competitive than others. You will need to change up your strategy, and pay attention to what works in which places.

For example, at one point in the tour we were spending equal money in all regions, but had virtually no registrations from California, while the Midwest had a steady stream.

Analyse your strategy as you go. The conditions and situation are always changing. The advice we give here may not be true forever or in all places, though most of it is quite universal.

Don't just use one image and text across your ads. Try different things, and look at the facebook analytics to see how it performs.

Change your strategy as you go and try to make it more efficient and effective. It costs quite a bit to advertise this way, and we want to reach as many seekers as we can.

Facebook offers various tools in it's "Ad Manager" to test different strategies and optimize the result. Particularly A/B testing, where facebook will show different ads, and then automatically start using just the ones that work best.

Follow-up Questions

If you have further questions about facebook ads, these yogis have extensive experience running facebook ad campaigns.

Rohit Verma - rohitverma@live.ca

Shamik Ghosh - shghosh2007@gmail.com

Francois Gibeau - sahajayogaregina@gmail.com

Destin Beach in Florida, by Varya

