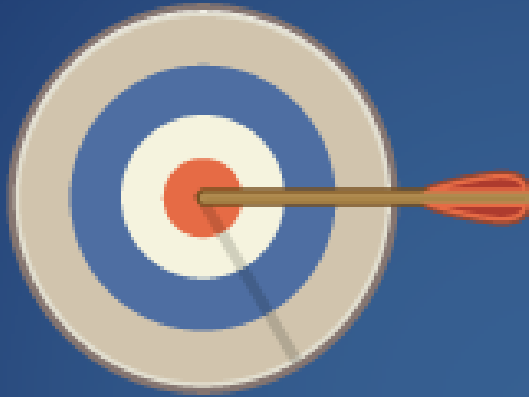




Virginia is for Lovers 



Virginia Tourism Corporation

FACEBOOK ADVERTISING

DAVE NEUDECK – ELECTRONIC MARKETING DIRECTOR

@DAVENEUDECK • DNEUDECK@VIRGINIA.ORG

Promote your business with Ads



Virginia is for Lovers 

- Step 1: Identify Your Goals
- Step 2: Target the Right People
- Step 3: Design an Engaging Ad
- Step 4: Manage Your Budget
- Step 5: Review and Improve

<https://www.facebook.com/business/#!/business/ads/>

Facebook Ads

Reach over 750 million people where they connect and share

[Create an Ad](#)

Overview

Case Studies



Reach Your Target Customers

- Connect with more than 750 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works



Deepen Your Relationships

- Promote your Facebook Page or website
- Use our "Like" button to increase your ad's influence
- Build a community around your business



Control Your Budget

- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)

Already have a Facebook Ads account? [Manage your existing ads](#)

To learn more, [visit our Guide to Facebook Ads](#)

Advertise on Facebook

1. Design Your Ad

[Select Existing Creative](#) [Design Your Ad FAQ](#)

Destination: External URL [?]

URL: [Suggest an Ad](#) [?]

Title: [?]
 25 characters left

Body: [?]
 135 characters left

Image: [Browse...](#) [?]

[Generate images for me](#)

Preview:

Example Ad Title



Your body text will go here.

[Continue](#)

Advertise on Facebook

1. Design Your Ad

[Select Existing Creative](#) [Design Your Ad FAQ](#)


Destination: [?]

Type: Sponsored Stories [?]
 Facebook Ads [?]


Story Type: Page Post Ad [?]
 Facebook Ads for Pages

Page Post Selection: [?]

Preview:



Virginia is for Lovers We want to know what's on your agenda for tomorrow. Don't know? Here's what's ha...



[Wall Photos](#)

76 472 · [Share](#)

Continue

🗨️ Advertise on Facebook

1. Design Your Ad

[Select Existing Creative](#) [Design Your Ad FAQ](#)

Destination: [?]

Type: Sponsored Stories [?]
 Facebook Ads [?]

Story Type: Page Post Ad [?]
 Facebook Ads for Pages

Destination Tab: [?]

Title: [?]
25 characters left

Body: [?]
135 characters left

Image: [?]

[Generate images for me](#)

Preview:

Virginia is for Lovers



Your body text will go here.

👍 Like · DaveAd Neudeck likes this.

Advertise on Facebook

1. Design Your Ad

[Select Existing Creative](#) [Design Your Ad FAQ](#)

Destination: [?]

Type: Sponsored Stories [?]
 Facebook Ads [?]

Story Type: Page Post Ad [?]
 Facebook Ads for Pages

Destination Tab: [?]

Title: [?]

25 characters left

Body: [?]


92 characters left

Image: [?]

[Remove uploaded image.](#)
[Generate images for me](#)

Preview:

Virginia is for Lovers



Do you love Fall in Virginia? Click "Like"

Like · DaveAd Neudeck likes this.

Location

Country: [?] ×

Everywhere

By State/Province [?]

By City [?]

By Zip Code [?]

×

Demographics

Age: [?] -

Require exact age match [?]

Sex: [?] All Men Women

Interests

Broad Category: [?]

Activities	<input type="checkbox"/> Cooking
Business/Technology	<input type="checkbox"/> Dancing
Events	<input type="checkbox"/> DIY/Crafts
Family Status	<input type="checkbox"/> Event Planning
Interests	<input type="checkbox"/> Food & Dining
Mobile	<input type="checkbox"/> Gaming (Console)
Movie/Film	<input type="checkbox"/> Gaming (Social/Online)
	<input type="checkbox"/> Gardening
	<input type="checkbox"/> Literature/Reading

0 categories selected [Show Selected](#)

[Switch to Precise Interest Targeting \[?\]](#)

Connections on Facebook

Connections: [?] Anyone

Only people who are not fans of **Virginia is for Lovers.**

Only people who are fans of **Virginia is for Lovers.**

Advanced connection targeting

Friends of Connections: Only show my ad to friends of the fans of **Virginia is for Lovers.** [?]

Advanced Demographics

Interested In: [?] All Men Women

Relationship: [?] All Single Engaged

In a relationship Married

Languages: [?]

Education & Work

Education: [?] All College Grad

In College

In High School

Workplaces: [?]

3. Campaigns, Pricing and Scheduling

Ad Campaigns and Pricing

Account Currency

US Dollar (USD)

Account Time Zone

Country/Territory: United States

Time Zone: (GMT-05:00) Eastern Time

Campaign & Budget

Campaign Name: Fall Campaign 2011

Budget (USD): 50.00 Per day

What is the most you want to spend per day? (min 1.00 USD)

Schedule

Campaign Schedule: Run my campaign continuously starting today

Today at 12:00 pm Pacific Time

11/15/2011 at 11:00 am Pacific Time

Pricing

Pay for Impressions (CPM)

Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per click? (min 0.01 USD)

0.68 Suggested Bid: 0.53 - 0.92 USD

Note: Tax is not included in the bids, budgets and other amounts shown.

Use Suggested Bid (Simple Mode)

Review Ad

Questions about creating your ads?

2,207,420 people

- who live in the **United States**
- who live in **Maryland**
- age **18** and older
- who are not already connected to **Virginia is for Lovers**




Review Ad

[Help Center](#)

Please review your ad for accuracy.

Ad Preview:

Virginia is for Lovers



Do you love Fall in Virginia? Click "Like"

Like · DaveAd Neudeck likes this.

Ad Name:

Audience:

This ad targets users:

- who live in the United States
- who live in Maryland
- age 18 and older
- who are not already connected to Virginia is for Lovers

Campaign:

Fall Campaign 2011 (New Campaign)

Bid Type:

CPC

Bid:

\$0.68 USD per click

Daily Budget:

\$50.00 USD per day

Duration:

10/16/2011 12:00pm to 11/15/2011 11:00am
Eastern Time

[Place Order](#)[Edit Ad](#)

By clicking the "Place Order" button, I agree to the [Facebook Statement of Rights and Responsibilities](#) including my obligation to comply with the [Facebook Advertising Guidelines](#). I understand that failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of any advertisements I have placed, and termination of my account. I understand that if I am resident or have my principal place of business in the US or Canada, I am contracting solely with Facebook, Inc. Otherwise I am contracting solely with Facebook Ireland Limited.

Virginia is for Lovers



Love Fall - Love Virginia!
Click to Like!

You like this.

Virginia is for Lovers



Click "like" if you Love Fall
in Virginia!

You like this.

Virginia is for Lovers



Click to "Like" if you Love
Fall in Virginia

You like this.

Campaign: Fan Acquisition

Reach: 2,551,009

Frequency: 3.8

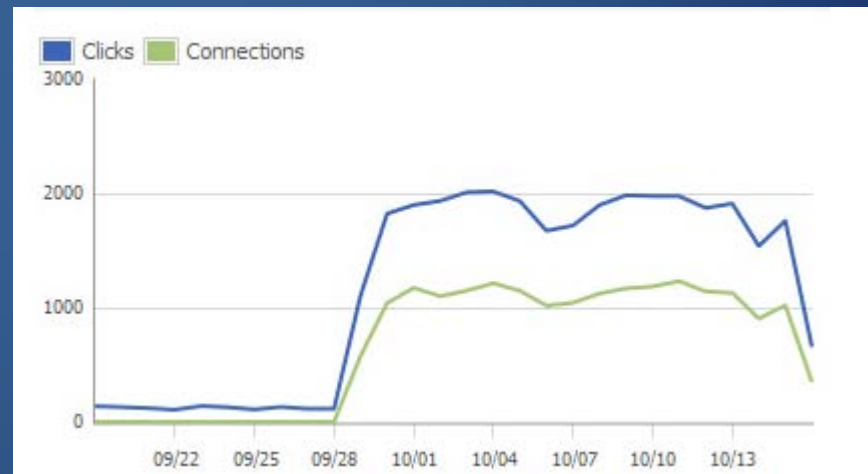
Social Reach: 2,131,869

Connections: 6,958

Click: 11,693

CTR: 0.121%

Spent: \$3,900



Sponsored Story Preview

[Edit](#)



Zohreh Maani likes Virginia is for Lovers's photo.



Wall Photos

After pairing foliage with waterfalls, we though... [See More](#)

24 251

[View on Site](#)

Targeting

[Edit](#)

This sponsored story targets 274,240 users:

- who live in the United States
- age 25 and older
- whose friends liked a post on Virginia is for Lovers

Suggested Bid: \$0.24 - 0.37 USD

Campaign:
Sponsored Stories

Impressions 1,102,928
Connections: 131
Clicks: 1,009
Spent: \$800

Campaign: Clicks to Fall Tab



Reach: 1,951,313

Frequency: 2.1

Social Reach: 764,024

Connections: 1,168

Clicks: 2,724

Spent: \$2,300

Ad Performance Glossary



Virginia is for Lovers 

Social %: The percentage of impressions where the ad was shown with a "social story" about one or more friends who were associated with the content you're advertising (i.e. liked your Page, RSVPed to your Event, or used your App).

Clicks: The number of times users have clicked on your ad on the site.

CTR (%): The click-through rate for your ad, calculated as the number of clicks received divided by the number of impressions.

Avg. CPC: The average cost per click for this ad, calculated as the amount spent divided by the the number of clicks received.

Avg. CPM: The average cost per thousand impressions on this ad, calculated as the amount spent divided by the the number of impressions received.

<http://www.facebook.com/help/search/?q=glossary+of+advertising+terms>

Campaign Performance Glossary



Virginia is for Lovers 

Reach: The number of individual people who saw this Sponsored Story or ad during the dates selected. This is different than impressions, which includes people seeing them multiple times.

Frequency: The average number of times each person saw your Sponsored Story or ad.

Social Reach: People who saw your Sponsored Story or ad with the names of their friends who liked your Page, RSVPed to your event, or used your app. If you're not using Sponsored Stories or advertising a Page, event, or app, you won't have social reach.

Connections: The number of people who liked your Facebook Page, RSVPed to your event, or installed your app within 24 hours of seeing this Sponsored Story or ad. If you're not promoting a Page, event, or app, you won't see Connections data.

Clicks: The number of clicks your Sponsored Story or ad have received. If you're promoting a Page, Event, or app, Clicks also include Page likes, event RSVPs, or app installs directly from the Sponsored Story or ad.

<http://www.facebook.com/help/search/?q=glossary+of+advertising+terms>



Virginia *is for Lovers* 