2017

Automotive Retail Playbook

The Road to Best-in-Class Automotive Marketing

facebook

Introduction

Facebook's purpose begins with a few simple but incredibly powerful words:

"Give people the power to build community and bring the world closer together"

In a world that has shifted to mobile at record speed, dealerships have an unprecedented opportunity to connect with consumers, share information, and build these life-long relationships in new and innovative ways.

But what are the keys to success for automotive marketing in a mobile world?

This guidebook is intended to help you get the most value from your Facebook partnership. Brands around the world are already accelerating their brand-building and driving their core business objectives by using Facebook, and this playbook will allow you to best identify what will help dealerships sell more cars, and the steps you need to take to get there.

What's Inside?

Why Facebook for automotive marketing?

SCALE AND REACH

2B people on Facebook and 700M on Instagram, spending 1 out of 5 mobile minutes each day.
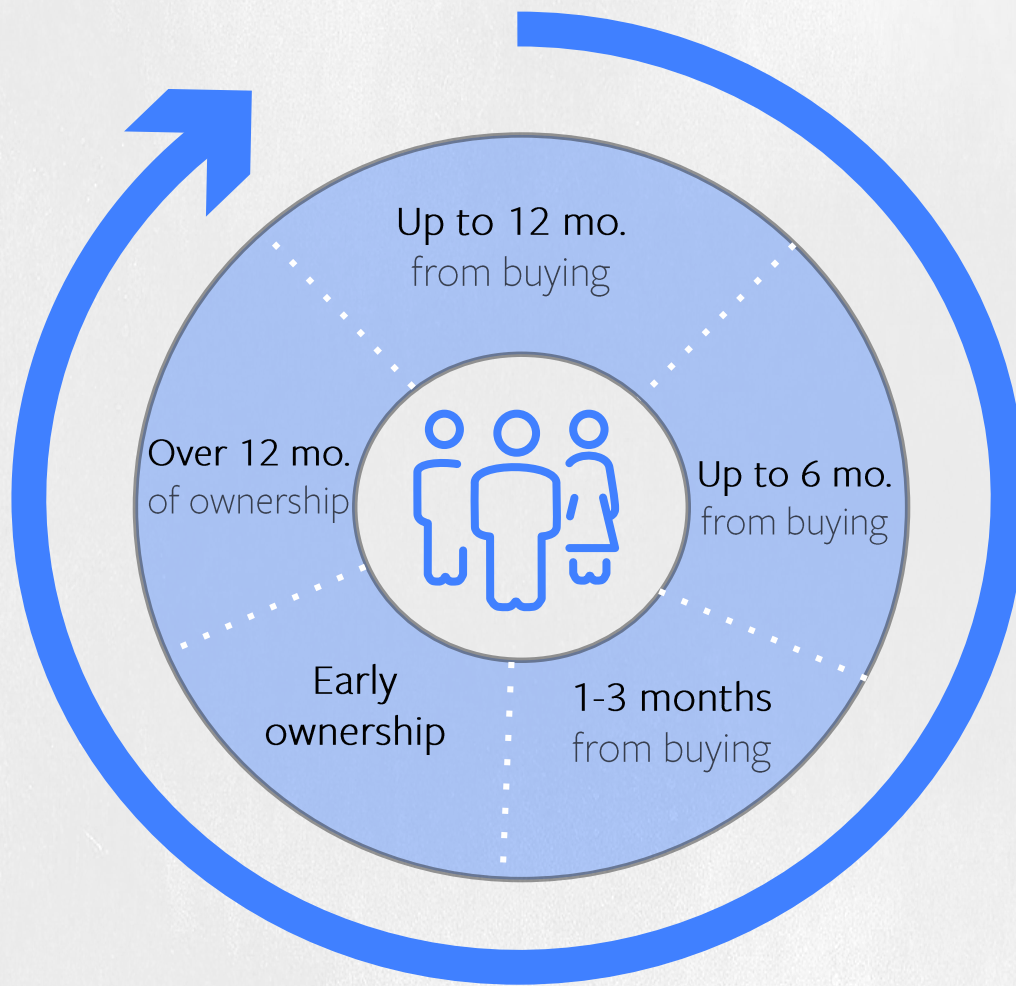
REAL PEOPLE

With Facebook log-in data, you are reaching real people, not proxies, thereby ensuring your message is reaching the right audience

FULL FUNNEL SOLUTIONS

Solutions that drive your business objectives throughout the customer journey, including Awareness, Consideration, In-Market Shopping and Ownership

Impact 100% of your customer's journey on Facebook

Up to 12 mo. from buying

Over 12 mo. of ownership

Up to 6 mo. from buying

Early ownership

1-3 months from buying

COMMUNICATING WITH REAL PEOPLE ALLOWS DEALERSHIPS TO TALK TO CUSTOMERS THROUGHOUT THEIR JOURNEY AND BUILD RELATIONSHIPS OVER THEIR OWNERSHIP CYCLE.

Where to begin?

1. Focus on your business objective

Likes, actions and comments are good, but business results are even better. From driving awareness during a launch to increasing leads to dealers, start by thinking about what your true business objective is.

SHIFT FROM "SOCIAL METRICS" TO "BUSINESS METRICS"

From this:	To this:
"I need to increase shares, comments, and likes."	"I need to drive awareness of my dealership."
"I need to grow fans."	"I need to drive leads."
"What is a best-in-class social strategy?"	"I need to complement my TV buy with increased reach."

2. Plan with your target audience in mind

Because the 2 billion consumers on Facebook are real people (not proxies), Facebook offers precise, accurate targeting and scale.

KNOWING REAL PEOPLE DELIVERS TARGETING ACCURACY

85%
Facebook targeting accuracy

65%
Global Internet targeting accuracy

RICH TARGETING CAPABILITIES

- Demographic
- Interests/intents
- Lifestyle/life stage
- Psychographic
- Geographic
- Your customer list
- Your site visitors
- 3rd party data (auto shoppers)

3. Ensure media best practices align with your objectives

For lower funnel campaigns: Capture quality conversions by staying competitive in the auction with the value of the user, the relevance of your ads and your optimization tactics for delivery.

VALUE	RELEVANCE	DELIVERY
• Bid what the conversion is worth to you through manual bidding or let Facebook decide the best bid for you through automatic bidding.	• Use copy and images that resonate with your audience. This paired with targeting can help increase ad relevance score for more consistent ad delivery.	• Select the optimization goal that meets your objectives., and make sure you are optimizing for it via the Facebook Pixel. • Test and iterate where needed to help achieve desired outcome(s).

To help lower funnel objectives: Pair top of the funnel efforts and use Facebook's Reach and Frequency buying tool to ensure capture of a quality audience to drive into the lower funnel actions.

4. Think about Creative for a mobile world

The majority of your Facebook impressions will be delivered on mobile screens. The goal is to develop creative that will stop people as they scroll through their News Feed.

Great creative on Facebook is just great creative, but tailored to a mobile world.

- Capture attention quickly
- Design for sound off
- Frame your creative to work in a mobile space

5. Measure the effectiveness of your Facebook campaigns

At Facebook, we want to ensure that your campaigns are driving results tied to your key business objectives. When launching a campaign, think about what are the important KPIs you need to measure to assess the effectiveness of your campaigns.

REACH	RESONANCE	REACTION
Are we reaching the right audience at the right reach and frequency to achieve our business goals?	Is the campaign positively impacting brand metrics and wider perceptions?	Does the campaign result in an uplift in foot traffic, lead generations or vehicle sales?

Increasing awareness of your dealership

Put your dealership at the center of discovery

Automotive consumers are shifting their attention from traditional media to digital and mobile, reshaping the path to purchase. Facebook and Instagram are at the center of that shift—it's where people spend time across their devices.

And because consumers share their lives and discover what matters to them on Facebook and Instagram, there's no more relevant place to launch and sustain your vehicle with full sight, sound and motion.

100M
hours of video watched daily on Facebook

75%
of all mobile data traffic will be video by 2020

Best practices for generating awareness for your dealership

- Build a comprehensive campaign strategy. Maximize reach to drive results.
- Deliver your message with video, carousel and link ads across Facebook, Instagram and the Audience Network.

- Ensure reach of 50-70% of your target all the time, maximize the reach at launch timing (for 4-8 weeks).
- Target a frequency of 1.5-2X per week for 8-12 weeks, increase the frequency at the launch timing (3-4X per week) for 4-8 weeks.

Targeting for dealership awareness

Target audiences across Facebook, Instagram and the Audience Network based on their demographics (and interests if needed)—but don't target too narrowly

Something to consider—Personalized content at scale

If you have multiple target audiences, consider creating relevant content tailored to the interests of those segments. (e.g. tech content for people who have interests in technology).

Suggested media plan for dealership awareness

Awareness	Consideration	Lead Generation
Raise brand awareness	Boost brand launch	Sustain momentum
Video ad Link ad	Video ad Carousel ad Canvas ad	Lead ad Link ad Dynamic ad
Generate awareness among near-market segment intenders in your community • Utilize "Reach" to raise awareness among your target audience • Drive the audience to your website and collect audience data for retargeting (Facebook Pixel)	Generate consideration among in-market intenders (see pages 5-6) • Blast campaign by maximizing Reach (60-70%) and Frequency (3-4X per week) for 4-8 weeks • Remarket to people who saw your ad/visited your vehicle page previously and promote the benefits of doing business with your dealership	Drive funnel actions among in-market shoppers for incremental leads (see page 6-7) • Remarket to people who saw your ad/visited your vehicle page with a relevant offer to drive foot traffic to the dealership using Lead Ads, or the Test Drive form on your website • Leverage Oracle/Polk MAX in-market data and lookalikes for additional reach

Inspiring consideration

Make the consideration list with the right audience

Increasing time spent online and access to new vehicle information have reshaped the way people research and evaluate cars.

Consumers now consider more vehicles and visit fewer dealerships than ever before.

Capturing attention and delivering the right message to the right person at the right time is critical for driving consideration.

Best practices for driving consideration

- Think about relevant messaging by aligning your vehicle benefit to the interests of your audience – but make sure not to target too narrowly
- Leverage Facebook's creative options to tell richer stories
- As compared to the vehicle launch phase, narrow your target slightly
- Ensure a minimum reach of 50-70% of your target
- Target a frequency of 1.5-2x per week for 6-10 weeks

Facebook campaigns increase consideration and decrease competitive consideration

+37%
Brand site visits

+11%
Brand searches

-3%
Competitive brand searches

-14%
Competitive model searches

Targeting options for driving consideration

1. Broad audience (e.g. women 18-54) as you would target in other mediums
2. People interested in the lifestyle pillars you're targeting
3. People entering new life-stage
4. Those that previously viewed your videos or messages on Facebook
5. Visitors to your website
6. Auto Intenders (Oracle Data Cloud/Polk targeting segments)

Creative platforms that tell your dealership/vehicle story

CAROUSEL

CANVAS

For more information: Carousel Ad , Facebook Canvas,

*Source: comScore Action Lift study initiated by Facebook, May - August, 2013. Data are significant at 90% confidence interval. Brand Site and Model Page data based on June campaigns. Search activity based on search engines (e.g., Google, Yahoo!, Bing).

Reaching in-market shoppers

The shift to mobile is reshaping in-market automotive marketing

More and more people are researching vehicles online, discovering information that matters to them in a personalized, curated way on mobile. Facebook is the best place to reach them.

Best practices for reaching in-market shoppers

- Option 1: To maximize for site actions, buy media via the Facebook Auction and optimize for conversions with oCPM

- Option 2: To maximize your audience, buy media on a Reach and Frequency basis.

ProTip

Install the Facebook Pixel which allows you to report conversions, build audiences and get rich insights about how people use your website

Targeting in-market shoppers

1. Target existing owners/lessees using Facebook's real people
2. Remarket to people coming to your site

3. Leverage 3rd party in-market data such as Oracle/Polk and Acxiom where available
4. Create Lookalike Audiences built from website visitors (WCA) and existing customers database

## Three creative platforms that drive action

LEAD AD
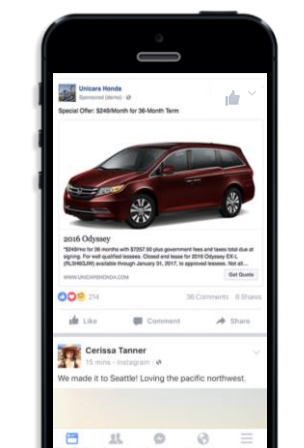
Lead ads make the mobile signup process easier by automatically populating contact information that people have given Facebook, like email addresses.

CAROUSEL

Carousel Link Ads allow you to show multiple images, videos, and links in one unit. They drive 30-50% lower cost-per-conversion than single-image link ads.

LINK AD
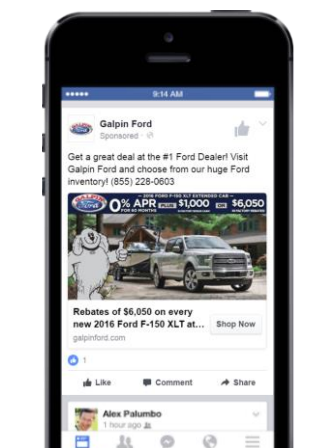
Link Ads include a call-to-action within the ad and drive to important sections of your website, like Get a Quote or Schedule Service.

Driving leads

Facebook and Instagram's Lead Ads solve key challenges for lead generation

Facebook and Instagram's lead ads allow people on mobile to complete forms with just a couple of taps, making it incredibly easy for people to send you their information.

Form filling on mobile is painful and primary reason for high conversion gap

27%
of all car shoppers do a majority of their vehicle search on a mobile device

+38.5%
longer to fill out forms on mobile than desktop

When someone clicks on your lead ad, a form opens with the person's contact information automatically populated, based on the information they share with Facebook, reducing the friction for completing forms.

Best practices for lead generation

- Ensure you have raised enough awareness in the market.
- Get ready for the operation (email/phone call) before launch.
- Increasing the amount of information you require will decrease the amount of leads, but may drive more qualified leads.

- Keep text input to a minimum. Consider multiple choice questions instead.
- Optimize for conversion with oCPM to let Facebook optimize delivery to people likely to fill out the lead ad.
- Create a few different ad sets with different forms. Optimize based on which forms yields the lowest CPLs and best set of information.

Targeting tips for Lead Ads

1. Target MAX in-market shoppers
2. Create Lookalike Audience who look like your existing high LTV customers
3. Website Custom Audience to reach people who've visited your website

Quality lead gen at SCALE

Collect leads across devices
Reach people through Lead Ads on any device, when they use Facebook.

Access leads in real-time
Integrate with CRM + API to immediately take action on leads.

Improve quality of contact info
Forms are pre-populated with information people shared with Facebook. You can select from up to 18 prepopulated fields and add an additional 3 customizable fields.

Lead ads solutions

Collecting sign-ups for test drives, newsletters, offers, price estimates, follow-up calls and business information

Information you can ask for

- Name (first and last, or full name)
- Email address
- Phone number
- Street address
- City
- State or province

- Date of birth
- Country
- Zip code
- Gender
- Age range
- Marital status
- Relationship status

- Military status
- Company name
- Job title
- Work email
- Work phone number

Auto-specific custom questions

- Car make
- Car model
- Trim
- Year of make
- Car dealership

More on Lead Ads here: Lead Ads on Facebook

Generating excitement
For tentpole events

Facebook tools to amplify the excitement of tentpole events

Deliver your video, live video, 360 video, Canvas or other creative to targeted audiences including geo-targeted audiences in your dealership's city or in-market shoppers for special events and sales.

Facebook Live

You can broadcast to the largest audience in the world with Facebook Live. It is a fun, powerful way to connect with your fans and create new ones along the way. Facebook Live is perfect to drive excitement around your vehicle reveal or tentpole event.

360 photo and video

360 photo and video is a stunning and captivating way to share immersive brand stories, places and experiences with your fans. Create 360 photos or videos of your dealership space or a particular vehicle interior/exterior.

Canvas

Create a Canvas unit that provides in-depth video and photos of your dealership event or new vehicles on the dealership lot.

Local Awareness (geo targeting)

The "Reach" objective gives you the chance to connect with local audiences and drive offline foot-traffic to your dealership's sales and philanthropy events.

Hand-raisers

Use Facebook "Lead Ads" to capture interest around the reveal of pre-launch vehicles and start a sequential messaging strategy leading up to vehicle availability.

Co-branded content

If working with influencers on a specific event or project, promote the co-branded content to targeted audiences.

Building up momentum	1 week before event	During event
Event creation on Page	Facebook Live	Reach Ads/Local Awareness
Photo / video ad (teaser)	360 Video	360 Video
Canvas ad	Canvas ad	Facebook Live
Co-branded content	Photo / video ad (reveal)	Photo / video ad
	Carousel ad	Carousel ad
	Reach Ads/Local Awareness	Co-branded content
	Co-branded content	Lead ads
	Lead ads	

For more information: Facebook Live , Facebook 360; Facebook Canvas , Reach Ads/Local Awareness , Co-Branded Contents FAQ

Understanding the Facebook campaign structure

Campaign set up for auction

Facebook's campaign structure makes it easier for you to organize, optimize and measure the performance of your ads. The structure has three levels: campaign, ad set and ad.

```
                    CAMPAIGN

          AD SET              AD SET

      AD        AD        AD        AD
```
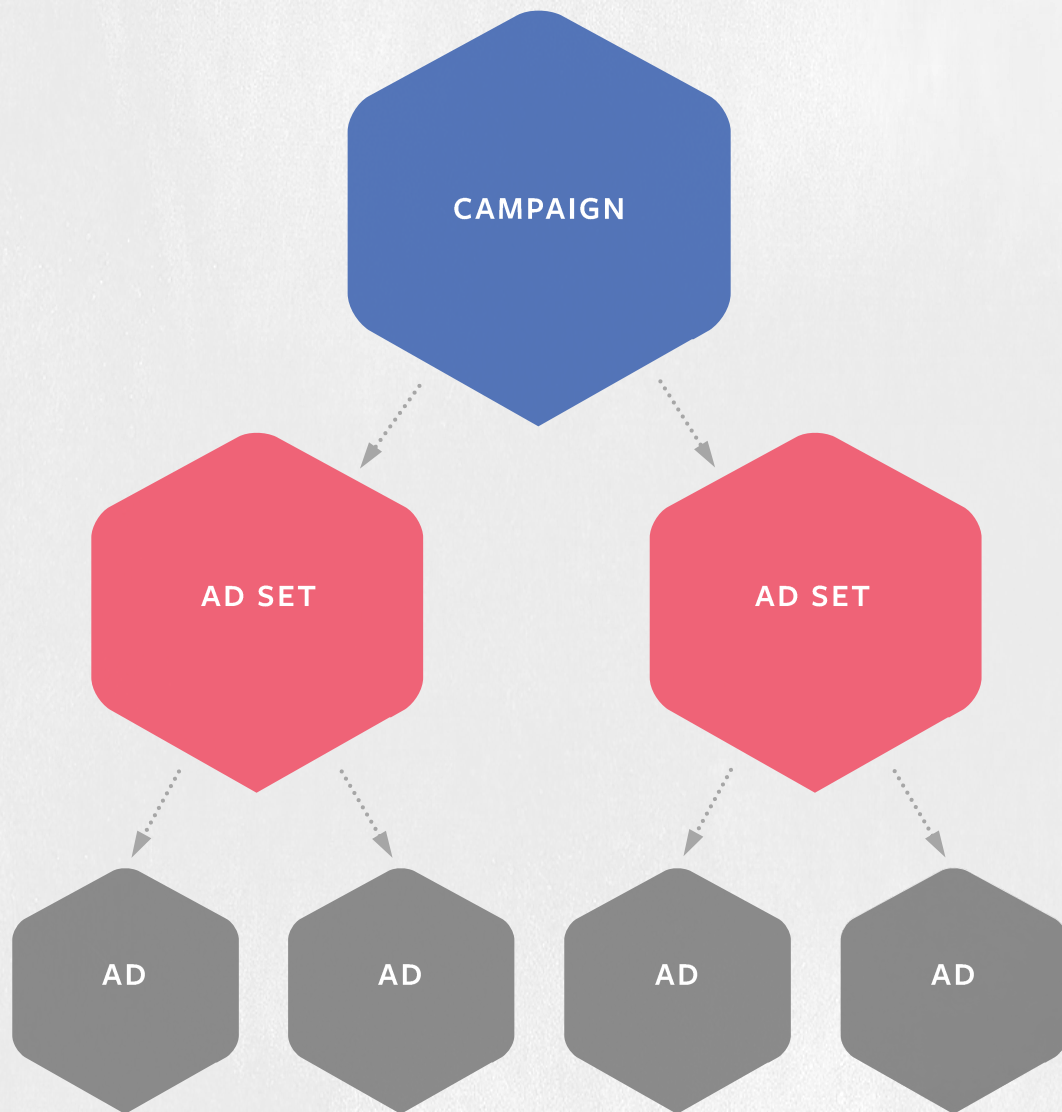
CAMPAIGN = OBJECTIVE **AD SET = AUDIENCE** **AD = CREATIVE**

1. Set up campaigns based on advertising objectives
2. Create multiple campaigns within an ad account
3. Cap spend across all campaigns and track spend for each campaign

1. Organize ad sets by audience segment
2. Optimize top performing placements
3. Set bidding to maximize performance
4. Adjust budgets to optimize spend

1. Use ad types that match your campaign objective
2. Create multiple ads to optimize performance
3. Don't go over the limits for number of campaigns, ads sets and ads

Setting up your campaign

Do you know what your marketing objective is?

Yes → No →

At the campaign level, choose your objective, enter your campaign name and press continue to move on to the ad set level

Learn more about what objectives Facebook offers by selecting "help: choosing an objective"

Have you identified who your **target audience** is?

Click "learn more" under targeting to define who you want to see your ads

Fill out audience information (location, age, gender, detailed targeting and custom or lookalike if applicable) and move to placements

Do you want to advertise on all of Facebook's placements that are available for your objective?

If you plan on using the audience you built again, click on **save audience** at the bottom of the targeting section
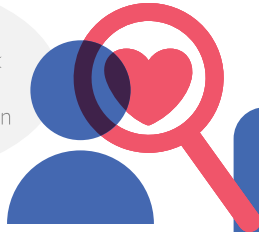
Select automatic placements and move to budget and schedule

Select edit placements, choose the placements you want to advertise on and then move to budget and schedule.
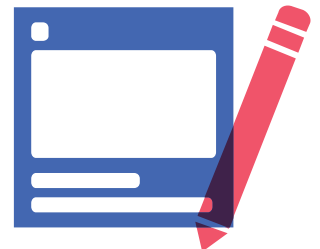
Do you know how much you want to spend to reach this audience, and when you would like your ads to appear?
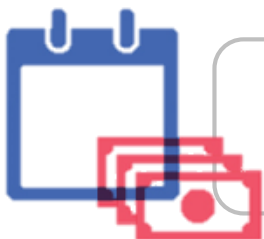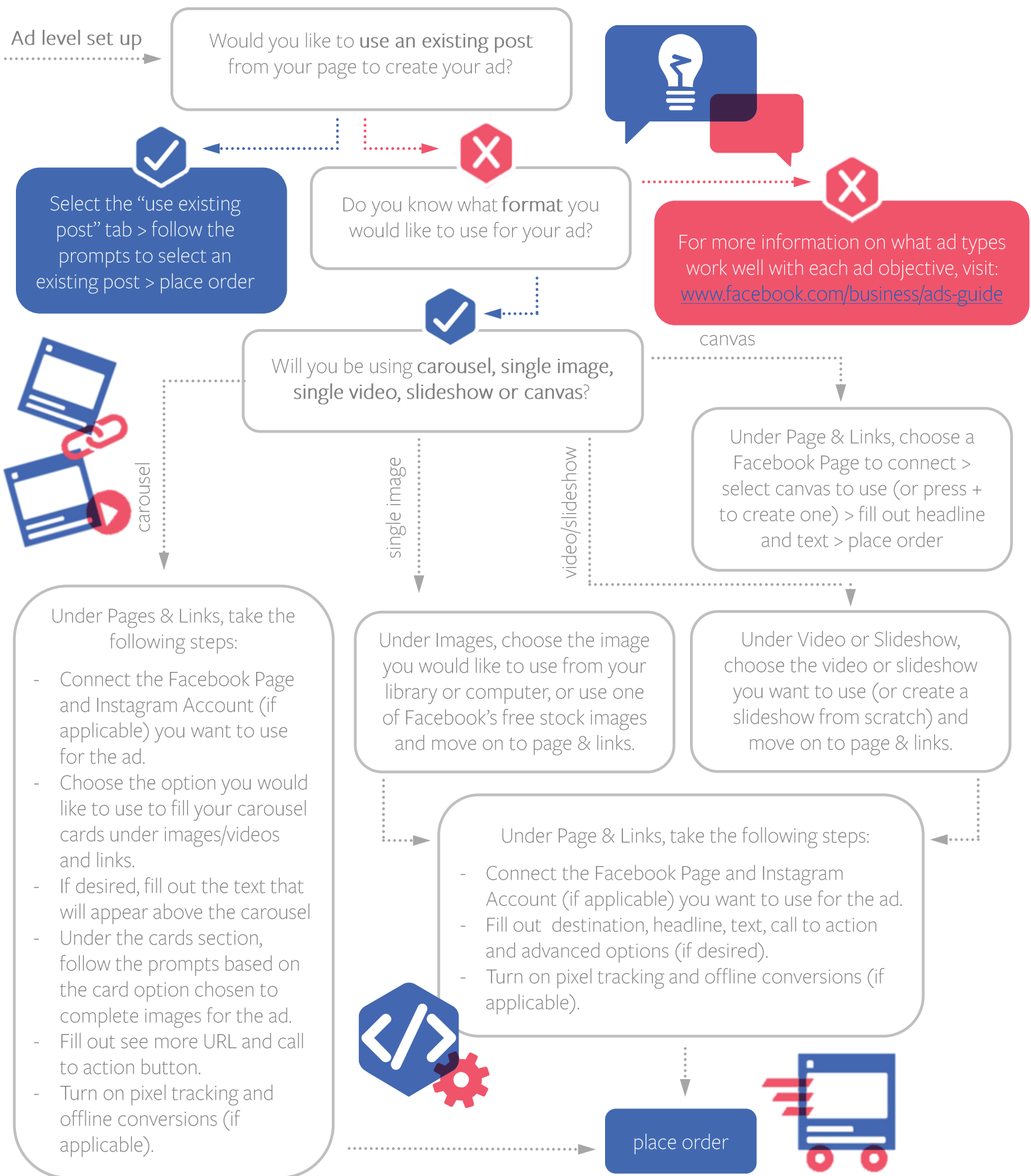
Click "learn more" under budget and schedule to understand budget, bidding, scheduling and charges on Facebook

Fill out desired amount for budget, select dates you want to run, fill out ad set name and press continue to move on to the ad level set up

Ad level set up next page

Ad level set up

Would you like to **use an existing post** from your page to create your ad?

Select the "use existing post" tab > follow the prompts to select an existing post > place order

Do you know what **format** you would like to use for your ad?

For more information on what ad types work well with each ad objective, visit: www.facebook.com/business/ads-guide

Will you be using **carousel, single image, single video, slideshow or canvas**?

canvas

Under Page & Links, choose a Facebook Page to connect > select canvas to use (or press + to create one) > fill out headline and text > place order

carousel

single image

video/slideshow

Under Pages & Links, take the following steps:

- Connect the Facebook Page and Instagram Account (if applicable) you want to use for the ad.
- Choose the option you would like to use to fill your carousel cards under images/videos and links.
- If desired, fill out the text that will appear above the carousel
- Under the cards section, follow the prompts based on the card option chosen to complete images for the ad.
- Fill out see more URL and call to action button.
- Turn on pixel tracking and offline conversions (if applicable).

Under Images, choose the image you would like to use from your library or computer, or use one of Facebook's free stock images and move on to page & links.

Under Video or Slideshow, choose the video or slideshow you want to use (or create a slideshow from scratch) and move on to page & links.

Under Page & Links, take the following steps:

- Connect the Facebook Page and Instagram Account (if applicable) you want to use for the ad.
- Fill out destination, headline, text, call to action and advanced options (if desired).
- Turn on pixel tracking and offline conversions (if applicable).

place order

* To target a different audience within the same campaign, repeat all steps beginning at the ad set level

Understanding the auction

Core Auction Basics

Set the Right Bid
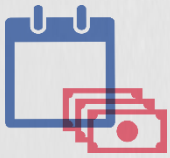
You have two options for setting your bid:

- **Automatic bidding**: Our ad auction system will adjust your bid to generate the most desired actions possible within your budget

- **Manual bidding**: You set the monetary value of your desired outcome

- With manual bidding, it's best to start with a bid that represents how much you value each outcome or action you're optimizing for. For example, if you want website conversions and a conversion is worth $20 to you, bid at least $20. Lower bids may reduce the number of people in your target audience who see your ad.

Determine the Right Budget

To ensure smooth and ongoing delivery, your daily ad set budget should at the least be greater than your bid. If your objective is conversions, your ad set budget should be many times greater than your bid.

Be aware that splitting your total budget across too many individual ad sets might make it harder for your ads to deliver as much as you intend them to.

Optimize Events to Maximize Action Rates

Make sure to set your ad delivery to the conversion event that best aligns with your campaign objective, but keep in mind that your ad set should capture 15-25 conversions per week (bare minimum) to establish an adequate baseline. If your volume is lower than this, move your optimization event up the funnel to actions like search or add-to-cart.

Under Delivering?

If under-delivery is an issue, optimize for:

- High frequency conversion events, ex: if service appointment scheduling is low, test optimizing for "Leads" to increase ad action rates

- Pro Tip: If under-delivery continues to be an issue, use the default automatic bidding option or increase bids/budgets to be more competitive in manual bidding
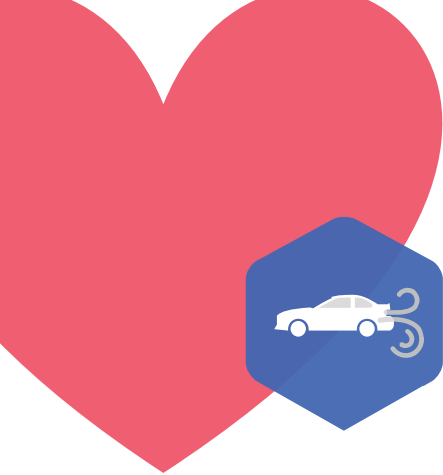
Measuring What Matters

Our goal is to help you grow your business

At Facebook, we want to ensure that your campaigns are driving results tied to your key business objectives. When launching a campaign, think about the important KPIs you need to measure to assess the effectiveness of your campaigns. Our goal is to help you grow your business.
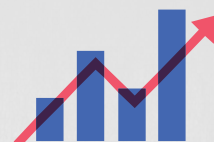
REACH
Are we reaching the right audience at the right reach and frequency to achieve our business goals?

RESONANCE
Is the campaign positively impacting brand metrics and wider perceptions?

REACTION
Does the campaign result in an uplift in vehicle sales?

Focus On Metrics That Matter

| Business Goal	Campaign Objective	Measurement Metrics
Awareness Build top of mind awareness, equity, affinity and consideration	**Brand Awareness**	Brand Lift, Audience Outcomes (Nielsen DAR/TAR), Reach, Ad Recall, Purchase Intent, Viewability
	Reach	
	Video Views	
Consideration Generate interest, demand and consideration in the brand's products, services or promotions online and in-store.	**Website Conversions**	Conversion Lift (Online), Partner Lift (Offline), Conversion Reporting, In-Store Visits, ROAS
	Website Clicks	
	Lead Generation	
	Event Responses	
Acquisition Get people to demonstrate purchase intent through a sign up, subscription or lead form.	**Lead Generation**	Conversion Lift (Online), Partner Lift (Offline), Conversion Reporting, ROI, ROAS, Sales Outcomes (MTA, MMM), In-Store Visits
	Conversion (Offer Ads)	
	Product Catalog Sales (Dynamic Ads)	
	Store Visits	

Forget the Ones That Don't

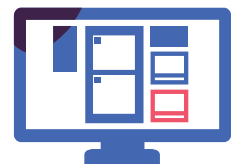| Non-KPI	Source of Recommendation
Engagement (Likes, Comments, Shares)	No correlation to offline sales or brand health
Organic Metrics	Minimal impact on overall campaign reach potential

Measuring What Matters

Measure the True Business Value

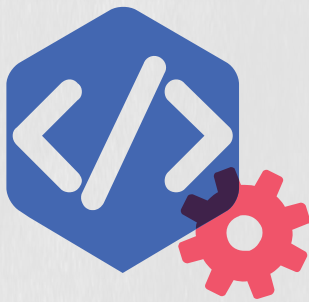Measure real business outcomes across the consumer journey
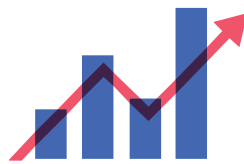
Measure incremental lift and attribution

Measure across devices, channels and publishers

Tools for Measuring Business Impact

- Snippet of code that helps you measure the effectiveness of your Facebook campaigns.
- Measures the actions of people, not cookies
- Measures conversions that happen across devices
- Works with Facebook Lift measurement
- Lets you generate lookalike audiences of people who convert
- Allows optimization for conversions

THE FACEBOOK PIXEL

- Connect your digital ads to business transactions wherever they happen
- See what types of audiences are seeing your ad and making purchases in stores or over the phone.
- Create Custom Audiences based on offline information such as high in-store spenders, loyalty card holders or lapsed customers.
- With the full picture on conversions, tailor your campaign parameters to drive future results.
- Prove ROAS

OFFLINE CONVERSIONS

The Facebook Pixel: Creation

YOU CAN CREATE YOUR FACEBOOK PIXEL FROM ADS MANAGER
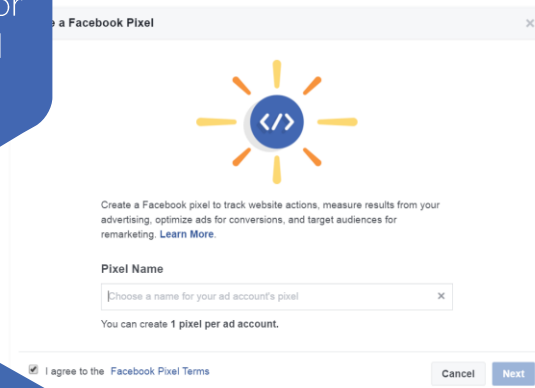
Step 1:
Go to the pixel section in your Ads Manager
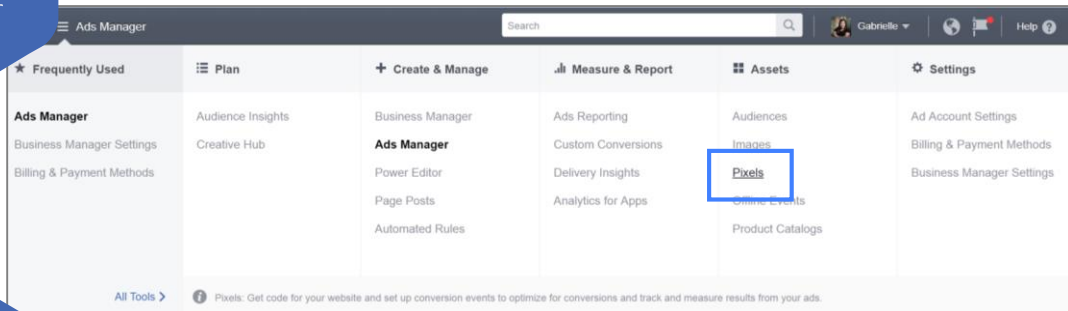
Step 2:
Click 'Create a Pixel'
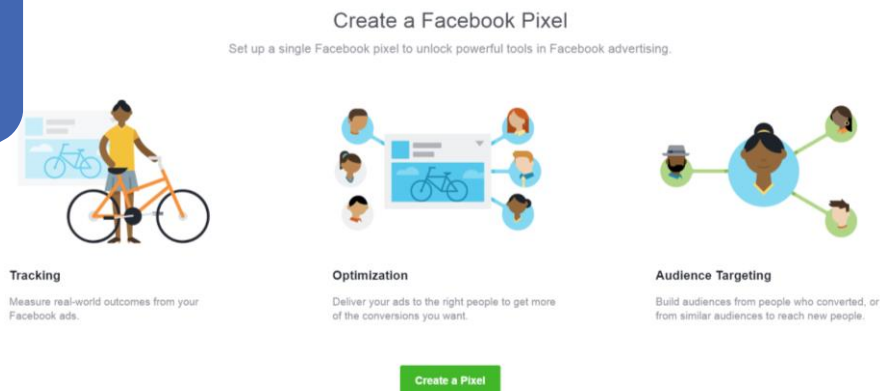
Step 3:
Enter a name for your pixel and click next

Keep in mind there is only one Facebook pixel per account, so choose a name that represents your business. In addition to the code creation form this process, you can add standard events or custom conversions to your pixel to report different conversion events.

The Facebook Pixel: About the Pixel Code

THE PIXEL CODE IS MADE UP OF TWO MAIN ELEMENTS: PIXEL BASE CODE AND EVENT CODE

PIXEL BASE CODE

The pixel base code tracks activity on your website, providing a baseline for measuring specific events. The base code should be installed on every page of your website.

To install the pixel base code:

Pixel Tab > Actions > View Pixel Code
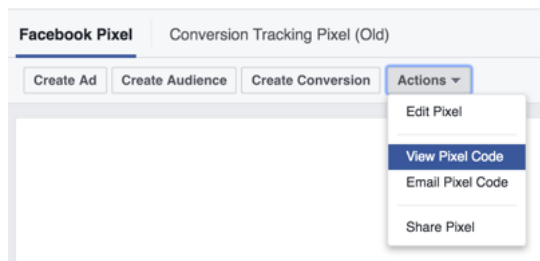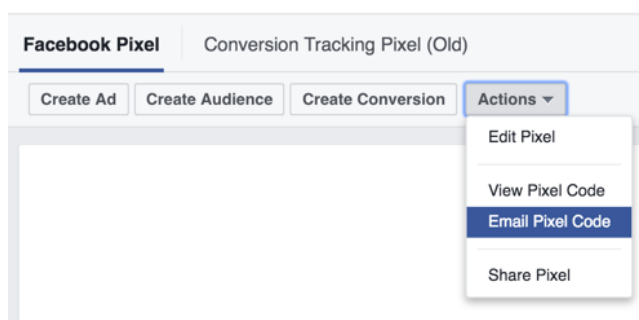
Click code to copy > paste in website HTML
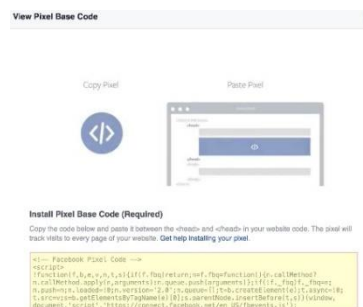
paste code between the <head> tags on each web page, or in your website template to install it on your entire website

Additional pixel code installation options:

Share the pixel with a 3rd party to install

Use a 3rd party solution to install the pixel yourself

Pixel Tab > Actions > Email Pixel Code > Enter Email > Send

Vendor options:

Google Tag Manager: https://www.facebook.com/help/gtm
Tealium: https://www.facebook.com/help/tealium
Ensighten: https://www.facebook.com/help/ensighten
Website/Shopping Platforms: Shopify, Squarespace, LeadPages, Wix, Weebly, Big Commerce,
GoDaddy: https://www.facebook.com/business/help/457075141160886

EVENT CODE

Events are actions that happen on your website, either as a result of Facebook ads (paid) or organic reach (unpaid). The event code lets you track those actions and leverage them in advertising.

There are two types of events you can send:

STANDARD EVENTS

Standard events are the 9 pixel events we're able to track and optimize your ads for without any additional actions. See below for an example of what your website code will look like with standard events installed. Your pixel within your website code will look like the following with a standard event added:
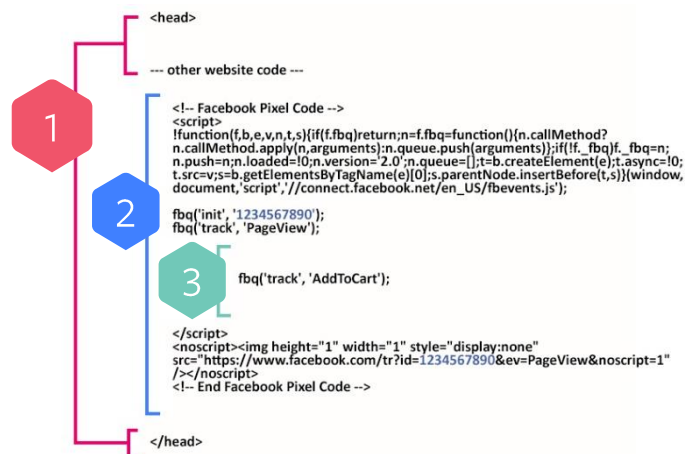
The Facebook pixel code with a standard event.

1. **Your website's original code:** Paste the Facebook pixel code between the **<head>** and **</head>** tags of your web page. You may already have other existing code between the head tags, so just place the pixel code underneath that, but above **</head>**.

2. **Your** Facebook pixel base code: Your Facebook pixel code will look like the diagram above, except your pixel ID will be different from 1234567890.

3. **Your standard event code:** Within your Facebook pixel code, above the **</script>** tag, paste the Standard Event code that's relevant to your page (ex: Complete Registration, Add To Cart). You'll need to do this for every page you want to track.

The key here is that every page of your website should have the base code (your pixel id will be different than the example '1234567890'), but different pages will have different snippets of code for standard events. On the special pages of your website that you want to track and optimize your ads for, add one of these 9 standard events. Just copy and paste everything in the standard event code column and add it to the page on your website where you'd like to track this action.

Be sure to avoid adding your standard event code to the header section of your website (where you add the Facebook pixel base code). If you do, you won't know on which page of your website a certain event happened. If you'd prefer to use URL rules instead of standard events, you can use custom conversions instead.

Website action	Standard event code
View content	fbq('track', 'ViewContent');
Search	fbq('track', 'Search');
Add to cart	fbq('track', 'AddToCart');
Add to wishlist	fbq('track', 'AddToWishlist');
Initiate checkout	fbq('track', 'InitiateCheckout');
Add payment info	fbq('track', 'AddPaymentInfo');
Make purchase	fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});
Lead	fbq('track', 'Lead');
Complete registration	fbq('track', 'CompleteRegistration');

CUSTOM CONVERSION EVENTS

Custom conversion events are actions that are important to your business, but that you can't use for tracking and optimization without additional action. Creating custom events can be executed through your ads manager where your pixel is located. Learn how to use custom events.

The Facebook Pixel: Best Practices

THE FACEBOOK PIXEL IS A PIECE OF CODE YOU PLACE ON YOUR WEBSITE TO HELP YOU MEASURE, OPTIMIZE AND BUILD AUDIENCES FOR YOUR AD CAMPAIGNS

Measure conversions
See how your customers are moving between devices before they convert

Optimize delivery
Ensure your ads are shown to people likely to take the action you want them to take

Build audiences
Retarget website visitors and scale reach among people similar to your customers

Get insights
Get rich insights about how people use your website from your pixel dashboard.

4 WAYS TO MAKE THE MOST OF THE FACEBOOK PIXEL

VERIFY YOUR FACEBOOK PIXEL IMPLEMENTATION

- Install the Facebook Pixel Helper Chrome Extension
- Type your business URL in the Chrome browser
- Click the Pixel Helper icon in the upper right hand corner of your browser
- A Pixel Helper pop up will show and confirm if your pixel has been installed
- If your pixel is not implemented correctly, follow the recommendations displayed in the pop-up

ADD EVENTS TO TRACK AND MEASURE CONVERSIONS

- There are 9 standard events you can use to track the actions that happen on your website. From there, you can optimize your audiences and ad delivery based off of these signals.
- Within your Facebook pixel base code (under your 'PageView' event) , insert the standard event code that's relevant to your page (e.g., Lead). You'll need to do this for every page you want to track.

Website action	Standard event code
View content	fbq('track', 'ViewContent');
Search	fbq('track', 'Search');
Add to cart	fbq('track', 'AddToCart');
Add to wishlist	fbq('track', 'AddToWishlist');
Initiate checkout	fbq('track', 'InitiateCheckout');
Add payment info	fbq('track', 'AddPaymentInfo');
Make purchase	fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});
Lead	fbq('track', 'Lead');
Complete registration	fbq('track', 'CompleteRegistration');

BUILD AND GROW YOUR AUDIENCE

- Build a Custom Audience. Learn how.
- Create ads with creative geared toward website visitors, and those likely already interested in your products or services.
- Retarget your website visitors. Learn how.
- Scale your website traffic by creating a Lookalike Audience. Learn more.

Install
Pixel

Build
Custom
Audience

Scale
Traffic
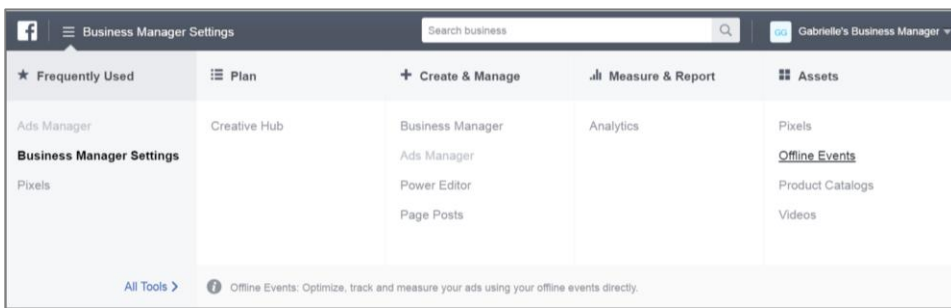
Create
Ads

Retarget
Audience
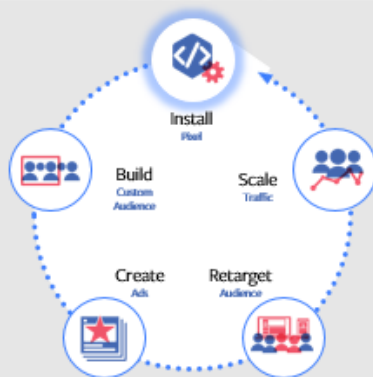
OPTIMIZE AD DELIVERY FOR CONVERSIONS

- Create a campaign using the conversions objective
- Select the conversion event you care about and want to optimize for
  - The drop down menu will display the conversion event you set up using the Facebook Pixel (e.g. Purchase)
- Optimize your ad delivery for conversions so the system will serve your ads to people who are likely to take your desired action.
  - Select automatic bidding when you are unsure of your CPA or have a low conversion value (e.g. selling a $10 inexpensive shirt) OR select manual bidding when you know your CPA or have a high conversion value (e.g. selling expensive shoes worth $250) which can be used to set a manual bid
- Fill out your audience, budget, schedule and creative > place your order

Tracking Offline Conversions: Creating an Offline Event Set

Offline event sets are groups of data about offline actions (actions that aren't captured with the Facebook Pixel or App Events) that your business uploads to Facebook. When you create an ad, you can connect an offline event set that lets you attribute actions that happen offline back to your Facebook ads.
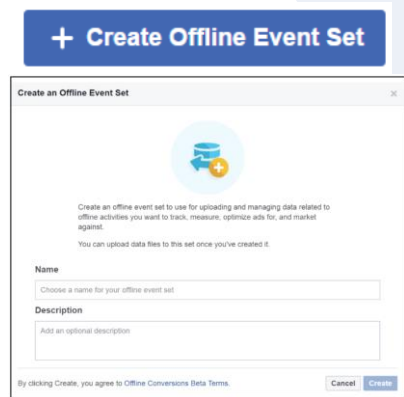
STEP
1
Go to Business Manager and select a business

STEP
2
In the Business Manager menu, select **Offline Events** to go to **Offline Event Manager**.

STEP
3
Click **Create Offline Event Set** to create a new offline event set.

STEP
4
Enter a name and description for your event set, and then click **Create**.
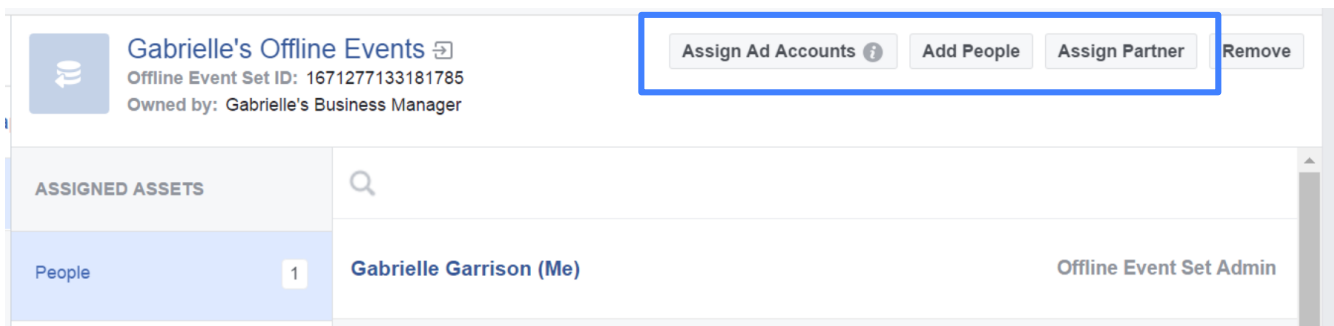
STEP
5
Select ad accounts to assign your event set to for tracking. All campaigns in those accounts will use your offline event set.

STEP
6
After you've made your selections, click **Next**.

STTEP
7
Select people within your business or partners to grant permissions to, and then click **Next**.

Tracking Offline Conversions: Uploading Offline Event Data

Before you upload your offline event data using Offline Event Manager, keep these requirements in mind:

You should have administrator, advertiser, or analyst access to the ad account associated with the offline event sets and have a Business Manager account.

Every entry must include an **Event Name** that is one of the following case-sensitive strings: **Purchase**, **Lead**, **Other**, **ViewContent**, **Search**, **AddToCart**, **AddToWishList**, **InitiateCheckout**, **AddPaymentInfo** or **CompleteRegistration**. If this is missing when you upload your offline event sets, you will be prompted to choose a value that applies to all entries.

Every entry must have an Event Time that is unix time stamp. Be sure to specify a time so that you don't miss conversion attributions.
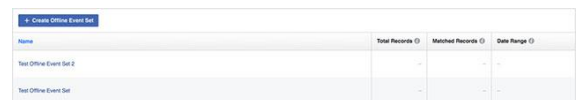
Purchase events must contain the **Value** field and a **Currency**. While you can choose to set **Value** to zero, this turns off the ability to measure cost performance metrics and cost-based optimization features

Every entry must also contain some type of information that can match with Facebook users. Learn more about increasing the match rate for your data.

STEP 1
In the Business Manager menu, select **Offline Events** to go to **Offline Event Manager**.
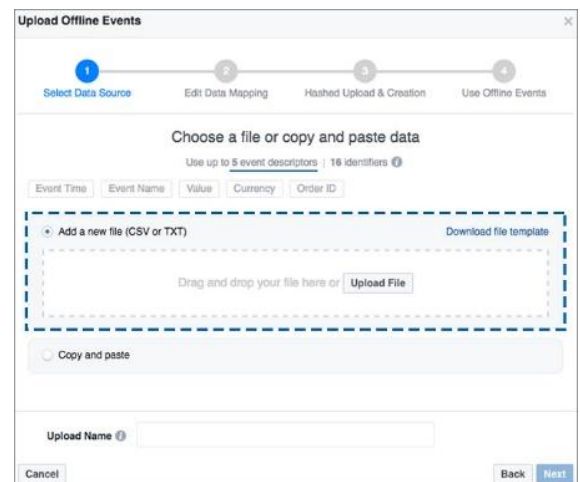
STEP 2
Select the offline event set you want to upload data to, and then click **Upload Offline Events**. Or, if you did not use an event set previously to import events, click **Upload Offline Events** to import events from a file.

STEP 3
Click **Upload File** to select a file (.csv or .txt) to upload, or drag and drop a file into the box. You can also select the option to copy and paste your data directly. Enter a name for the upload if desired, and then click **Next**.
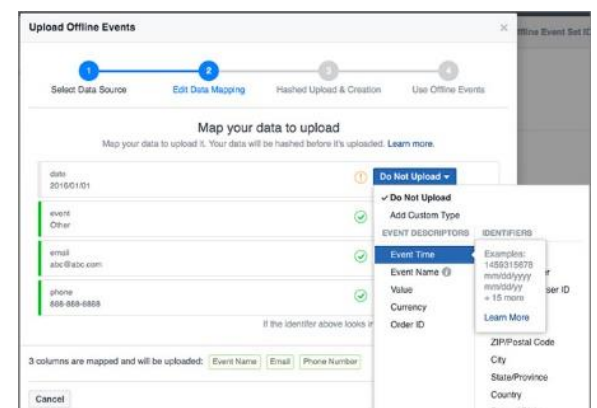
STEP 4
Map your data to the appropriate identifiers and data types.

STEP 5
Click **Upload**. Keep your browser window open until the upload is complete.

Tracking Offline Conversions: Viewing the Data

After you upload offline events sets in Business Manager, the sets are matched against your active ad campaigns that are configured for offline event tracking.
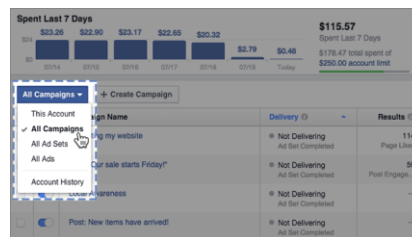
To view the results:
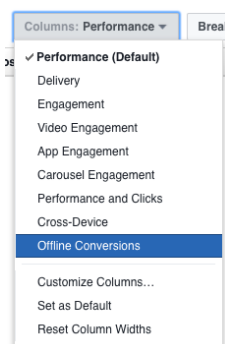
STEP 1

Go to Ads Manager.

STEP 2

Choose **All Campaigns**, **All Ad Sets** or **All Ads** from the dropdown menu and select your campaign.

STEP 3

Click the **Columns** dropdown menu and select **Offline Conversions**.

To customize your columns:

STEP 1

Click the **Columns** dropdown menu and select **Customize Columns**.

STEP 2

Select the columns you would like to see.

STEP 3

Set the attribution window to 1, 7, or 28 days.
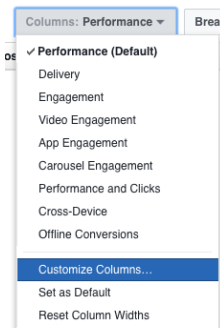
STEP 4

To save these selections as a preset for future use, click the **Save as preset** checkbox, enter a name, and then click **Apply**. Otherwise, just click **Apply** to view this customization one time.

The preset you create appears in the Columns dropdown menu. If you want to make this preset your default view the next time you visit Ads Manager, select Set as Default in the Columns menu.

More on Offline Events here: https://www.facebook.com/business/help/www/1782327938668950

Creative considerations for mobile

Facebook is a rich creative canvas for brand-building and driving business results.

News Feed offers striking photo and video real estate in the place where consumers spend most of their time.

Capture attention quickly

- Start with your most captivating elements

- Put your hero and brand front and center

- Write engaging post copy
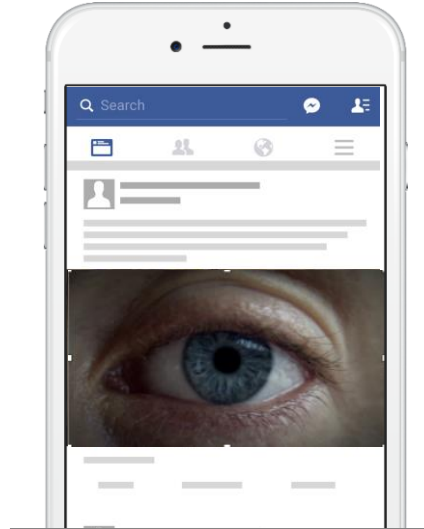
Design for sound off

- Tell your story visually

- Use text and graphics to help deliver your message

- Try captions with video

Frame your visual story

- Explore different frames

- Highlight key elements

- Create visual surprises

Auto Case Studies: Pre-ownership

Revving up web traffic with US Auto Sales

Objective
The US Auto Sales team wanted to boost awareness of its brand across the southeastern states and effectively drive more traffic to its website.

Learnings
Leads don't start at the search phase
With US Auto sales starting with Brand Awareness, they were able to collect data on their target audience long before their competitors joined the auction space in the consideration phase.
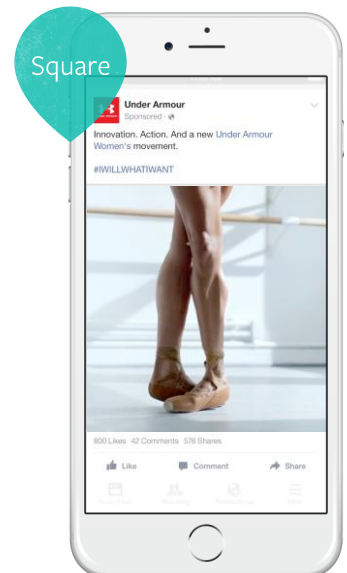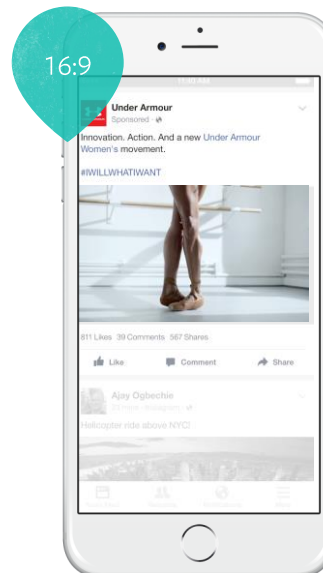
Data is important
Using the data from the video ads, US Auto Sales was able to get actionable insights on what content their customers like to help deliver more impact on a personal basis.
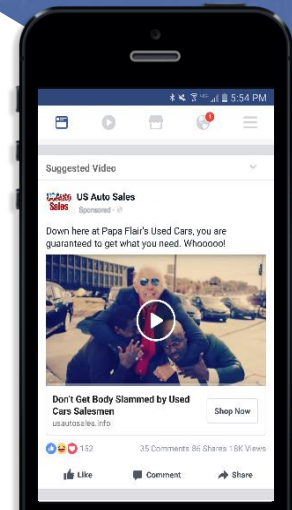
20%
increase in year-over-year sales

78%
increase in people reached

2x
increase in website clicks

Dynamic ads drive dealership traffic

Objective
The DARCARS team wanted to increase online views of vehicle detail pages (VDPs) for inventory vehicles at key locations, while keeping its costs per click low, with the goal of increasing sales and maximizing its return on ad spend.

Learnings
Retargeting matters
By leveraging the Facebook Pixel, DARCARS not only was able to retarget visitors of their VDP pages, but they also were able to create lookalike audiences off those visitors, extending their reach to new potential buyers.

Dynamic ads deliver personalized and quality leads at scale
.Utilizing dynamic ads along with Facebook's core audiences (that were layered with custom audiences), DARCARS was able to deliver relevant ads to high quality users of the exact vehicles they were looking at on the website to ignite re-engagement.

92%
lower cost per VDP view

66%
lower cost per click

45k+
VDP page views
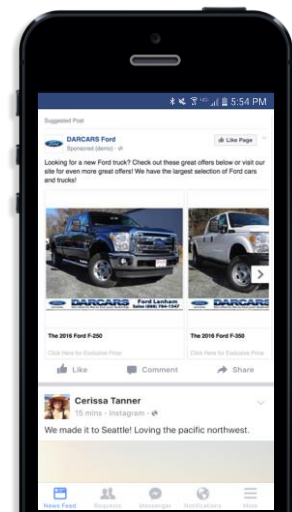
Putting local car sales into gear

Objective
Brown Chevrolet Buick GMC wanted to drive sales by generating better online leads, so it ran lead ads to reach the local market of Eagle's Pass, TX.

Learnings
Incentives with local targeting works
Using Facebook's interest targeting, the dealership targeted users in the local area interested in buying a Chevrolet Silverado or other GMC trucks with a $500 trade in bonus. This resulted in a 63% increase in new customers visiting the dealership.

Lead ads generate quality leads with efficiency
The dealership found that as they were collecting the lead ads and bringing the customers into the dealership, they found that the Facebook leads were more engaged in the consideration phase (browsing their website), hinting at the quality of the users which resulted in 8 vehicles sold at a higher profit.

43%
Increase in website visits

63%
increase in collected email leads

12.5x
return on ad spend

Auto Case Studies: Parts & Service

Meeting the new neighbors

Objective
Nalley Nissan of Atlanta wanted to raise awareness among residents about its new location and increase vehicle service orders, particularly among Nissan owners who service their vehicles at independent auto shops.

Learnings
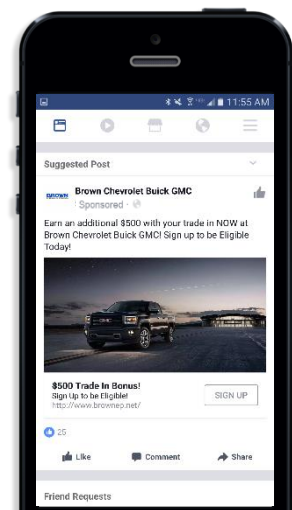**People based targeting works**
The dealership partnered with Oracle to identify in-market service shoppers and then created and targeted its campaign to a custom audience of people who previously declined service packages. They also targeted Nissan owners in the market for auto service or with interests in auto parts and accessories. This contributed to the high amount of qualified website visits.

Lead ads generate quality leads and share shift opportunities
With Nalley Nissan receiving so many service appointments directly through the lead ads, they decided to reallocate a large portion of their direct mail budget to continue the success over 4 weeks that led to 201 service appointments.
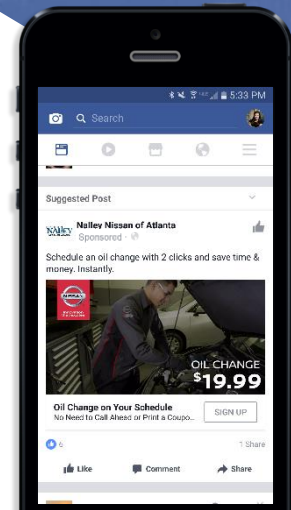
75,656
customers reached

5,000
qualified website visits

201
service appointments scheduled directly from the lead ads

Revving up service visits

Objective
DCH Montclair Acura wanted to boost service retention by reaching Acura owners who had never visited their dealership for service and encouraging them to bring in their vehicles.

Learnings
Utilizing CRM data on Facebook helps generate quality users
DCH Montclair Acura used their CRM data of current Acura owners as one targeting tactic to help re-engage users post car sale that helped generate 116 offer claims and an impressive return on ad spend.

Facebook helps drive customer loyalty post vehicle sale
A consumer's buying cycle does not end at the close of a car sale. The dealership used offer ads to help incentivize car sale customers to become service customers, which helps continue a buyers lifecycle into the loyalty stage of a relationship with a business.

221x
return on ad spend

116
offer claims
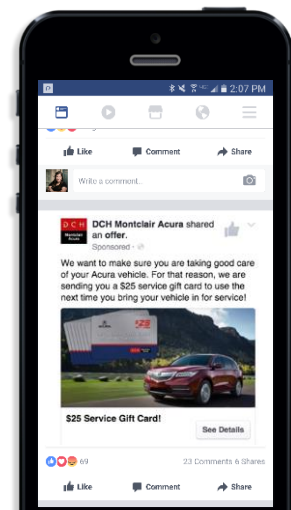
Driving vehicle sales from the service lane

Objective
Paragon Honda wanted to fuel new and certified pre-owned car sales, increase its pre-owned inventory and boost customer retention by introducing current sales customers to the service center.

Learnings
Facebook can help personalize ads by finding your customers
The dealership team started with its customer relationship management and equity mining solution to build a list of current customers with positive equity in their current vehicle. When they uploaded and found these customers on Facebook, they were able to deliver a customized service offer.

Facebook delivers quality converters at a fraction of the cost.
Because of Facebook's people-based marketing capabilities, Paragon Honda was able to acquire quality customers for trade-ins which helped yield a $79 average ad spend per new car sold, which is an 80% savings over their direct mail marketing efforts.

80%
savings over direct mail marketing

$79
average ad spend per new vehicle sold

49%
redemption rate (101 oil change coupons redeemed)

For more information: Nalley Nissan, DCH Montclair Acura, Paragon Honda
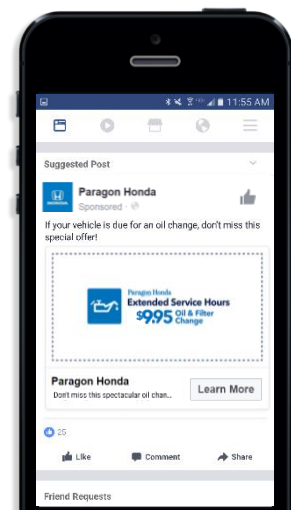
Additional Resources

To stay up to date on new products, announcements, and specific advertising questions, please visit:

Ads Guide
Facebook for Business
Facebook Newsroom

Appendix

What's Inside?

- Auto shopping in a mobile world

- Instagram for Automotive

- Messenger for Automotive

- Fans: Myth vs Reality

- Why has organic reach declined on Facebook?

- Targeting Solutions on Facebook

- Creative Formats

- Aligning objectives with creative executions

- Media Guidelines & Best Practices

- Reach & Frequency Sufficiency

- Using TRP to compliment your TV objectives

- Beginning with the Basics:

  - Facebook Page Setup

  - Instagram Account Setup

  - Ad Account Setup

  - Business Manager Setup

- Checklists

  - Campaign Checklist

  - Creative Checklist

  - Facebook Account Setup Checklist

Auto shopping in a mobile world

The consumers that are important for your brand are discovering and shopping on mobile.

76%
of mobile auto shoppers know the exact vehicle they want before going to the dealer
(vs. 69% of desktop-first)

48%
of people who use mobile devices for car shopping are Millennials

68%
of people plan to research on their mobile device while watching television

What the future looks like for mobile auto shoppers

71%
prefer to do all their vehicle research online and go to the dealer for the final transaction

61%
say that video is playing a more important role in their shopping experience

62%
say that if they could complete the entire vehicle purchase process online, they definitely would

58%
say that in the future, their smartphone is likely to be the only device they use for all their vehicle research

What this means for dealerships

Put your vehicles at the center of mobile discovery for brand-building, consideration and shopping.

Optimize the experience for mobile to ensure consumers are able to get all the information they need to discover, research, and purchase in the way they prefer.

Keep a pulse on auto shopping behavior to make sure you're planning today for tomorrow and adapting to the various ways your customers want to learn about your vehicles, from crafting short-form videos, to providing shopping information at their fingertips.

FACEBOOK IQ
Mobile-First Auto Consumers

Instagram drives business for Automotive

Bring your brand's story to life visually

On Instagram, people follow their passions and explore the world through images and video. It is the fastest growing and the second largest marketing platform second only to Facebook.

700M
monthly active users

200M
daily active users on Instagram Stories

8M+
business profiles

1M+
active advertisers

Featuring all of Facebook's targeting capabilities

In 2015, Instagram ad capability was integrated with Facebook, bringing all of the rich targeting capabilities that Facebook offers onto Instagram. Instagram and Facebook are still separate and distinct leading platforms for people, but now offer a shared back-end for you.

The impactful formats from photo and video ads to Carousel ads allow you to tell a deeper story and provide a link for people to learn more.

People take actions from businesses they discovered on Instagram

80%
follow a business on Instagram

60%
learn about a product or service through Instagram

1/5
of all Instagram stories receives a direct message. 1/3 of the most viewed stories on the platform are businesses.

75%
of people take action after being inspired by a post

INSTAGRAM
Getting started

Instagram drives business for Automotive

Better together (Facebook + Instagram)

Using the Facebook and Instagram platforms together have proven to be a more efficient and cost-effective solution than running a standalone campaign on either platform alone.

UNIFIED MANAGEMENT

Manage campaigns efficiently and at scale. Buying, managing and reporting are all streamlined and consistent.

EXPANDED INVENTORY

With the addition of Instagram to Facebook's ad management interfaces, you now have the same targeting capabilities across both platforms.

CREATIVE PORTABILITY

Get more out of your marketing assets with the flexibility to run shared ad creative across both Facebook and Instagram, using photos and videos up to 1 minute in length.

Success Story: Mercedes Benz USA "GLA"

Facebook + Instagram case study

+ 14PT
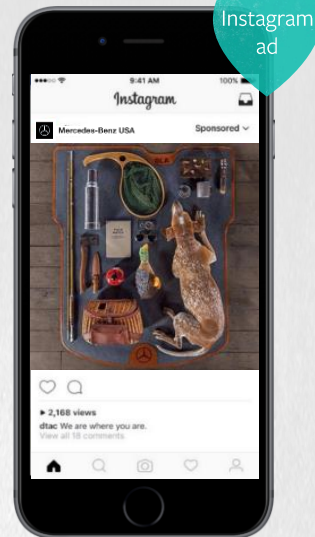Ad Recall

+54%
site visits from FB+IG
Branding ads

+580%
visits from FB+IG
Direct Response ads

*When resources allow, we recommend tailoring your creative for each platform to drive additional relevance. Although, having different creative is not required to be relevant or experience success.

INSTAGRAM
Mercedes Benz GLA
Case Study

Facebook ad

Instagram ad

Messenger for Automotive

Growth in messaging

GLOBALLY

1.2B

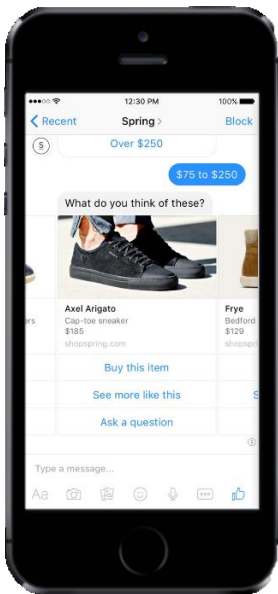people use Messenger each month

MONTHLY

20M

businesses are actively messaging with people each month

AROUND THE WORLD

2B

messages sent between people & businesses each month, both automated and people-initiated.

What is Messenger?

Messenger is your place to communicate seamlessly with 1.2B people—from making plans with friends, sharing pictures and moments with your loved ones, sending money, and talking to your favorite businesses about a purchase or service appointment.

What's the first step?

First, if you have not yet activated Page Messaging, do so today. Aside from opening a new channel for your customers to connect with your brand, turning on Page Messaging will also help you understand what sorts of questions your business most commonly receives through Messaging. This data will be critical as your consider what sort of an experience you want to enable on Messenger in the future.

Capabilities for businesses

1 Text only messages

2 Structured messages

3 Carousels

4 Text responses

5 URL triggered

6 Automated actions

7 Sponsored messages

8 Messenger traffic ads

Opportunities for automotive

DRIVING LEAD GENERATION

Leverage "Click to Message" ads in News Feed to connect 1.2B prospects with your existing managed chat services tied directly into CRM, allowing for seamless integration between the chat dialogue and customer information.

SCHEDULING SERVICE APPOINTMENTS

Automate service appointment scheduling by creating a bot that can help guide owners through the process, including selecting the service, appointment time, estimated pricing and more.

ENABLING OWNER COMMUNICATIONS

To augment email and direct mail as the primary owner communication channels, Messenger allows OEMs to have an endless open conversation with existing customers around topics such as vehicle updates, off-lease messaging, product upsells, etc.

Fans: Myth vs Reality

Fans are only 1% of your consumers

Fans are high-value, but a small share of your overall sales. Engagement (likes, shares, comments, clicks) seems like a good way to measure campaign and creative success on Facebook. However, there is no correlation with sales lift, awareness growth or even branding.

Growth is driven by non–fans and competitor users—who may not be aware of your brand/vehicles. Therefore, auto brands should stop organic posting and extend their reach beyond their fans and no longer have a fan acquisition strategy on Facebook.

only 1% are fans

99%
non-fans
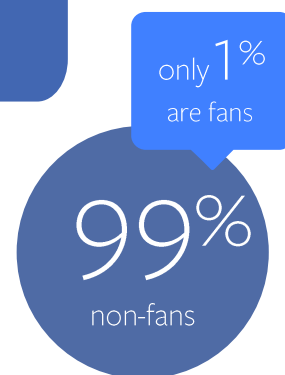
TARGET AUDIENCE

Why doesn't engagement (likes, shares, comments, clicks) = success?

Successful marketing requires persuasion. Content can be persuasive without resulting in a click. Content can result in a click without being persuasive.

Also, there are "clickers" and "watchers". Some people are just more likely to click on many things. Other people never "Like" an ad.

If your goal is to generate awareness or shift perceptions, it's important to recognize that people don't necessarily engage with content to notice it, or be persuaded by it. All of these events can occur without the person ultimately engaging with the content.

This ad is cool but I don't need to share that with the world.
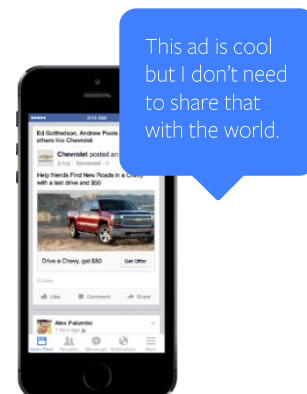
Engagement (likes, fans, comments) FAQs

IS "ENGAGEMENT RATE" GOING AWAY?

Engagement rate is still available to view as a reported behavioral benchmark. With regard to Facebook specifically, you just cannot use it as an indicator of success. Our view is that brands can still use engagement rate, but with a high degree of caution and with a manual review on content to check if it's on brand. Engagement rate is not a predictor of creative that will drive sales or brand impact.

WHAT DO I USE ENGAGEMENT RATE FOR, IF NOT CAMPAIGN OR CREATIVE SUCCESS?

It is not recommended you use engagement rate for anything other than a reference.

WHAT SHOULD I USE AS THE KEY KPI FOR CAMPAIGN SUCCESS, IF NOT ENGAGEMENT?

Your KPIs should be determined by your business objectives. For example, if your KPI is to raise awareness, you might consider using a Brand Lift study to measure awareness impact. If you are limited to behavioral benchmarks, Reach is the priority. If your goal is lower funnel, consider Conversions and optimize for leads or the metric that aligns best with your business goals, and utilize the Facebook Pixel or Offline Conversions to track impact.

DOES THIS AFFECT HOW MY BUSINESS USES ENGAGEMENT ON OTHER PLATFORMS?

At this time, the evidence and recommendations are specific to Facebook and Instagram and should not change how you use engagement elsewhere.

Source: Organic Reach on Facebook: Your Questions Answered

Why has organic reach declined on Facebook?

Facebook's primary focus is always to ensure the best experience for people using Facebook. Facebook believes that delivering the best experiences for people also benefit the businesses that use Facebook.

There are two main reasons why organic reach is declining:

1- MORE AND MORE CONTENT IS BEING CREATED AND SHARED EVERY DAY

Thanks to devices like smartphones, people can create and share content with just a few swipes of the finger or taps of a button. There is now far more content than there is time to absorb it. On average, there are 1,500 stories that could appear in a person's News Feed each time they log onto Facebook.

For people with lots of friends and page likes, as many as 15,000 potential stories could appear any time they log on. As a result, competition in the News Feed is increasing and it's becoming harder for any story to gain exposure in News Feed. In addition to the growth in content, people are also liking more Pages: the total number of Pages liked by the typical Facebook user grew more than 50% last year.

2 – THE SECOND REASON INVOLVES HOW FACEBOOK WORKS

Rather than showing people all possible content, News Feed is designed to show each person on Facebook the content that's most relevant to them. Of the 1,500+ stories a person might see when they log onto Facebook, News Feed displays approximately 300. To choose which stories to show, News Feed ranks every possible story (from more to less important) by looking at thousands of factors relevant to each person.

Over the past year+, we've made some key changes to improve how News Feed chooses content: We've gotten better at showing high-quality content and we've cleaned up News Feed spam. As a result, News Feed is becoming even more engaging, even as the volume of content being shared on Facebook continues to grow.

Other large, growing digital platforms also experience a decline in organic reach – the issue is not unique to Facebook. For example, online search engines provided a great deal of traffic to business and websites when they initially launched. As people and businesses flocked to search, there was more competition to rank highly in search results.

Because the search engines had to work much harder to surface the most relevant and useful content, businesses eventually saw diminished organic results.

Were we to move to a system of displaying all content in real-time, based on all our tests on this, we would diminish the experience for people on Facebook. Additionally, given the sheer amount of content in the average News Feed, using a real-time system for content would actually cause Pages' organic reach to decrease further.

SO, HOW SHOULD I USE FACEBOOK FOR MY BUSINESS?

Organic content still has value on Facebook, and Pages that publish great content — content that teaches people something, entertains them, makes them think, or in some other way adds value to their lives — can still reach people in News Feed. However, anticipating organic reach can be unpredictable, and having a piece of content "go viral" rarely corresponds to a business's core goals. Your business will see much greater value if you use Facebook to achieve specific business objectives, like driving in-store sales or boosting app downloads.

Like TV, search, newspapers, radio and virtually every other marketing platform, Facebook is far more effective when businesses use paid media to help meet their goals. Your business won't always appear on the first page of a search result unless you're paying to be part of that space. Similarly, paid media on Facebook allows businesses to reach broader audiences more predictably, and with much greater accuracy than organic content.

Source: Organic Reach on Facebook: Your Questions Answered

Targeting solutions on Facebook

Type	Description	Data	Available
Core Audiences (Facebook source)	Utilize the information users share in their profile and behaviors they share on Facebook/Instagram platform	• Location • Demographics • Behaviours • Interests • Connections (connections of Pages and Apps, as well as their friends) • Mobile (device and operating systems)	Globally
Core Audiences (Partner categories) *Oracle Data Cloud (Polk), Acxiom and Experian	Utilize the information that we know about people in the offline world thanks to the partnerships with trusted 3rd party data providers	• Location • Demographics • Behaviours • Interests • Purchase	Please ask your local Facebook contacts
Custom Audiences/ Website Custom Audiences (direct or 3rd party source)	A key targeting capability on Facebook that allows you to reach your existing customers (CRM) or website visitors enabled by Facebook Pixel	• Email • Telephone numbers • App IDs • Website Visitors (Facebook Pixel needs to be added to your website)	Globally
Lookalike Audiences	Reach new people who share similar characteristics with your customers or people who have already expressed interest in your business	As an alternative or in addition to Core Audiences and Custom Audiences	Globally

Terms to know

Reach and frequency buying	TRP buying	Facebook pixel
A traditional planning and buying tool now available on Facebook that allows you to more accurately plan and predict campaigns, reach the right target audience at scale, and control the frequency of the campaign.	TV Buyers are now able to buy Target Rating Points on Facebook and Instagram to extend reach, verified by Nielsen. Advertisers can target the same Nielsen designated market areas that their TV buys are reaching and select dayparts in four hour blocks for TRP campaigns.	The Facebook pixel is a piece of HTML code for your website that enables you to measure and optimize, as well as build audiences for your ad campaigns. Using the Facebook pixel, you can leverage the actions people take on your website across devices to inform more effective Facebook advertising campaigns. With the Facebook pixel, you can measure cross-device conversions, optimize delivery to people likely to take action, and automatically build audiences for website visitors to retarget.

FOR MORE INFORMATION
FACEBOOK's ADS GUIDE

Facebook for Business: "Facebook Targeting Options" , "Facebook Ad Targeting"

Creative formats

Link ads

A type of Facebook ad that incorporates a call-to-action button alongside the image/video and text to send people to important areas of your website.

Carousel

A type of Facebook/IG ad that lets you incorporate 3-5 images and/or videos, headlines and links or calls to action in a single ad unit. People can scroll through the carousel cards by swiping on their mobile devices or clicking arrows on a desktop.
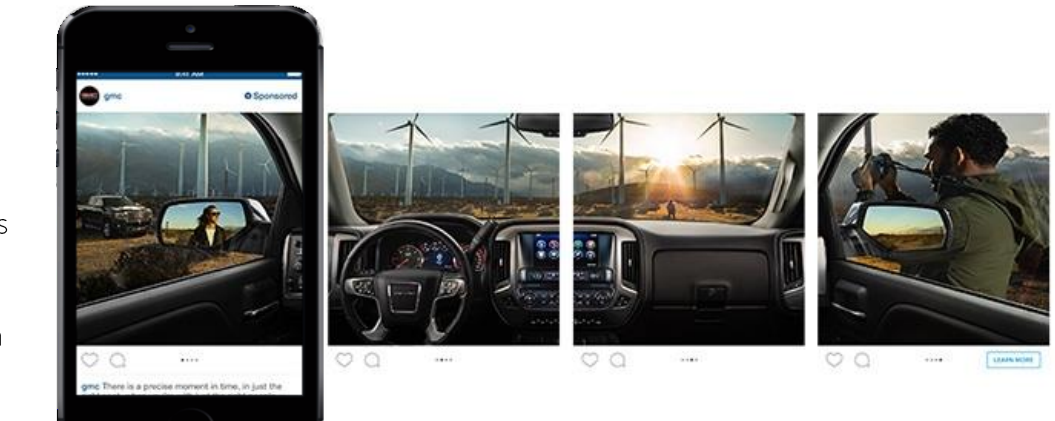
Canvas

A type of Facebook ad that provides immersive and expressive experience combined with videos, still images and call-to-action buttons to tell your stories and showcase your product. You have complete creative control to achieve any objective, such as telling brand story, promoting and showcasing a new vehicle.

Creative formats

Lead ads

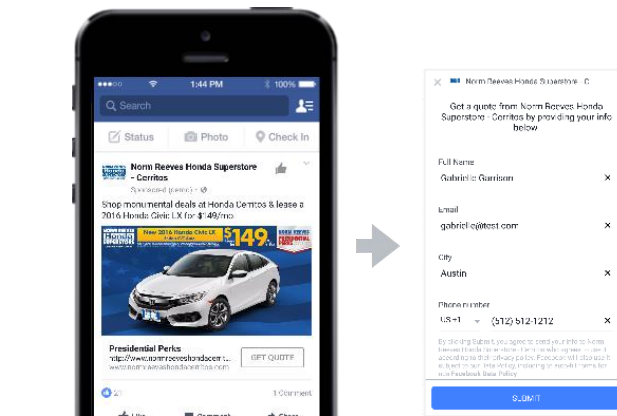A type of Facebook ad that incorporates a call-to-action button alongside the image and text to allow people to fill out a lead form directly in the native Facebook ad, using existing data pre-populated in the form.

Offer ads

An ad unit you can create and extend discounts and promotions to users you want to reach to encourage them to shop. Includes a call to action button that claims the offer for the user. The offer claim is stored in a user's Facebook saved offers tab, and the user is reminded of the offer by Facebook until redeemed.
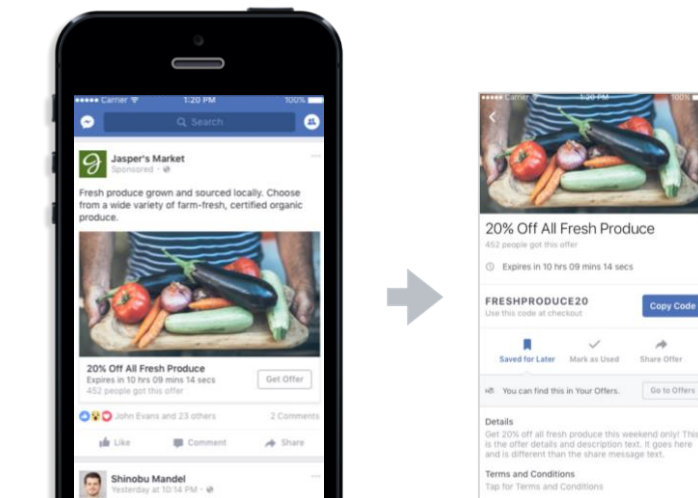
360 video

A stunning and captivating way for publishers and content creators to share immersive stories, places and experiences with their fans., allowing people to experience the vehicle in 360 degree perspective.

Dynamic ads

A type of Facebook ad that helps you to promote relevant products to shoppers browsing your vehicle catalog on your website or mobile app.

For more information: Lead Ads, Offer Ads, Facebook 360 , Dynamic Ads

Aligning objectives with creative executions

Up to 12 mo. from buying

Over 12 mo. of ownership

Up to 6 mo. from buying

Early ownership
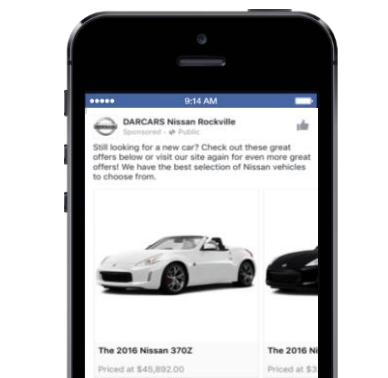
1-3 months from buying

Creative Options

12 months from buying

| Link Ads | Carousel Ads |
| **Video Ads** | Canvas Ads (FB only) |

6 months from buying

| Link Ads | Dynamic Product Ads |
| **Carousel Ads** | |

1-3 months from buying

| Link Ads | Dynamic Product Ads |
| **Lead Ads** | Carousel Ads |

Early ownership / Over 12 months of ownership

| Link Ads | Carousel Ads |
| **Offer Ads** | Messenger Ads |

☑ Targeting checklist—Reach the right people at the right time

Objective/Target	Targeting options
Build awareness (12 months form buying)	• Core Audiences (Demo & Geo) • Near-market shoppers (3rd party data)
Drive consideration (6 months from buying)	• Core Audiences (Demo & Geo, Interests, Behaviors) • Your website visitors, leads or CRM database (custom audience) • Lookalikes • Make/model owners (good for conquesting competitors) • In-market shoppers (3rd party data)
Capture in-market shoppers (1-3 months from buying)	• Core Audiences (Demo & Geo, Interests, Behaviors) • MAX In-market shoppers (3rd party data) • Your website visitors, leads or CRM database (custom audience) • Lookalikes
Manage customer relationship/ownership (Early ownership – over 12 months of ownership)	• Your customer database of purchasers (CRM) • Make/model owners (good for conquesting competitors) • Your website visitors • Aftermarket shoppers (3rd party data)

Media Guidelines & Best Practices

Targeting	Start by maximizing reach against broad targets higher in the funnel (age + gender), then consider precise targets lower in the funnel (interests and/or purchase behavior).	Upper funnel: Broad Lower Funnel: Precise
Reach	Reach a minimum of 50-70% of your target audience over the duration of the campaign. For brand objectives, optimize for reach first, then frequency. For lower funnel objectives, optimize for conversions.	Minimum 50-70% of target reach
Frequency	Reach people in your target audience 1-2X per week. Test and learn to find optimal frequency levels.	1.5-2X per week for standard campaign to start, 3-4X for 1-week blast
Flight	• Optimal campaign flights should be 8-12 weeks. Overextending length can sacrifice brand impact by diminishing frequency per person reached. • For certain circumstances (sales event, other media mix) you may want to opt for 1-day to 1-week blasts. • Guidelines are for a single campaign. To achieve always-on flighting, would need multiple campaigns, for example with different themes or stories.	8-12 weeks
Placement	Focus on News Feed placements. Allow to naturally deliver, likely 70%+ mobile in most markets. Check the box to deliver on Facebook, Instagram, and Audience Network for added efficiency (greater reach, lower cost per outcomes)	Run automatic placements across all platforms

Pro Tip

Don't micro-target at the beginning of a campaign. Pick 2-4 core targets and optimize creative and campaign to these audiences. Micro targets = micro outcomes. Adjust targeting as needed during the campaign

Pro Tip

Within your budget, prioritize reach first, then frequency for brand objectives. For lower funnel objectives, prioritize conversions. Optimize flight accordingly to remain in guidelines.

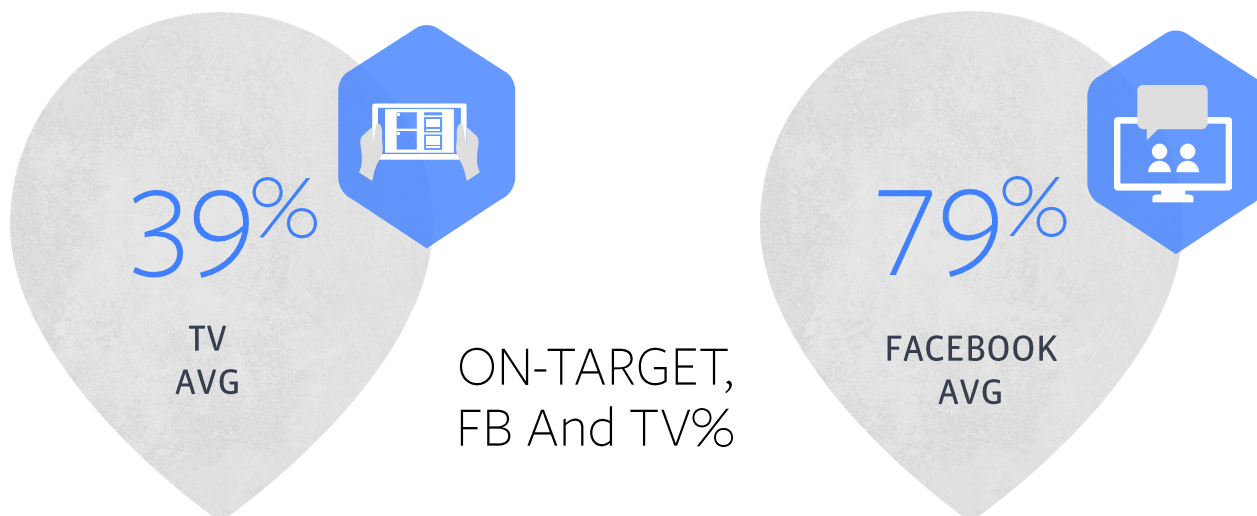*Guidelines focus on what media buy should achieve, rather than how to buy. For example, you can purchase a high impact blast at 50% with the Reach & Frequency tool. These guidelines represent general guidance for Facebook media planning, based on extensive global research. Specific media plans should be developed based on your specific campaign parameters, jobs to be done, campaign objective and communications role.

Reach and Frequency Sufficiency

These media buying principles will help you reach you business ambitions

	Campaign	Continuity
Reach Sufficiency	**50-70% OF A BROAD TARGET AUDIENCE**	**30-50% OF AVAILABLE BROAD TARGET AUDIENCE**
Optimal Frequency	• Average frequency target: **1.5-2 per week.** • Numbers of creative: Less is more. Based on learnings across CPG campaigns, brands should focus on producing **no more creative than the average frequency per campaign at maximum.** Example: a 6 weeks campaign with an average frequency of 4 should have maximum 4 pieces of creative.	
Cost Optimization	• Use the reach & frequency tool to spread your content more widely and drive continuity.	

Facebook has more accurate targeting and generates higher ROI

39%

TV
AVG

ON-TARGET,
FB And TV%

79%

FACEBOOK
AVG

Using TRP to compliment your TV objectives

Are you trying to complement a TV buy?

- Now your business has the option of buying video based either on TRPs or Reach and Frequency.

- TRP buying on Facebook gives predictable delivery of TRPs that are verified on-target by Nielsen.

- With TV viewership going down and mobile video consumption going up, TRP on Facebook allows GM to ensure the reach that TV buyers are used to.

A
Add incremental reach to existing campaigns
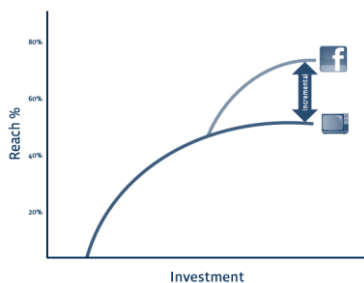
B
Keep awareness levels high in between television flights
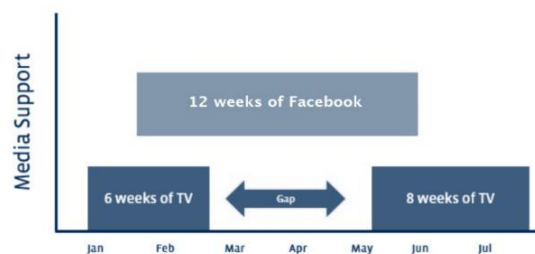
C
Support smaller programs that don't have budget for TV
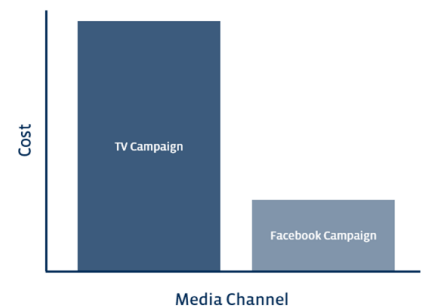
*Guidelines focus on what media buy should achieve, rather than how to buy. For example you can purchase a high impact blast at 50% with the Reach & Frequency tool. These guidelines represent general guidance for Facebook media planning, based on extensive global research. Specific media plans should be developed based on your specific campaign parameters, jobs to be done, campaign objective and communications role.

How should you measure success of your brand campaign?

Reach: Did I reach my target audience?

- Nielsen Digital Ad Ratings (DAR)

- Nielsen Total Ad Ratings (TAR)

- Millward Brown Cross-Media

Resonance: Did my brand campaign increase my brand's health, including factors like favorability and message association?

- Nielsen Brand Effect

- Millward Brown Mobile Polling

- Facebook Brand Lift

- Millward Brown Cross-Media

Beginning with the Basics: Facebook Page Setup

Do you have a Facebook Page set up for your Business?

Yes

No

Is your page **verified**?

Create a page at facebook.com/pages/create

Request verification under Page Settings > General > Page Verification

Is your **page information complete** (cover and profile picture, about section)?

Does your business have **multiple locations**?

Fill out page info/about section and choose a cover and profile picture

Have you set up your page on a **locations structure**?

Learn more about page locations here, and consider implementing if applicable

Beginning with the Basics: Instagram Account Setup

Do you have an Instagram account
set up for your Business?

Yes

No

Is your Instagram
account **linked to your**
Facebook page?

Under your Facebook page
settings, click Instagram Ads > Add
Account > Create New Account

Under you Facebook page
settings, click Instagram Ads >
Add Account

Is your account **verified**?

Did you **switch your account to a**
Business Profile and fill out the
company information sections?

To see if your account qualifies for
verification, contact support at
facebook.com/business/resources

Under your Instagram page
settings, click *Switch to Business*
Profile. Then go to the *Set Up*
Your Business Profile page and
make edits where needed

Beginning with the Basics: Ad Account Setup

Have you ever accessed your ad account that is tied to your Facebook page?

Yes

No

Is your **account information filled out** in your ad account?

To access your ad account, go to facebook.com/ads/manage

In the Ads Manager menu, go to Ad Account Settings > Account Information and fill out all fields.

Is your **billing and payment information filled out** in your ad account?

Have you **assigned ad account roles** to all applicable parties within your ad account?

In the Ads Manager menu, go to Billing and Payment Methods > Add Payment Method

Are you **interested in setting up tracking in your ad account** that will link to your website to help with custom audience building and retargeting efforts?

In the Ads Manager menu, go to Ad Account Settings > Account Roles

Learn more about the Facebook Pixel and the set up and implementation of it here: facebook.com/business/help/952192354843755

Beginning with the Basics: Business Manager Setup

Do you have **more than one ad account, multiple payment methods or have multiple people at your business** that need to access your Facebook advertising accounts?

Yes   No
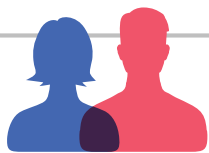
Do you have a **business manager**?

Business Manager might not be the right option for you at the time, but consider creating an account in the future if you increase your Facebook advertising presence or decide to work with a partner or agency.

Go to business.facebook.com > create account > fill out all required fields

Do you work **on ad accounts or pages on behalf of another business**?

Under settings, click the People and Assets tab > Ad Accounts > Add New Ad Accounts > Request Access to an Ad Account > enter Ad Account ID. Repeat this process with Pages but add the Page name or URL to request access

Have you **added the pages and ad accounts you work with** to your Business Manager?

Do you have multiple employees that work on your Facebook advertising accounts?

Under settings, click the People and Assets tab > Ad Accounts > Add New Ad Accounts > Claim Ad Account > enter Ad Account ID. Repeat this process with Pages but add the Page name or URL to claim a page.

Under the People and Assets tab, click add new People on the right hand side > Enter the employee's work email and role desired > Add New Ad Accounts > Choose pages and ad accounts you want the employee to have access to.

Have you **added your payment method(s)** to your business manager?

Under the payments tab, click **Add Payment Method** and follow the prompts to add your payment information.

Appendix
☑ Campaign Checklist

Recipe for success

Solve for a business objective:
☐ Design the campaign to resolve a specific business challenge and not to drive social or engagement objectives.

Personalized creative:
☐ Harness the unique power of FB targeting and Insights to make the campaign sharply relevant but still reach large audiences of the right people.

Create mobile first:
☐ Design mobile first, with your target's mobile mindset and behaviors in mind as well as the unique creative canvas that Facebook mobile offers (perhaps it's feature phone creative that's needed).

Measure to test and learn:
☐ Commit to using Offline Conversions and the Facebook Pixel to evaluate the business impact of the campaign vs. using social measures such as likes, comments and shares.

Big bets:
☐ Are you planning your investment behind big bets? Look at your calendar year and determine your big bets for the year.

Optimal buying solutions:
☐ Are you focusing on the metrics that matter for your business, or are you still using engagement metrics (see pg 14)?

Media sufficiency:
☐ Are you optimizing for the objective that meets your goals, and are you utilizing the Facebook Pixel to track this? Are you reaching 50-70% of your audience at 1-2 times per person a week?

Optimal targeting:
☐ If you are segmenting your audience for personalized creative, ensure your overall reach is meaningful. Make sure micro-targeting doesn't hurt your reach potential for quality conversions.

Supporting Direct Mail:
☐ Are you exploring how Facebook can drive efficient incremental reach? Consider how you can leverage custom audiences to retarget users online to pair with your direct mail efforts, and increase your reach by leveraging lookalike audiences from those custom audiences.

Sequential storytelling:
☐ Are you sequencing creative to your high value audiences to drive customers down the path to purchase?

Competitor response:
☐ Are you leveraging Facebook to respond quickly to your competitors?

Instagram:
☐ Are you extending your campaign onto Instagram's visually-inspiring platform which affords the same targeting capabilities as Facebook?

Appendix

✓ Creative Checklist

Build brand benefit & equity

☐ Does the ad clearly communicate and/or dramatize a brand benefit?

☐ Does it intuitively fit with the brand promise?

Catches attention

☐ Does the ad make me stop within the first 3 seconds?

☐ Is it unique, graphic, impactful, beautiful, surprising and/or does it stand out in the context of my feed?

☐ Does the image or video fill the screen and create maximum impact with a 1:1 aspect ration?

Simple

☐ Is the ad light, snackable, and easily digestible for my on-the-go Facebook mobile mindset?

☐ Do I get the point from just the image or does it require I read more or go off Facebook to another site?

☐ Is it edited for a fast-paced mobile mentality?

Use recognizable assets

☐ Is the visual identity and point of view so unique and recognizable that I can immediately associate it with the brand?

☐ Is the message memorable?

☐ Can I recognize it as part of a larger campaign in other media?

Connects

☐ Does it make me smile, laugh, think or learn something?

☐ Does reading the text add new information or just repeat it?

☐ Is the creative concept, image quality, writing style and production value high?

Single Image

☐ Does the image fill the screen and create maximum impact with a 1:1 aspect ratio?

☐ Is there a clear focal point? Is the camera pointed at what the brand is trying to call attention to?

☐ Are logos, make, model and/or feature visible?

☐ Is the image artfully shot, styled, lit, framed and/or composed?

Carousel

☐ Does the first image work on its own?

☐ Are all the images closely related in look and feel so they work well together?

☐ Is there a reward for scrolling through all images? Is the CTA button leading to a relevant asset or lead gen form?

☐ Do the images have to be separate or can they be united into a single panoramic image or pairs of images to create more interest?

Video

☐ Does the video fill the screen and use a 1:1 aspect ratio?

☐ Is the video branded within the first :03? Is it branded throughout?

☐ Does it tell the story without sound?

☐ Is it only as long as it absolutely needs to be to tell the entire story?

☐ Would 3D or spherical video make this better? How does 360-degree video set you apart from competitors?

Canvas

☐ Is the ad (with video or photo) on News Feed appealing enough to call attention?

☐ Does it tell the story without sound?

☐ Is there a reward for scrolling through all video and images?

☐ Is the navigation clear enough to let users view through contents? Are arrows/CTA buttons displayed at the right place to lead to a relevant asset?

Appendix

☑ Facebook Account Setup Checklist

Facebook Page Setup

☐ Have you created a Facebook Page for your business?

☐ Is your company information filled out in the "About" section?

☐ Have you added a cover photo and profile picture?

☐ Is your Instagram Account attached to your Facebook Page?

Instagram Account Setup

☐ Have you set up your Instagram Account for your business?

☐ Is your business account set up as a business profile?

☐ Have you filled out the company info section on your Instagram business account?

☐ Does your account have a profile picture?

Ad Account Setup

☐ Have you accessed your ad account and filled out the account information?

☐ Have you added a payment method to your ad account?

☐ Have you assigned ad account roles to all applicable parties?

☐ Have you created your pixel in your ads manager to add to your website?

Business Manager Setup

☐ If applicable, have you created your business manager?

☐ Have you added all the pages you manage in your business manager?

☐ Have you added all your ad accounts you currently work in to your business manager, or created ad accounts for pages you currently do not have ad accounts for?

☐ Have you assigned business manager roles to all applicable parties?

☐ Have you added your payment method to business manager?

☐ Have you switched your ad account payment methods to have the business manager payment method listed as the primary payment method?

☐ Have you set up your offline events for each ad account (optional, but recommended)?

facebook