

Let's learn about

FACEBOOK



With Charlotte Simonsen



**WHO HAS USED
FACEBOOK BEFORE?**

WHAT WE WILL TALK ABOUT

FB for Business

Best Practice

Content Calendar

Scheduling posts

Facebook Ads

Content that works

Q&A

WHO AM I?

Graphic Designer

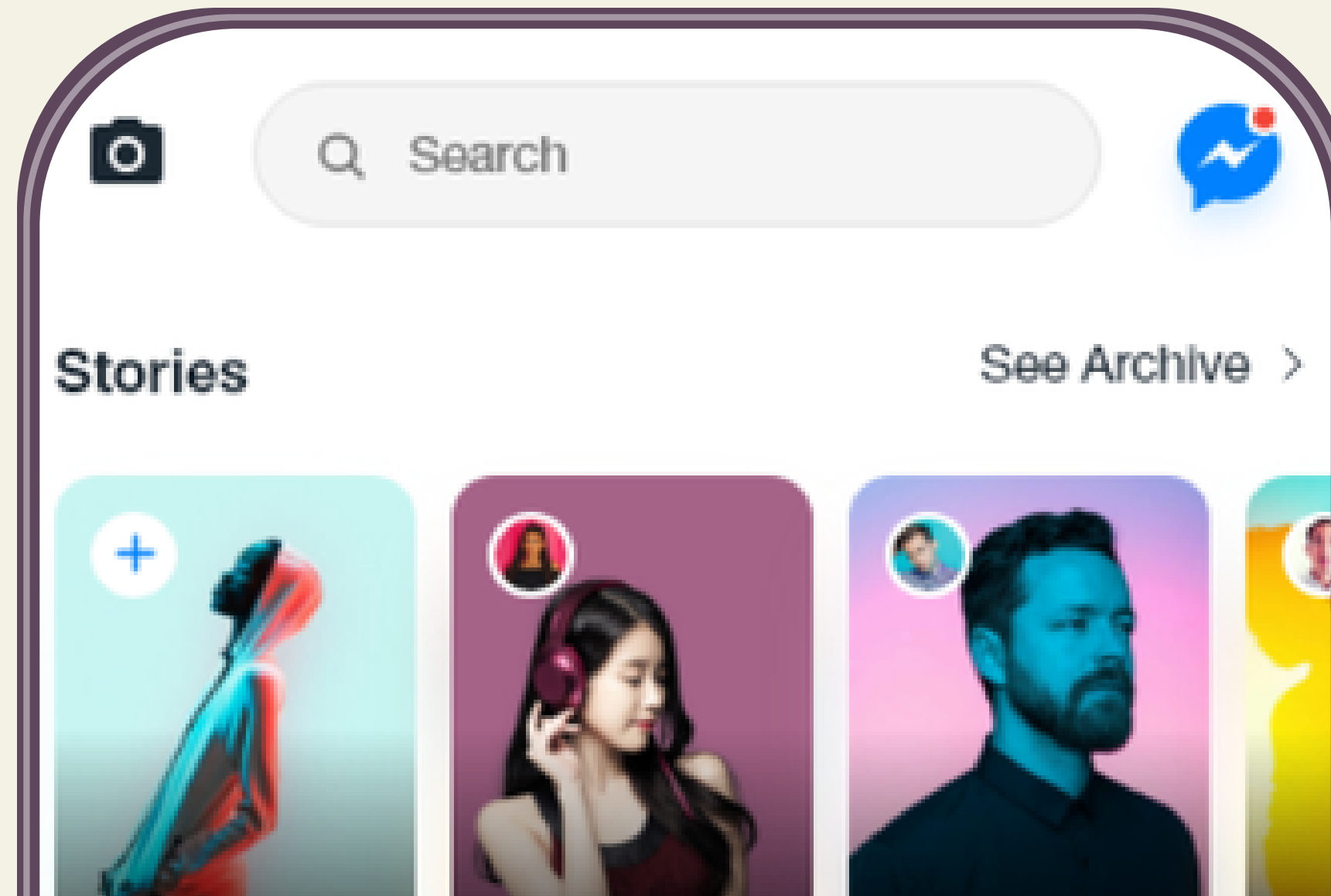
Content Creator

Video production

Photography

A creative with many hats





3B

Monthly active users

50%

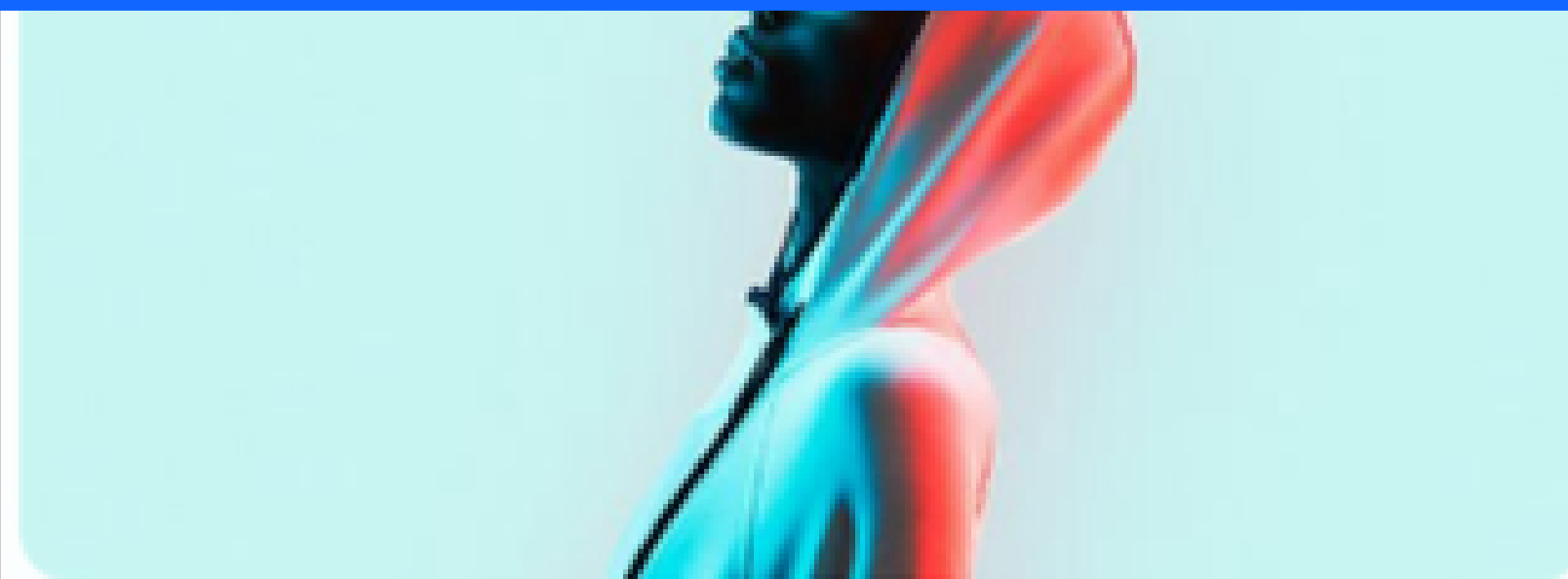
Spent watching videos

50M

Uses stories every day

62%

Buy through Facebook



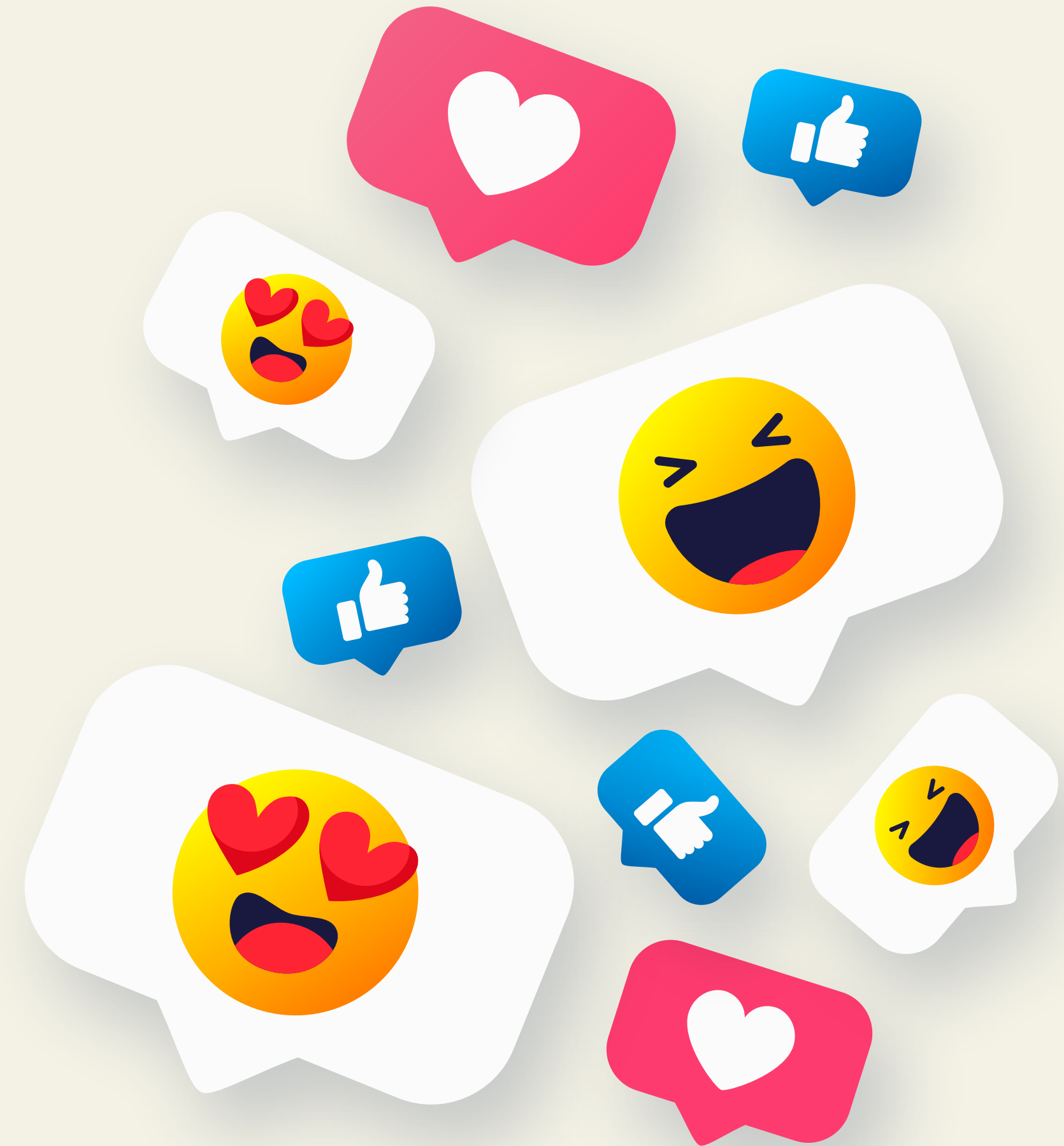
  400

122 Comments

WHY USE IT?

Increased brand awareness

- Organic reach
- Paid advertising
- Visual content
- Establishing a strong brand presence
- Community building



WHY USE IT?

Generating leads

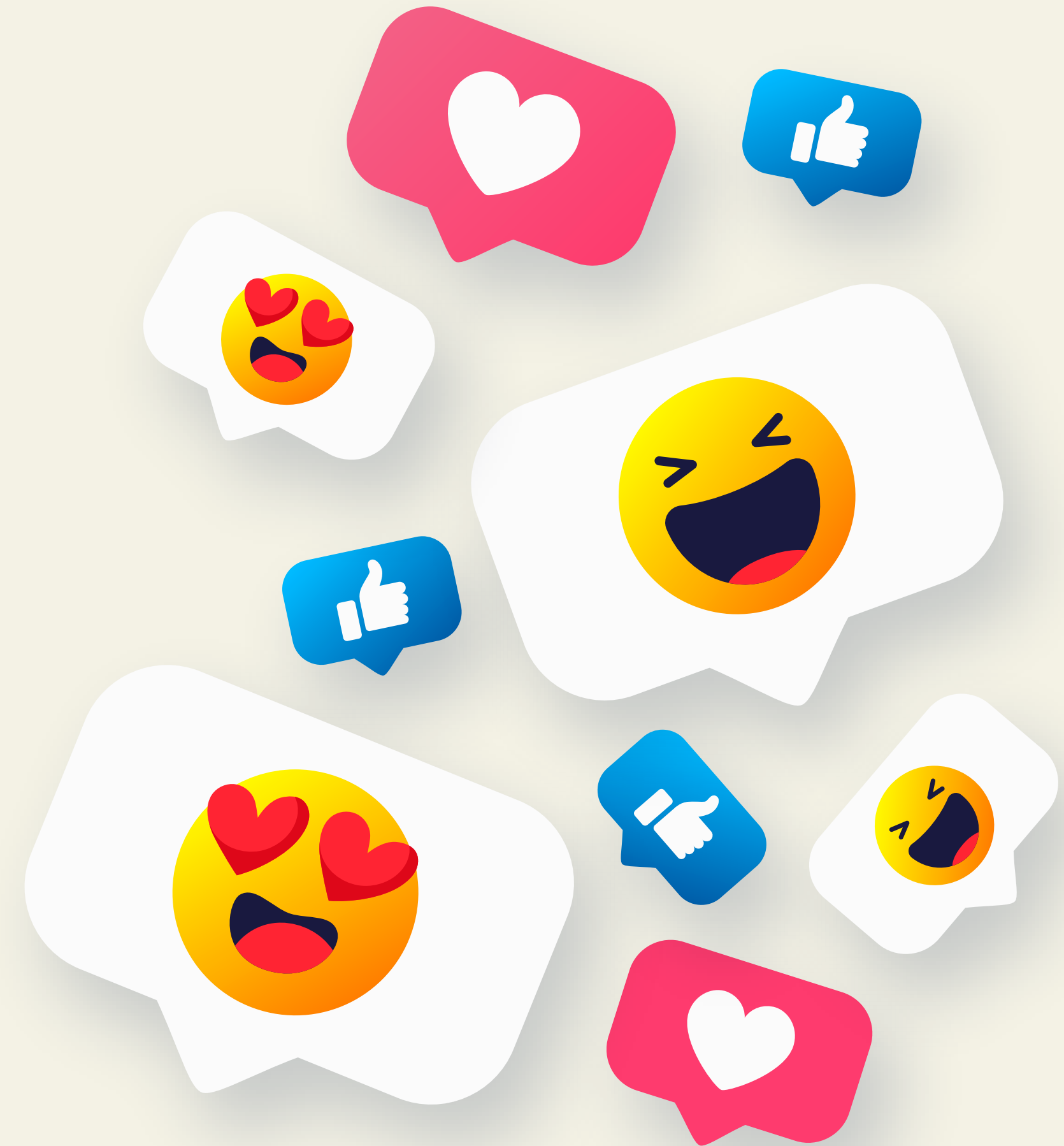
- Lead generating ads
- Call-to-action button
- Landing pages



WHY USE IT?

Driving sales

- E-commerce integration
- Retargeting ads
- Limited-time offers



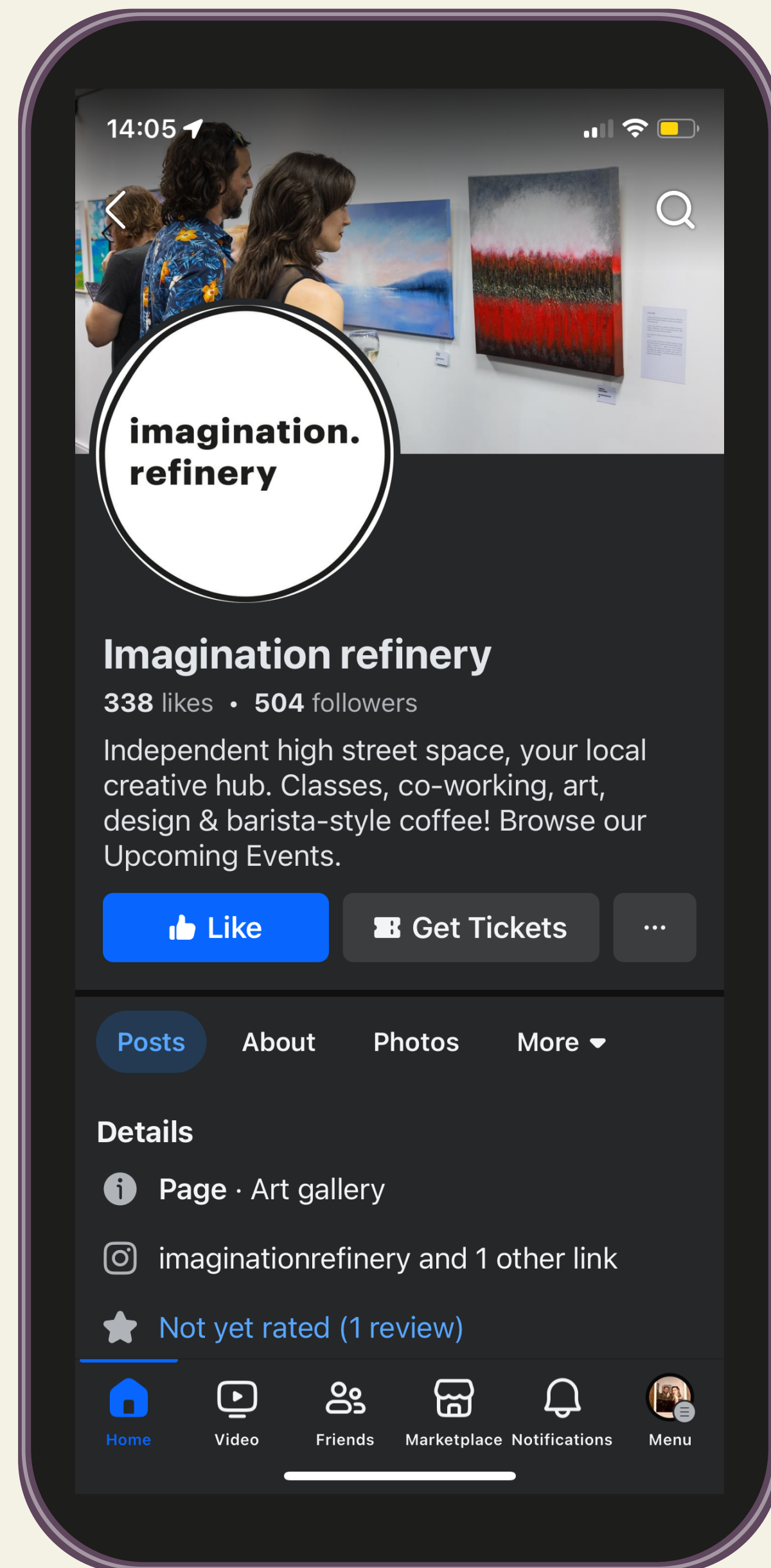


Analyse your performance
Engage with your audience
Stay up-to-date

**SO, HOW DO YOU
THINK IT WILL BENEFIT
YOUR BUSINESS?**

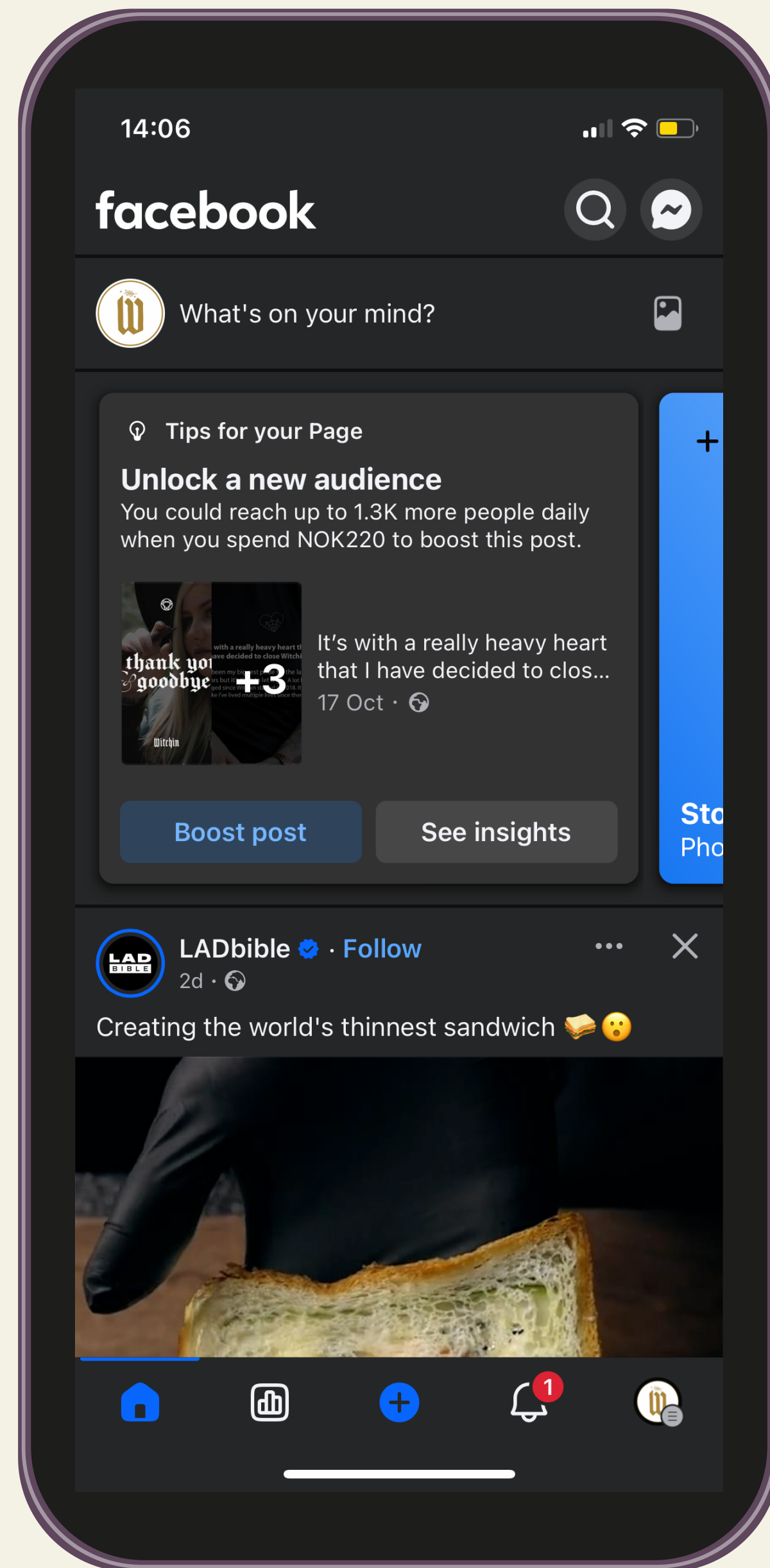
UNDERSTANDING FB BUSINESS

Facebook profile



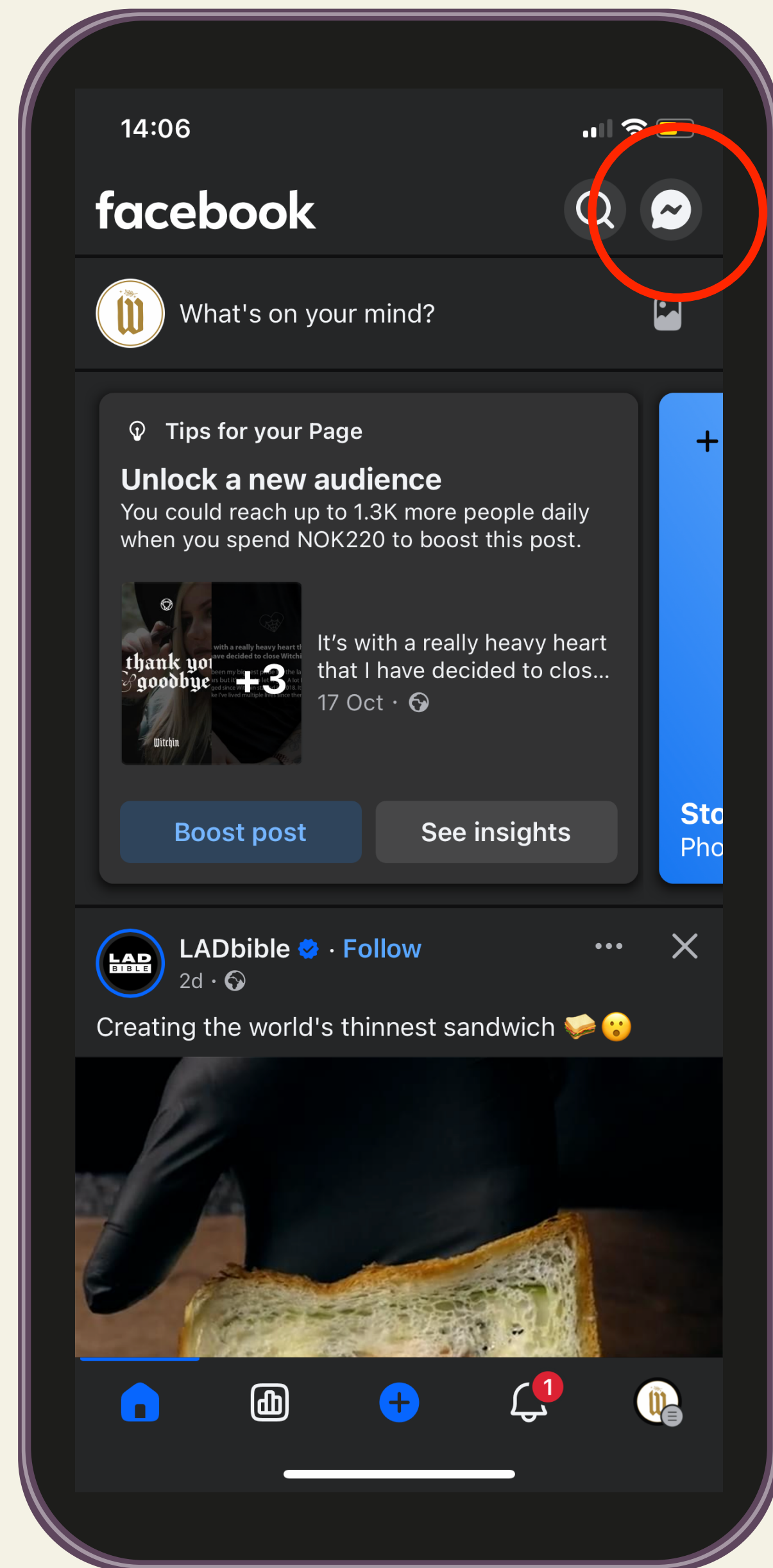
UNDERSTANDING FB BUSINESS

News feed



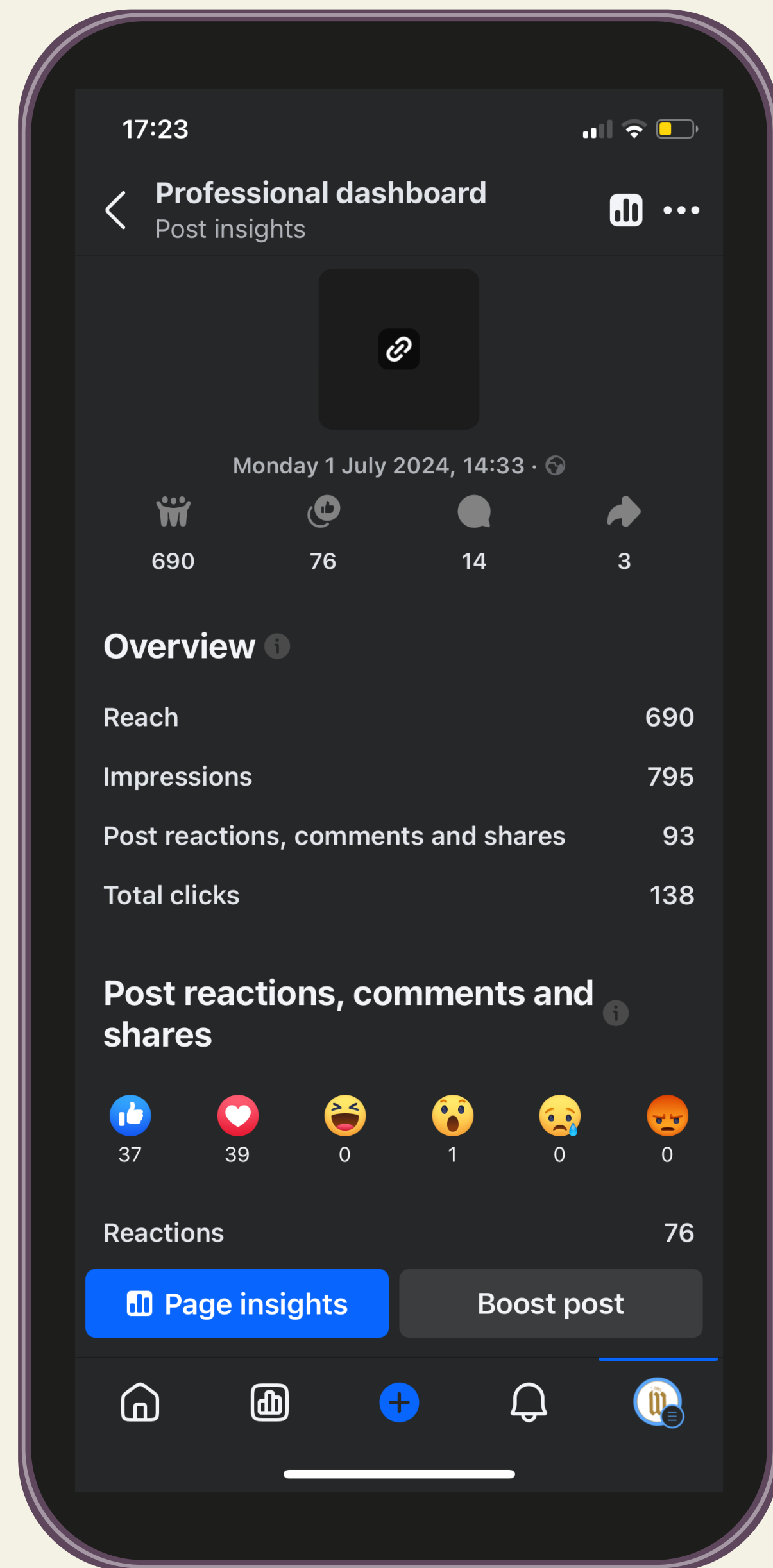
UNDERSTANDING FB BUSINESS

Messaging



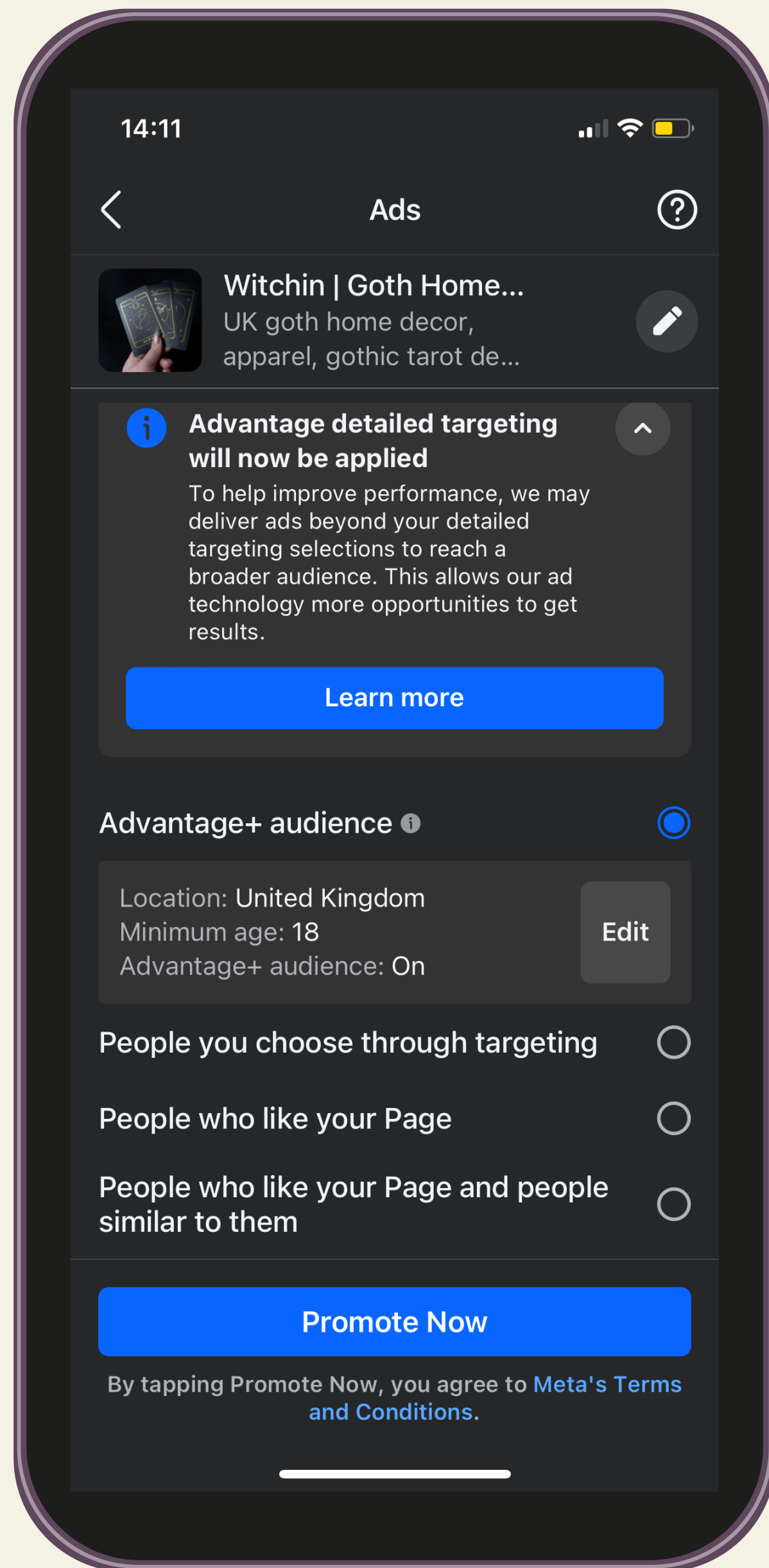
UNDERSTANDING FB BUSINESS

Insight



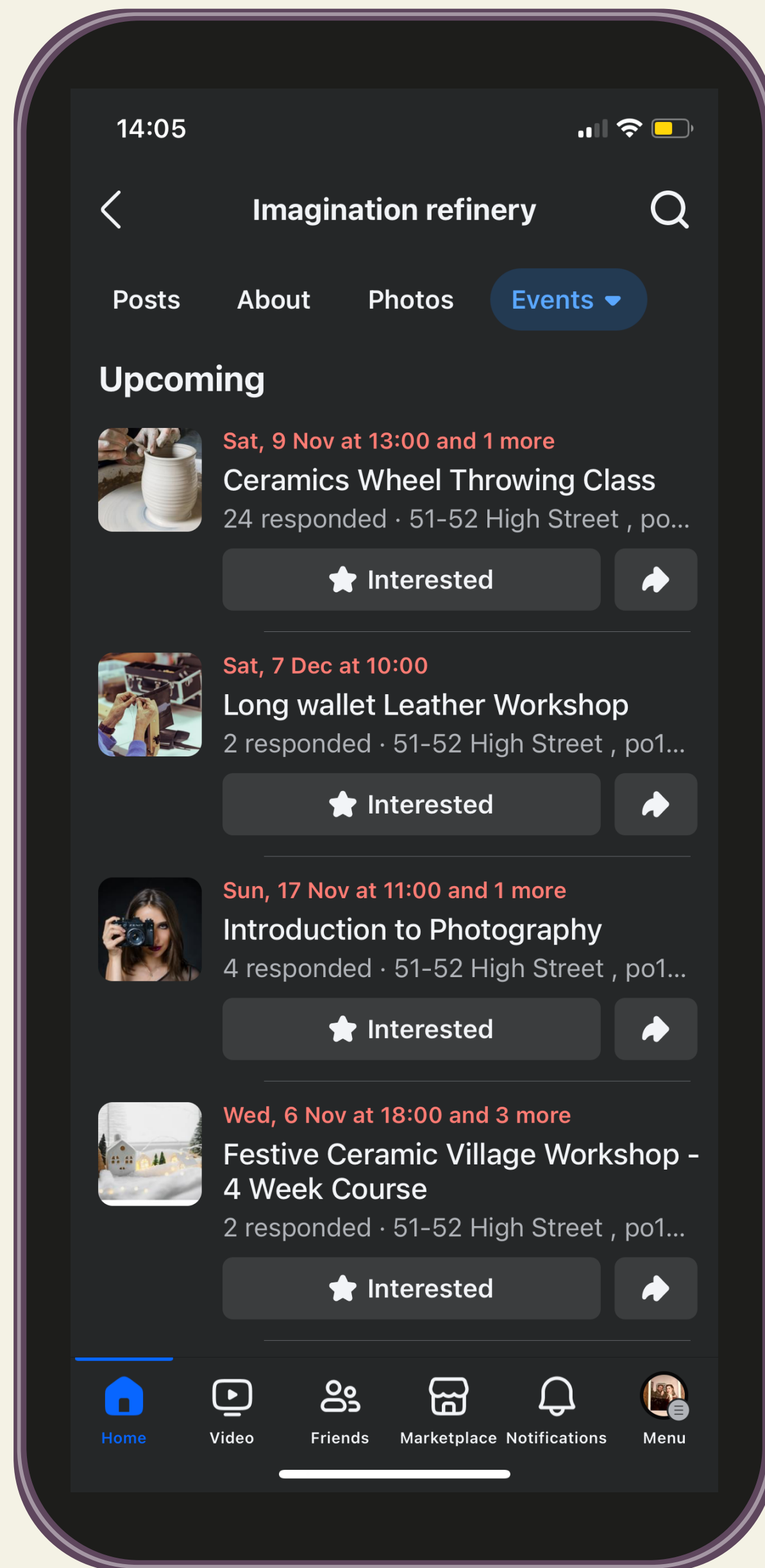
UNDERSTANDING FB BUSINESS

Ads



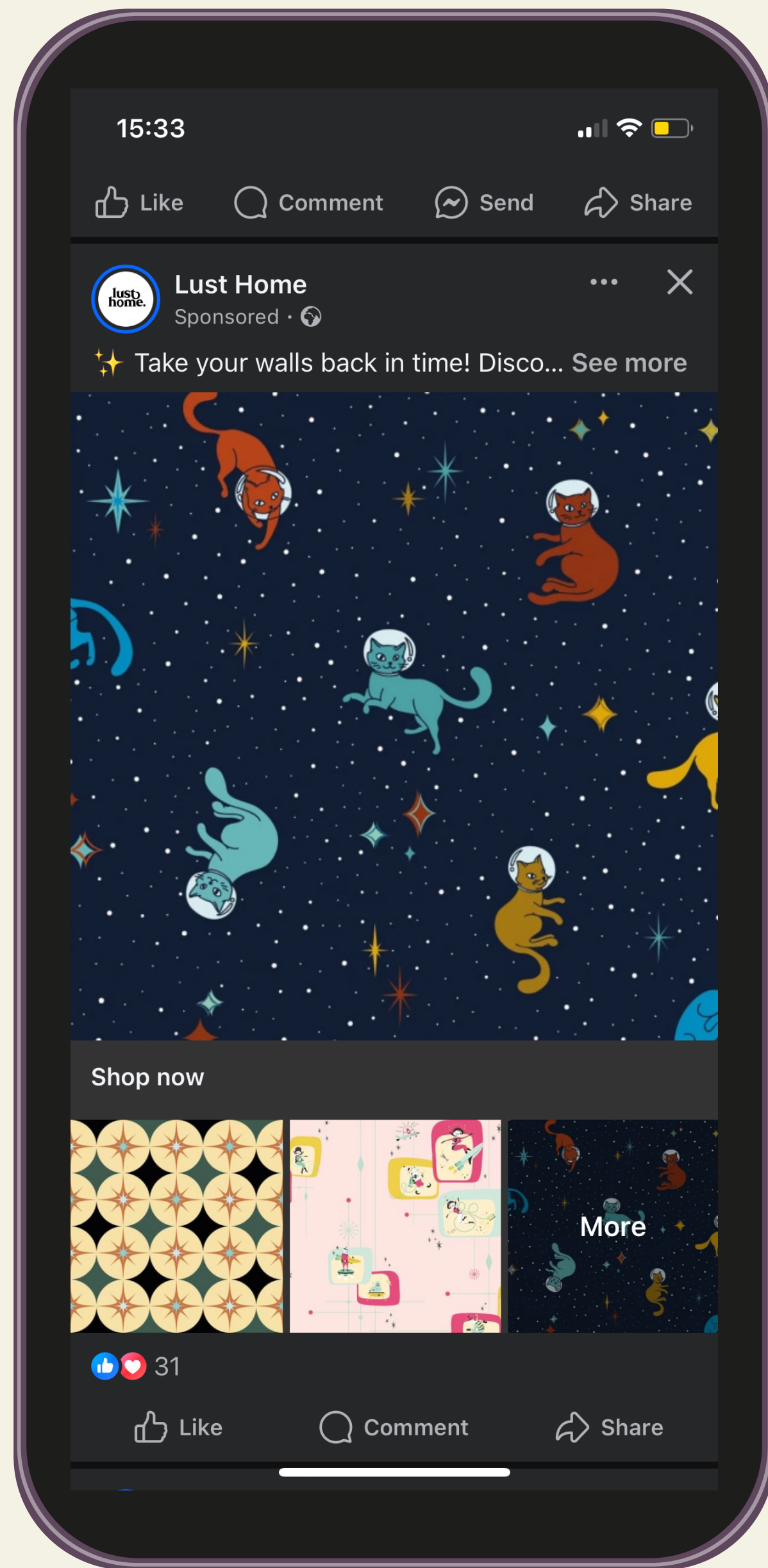
UNDERSTANDING FB BUSINESS

Events



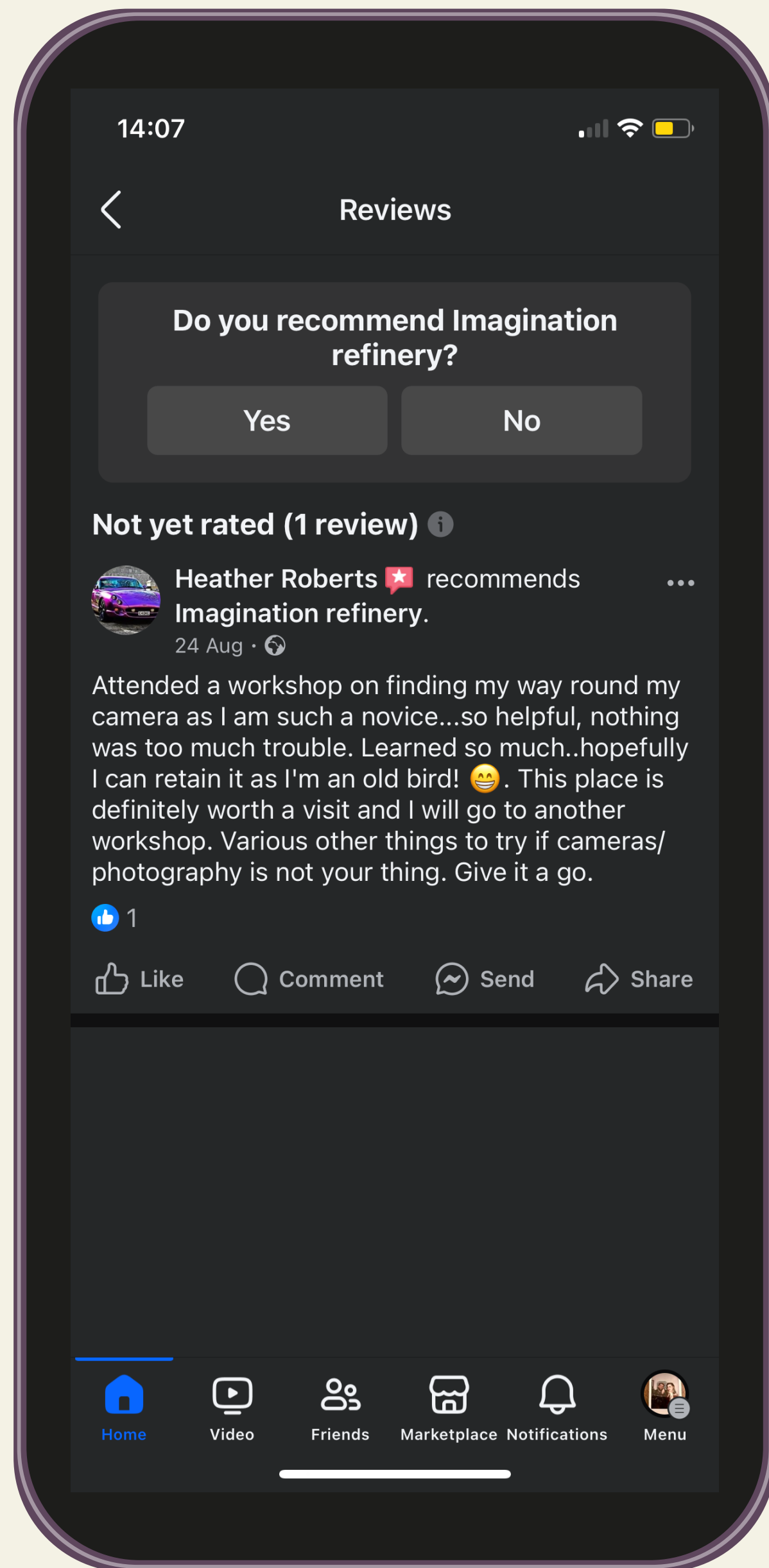
UNDERSTANDING FB BUSINESS

Shop



UNDERSTANDING FB BUSINESS

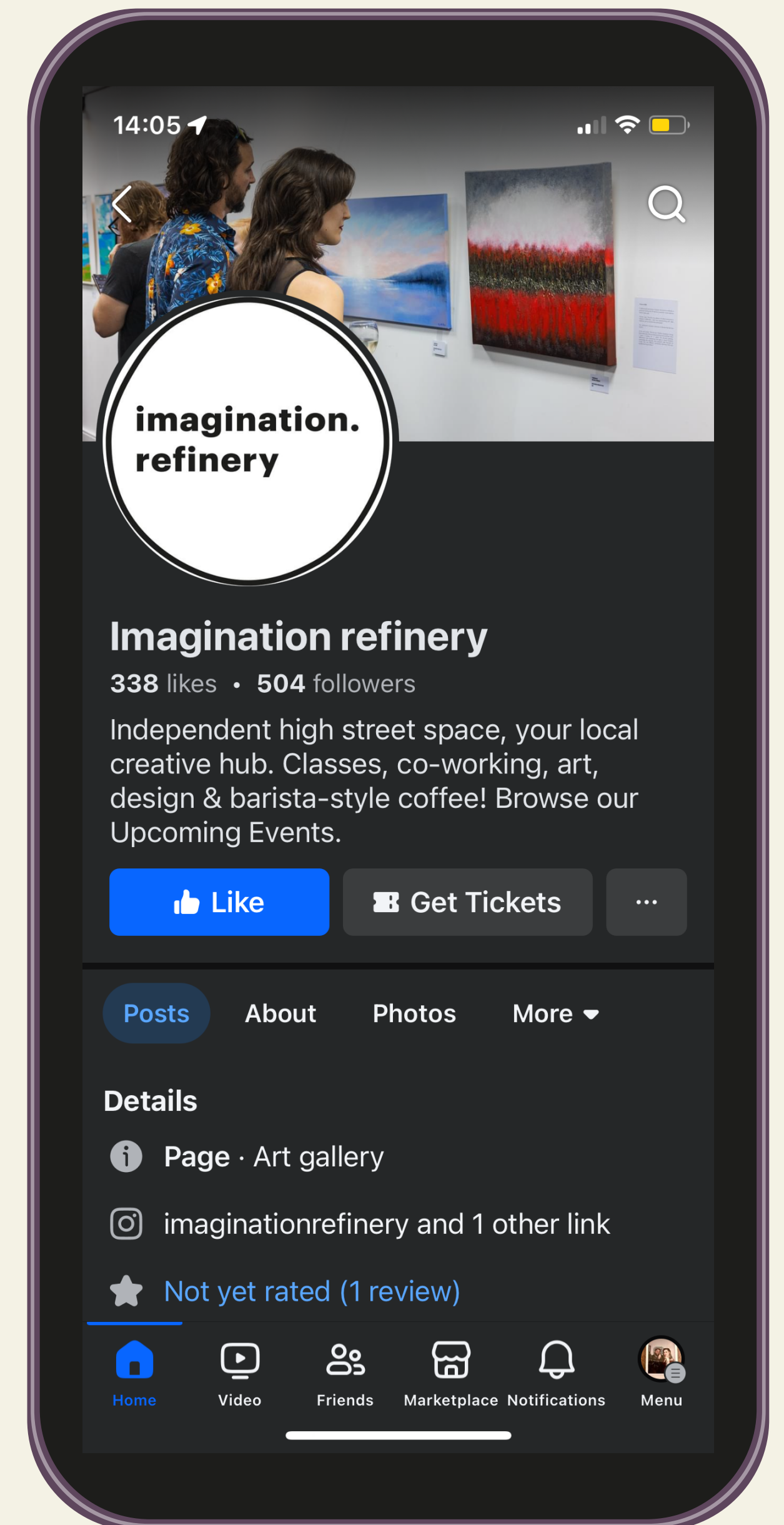
Reviews



**WHAT FEATURES
ARE YOU LOOKING
TO USE?**

BEST PRACTICE

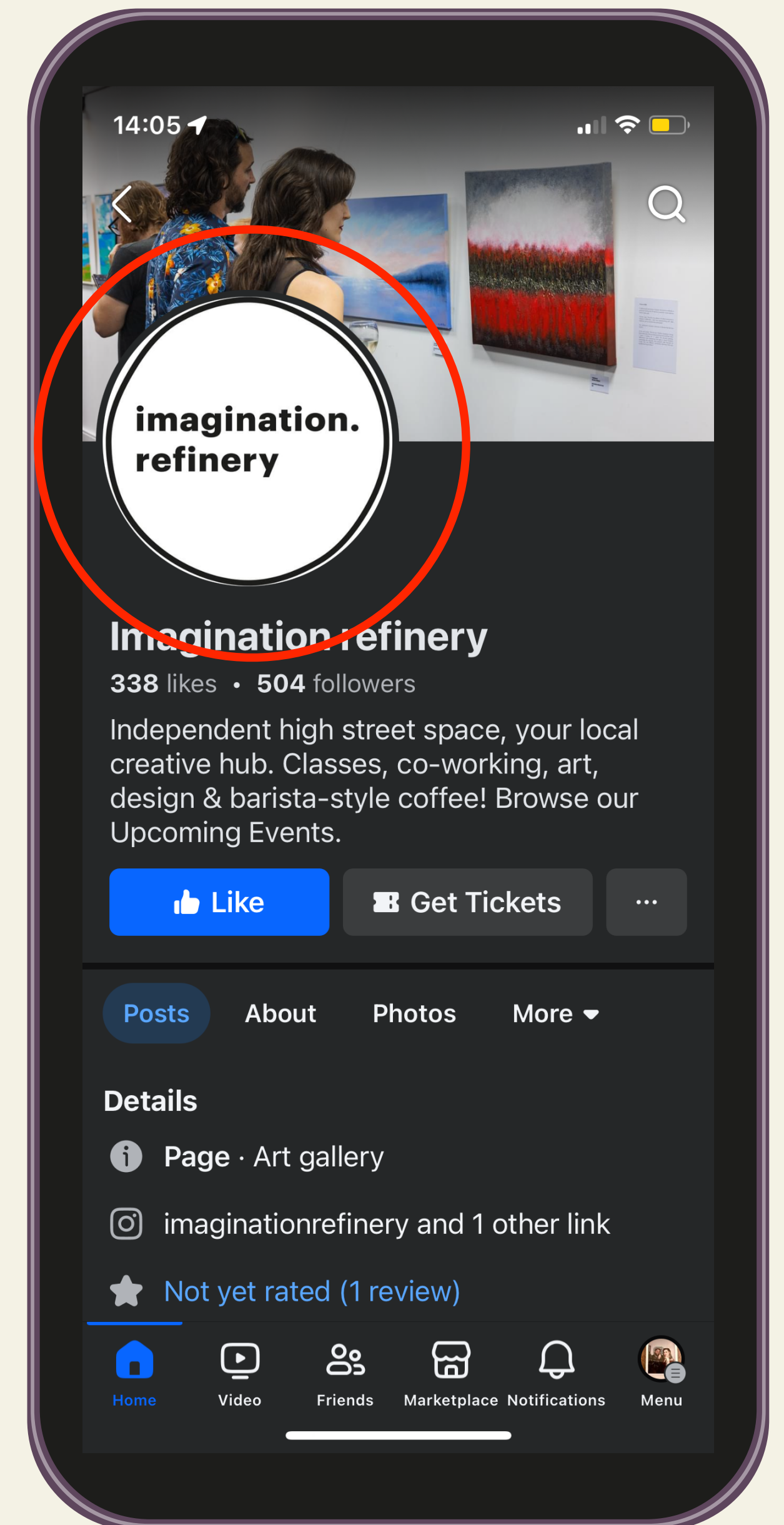
Key things you always need to have



BEST PRACTICE

Key things you always need to have

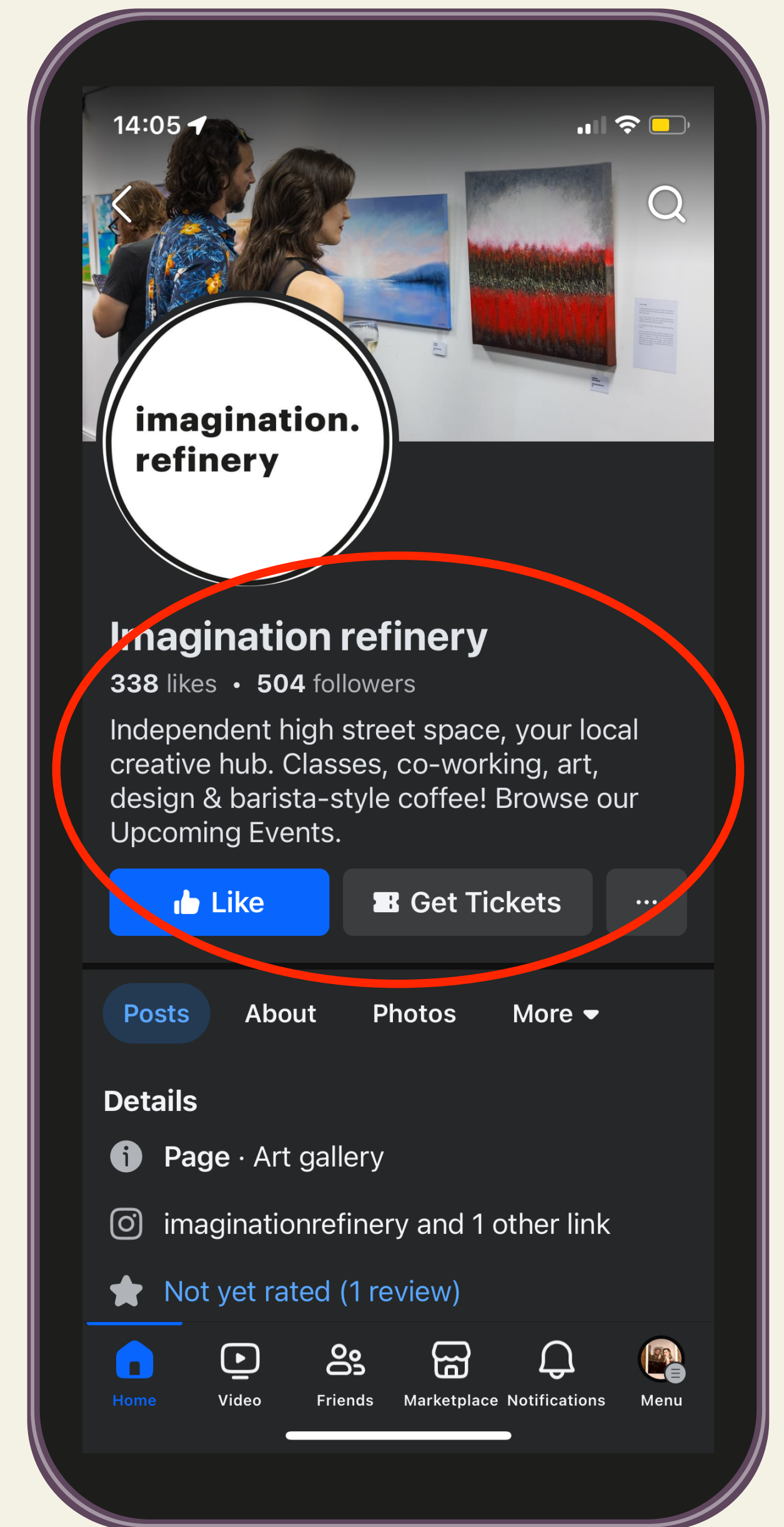
- A clear profile image



BEST PRACTICE

Key things you always need to have

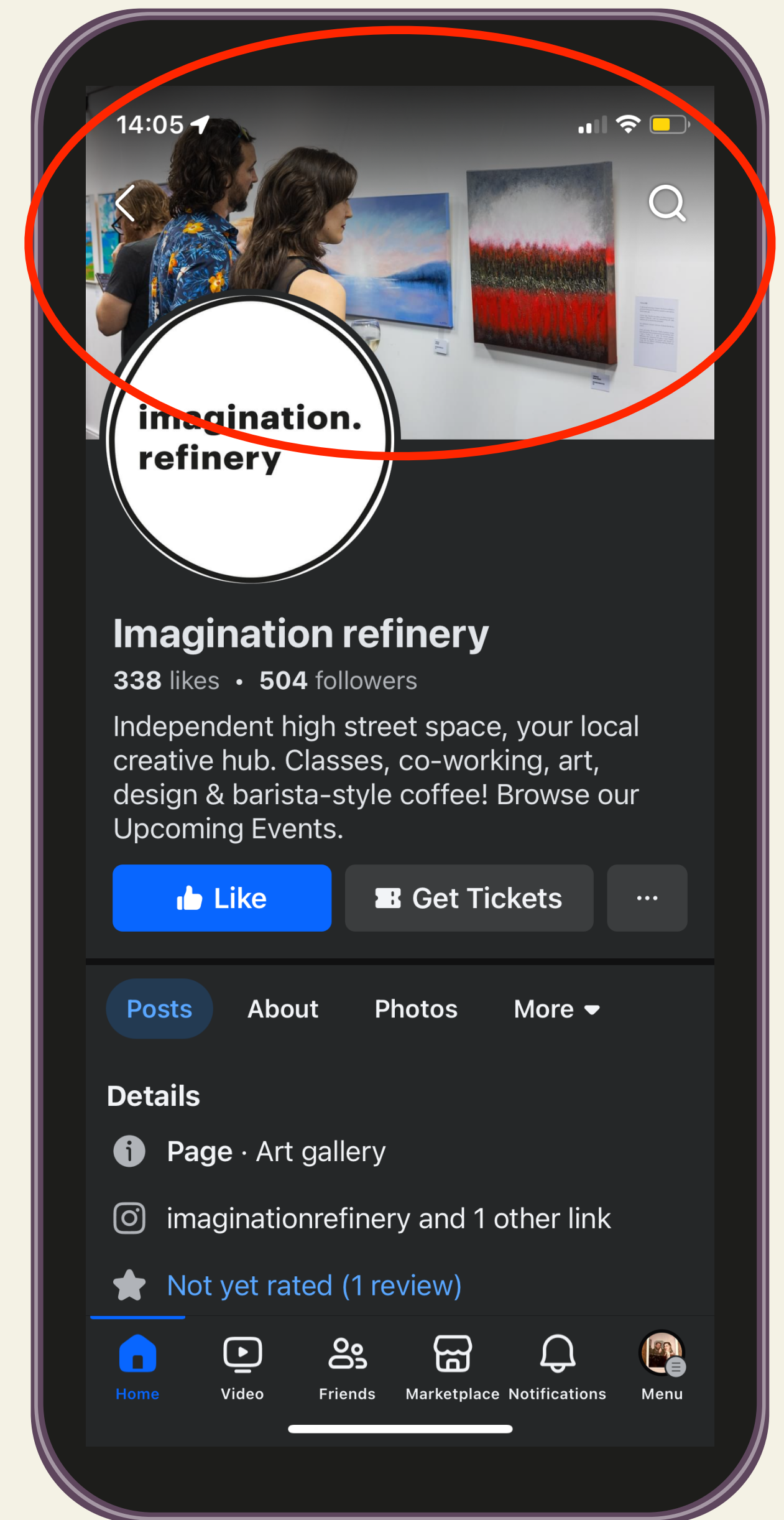
- A clear profile image
- Bio



BEST PRACTICE

Key things you always need to have

- A clear profile image
- Bio
- Cover photo

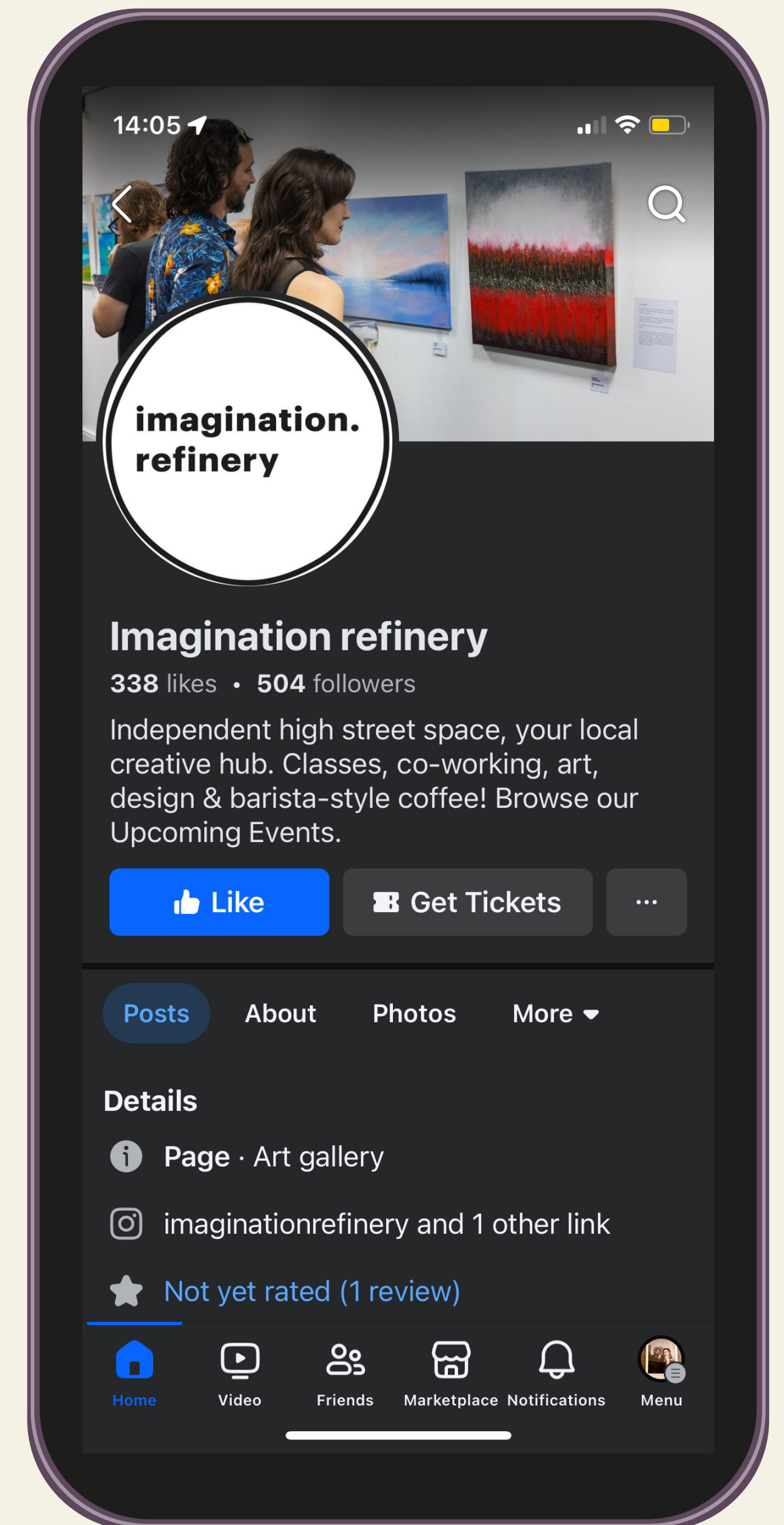


BEST PRACTICE

Key things you always need to have

- A clear profile image
- Bio
- Cover photo

But why do they matter?







SickHaus

8K likes · 8K followers

 Shop Now

 Liked


 Message


[Posts](#) [About](#) [Mentions](#) [Reels](#) [Photos](#) [Videos](#) [More](#) ▾



Intro


Spaces Reflecting You - The creative homeware brand.
❤️ Unique homeware to make your house feel a home.
👉 Get 20% off your first purchase by joining our newsletter.
🚚 Free shipping on all orders over £50

 **Page** · Home goods shop

 support@sickhaus.com

Posts

 Filters

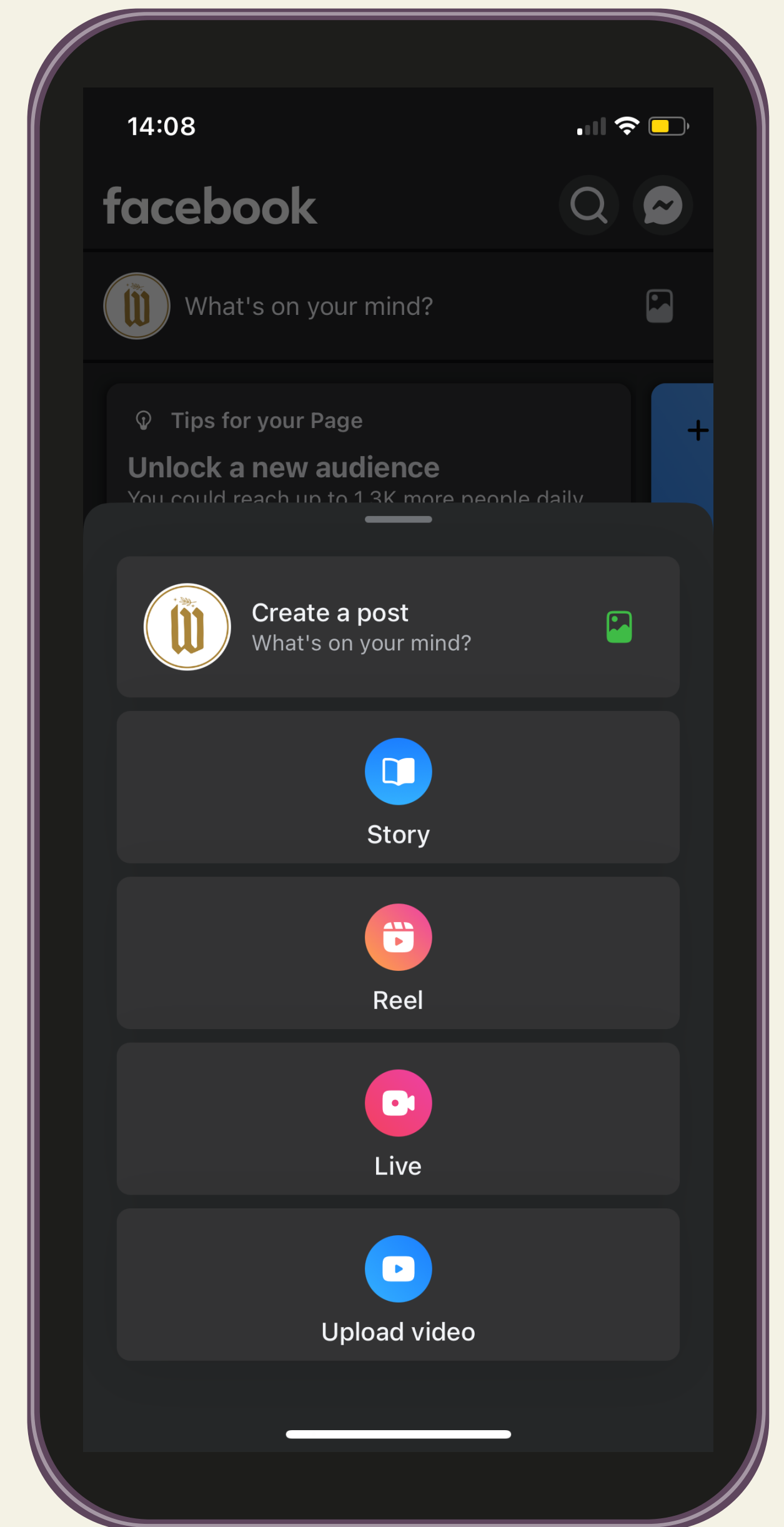
 **SickHaus**
23 October at 17:30 · 🌐

This is what interior design dreams are made of 🗨️
👤: @janskacelikart



POSTING CONTENT

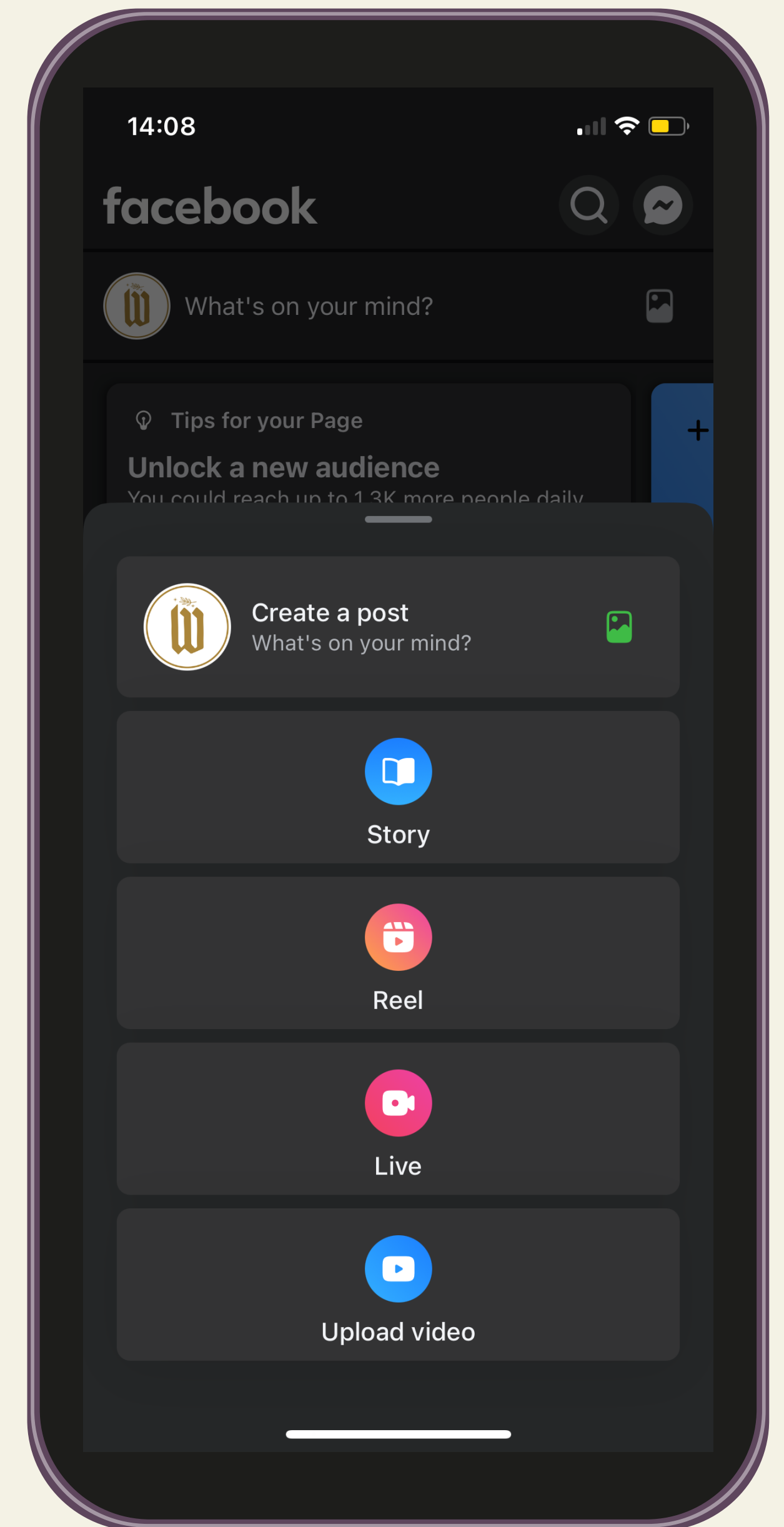
Keep track of what you're posting



POSTING CONTENT

Keep track of what you're posting

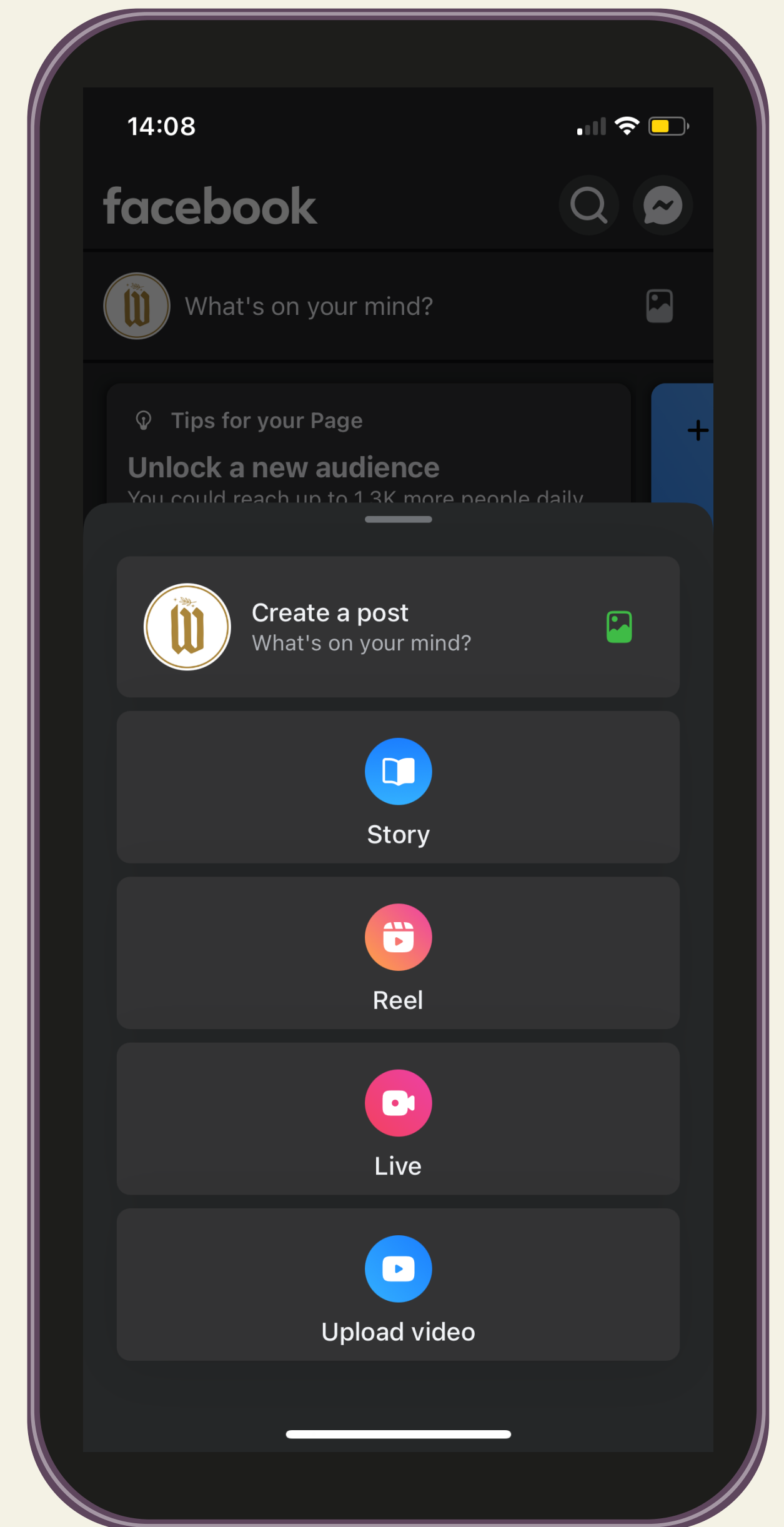
- Stay organised



POSTING CONTENT

Keep track of what you're posting

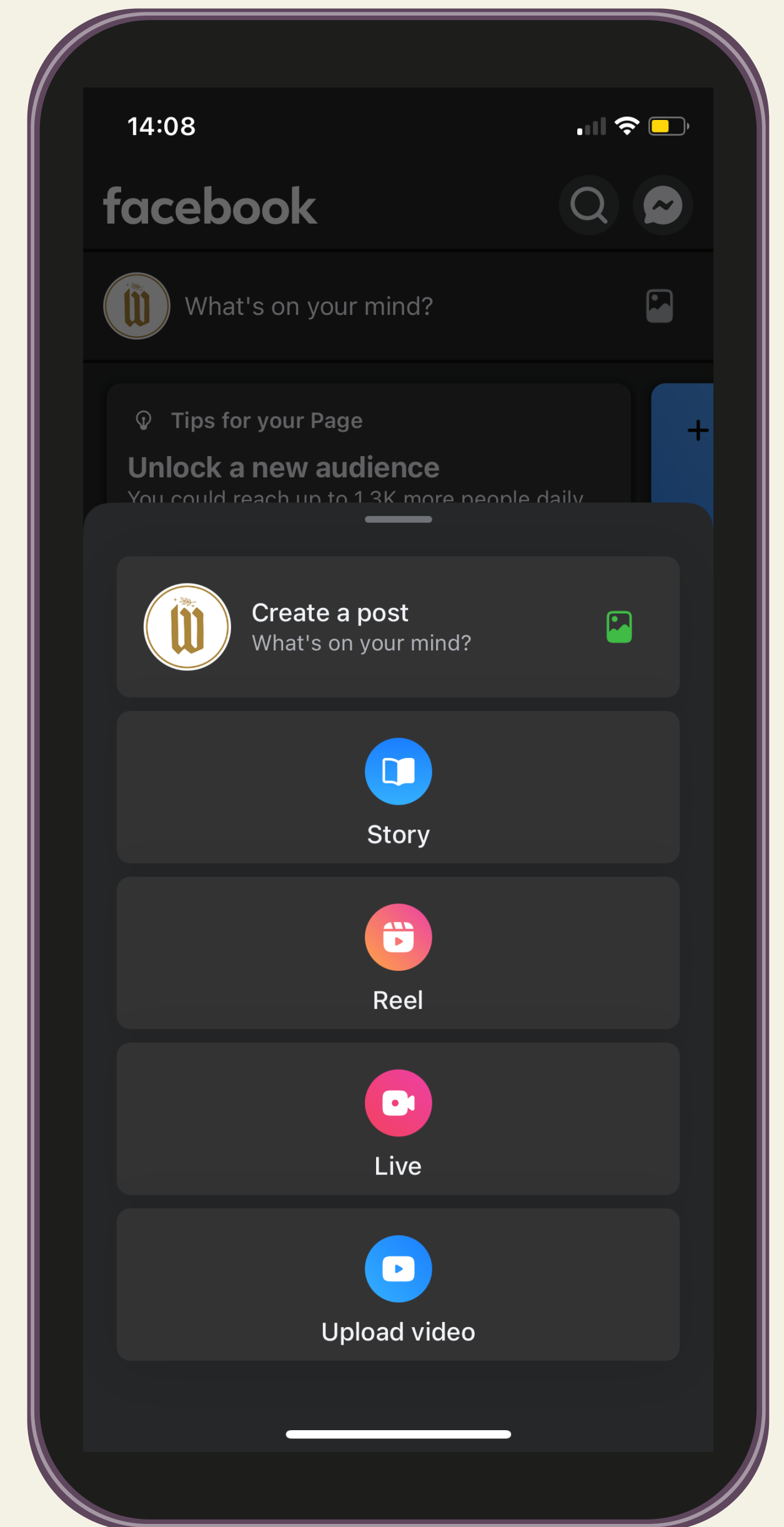
- Stay organised
- Consistency



POSTING CONTENT

Keep track of what you're posting

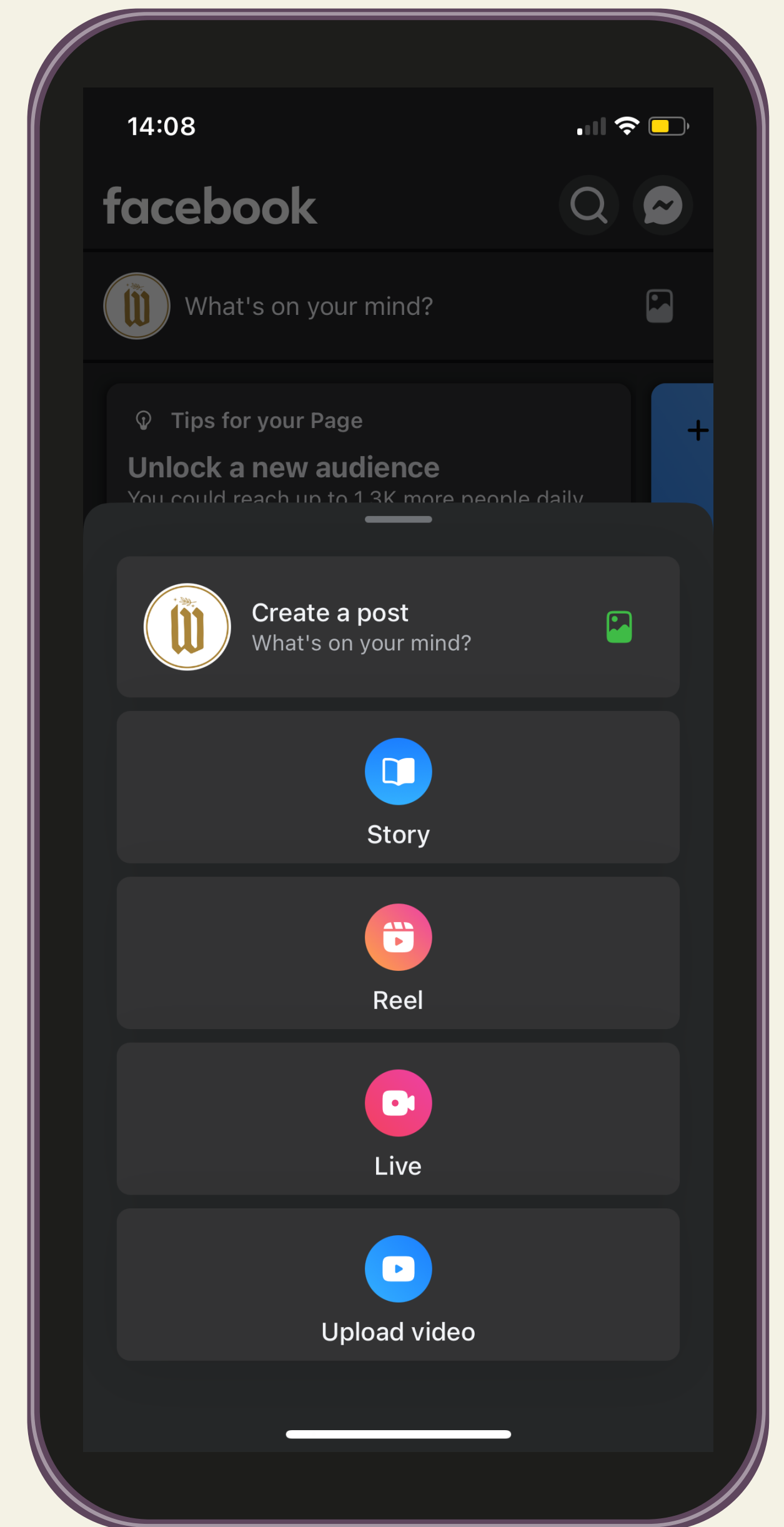
- Stay organised
- Consistency
- Time management



POSTING CONTENT

Keep track of what you're posting

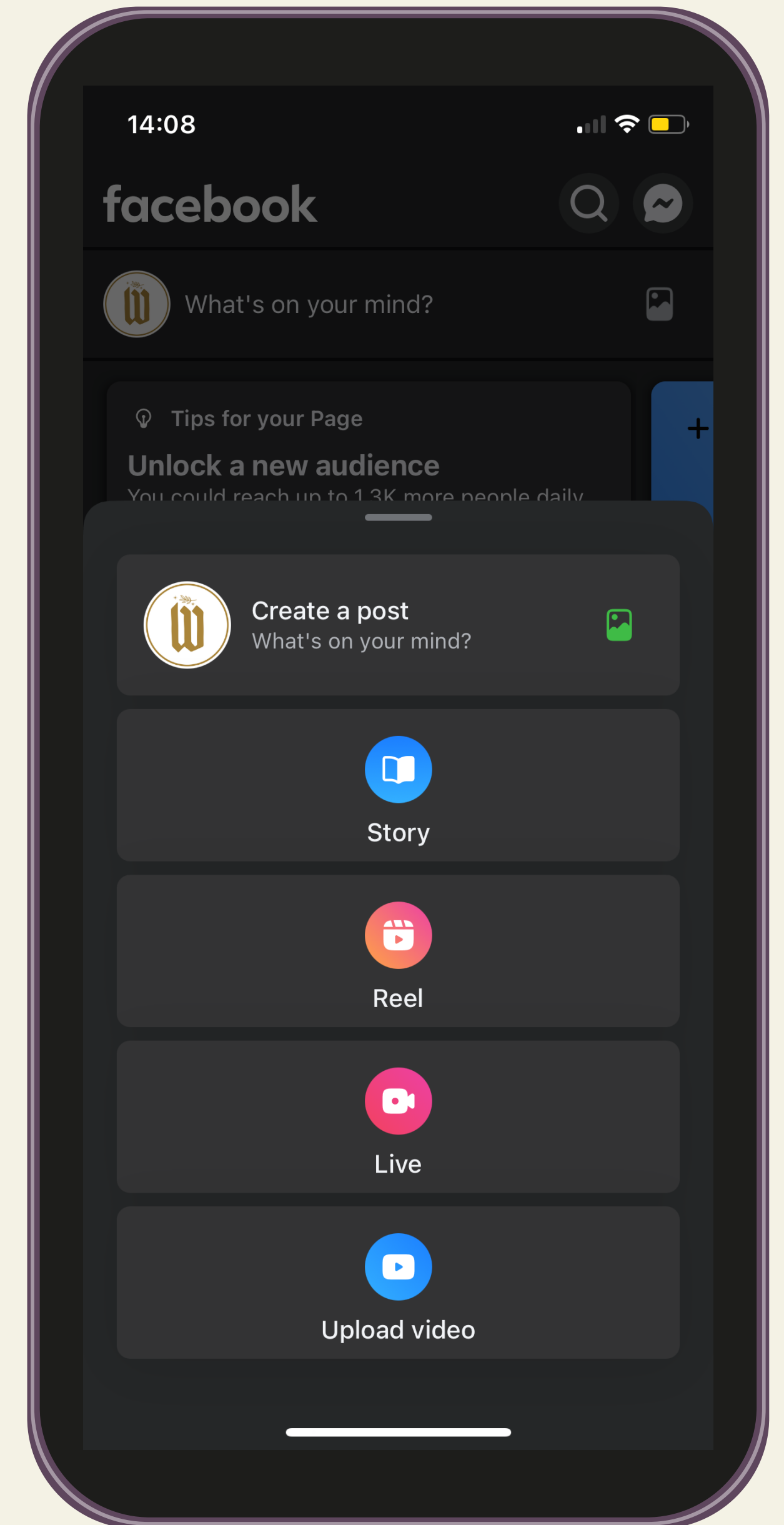
- Stay organised
- Consistency
- Time management
- Campaign planning



POSTING CONTENT

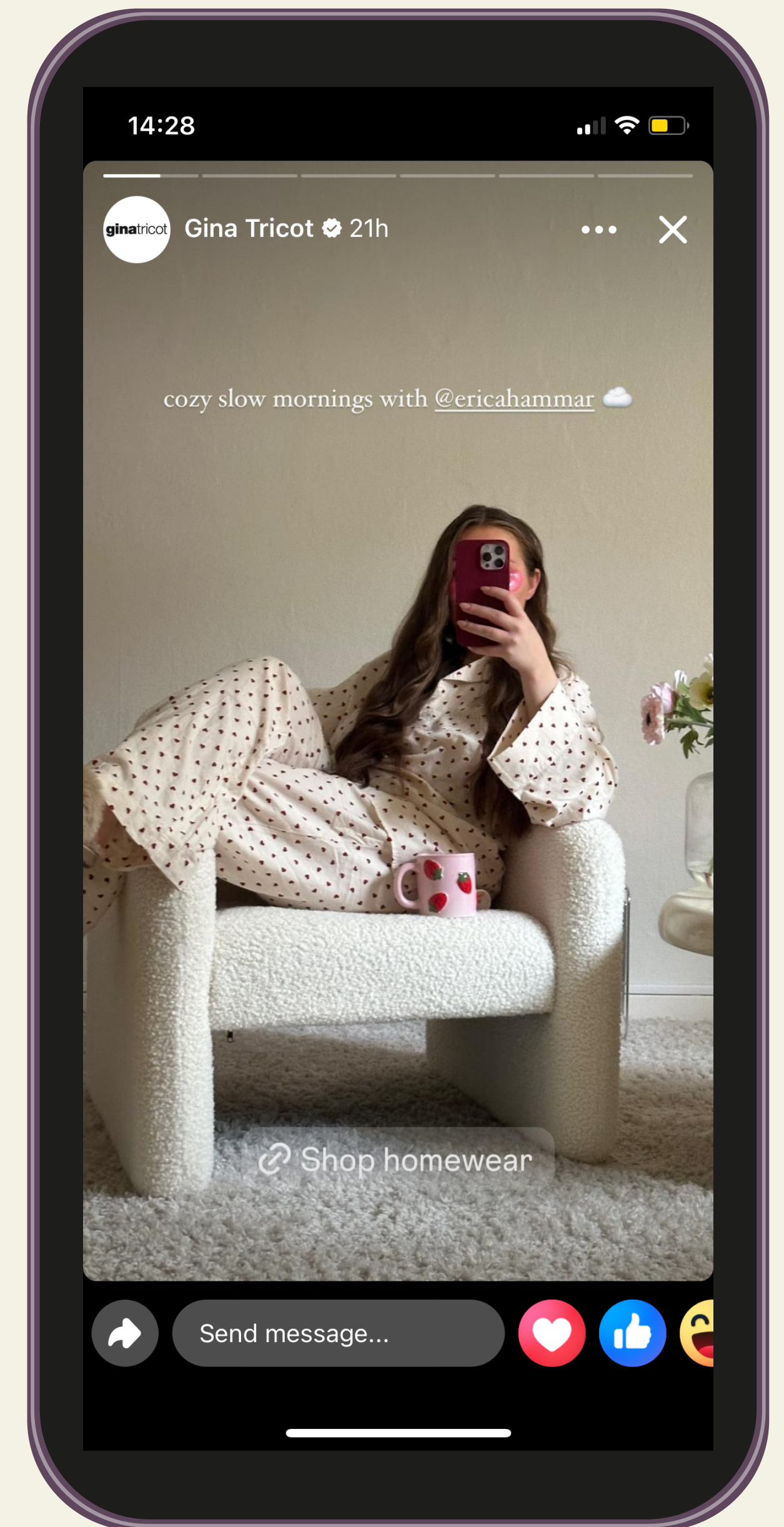
Keep track of what you're posting

- Stay organised
- Consistency
- Time management
- Campaign planning
- Collaboration



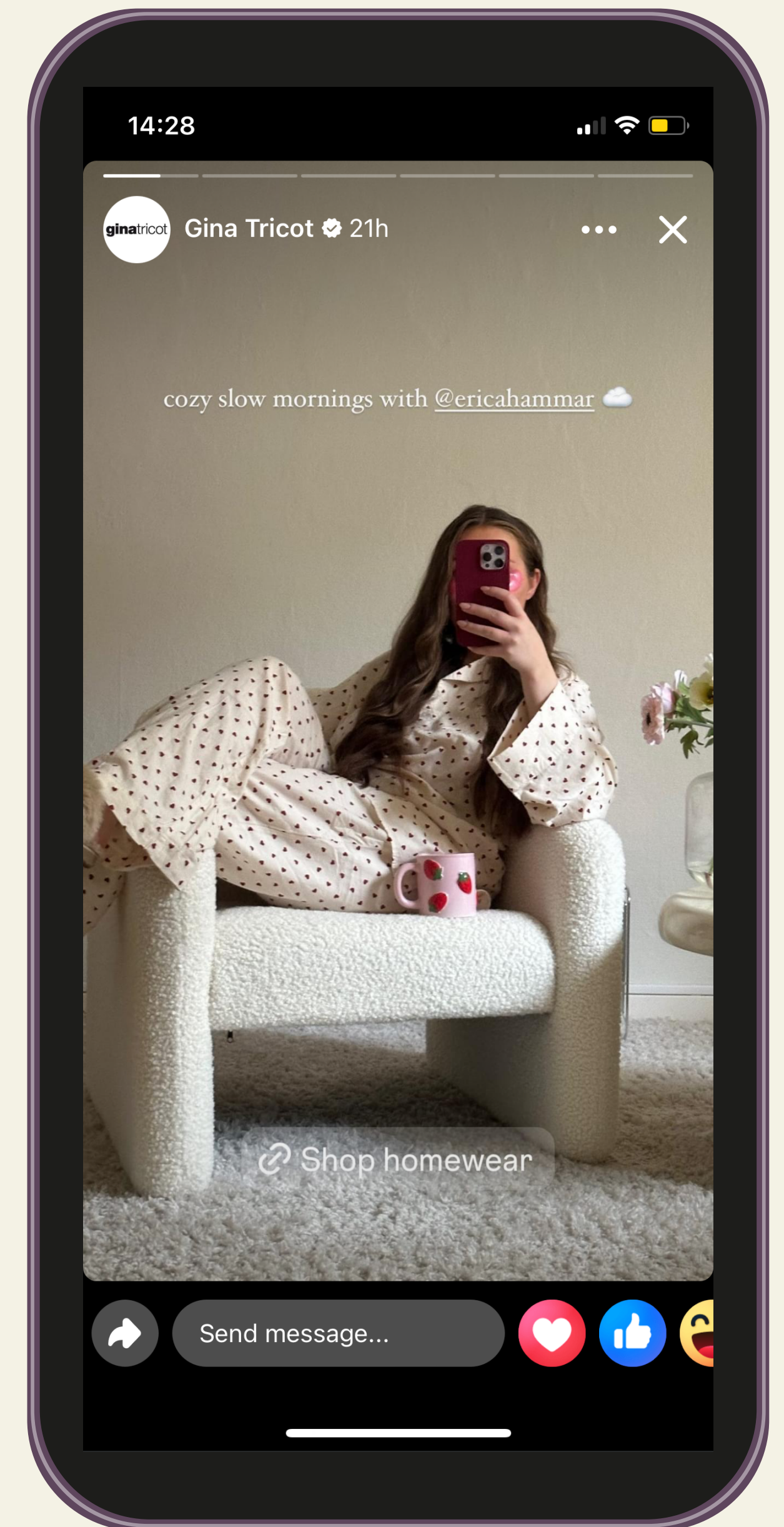
BENEFITS OF CONSISTENT POSTS

- Engagement



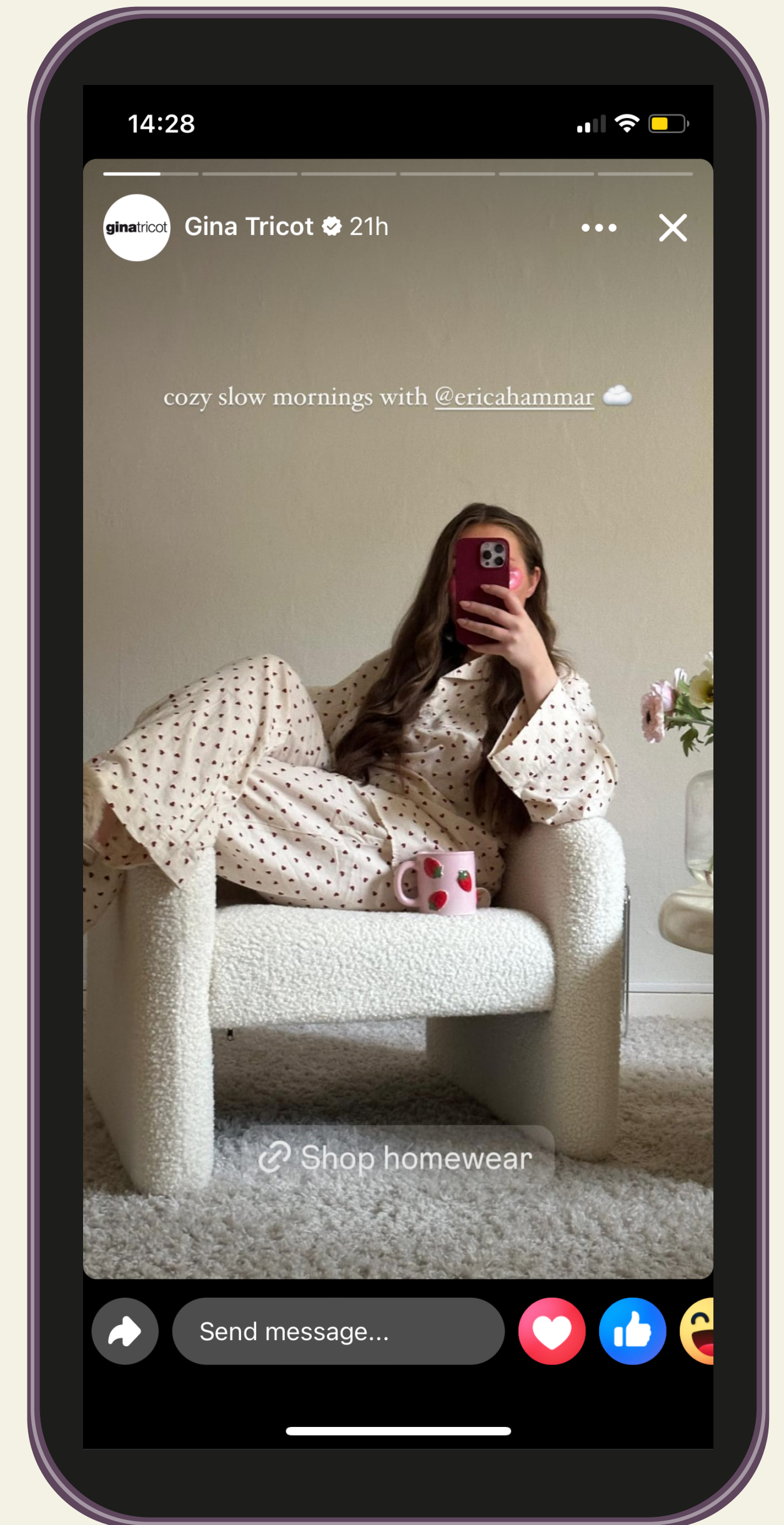
BENEFITS OF CONSISTENT POSTS

- Engagement
- Algorithm boost



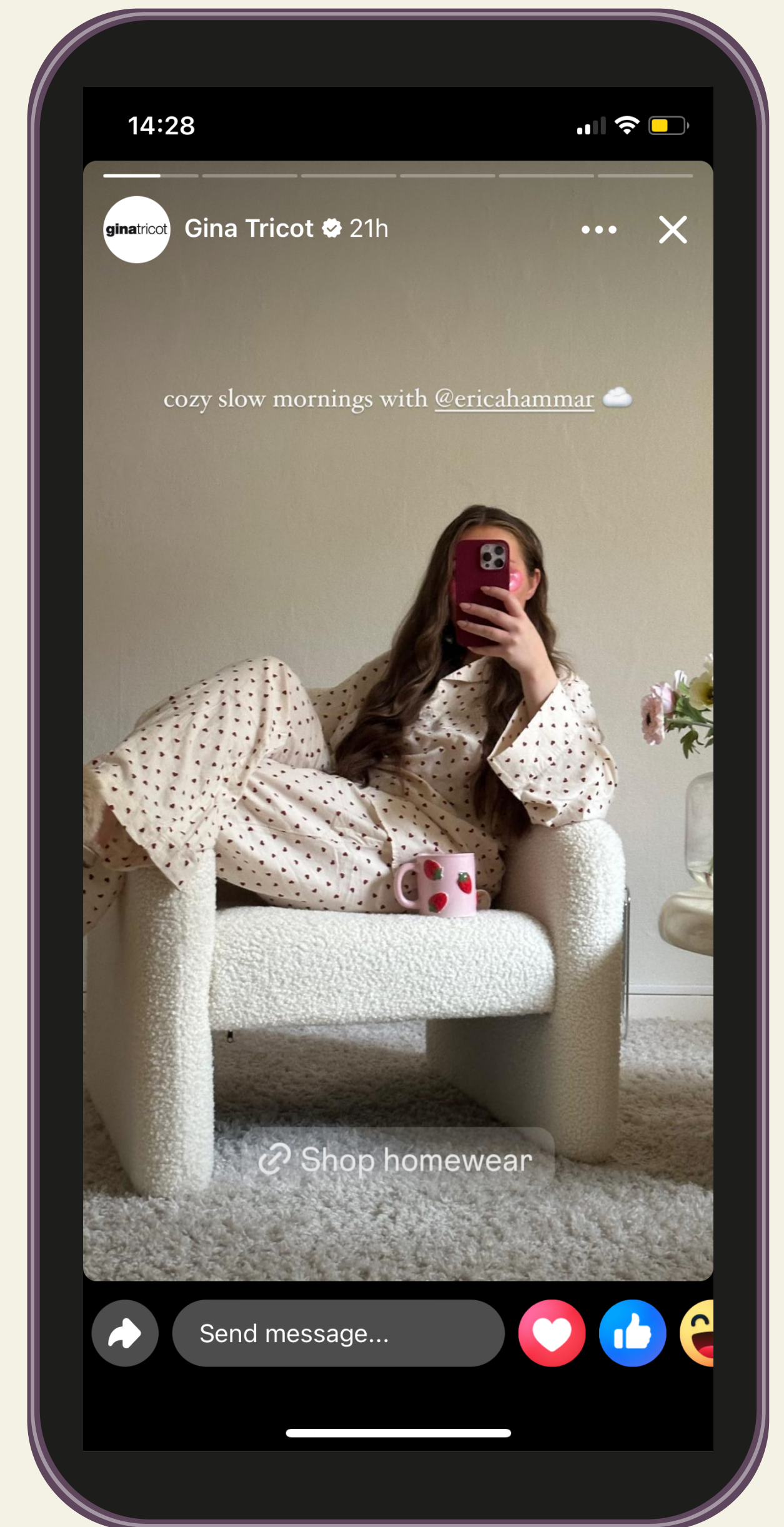
BENEFITS OF CONSISTENT POSTS

- Engagement
- Algorithm boost
- Audience Expectations



BENEFITS OF CONSISTENT POSTS

- Engagement
- Algorithm boost
- Audience Expectations
- Data analysis



**WHO KNOWS HOW
TO MANAGE A
CONTENT CALENDAR?**

CONTENT CALENDAR

How do you make one?



CONTENT CALENDAR

How do you make one?

- Define your goals



CONTENT CALENDAR

How do you make one?

- Define your goals
- Identify your audience



CONTENT CALENDAR

How do you make one?

- Define your goals
- Identify your audience
- Plan your content



CONTENT CALENDAR

How do you make one?

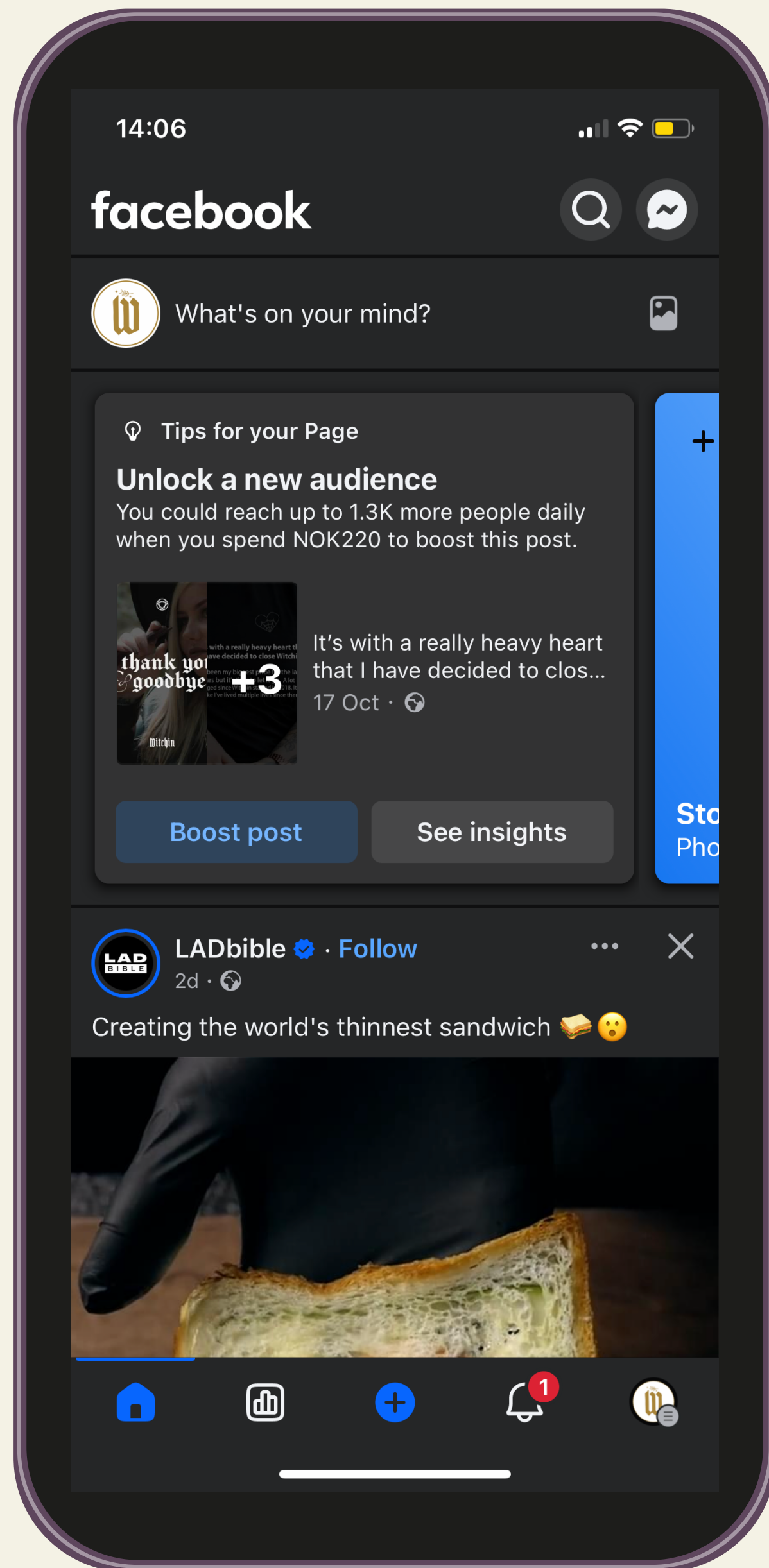
- Define your goals
- Identify your audience
- Plan your content
- Schedule your posts



November 2024

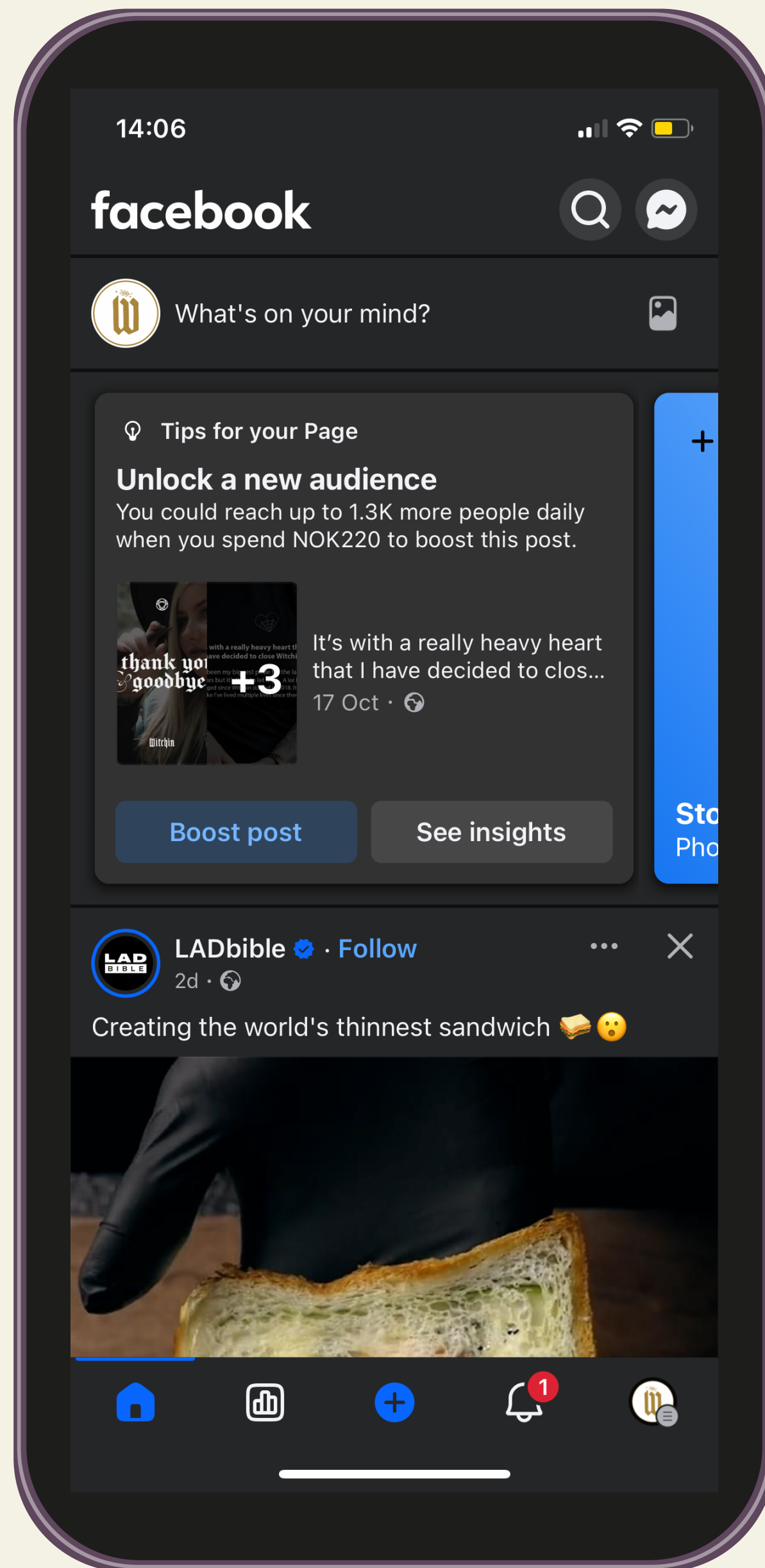
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4 5 myths about design	5	8 Things you didn't know that drive IG story	7	8	9
10	11	12 Websites I couldn't live without as a designer	13	14 Why do colours make you feel a certain way?	15	16
17	18 Websites I couldn't live without as a content creator	19	20 My green flag as a designer	21	22	23
24	25	26	27	28	29	30

SCHEDULING POSTS

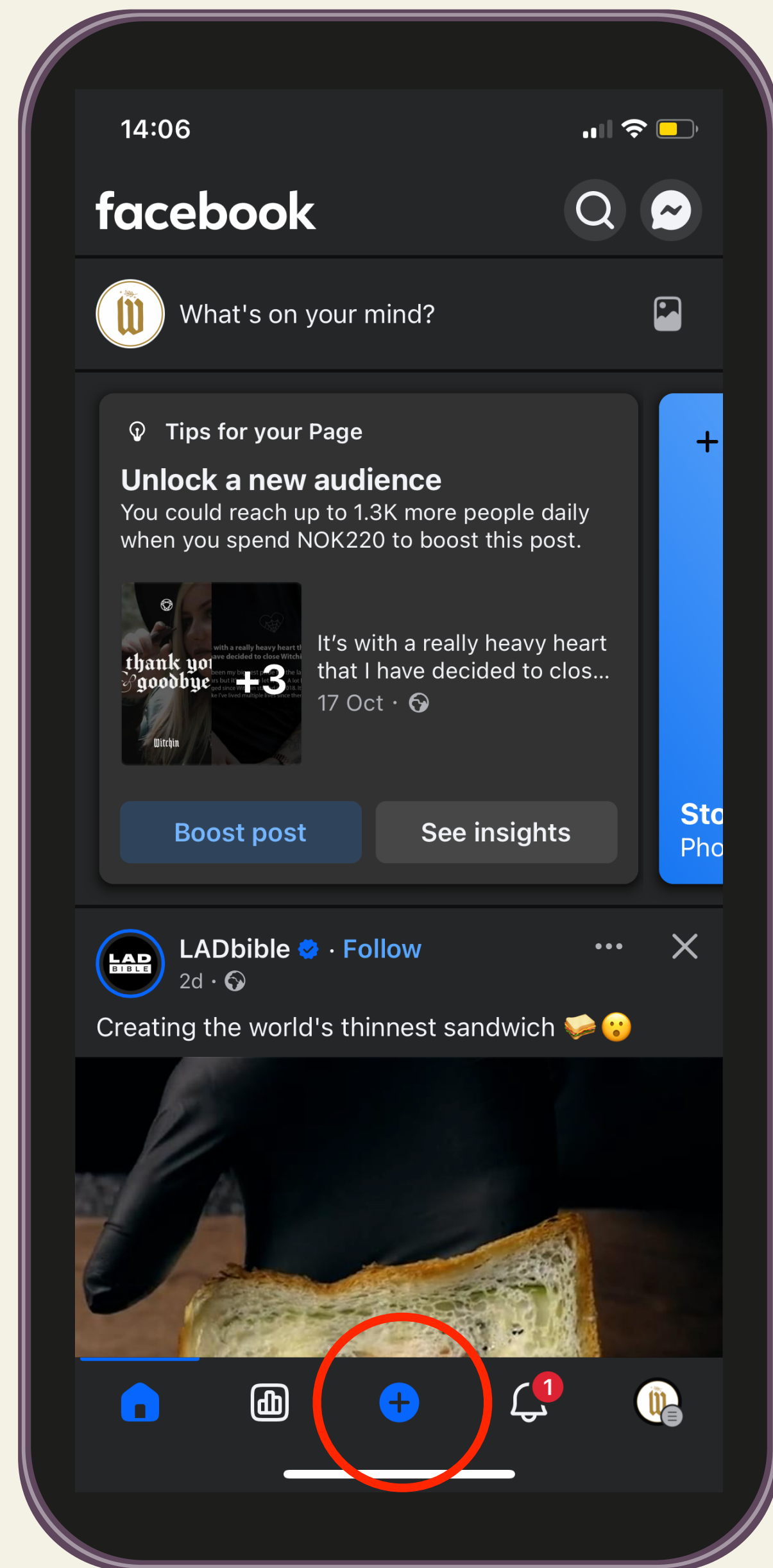


SCHEDULING POSTS

- Go to Facebook Business page

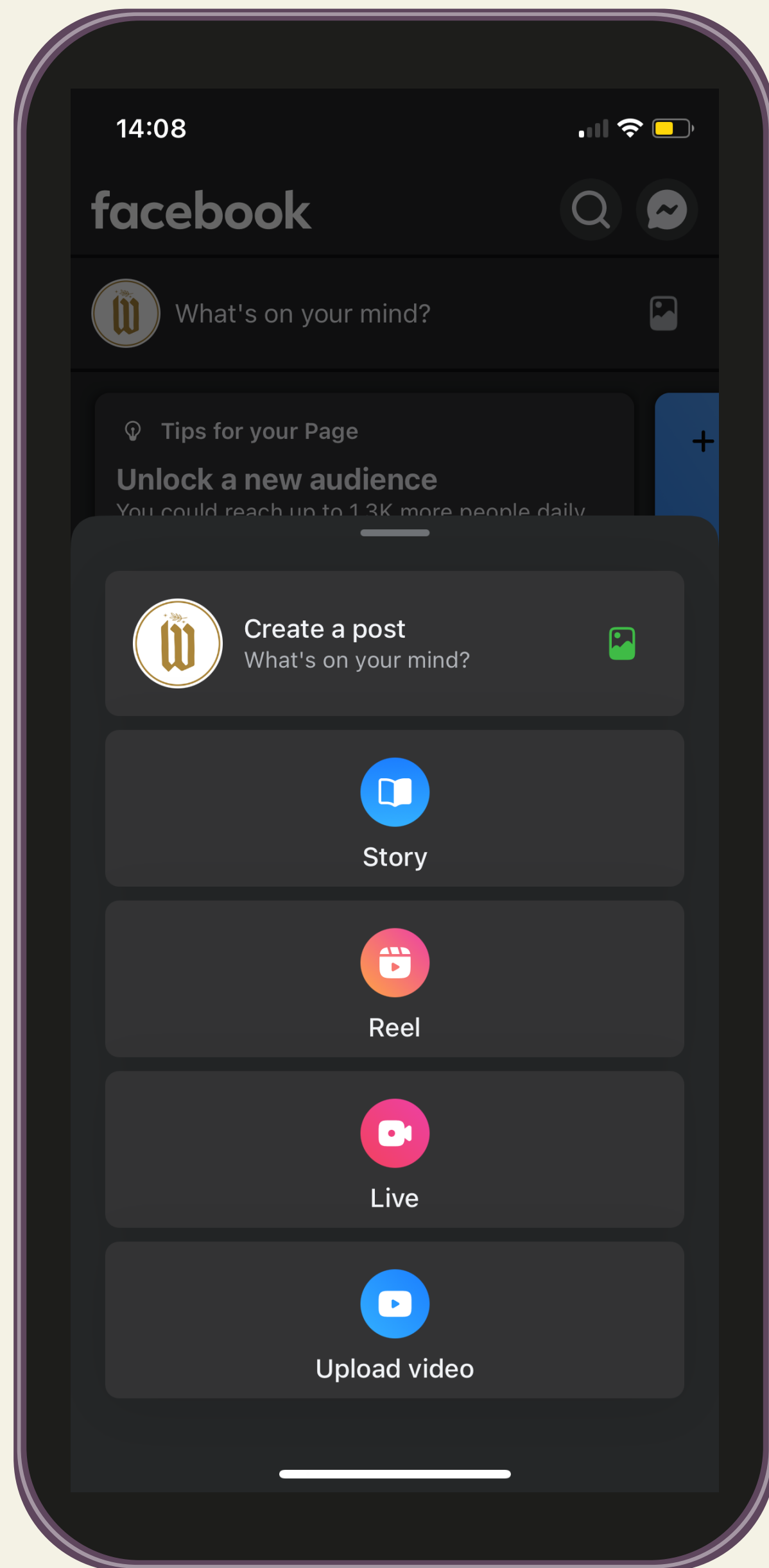


SCHEDULING POSTS



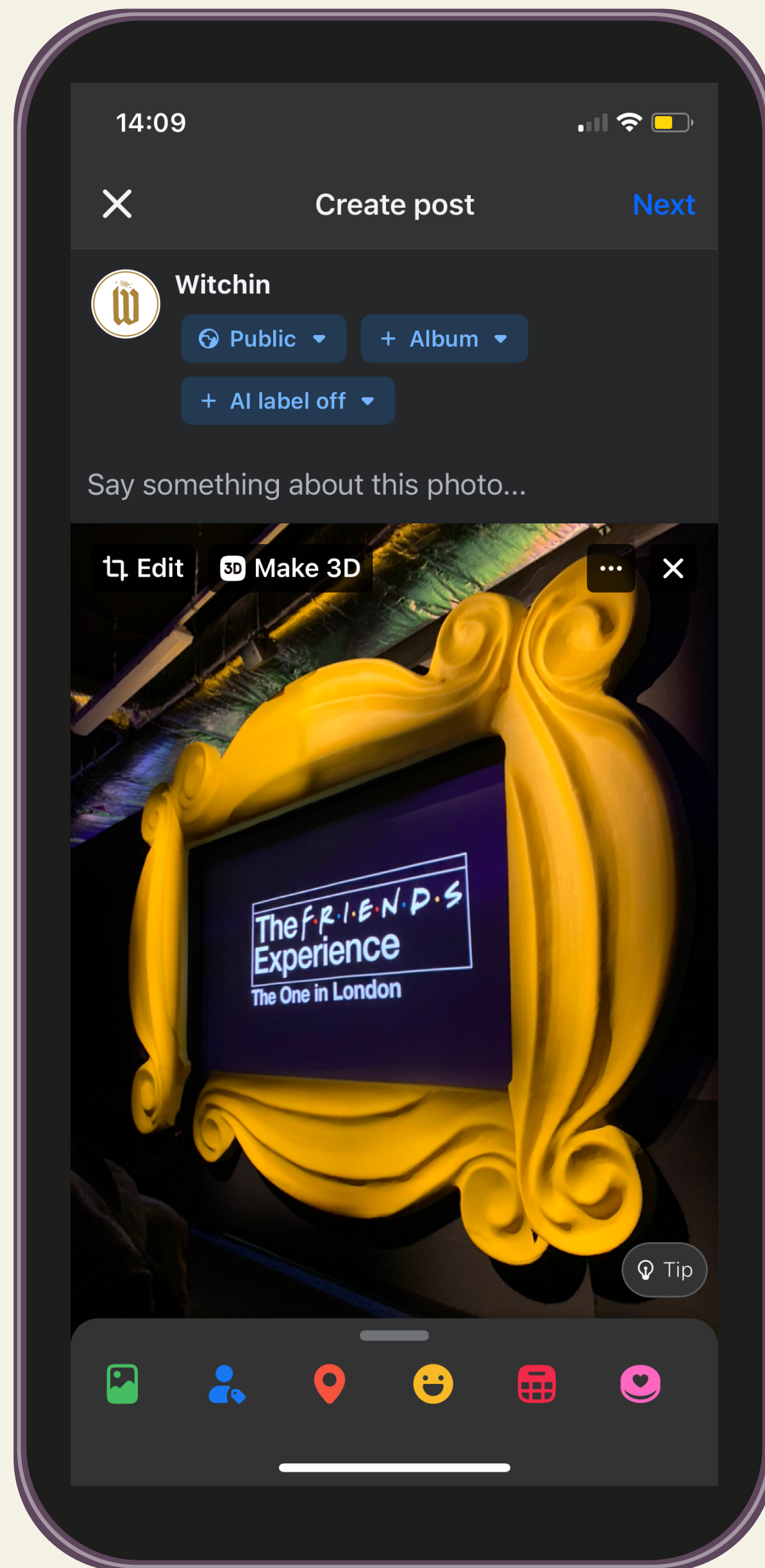
- Go to Facebook Business page
- Click the + button or “Write post”

SCHEDULING POSTS



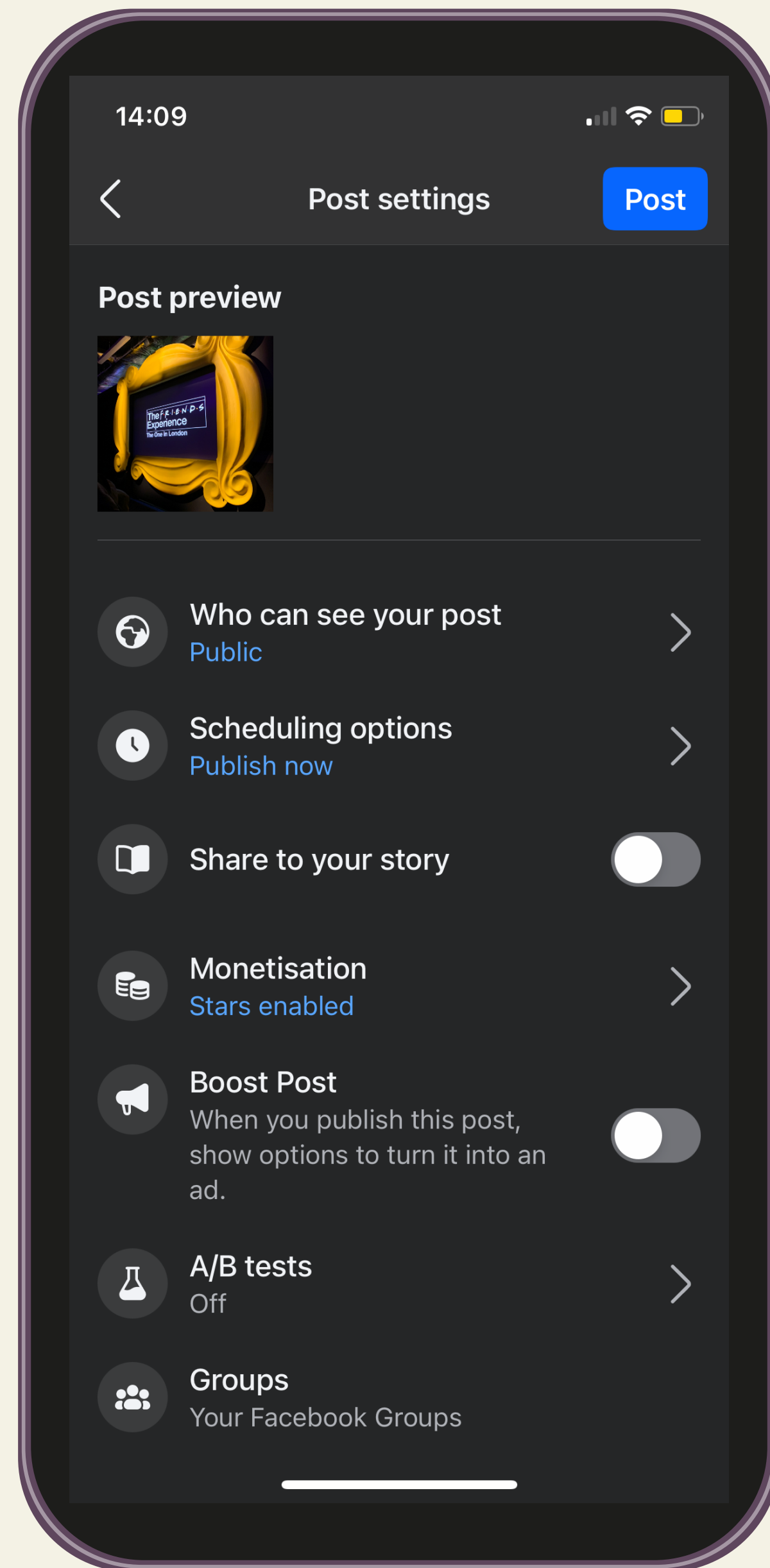
- Go to Facebook Business page
- Click the + button or “Write post”
- Create your post including image/video, text

SCHEDULING POSTS



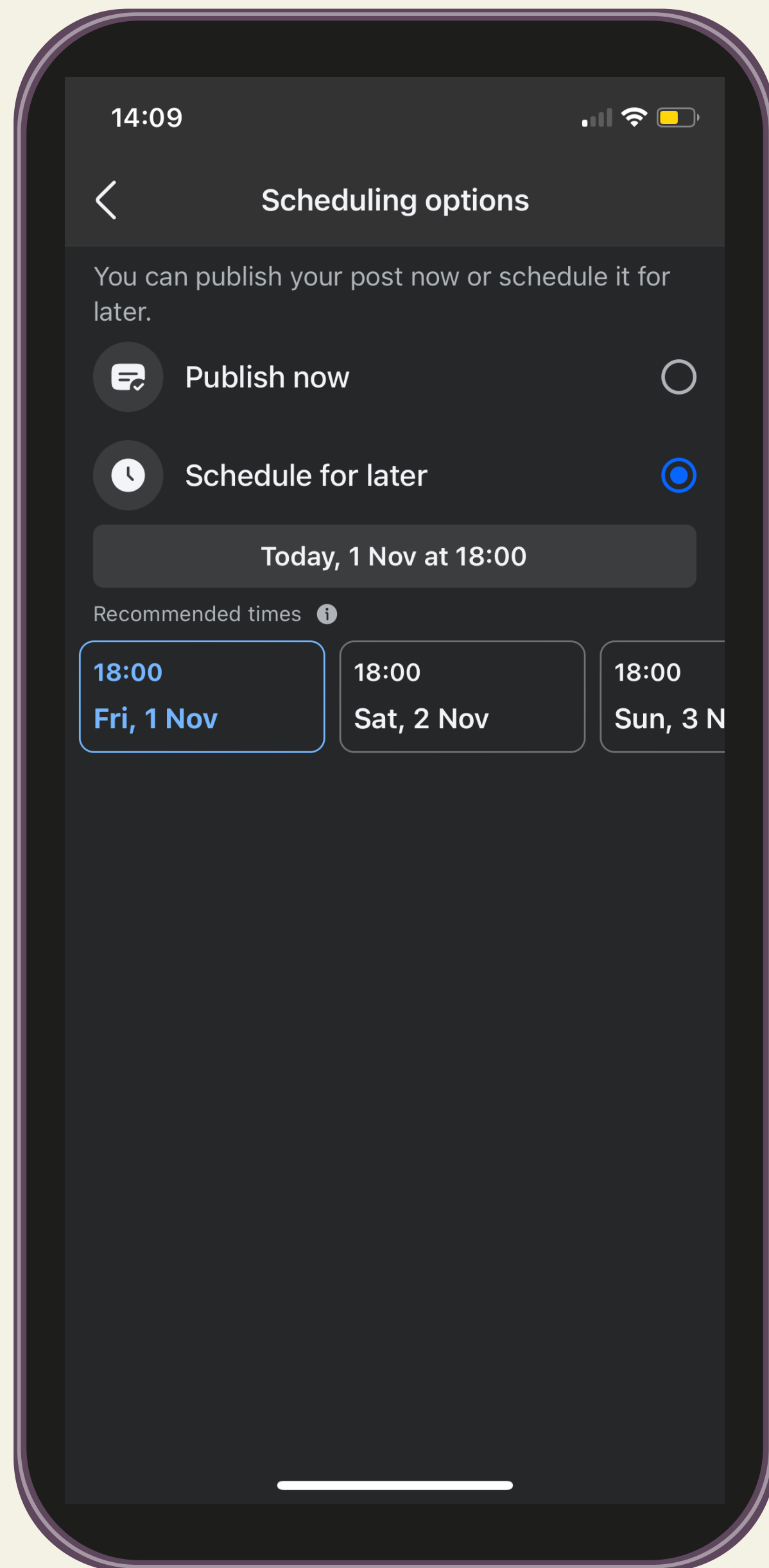
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SCHEDULING POSTS



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SCHEDULING POSTS



- Go to Facebook Business page
- Click the + button or “Write post”
- Create your post including image/video, text

Search Facebook

Witchin

Ads Manager

Ad Centre

Meta Business Suite

Professional dashboard

Suggested

- Feeds
- Groups
- Video
- Memories
- Saved
- Pages
- See more

Your shortcuts

- Munster Studio
- Witchin

Privacy · Terms · Advertising · Ad choices

https://business.facebook.com/latest/home?nav_ref=fb_bookmark&business_id=661979977481877&min=0&asset_id=484786398602768&entry_exp=taomphirwa

You can boost your Instagram posts from Facebook

Turn a post that you created on Instagram into an ad on Facebook to reach more people.

Boost post Not Now

What's on your mind, Witchin?

Live video Photo/video Reel

Tips for your Page

Recommended post

You could reach up to 1.3K more people daily when you spend NOK308 to boost this post.

It's with a really heavy heart that I have decided to close Witchin. It... 17 October at 12:27 ·

Boost post See insights

Stories Photos and videos

Reels Short videos

Mystic Moons Books&Brews is at Mystic Moons Books&Brews. · Follow

6h · Moncton, NB ·

Blessed Samhain/ Happy Allantide, my loves.. Our season is not over just yet. The Astrological Samhain is November 6th, so if you weren't able to do the things and stuff you wanted to last night or tonight, never fret, we have more time.

Though it's plus 21 out there in our neck of the Appalachian woods, the gates of Winter are officially open.

Big thank you to all who came to celebrate Samhain with us in store on the 26th and then online on the 31st. Though I wasn't able... See more

Manage Pages and profiles

Witchin

- Post reach 225
- Post engagement 65
- New Page likes 1
- Create promotion

Go to meta business suite on the left menu then click calendar

Planner
Plan your marketing calendar by creating, scheduling and managing your content.

Week Month < Today > **November 2024** Content type: All Shared to: All

Sun 27 Mon 28 Tues 29 Wed 30 Thurs 31 **Fri 1** Sat 2

13:58 Archived
13:58 Archived

7 people reacted to your posts
Invite people who reacted to your posts last week to follow your Page.
Send invit...

18:00
This week, your Facebook followers are most active at this time.
Sched...

18:00
This week, your Instagram followers are most active at this time.
Sched...

Goals More
Goals
Set a goal, track progress and learn helpful tips for your professional success.
Start new goal
Start sharing content more regularly to connect with your audience.
Create post

https://business.facebook.com/latest/content_calendar?business_id=661979977481877&asset_id=484786398602768

Click the little calendar icon



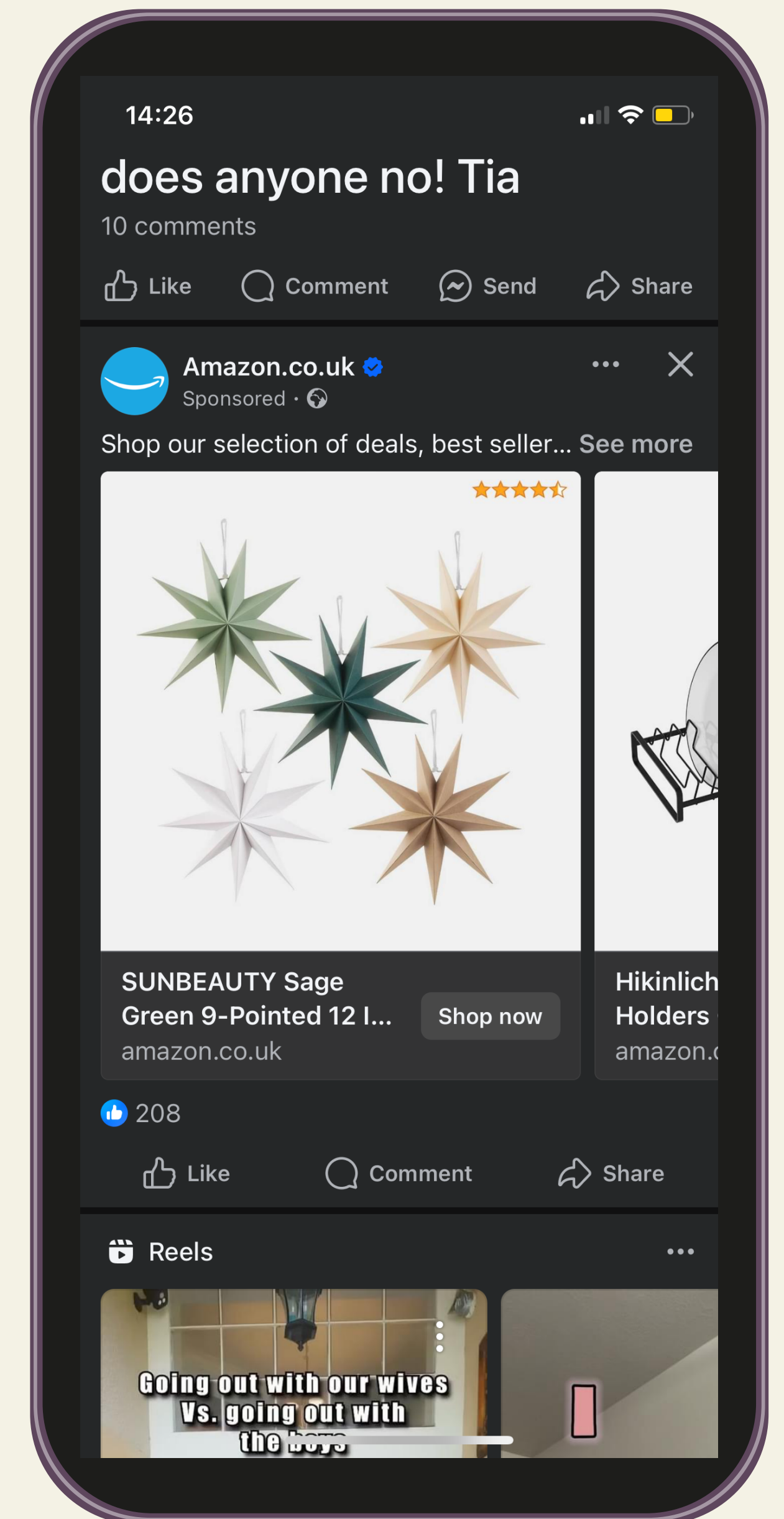
You can do this for multiple posts and stories

Schedule your ads for a campaign

Boost posts that are performing well

FACEBOOK ADS

Consider what to post: Image, video, carousel

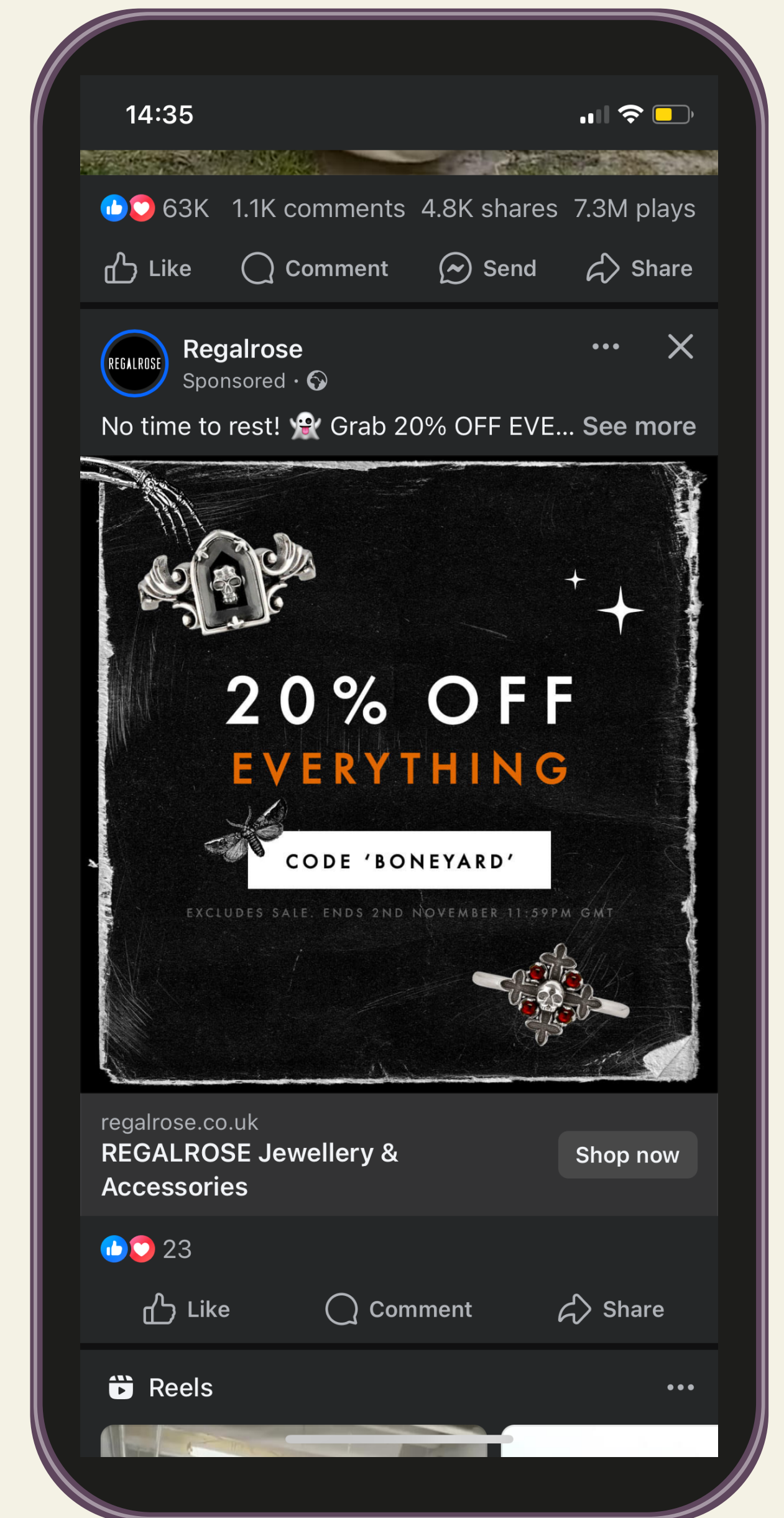


FACEBOOK ADS

Consider what to post: Image, video, carousel

Image ads:

- A simple ad featuring a single image and text
- It's cost effective, versatile and suitable for a wide range of products or services

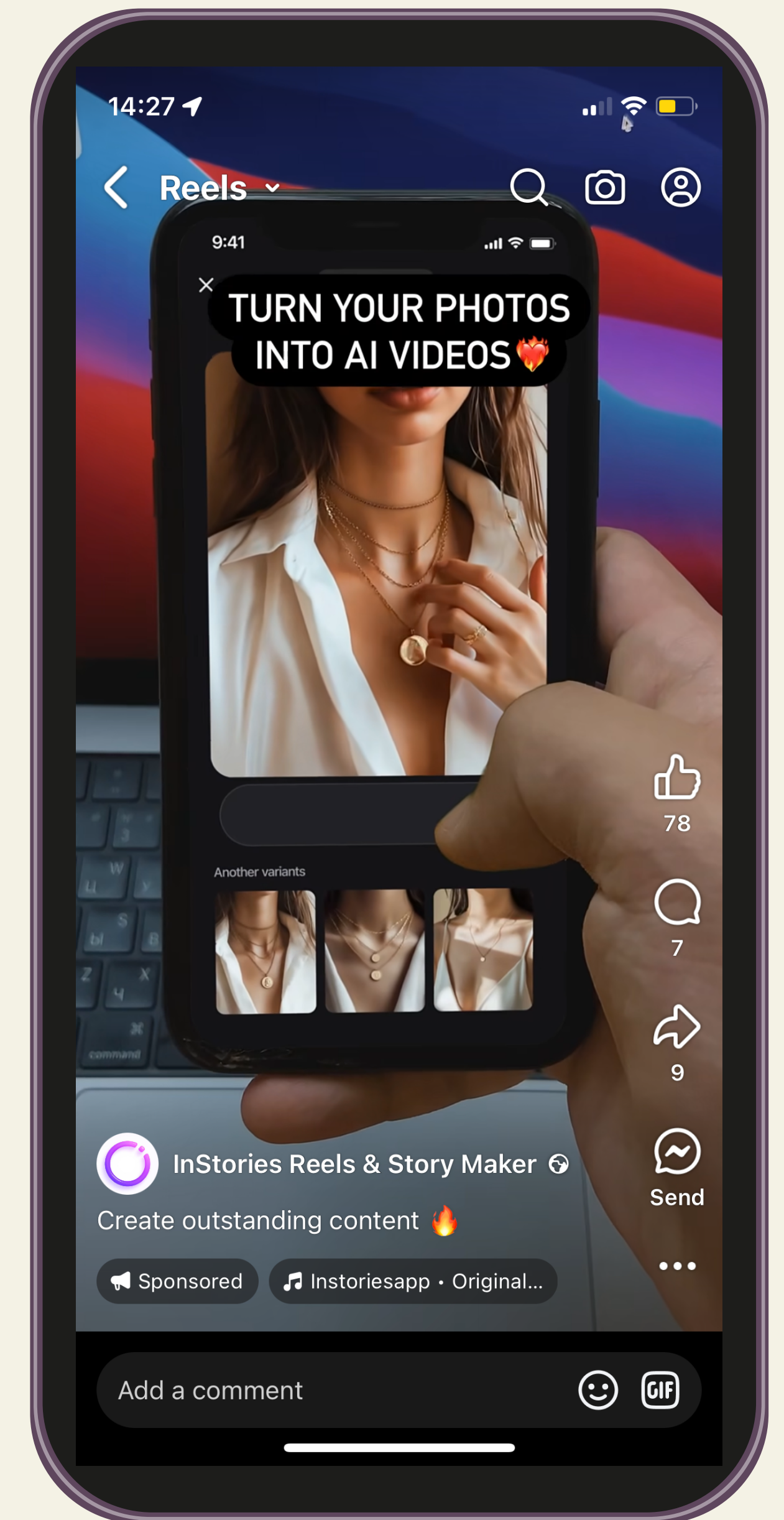


FACEBOOK ADS

Consider what to post: Image, video, carousel

Video ads:

- An ad featuring a video and text
- Can effectively showcase products or services, tell a story and increase engagement

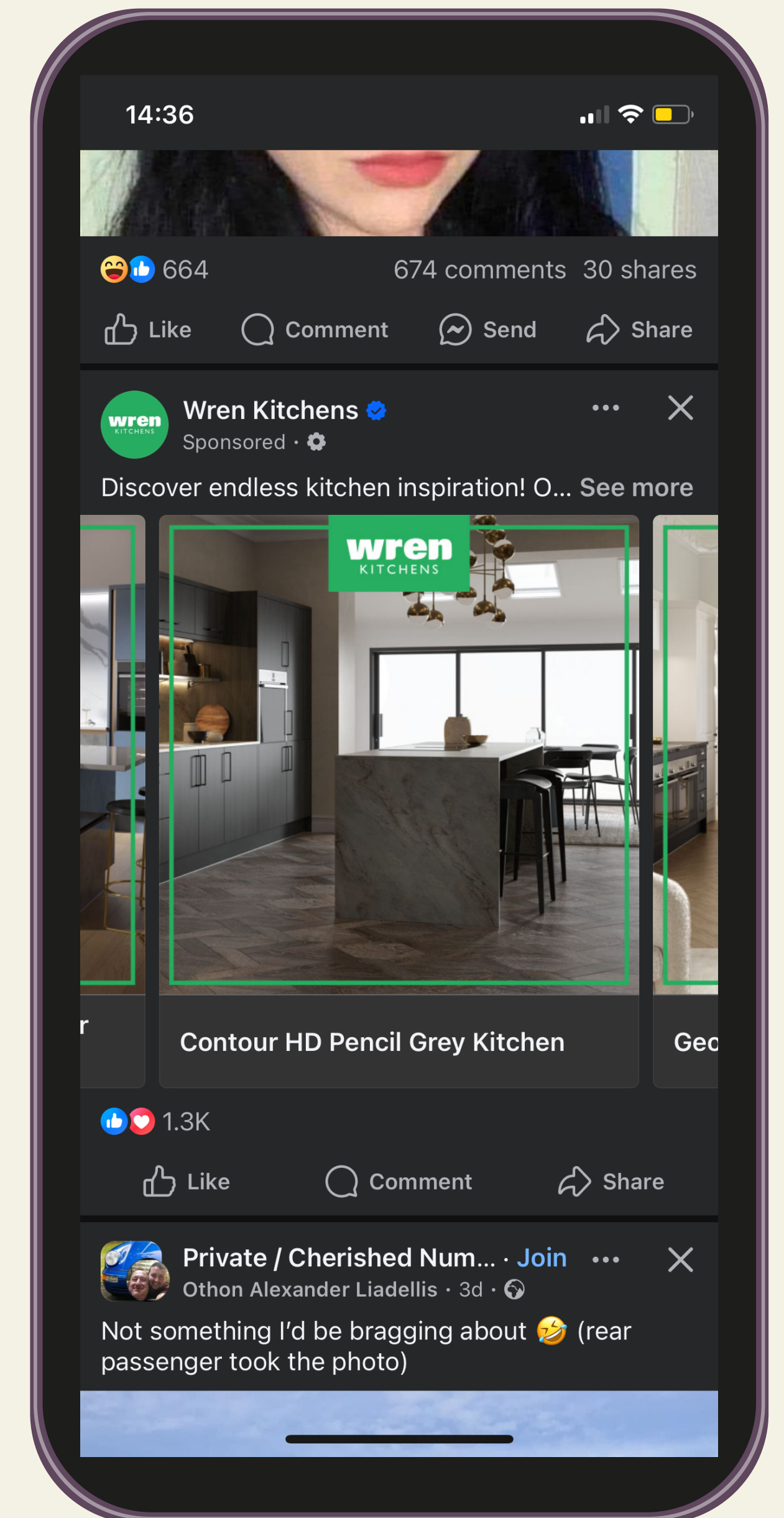


FACEBOOK ADS

Consider what to post: Image, video, carousel

Carousel ads:

- Ads that combine images and text to slideshow
- A good option for businesses with limited video resources to tell a story or have multiple messages

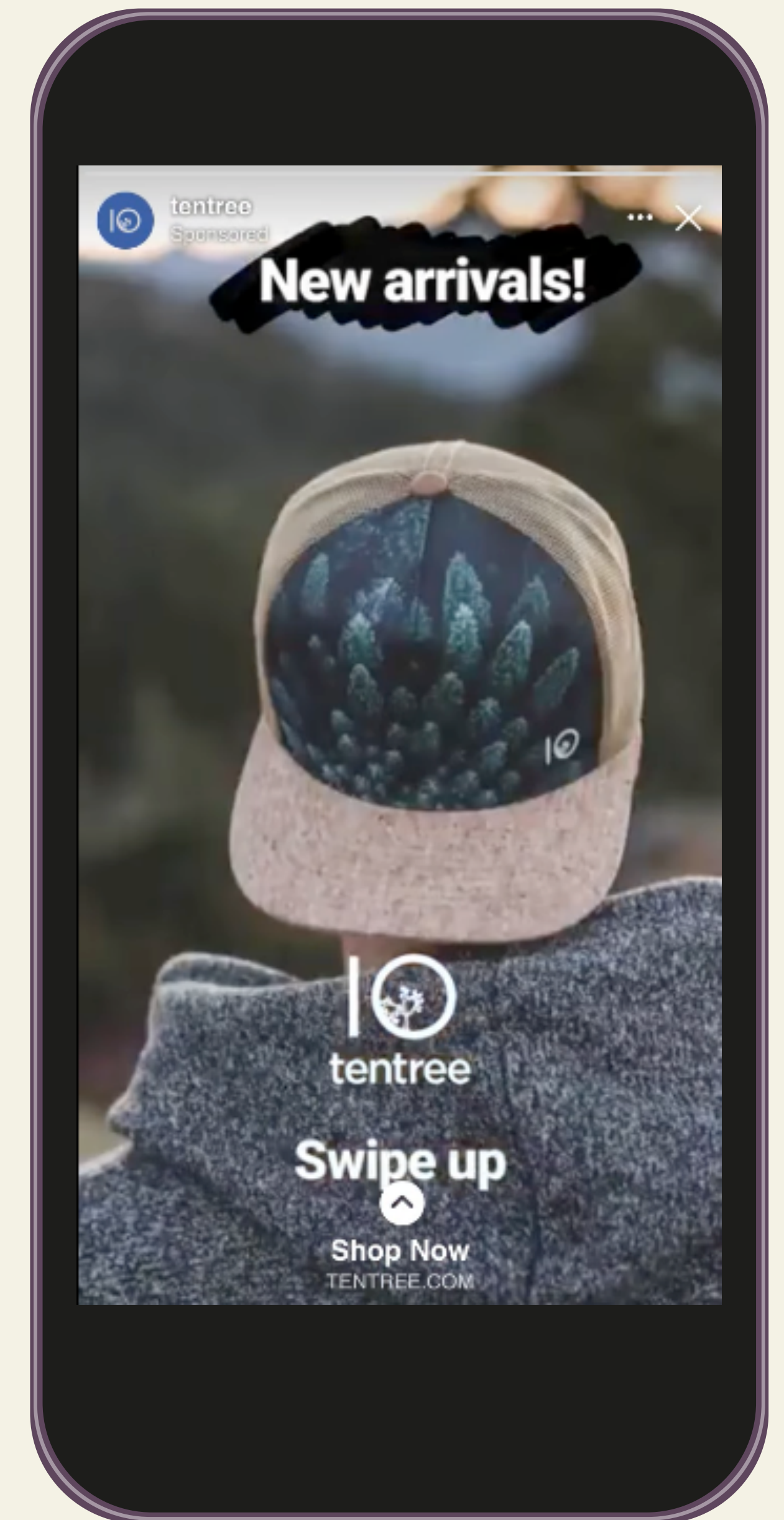


FACEBOOK ADS

Consider what to post: Image, video, carousel

Stories ads:

- Ads that appear in Facebook stories (can also be cross posted on Instagram)
- This can reach a wider audience and engage users in a more interactive way

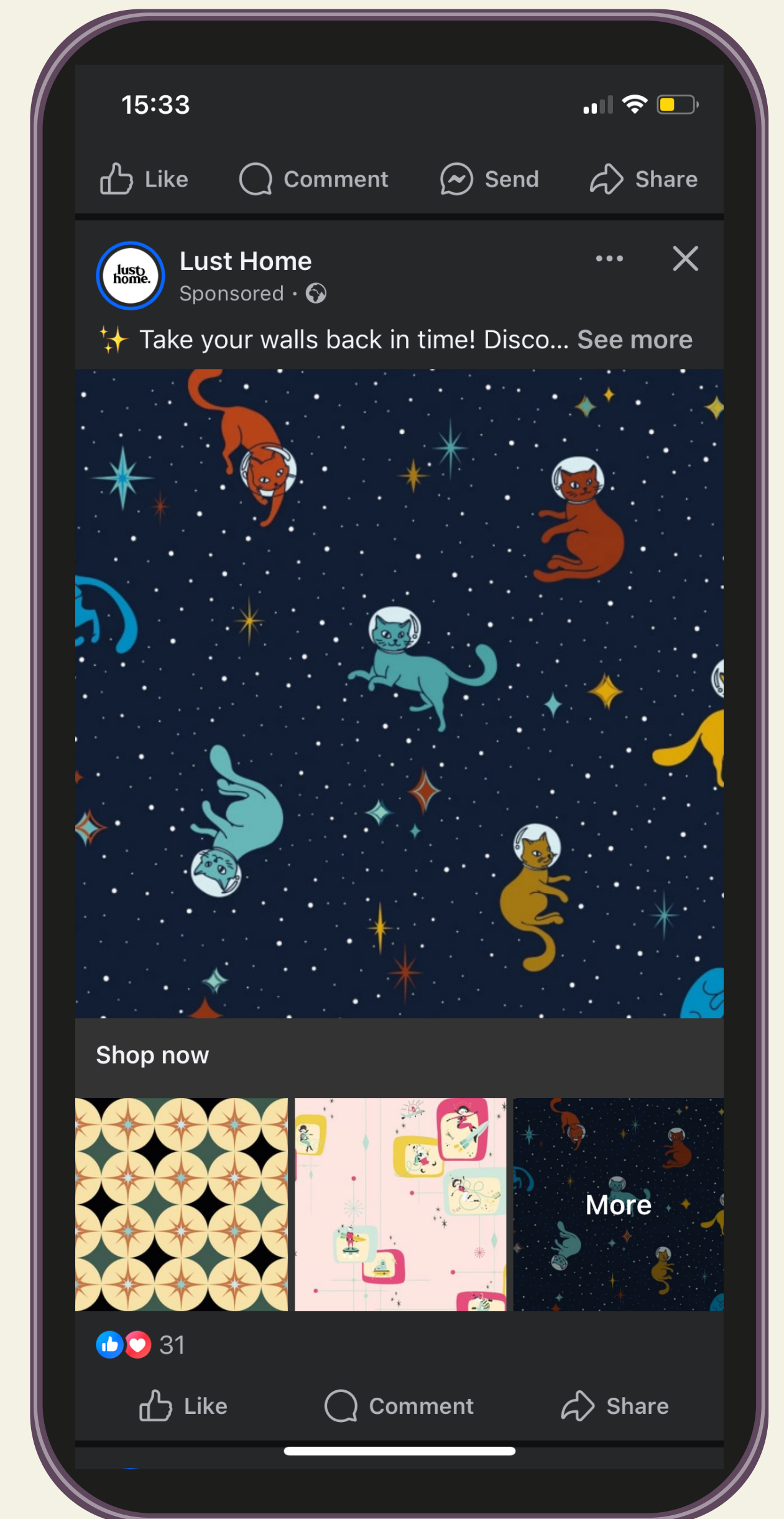


FACEBOOK ADS

Consider what to post: Image, video, carousel

Collection ads:

- Ads that showcase a collection of products or services, with a prominent call to action
- This is ideal for e-commerce businesses looking to promote multiple products at once

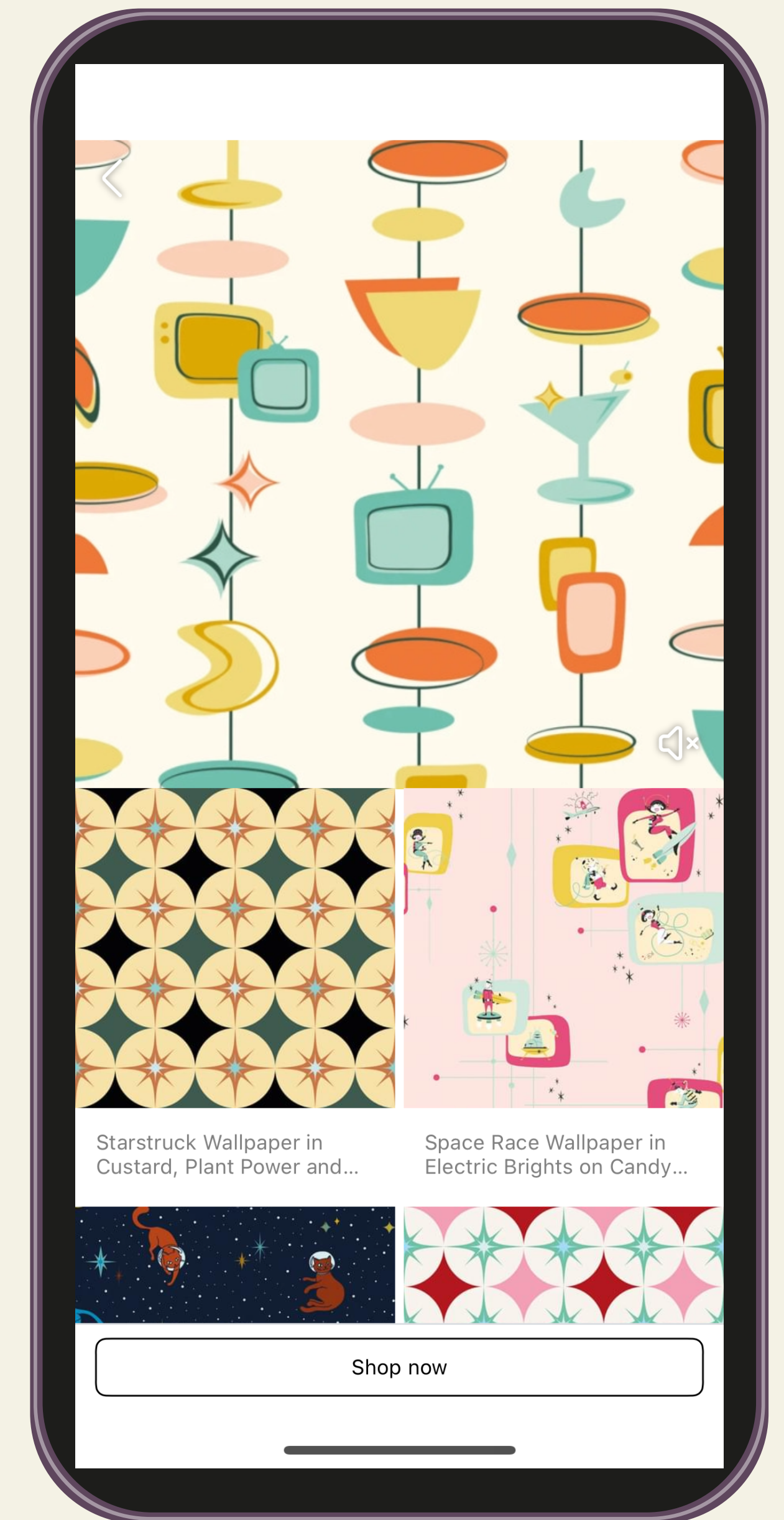


FACEBOOK ADS

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FACEBOOK ADS

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Ads

Create, manage and track the performance of your ads across Facebook and Instagram in one place.

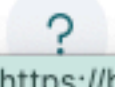
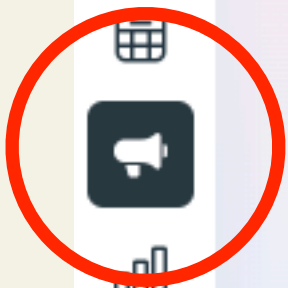
Create ad 



Ads summary



All ads



Advertising summary ?

Charlotte Michelle Munster spent kr0.00 on 0 ads in the last 60 days.

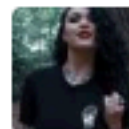
Last 60 days: 2 Sep 2024 - 31 Oct 2024 ?

<p>Reach ?</p> <p>--</p> <p>0% 0 days</p> <p>See More</p>	<p>Post engagements ?</p> <p>--</p> <p>0% 0 days</p> <p>See More</p>	<p>Link Clicks ?</p> <p>--</p> <p>See More</p>	<p>Follows or likes ?</p> <p>--</p> <p>See More</p>
---	--	--	---

Recent ads

Completed • 23 Aug 2019 View re...

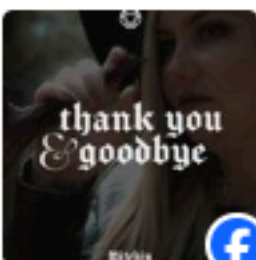
Traffic > 2 ad sets > 2 ads

	Traffic ID: 6150298326953	-- Link Clicks	kr0.00 Amount spent
---	-------------------------------------	-------------------	------------------------

See All Ads

Audience ? Last 30 days

Boost this post to reach a wider audience
Posts like this one usually perform well for businesses similar to yours. Adjust the total budget to view estimated advertising results.

 **It's with a really heavy hea...**
17 Oct 2024, 12:27
ID: 1269793227577088
16 likes 0 comments

Current performance
From your existing post

Account Centre ?
accounts reached
219

Estimated daily results
From boosting this post

Account Centre ?
accounts reached
160-461

Post ?



Promote



Choose a goal
Create a new ad from scratch



Boost content
Create an ad from your Page content



Create ad



Choose a goal



Boost an Instagram post or reel



Get more calls



Get more website visitors

Create an ad to send people to your website



Boost Facebook content

Get more people to see and engage with your Page posts



Promote your Page



Get more leads

Create an ad to request contact details from potential customers



Get More



← Create new ad

Goal

What results would you like from this ad?



Get more website visitors ⓘ

Show your ad to people who are likely to click on a URL in it.

Change

Ad creative

How do you want your ad to look?

Save time on creating ad content by turning one of your best performing posts into an ad.

Use a post

Description

UK goth home decor, apparel, gothic tarot deck, art and more. Original and unique designs



Media 1/5 · Select multiple images or videos to create a carousel.

Select Media

Edit



Ad preview

[See All Previews](#)



Witchin

Sponsored · 🌐



UK goth home decor, apparel, gothic tarot deck, art and more. Original and unique designs



witchin.co.uk

**Witchin | Goth Home
Decor and Apparel store |**

Shop now



Like



Comment



Share



By clicking Publish, you agree to Meta's [Terms & Conditions](#) | [Help Centre](#)

This ad will save as a draft automatically if you exit before submitting.

Cancel

Publish





Audience

Who should see your ad?

Advantage+ audience

Let our ad technology automatically find your audience and adjust over time to reach more people who are likely to respond to your ad. [Learn more](#)

Audience details ⓘ

Location: United Kingdom

Minimum age: 18

Advantage+ audience: On

People you choose through targeting

People who like your Page

People who like your Page and people similar to them

Create new

Schedule and duration

Start date

1 November 2024

14:14

💡 Your ads are set to run continuously ✕

We recommend running ads continuously as ads have a chance to perform better with longer durations. You can pause your ads at any time.

Run this ad continuously

Your ad will continue to run on a daily budget unless you pause it, which you can do at any

Estimated daily results

Accounts Centre accounts reached ⓘ

1.3K-3.7K

Link Clicks ⓘ

59-171

Payment summary

Your ad runs continuously on an average daily budget.

Budget kr 43.00 NOK

Daily total budget kr 43.00 NOK

We use data about you and your ad account to provide you with ads billing and spending options. [Learn more](#)

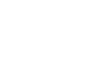
By clicking Publish, you agree to Meta's [Terms & Conditions](#) | [Help Centre](#)

This ad will save as a draft automatically if you exit before submitting.

Cancel

Publish





Daily budget ?

The actual amount spent daily may vary. i

Estimated 1.3K-3.7K Accounts Centre accounts reached per day

kr **43.00** ✎

kr22.00



kr1,000.00

Placements i

Recommended

Advantage+ placements i

Let us maximise your budget across Facebook, Messenger, Instagram and Meta Audience Network to help show your ad to more people.

Meta pixel
 No pixel

Payment method ^

You may get more than one bill for this ad.
[Learn more](#)



Add

Estimated daily results

Accounts Centre accounts reached i

1.3K-3.7K

Link Clicks i

59-171

Payment summary

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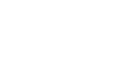
By clicking Publish, you agree to Meta's [Terms & Conditions](#) | [Help Centre](#)

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Cancel

Publish





Daily budget ?

The actual amount spent daily may vary. i

Estimated 3.7K-10.6K [Accounts Centre accounts](#) reached per day

kr **200.00** ✎

kr22.00



kr1,000.00

Placements i

Recommended

Advantage+ placements i

Let us maximise your budget across Facebook, Messenger, Instagram and Meta Audience Network to help show your ad to more people.

Meta pixel
No pixel

Payment method ^

You may get more than one bill for this ad.
[Learn more](#)



Add

Estimated daily results

[Accounts Centre accounts](#) reached i

3.7K-10.6K

Link Clicks i

117-338

Payment summary

Your ad runs continuously on an average daily budget.

Budget kr 200.00 NOK

Daily total budget kr 200.00 NOK

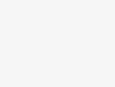
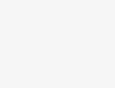
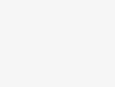
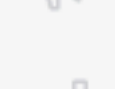
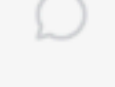
We use data about you and your ad account to provide you with ads billing and spending options.
[Learn more](#)

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Cancel

Publish ▾



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3.7K-10.6K

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117-338

Placements

Recommended

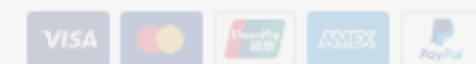
Advantage+ placements !

Let us maximise your budget across Facebook, Meta Network to help show your ad to more people.

Meta pixel
No pixel

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[Learn more](#)



Add

Schedule ad ✕

Select a date and time in the future for your ad to be published.

Start date

📅 1 November 2024

🕒 14:16

Your ad will be published today and run for 0 days ending on 1 Nov 2024.

Cancel

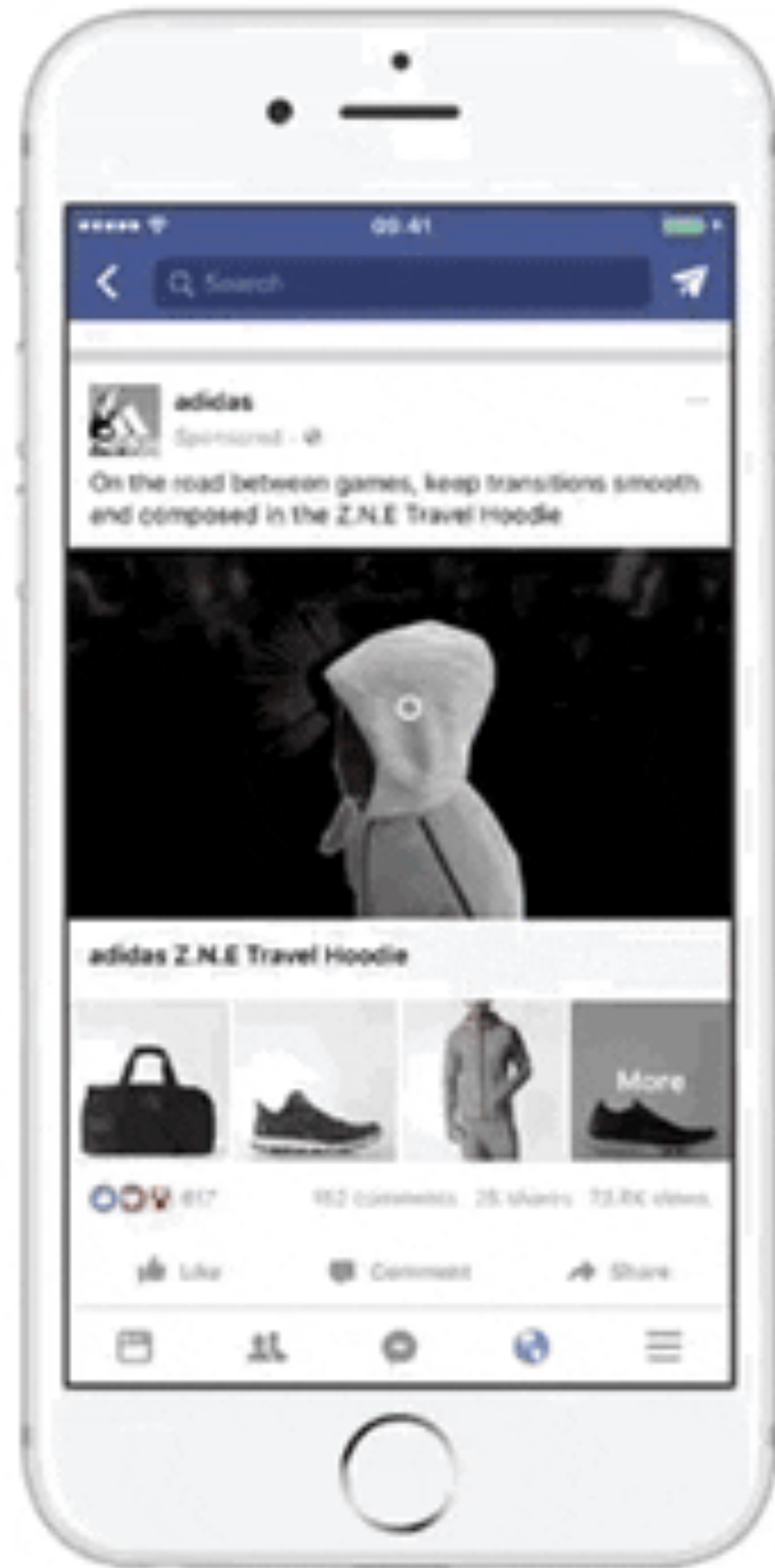
Schedule

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Cancel

Publish ▾



Gymshark
Saved 4 days ago

Mental, emotional, physisch: Stark sein hat für jeden von uns eine andere Bedeutung. Denn jeder ist anders stark, aber bei Gymshark gehört jeder dazu. Every strong belongs.



DAVID LAED
BODYBUILDING

BRANDON WORKFORD
POWERLIFTING

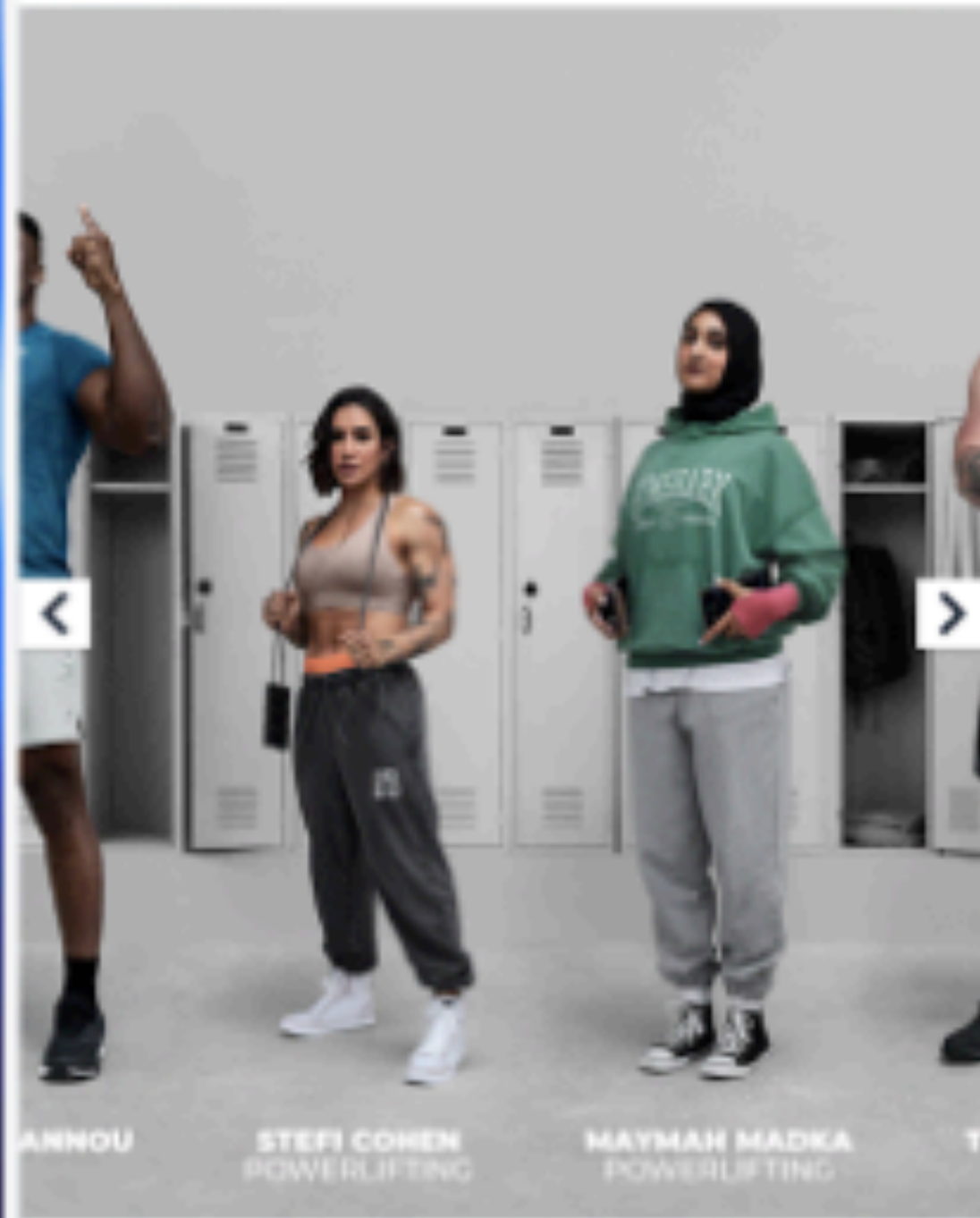
FRANCIS NG
MMA

DE.SHOP.GYMSHARK.COM
Muskeln <<< Mindset

Shop Now

Gymshark
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Mental, emotional, physisch: Stark sein hat für jeden von uns eine andere Bedeutung. Denn jeder ist anders stark, aber bei Gymshark gehört jeder dazu. Every strong belongs.



HANNOU

STEFI COHEN
POWERLIFTING

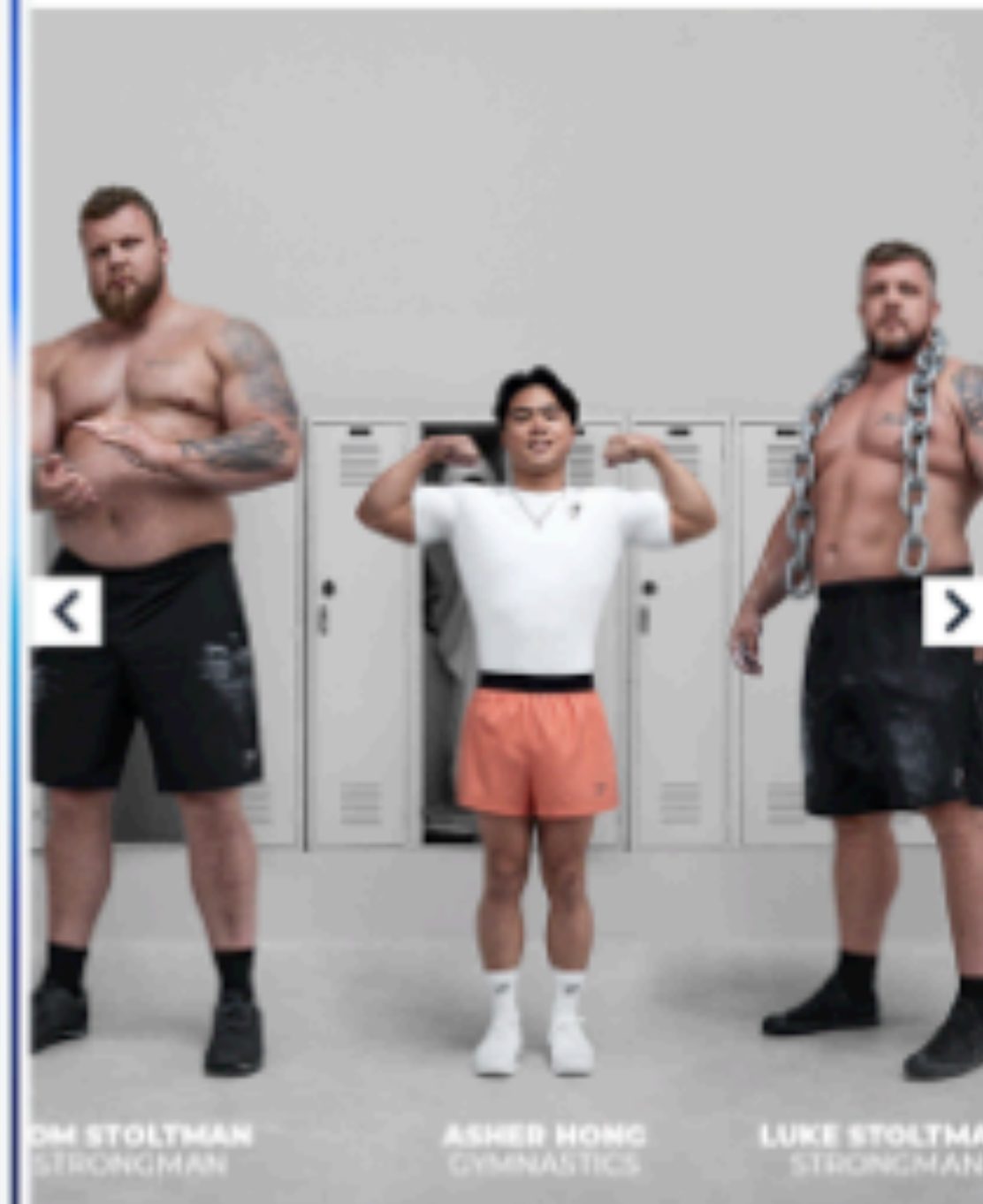
MAYMAH MADKA
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Mental, emotional, physisch: Stark sein hat für jeden von uns eine andere Bedeutung. Denn jeder ist anders stark, aber bei Gymshark gehört jeder dazu. Every strong belongs.



TOM STOLTMAN
STRONGMAN

ASHER HONG
GYMNASTICS

LUKE STOLTMAN
STRONGMAN

DE.SHOP.GYMSHARK.COM
Muskeln <<< Mindset

Shop Now

Vessi
Saved 5 days ago

Fresh Fall Favorites 🍂

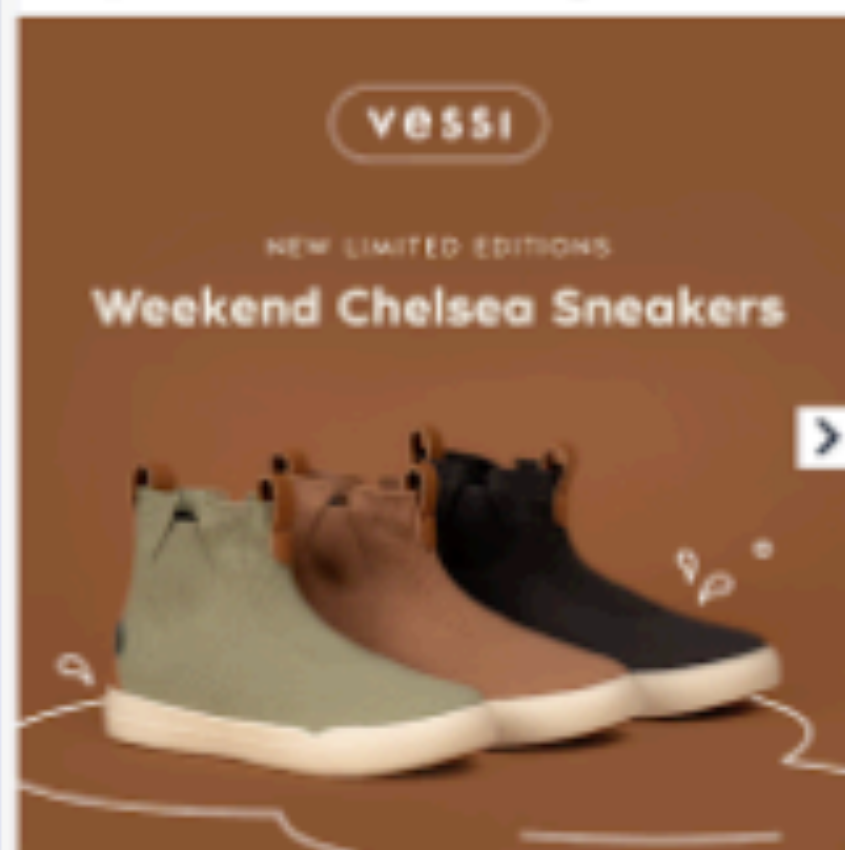
This just in — all NEW limited edition Weekend Chelseas. Perfect for everything on your fall to-do list:

Bike rides 🚲
Apple picking 🍏
Pumpkin patches 🎃

Say goodbye to summer and hello to new adventures with this season's must-have sneaker.

- ✔️ 100% waterproof
- ✔️ High top coverage
- ✔️ Extra grippy rubber soles

Hurry! Limited editions don't last long.



VESSI.COM

New limited edition Weeken...

Shop Now

Vessi
Saved 5 days ago

Fresh Fall Favorites 🍂

This just in — all NEW limited edition Weekend Chelseas. Perfect for everything on your fall to-do list:

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VESSI.COM

For pumpkin patches

Shop Now

Vessi
Saved 5 days ago

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Hurry! Limited editions don't last long.



VESSI.COM

Outdoor picnics

Shop Now

Vessi
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Fresh Fall Favorites 🍂

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VESSI.COM

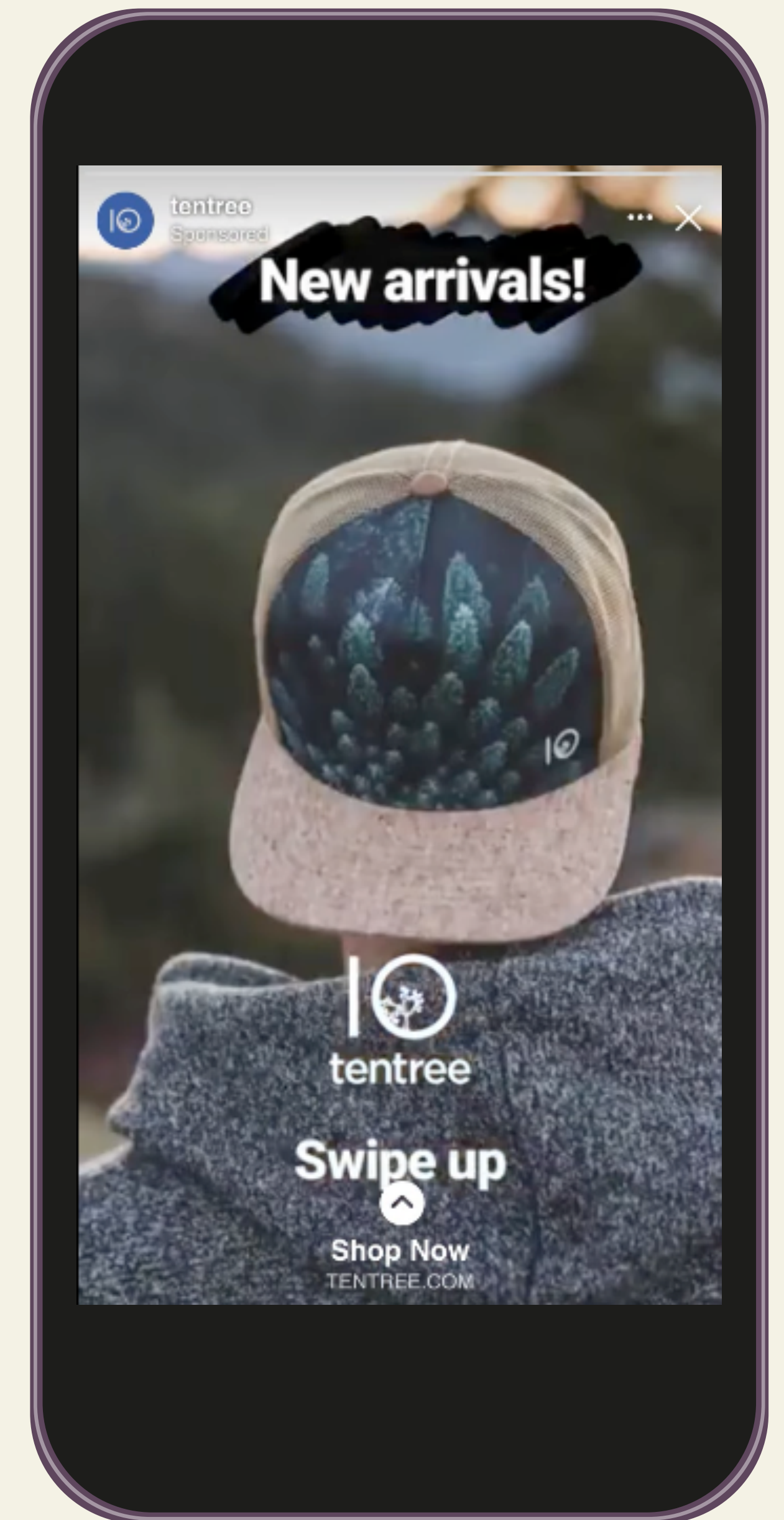
Bike rides

Shop Now

FACEBOOK ADS

Choosing the right ad format

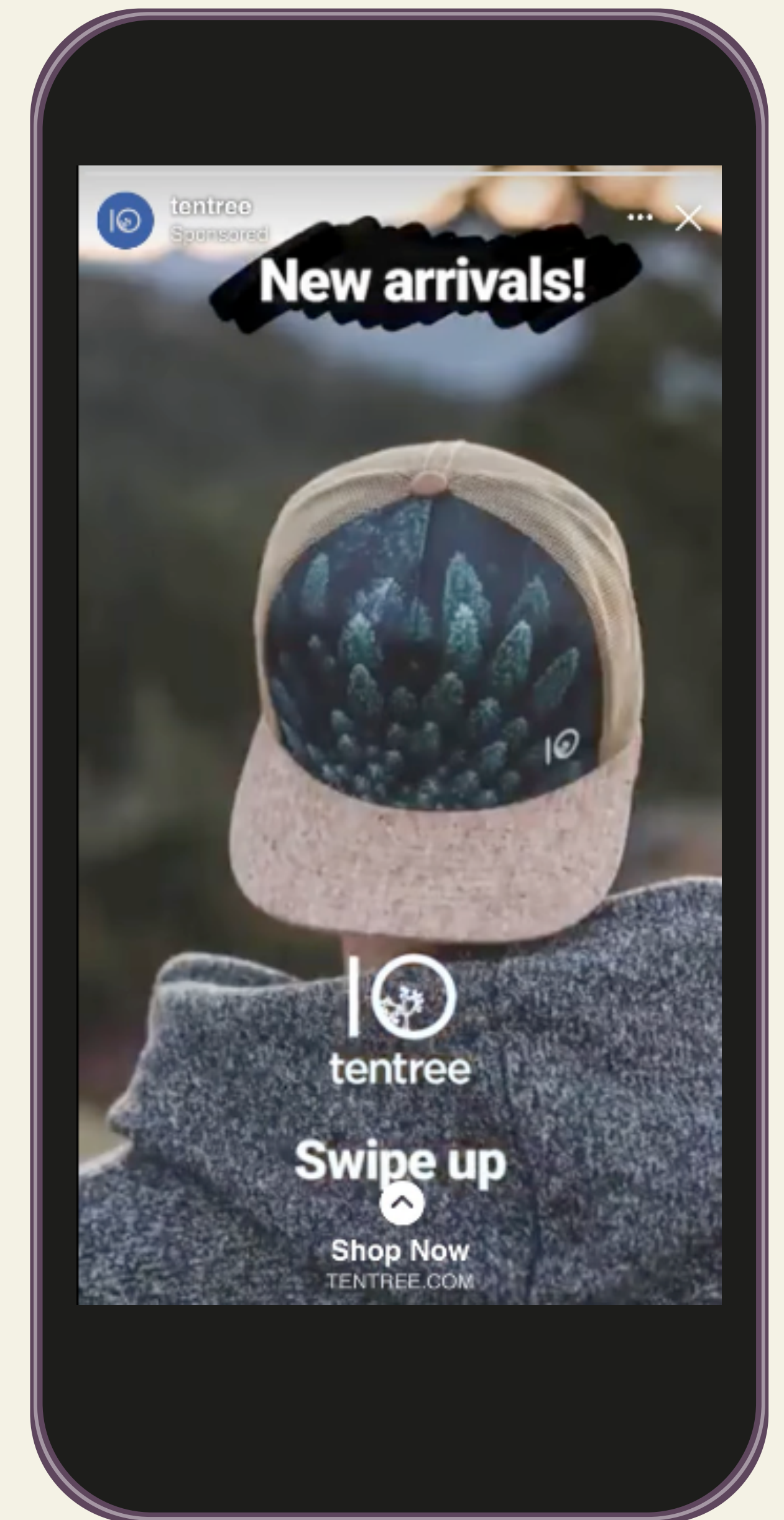
The best ad format for your small business will depend on on your goal, budget and target audience



FACEBOOK ADS

Consider:

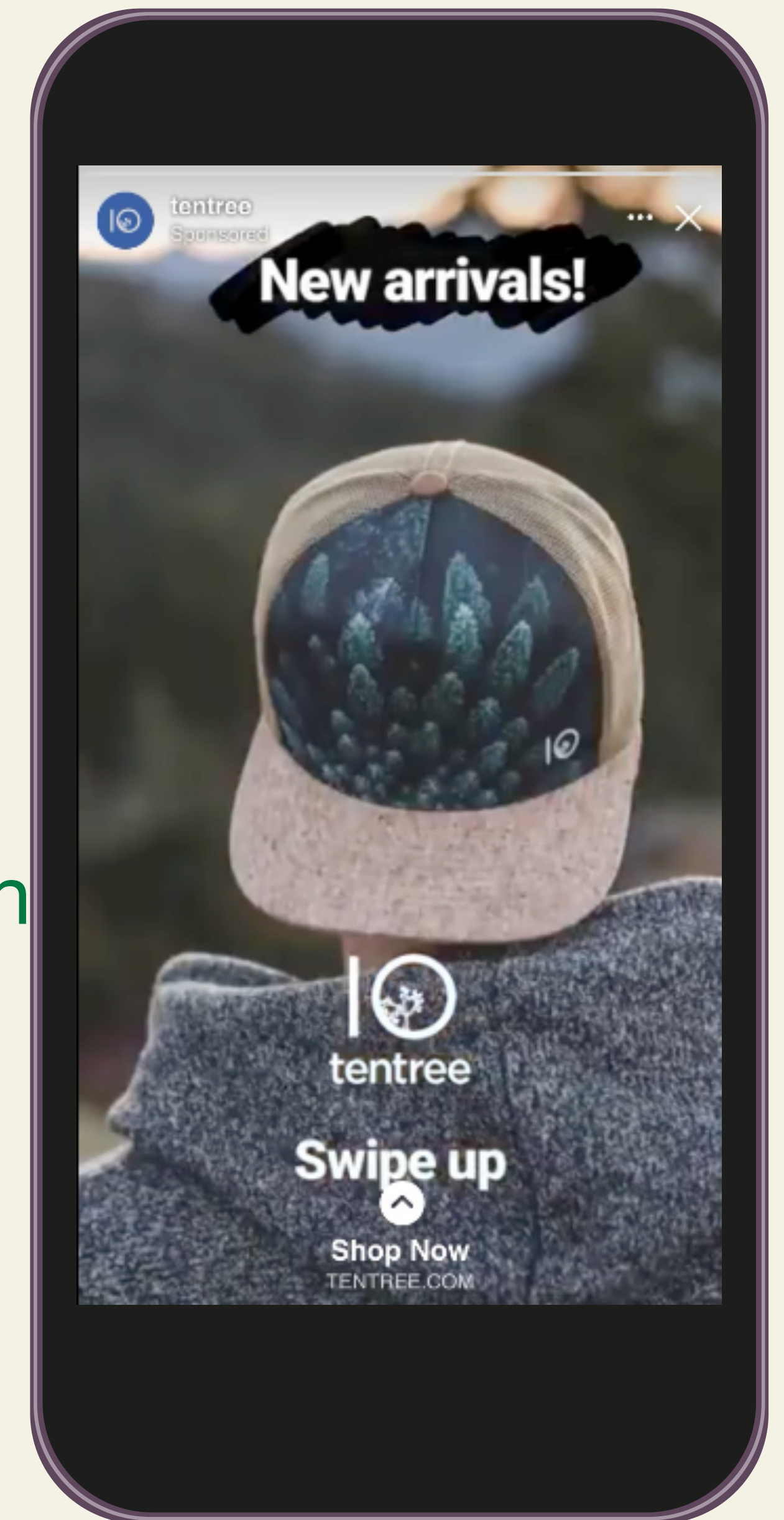
- **Your product:** What type of content best represent your offering?
- **Your audience:** What type of content will resonate with your target audience?
- **Your budget:** Some ads might be more costly than others
- **Your goals:** What do you want to achieve with your ads?



FACEBOOK ADS

Location targeting

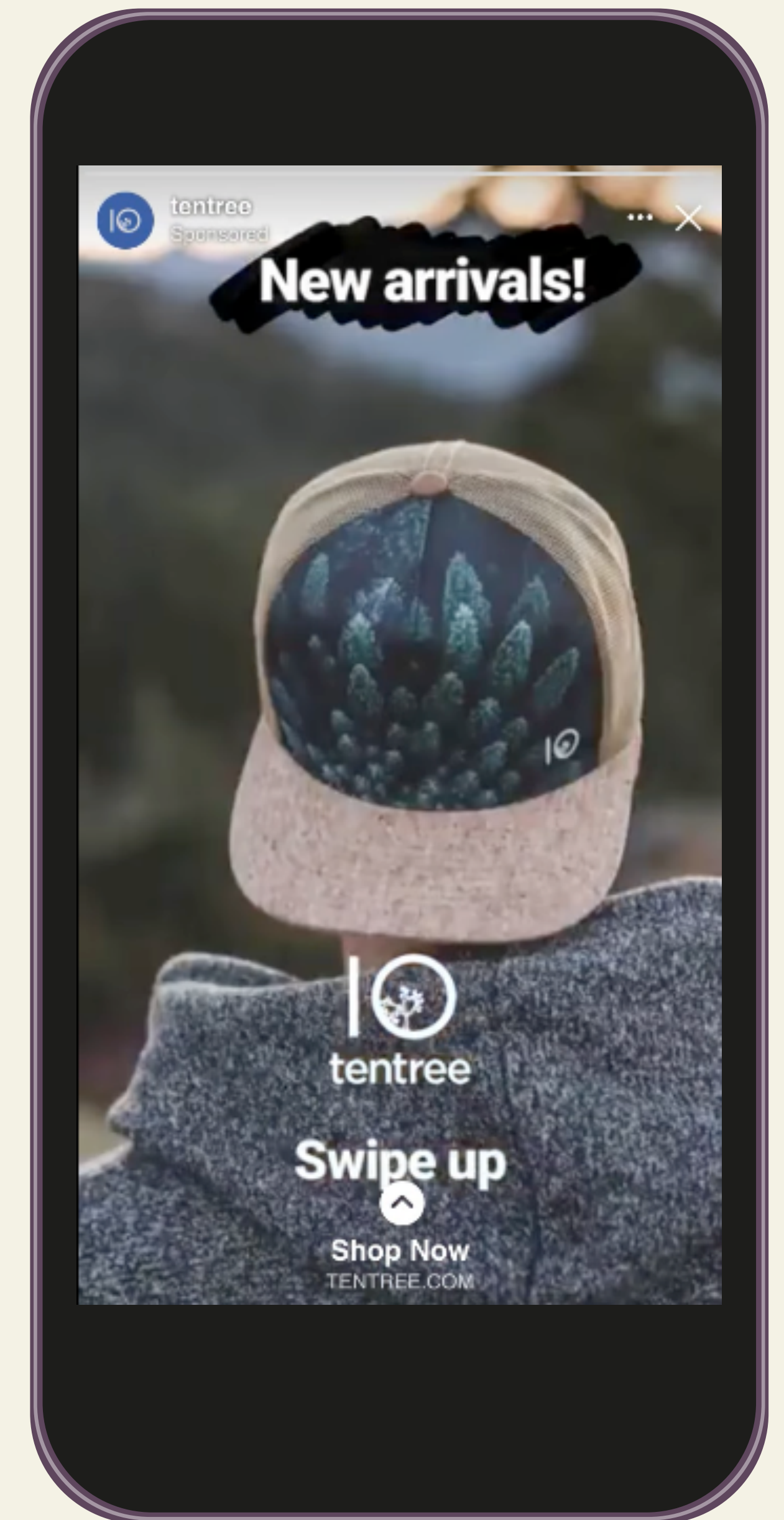
- **Geographic:** Target users based on their city, country or specific post code
- **Radius:** Target users within a specific radius or location
- **Custom audience:** Create a custom audience based on location data from your website or app. This can include interests, age, gender etc.



FACEBOOK ADS

Interest targeting

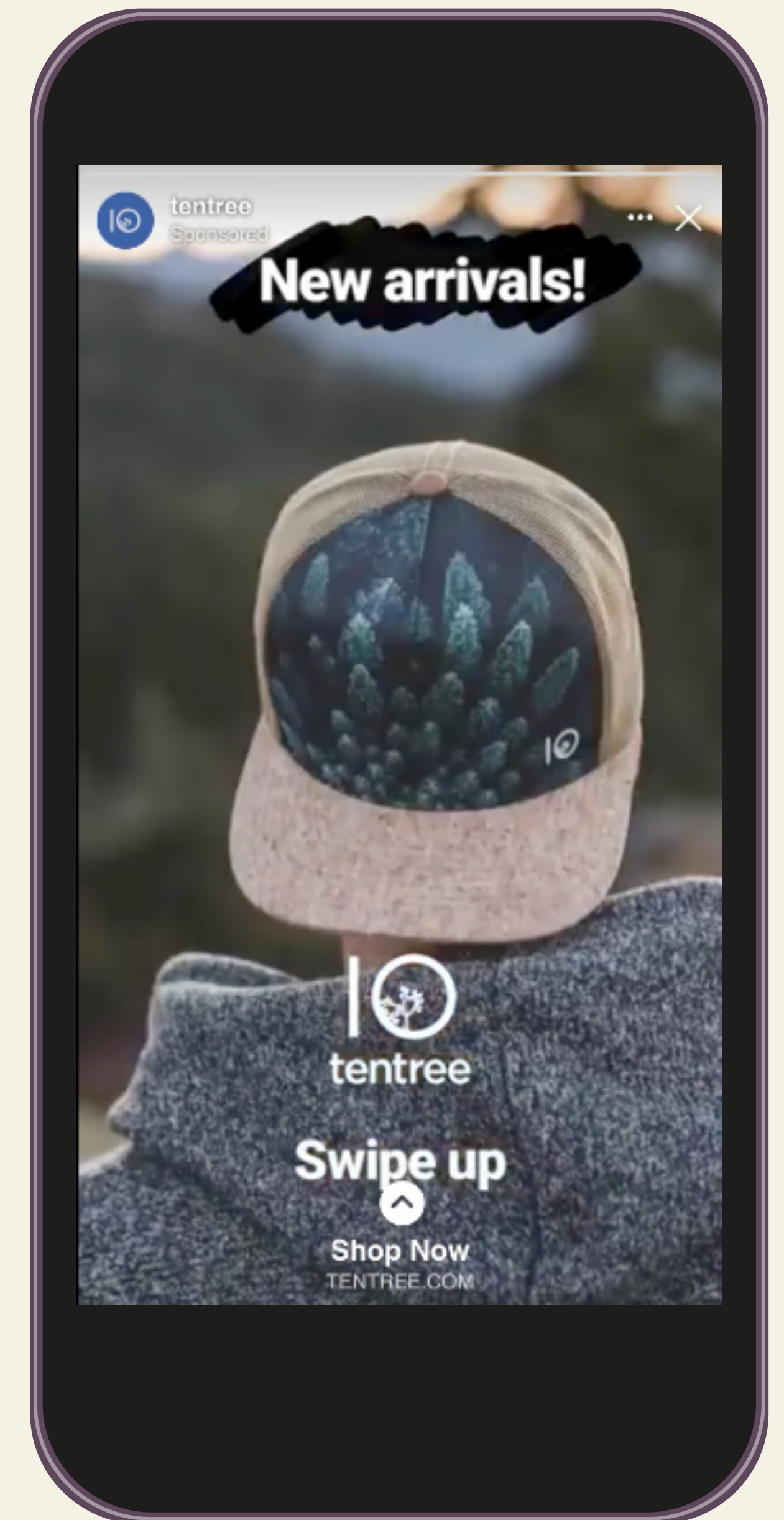
- **Interest:** Target users based on their interest, hobbies and activities
- **Behaviour:** Target users based on their online behaviour, such as recent purchases on website visits



FACEBOOK ADS

Demographic targeting

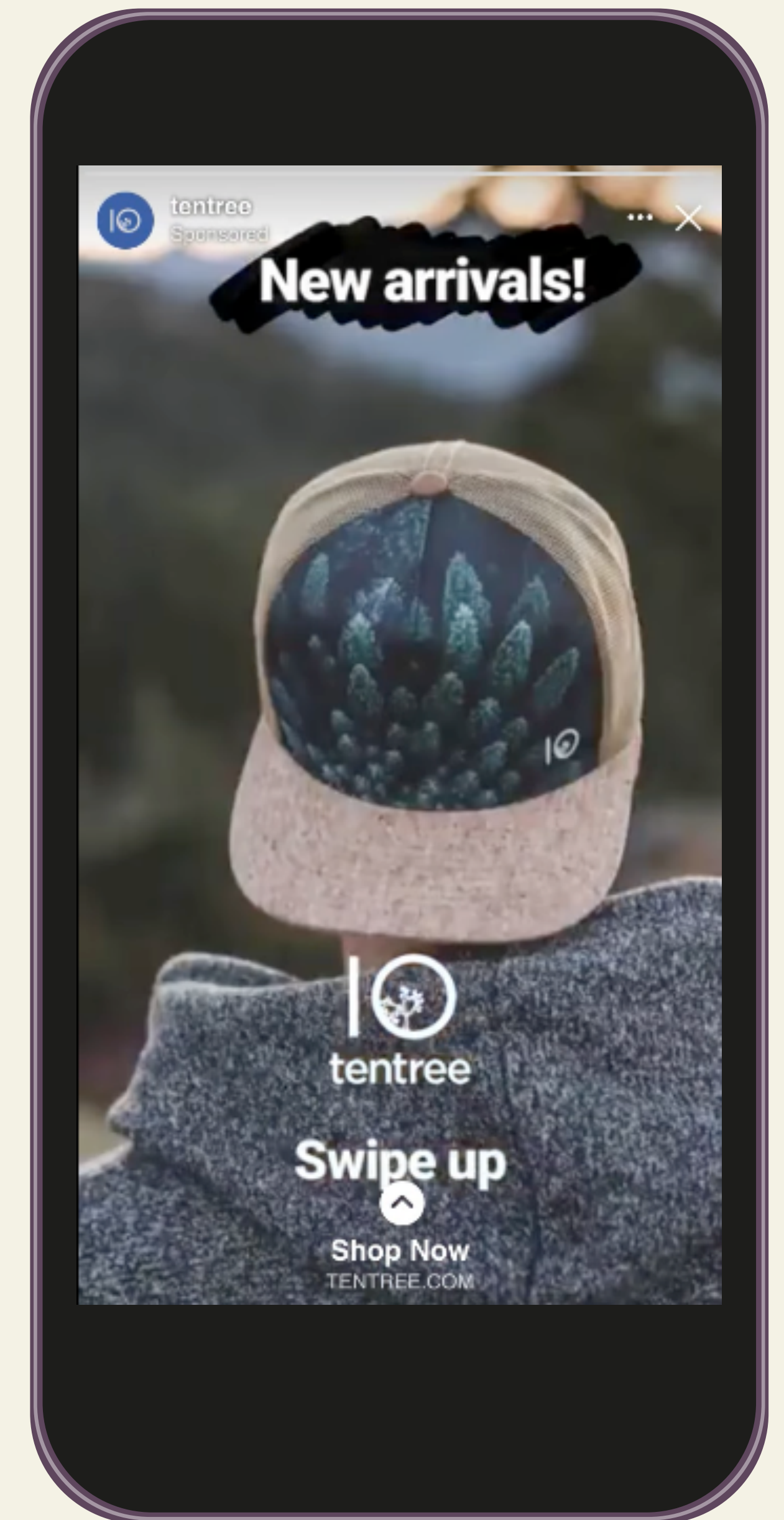
- Ages
- Gender
- Education
- Relationship
- Household



FACEBOOK ADS

How to target efficiently

- **Research your audience:** Understand your audience's behaviour and interest
- **Detailed targeting criteria:** Combine multiple targeting options to create highly specific audiences
- **Test and refine:** Experiment with different targeting options to find the most effective combinations
- **Monitor performance:** Track the performance and made adjustments as needed





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Sponsored · 🌐

...

Nom Nom is the only fresh dog food formulated by in-house pet health experts, including two Board Certified Vet Nutritionists.

...and the only subscription dog food delivery service that pre-ports every meal to your pet's exact dietary needs.

...AND the only subscription dog food service that preps, mixes and packs food in our own USA kitchens.... [See more](#)

"MY DOG LOVES THIS STUFF"

★★★★★ — Jodie S.



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The Only Dog Food Like It

Limited time offer + FREE shipping

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1.1K

570 Comments 149 Shares

Like

Comment

Share



CREATING A COMPELLING AD


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👍 Like 💬 Comment ➦ Share 🌐

CREATING A COMPELLING AD

Use high quality images

- Clear resolution
- Relevance
- Visual appeal
- Do not edit too much


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CREATING A COMPELLING AD

Keep it simple

- Clear message
- Easy to read
- Minimalistic Design


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CREATING A COMPELLING AD

Strong Call to Action (CTA)

- Clear and concise
- Placement


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CREATING A COMPELLING AD

A/B testing

- Experiment
- Data-driven decisions


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CREATING A COMPELLING AD

Ad placement

- Consider the placement options
 - News feed, stories, right column..
- Choose the placement that is most likely to reach your audience


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CREATING A COMPELLING AD

Adhere to the guidelines!

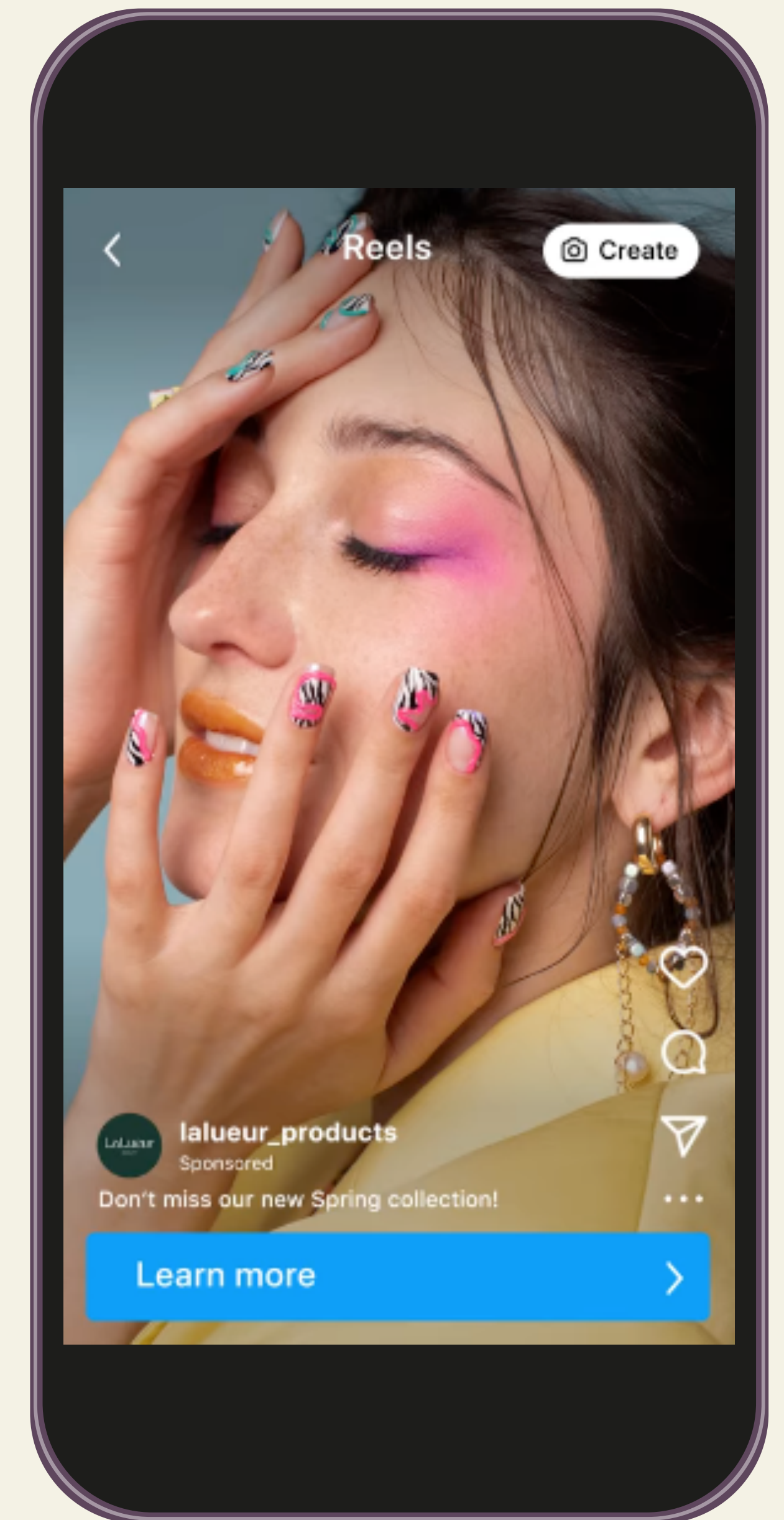
- Avoid restriction
- Learn the language
- Too many strikes can limit your business profile and you won't be able to create ads permanently.

CONTENT THAT WORKS!

Having a variety will help keep up engagement!

Content like:

- Behind the scenes
- Customer testimonials
- Educational
- Jumping on a trend

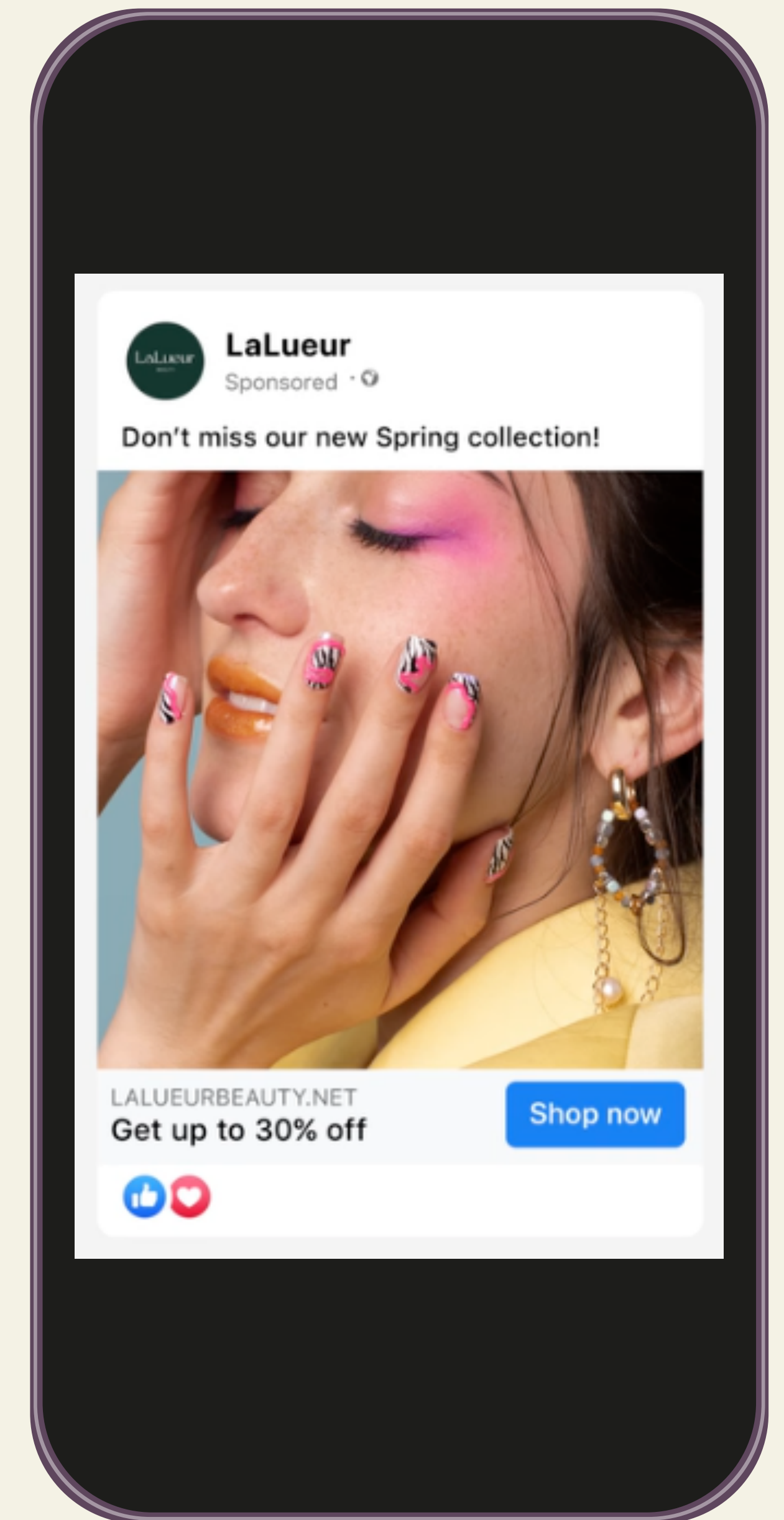


CONTENT THAT WORKS!

Having a variety will help keep up engagement!

Content like:

- Showing off the team
- Doing something that is timely, seasonal or pop culture referenced
- User generated content (UGC)
- Interactive content



SO WHAT IS THE TAKEAWAY?

Great for targeting
your audience

Mixing up content
creates better engagement

Quality content is
quality engagement

Data-driven analytics

Test for success!



THANK YOU!

charlottemichellesimonsen@gmail.com

IG @charlottmunster

