



**SAF  
MAUI  
2016**

**SEPTEMBER 21-24**  
132<sup>ND</sup> ANNUAL CONVENTION  
The Ritz-Carlton, Kapalua, Hawaii



Society of American Florists

*ABCs of Social Media Advertising*




By: Crystal Vilkaitis  
Retail Social Media Teacher  
[www.heyCrystalMedia.com](http://www.heyCrystalMedia.com)



*Today's Seminar Focuses...*

- Social media ads; specifically on Facebook and Instagram
- B2C (Business to Consumer)
- Why paid advertising on social media is a "must"
- Marketing techniques that will save you time and money, and get you seen
- Targeted strategies to ensure you're reaching the right people



**Crystal Vilkaitis**

Retail Social Media Teacher  
Owner of Crystal Media  
Founder of SocialEdge.co & SocialtoSale.com

## Retailers in All Industries

- Gift
- Home
- Furniture
- Jewelry
- Apparel & Shoes
- Pet
- Hardware
- Florists & Garden Centers
- Crafts – Fabric & Scrapbooking



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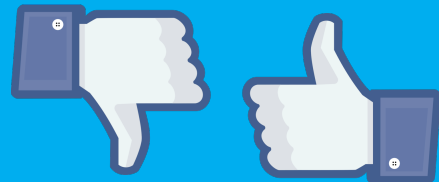


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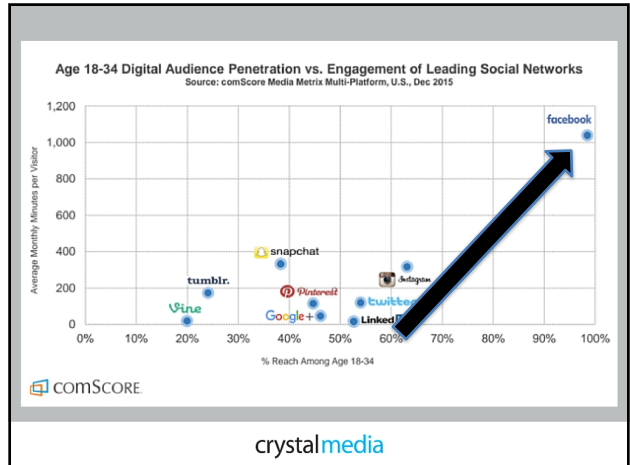
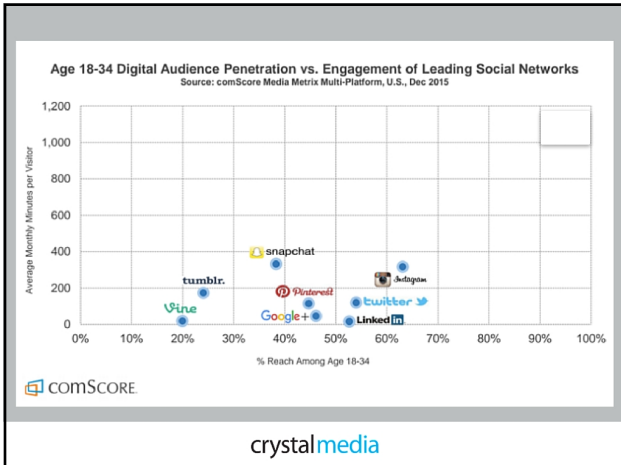
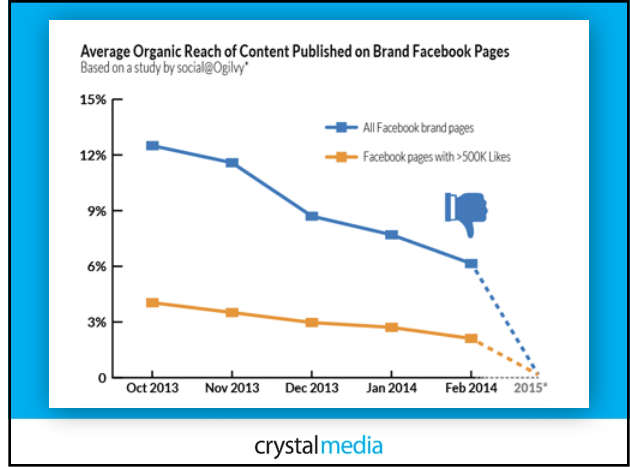
**LET'S BREAK  
SALES  
RECORDS  
TOGETHER!**

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When it Comes to Facebook...

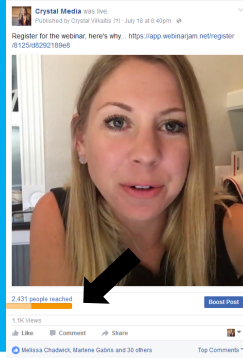


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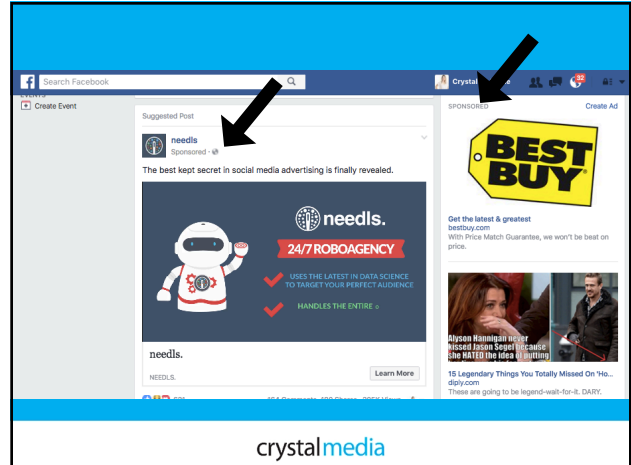


### Ads = Visibility

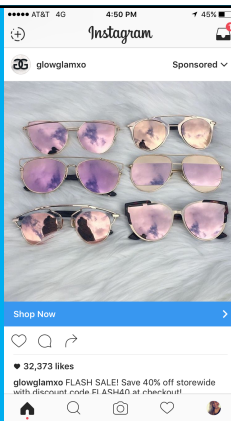
- Less organic reach
- Not paying = not being seen
- If you're not advertising, you're wasting your time...



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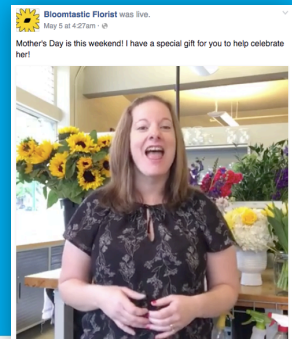
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### Facebook Live! + Ads

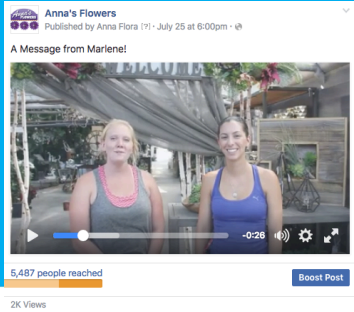
- Spent \$100 to promote
- “We ran out of flowers!”
- 32 orders
- Just under \$3K in sales



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## Indie Retail Success!

*We beat all of last year! (before July)*



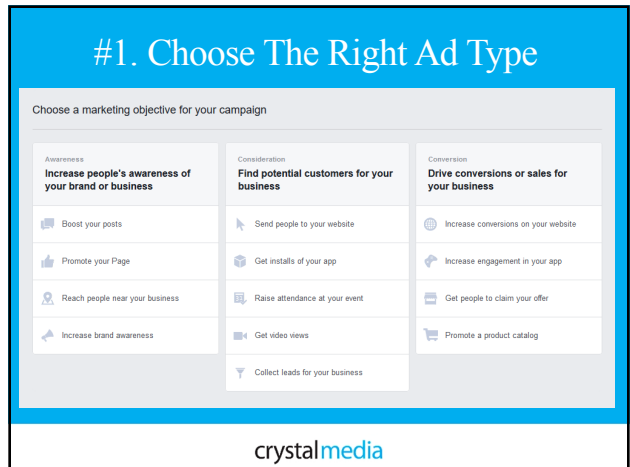
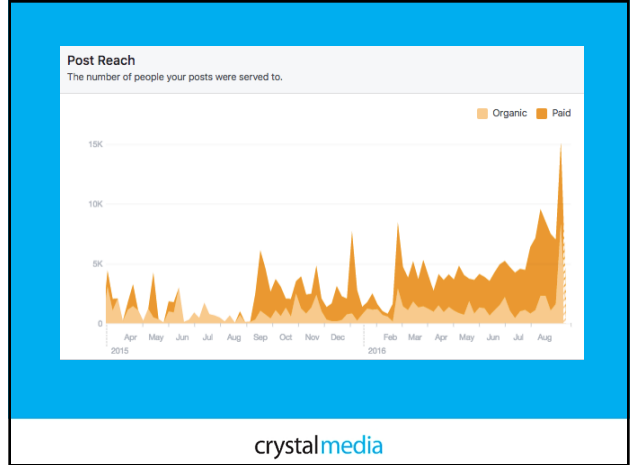
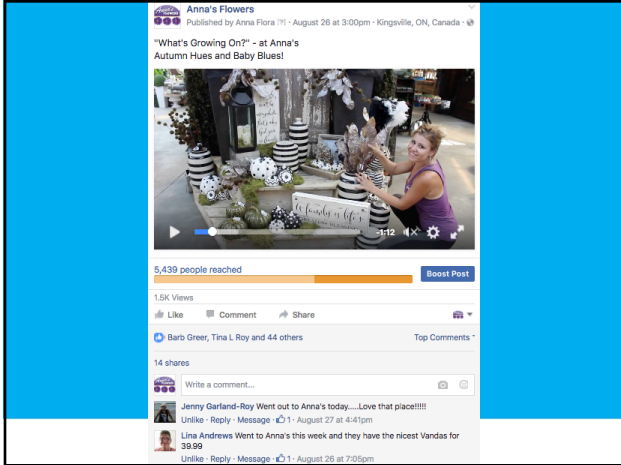
## Anna's Flowers Results:

- Weekly traffic, check-ins and reviews
- Workshops sell out
- Over 40% open rate on emails
- Constant 'Customer of the Week' convos



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### #1. Choose The Right Ad Type

Crystal Media  
Published by Crystal/Vikalis 11 - July 22 at 8:27am · 🌐

Have you converted the store's Instagram account to a business profile? This is currently being rolled out and I recommend switching when you're asked to do so. You'll be able to promote individual posts, gain insights and stand out as a biz with a Contact Button.

1,418 people reached

- Awareness  
**Increase people's awareness of your brand or business**
- Reach people near your business
- Boost your posts
- Increase brand awareness
- Promote your Page

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### #1. Choose The Right Ad Type

- Awareness  
**Increase people's awareness of your brand or business**
- ★ Reach people near your business
- Boost your posts
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- Promote your Page

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### #1. Choose The Right Ad Type

Cooks Corner  
Written by Carly Sauld 17 · July 5 at 12:45pm · 🌐

We'd love to see you today!

**We Make Cooking Fun!**  
We're here to provide the knowledge you need to make the perfect purchase.  
[Get Directions](#)

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### #1. Choose The Right Ad Type

- Awareness  
**Increase people's awareness of your brand or business**
- Reach people near your business
- ★ Boost your posts
- Increase brand awareness
- ★ Promote your Page

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## #1: Choose The Right Ad Type

- Consideration**  
Find potential customers for your business
- ★ Raise attendance at your event
  - ★ Collect leads for your business
  - ★ Get video views
  - Get installs of your app
  - Send people to your website

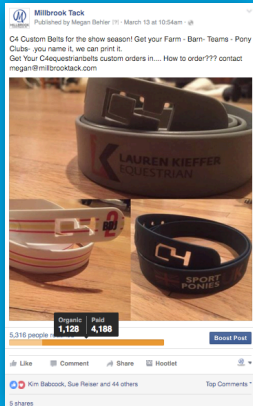
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## #1: Choose The Right Ad Type

- Conversion**  
Drive conversions or sales for your business
- Promote a product catalog
  - ★ Get people to claim your offer ★
  - ★ Increase conversions on your website
  - Increase engagement in your app

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## The “Most Recent” Ad



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## #2: Targeting

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**Strategic Targeting**

**Better Performing Ads**

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*How to Target People Who Will Buy From You*

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*#2: Targeting*

- Warm Audiences
  - Page Likes
  - Email List
  - Web Visitors



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*#2: Targeting: Custom*

**Audience**  
Define who you want to see your ads. [Learn more.](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ  | [Browse](#)

[Create New](#) ▾





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## #2: Targeting: Custom

**Create a Custom Audience**

**How do you want to create this audience?**

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

-  **Customer File**  
 Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
-  **Website Traffic**  
 Create a list of people who visit your website or view specific web pages
-  **App Activity**  
 Create a list of people who have taken a specific action in your app or game
-  **Engagement on Facebook** NEW  
 Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

## #2: Targeting: Fans

**Connections**

**Add a connection type**

- Facebook Pages >
  - People who like your Page
  - Friends of people who like your Page
  - Exclude people who like your Page
- Apps >
- Events >
- Advanced Combinations

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## #2: Targeting: Lookalike & Competitors

- Cold Audiences:
  - Lookalikes + Detailed Targeting (Interests AND Behaviors)
  - Competitors/Big Boxes

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## #2: Targeting

**Audience Definition**

Your audience is defined.



**Audience Details:**

- Location:
    - United States: Oceanside (+35 mi)
    - California
  - Age:
    - 22 - 65+
  - People Who Match:
    - Interests: 1-800-Flowers, FTD Flowers or Teleflora
  - Placements:
    - Facebook Feeds, Facebook Right Column and Instagram

Potential Reach: 4,600 people

**Estimated Daily Reach**

 **310 - 820 people on Facebook**

0 of 3,100

 **120 - 310 people on Instagram**

0 of 850

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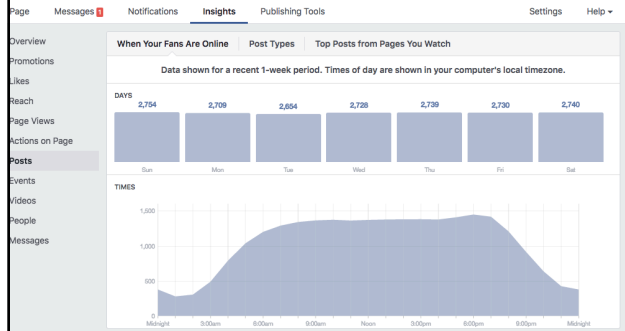
### #3: Timing

#### Ad Scheduling

- Run ads all the time
  - Run ads on a schedule
- Ad scheduling only works with lifetime budgets.

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### #3: Timing



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### #3: Timing - Instagram



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### #4: Budgeting

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### *FB Ad Budget Averages*

NOTE: Lots of factors, these are averages based on tests and studies

- \$.5-\$1/Like
- \$1/email address
- \$.10-\$.50/website referral
  - Can be closer to \$1.20 for local businesses

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### *Factors Involved When Setting an Ad Budget*

- Goals
  - How many new Likes?
  - How many new Email Addresses?
  - How many new Website Referrals?
  - How much Foot Traffic?
- Resources & Content

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### *Factors Involved When Setting an Ad Budget*

- Cost will be higher if building an audience and social proof
- Audience
- Customer list size
- Time frame
- Time of year

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### *Factors Involved When Setting an Ad Budget*

- Website:
  - User friendly?
  - Currently getting traffic?
  - Regularly adding content?
  - Mobile friendly?

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## #5: Creative

- Copy
- Imagery

[facebook.com/business/ads-guide/](https://facebook.com/business/ads-guide/)

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## #5: Creative

- 1. Social Information**  
When available, people will see if their friends have engaged with your business.
- 2. Business Name**  
The name of your business always shows prominently.
- 3. Text**  
Grab interest with more info about what you're advertising.
- 4. Images and Videos**  
Compelling images and videos encourage your target audiences to engage.
- 5. Call to Action (optional)**  
A customizable button encourages people to click.

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## Writing Effective Copy

- What do you click on?
- What magazines/articles do you decide to read?
- Model other successful retailers
- Humanize – like you're talking to a friend (social media!)
- Talk/write to one person
- Keep it simple

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## Writing Effective Copy

- Give instructions – “Click” “Come In” “Sign Up”
- Don't ask too many q's; keep it to one (same with CTA's)

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## Creating Images for Ads

- Good lighting
- Clear picture
- Colorful
- Relevant
- Optimized size (refer to guide)
- Text on top of image
  - less than 20%!

### Image Text Ratings

- ✔ **Image Text: OK**  
 Your ad will run normally.
- ⚠ **Image Text: Low**  
 Your ad's reach may be slightly lower.
- ⚠ **Image Text: Medium**  
 Your ad's reach may be much lower.
- ⚠ **Image Text: High**  
 Your ad may not run.

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## Creating Images for Ads

- Pics of people
- Timely and Holiday images
- Video Play Buttons



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## #6: Testing

- Creative – Image and Copy
- Audience
- Look at:
  - Actions
  - Engagement
  - Cost

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## #6: Testing

Ad Name	Delivery	Resu...	Reach	Cost	Amount Spent
<input checked="" type="checkbox"/> July - Local Awareness July - Local Awareness > July - Local Awareness	Active	87,233 Impressions	15,492	\$6.52 Per 1,000 Impressions	\$568.76
<input checked="" type="checkbox"/> July - Local Awareness - Copy July - Local Awareness > July - Local Awareness	Active	42,261 Impressions	9,126	\$6.60 Per 1,000 Impressions	\$279.00

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#7: Track

A screenshot of a menu titled "Columns: Performance". The menu is open, showing a list of tracking categories. The "Performance (Default)" category is selected with a checkmark. Other categories include Delivery, Engagement, Video Engagement, App Engagement, Carousel Engagement, Performance and Clicks, and Cross-Device. At the bottom of the menu, there are options for "Customize Columns...", "Set as Default", and "Reset Column Widths".

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#7: Track

A screenshot of a performance report table. The table has columns for Campaign Name, Delivery, Results, Reach, Cost, Buttons, Checkouts, Page Engagements, and Conversion Rate. Four black arrows point to the Results, Reach, Cost, and Conversion Rate columns. The table contains three rows of data for different campaigns.

Campaign Name	Delivery	Results	Reach	Cost	Buttons	Checkouts	Page Eng...	Conv...
July - Local Awareness - M...	Active	70,150 Impressions	10,581	\$1.37 Per 1,000 Imp...	652	46	19	1,059 88.90%
July - Most Recent - MLC	Active	8,340 Post Engagements	9,079	\$0.01 Per Post Eng...	11:0	--	--	8,340 88.74%
July - Likes - MLC	Active	2,162 Likes	23,645	\$0.07 Per Post Like	11:11	--	1	2,453 76.13%

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Coming to ad reports!

An illustration featuring a storefront labeled "JASPER'S BOUTIQUE" with a red roof. To the right is a computer monitor displaying a line graph. Above the storefront are several circular icons representing different people. To the right of the storefront are icons for Facebook and an envelope (email).

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Take Action on Your Social Media!

Crystal Vilkaitis  
 crystal@heycrystalmedia.com  
 heycrystalmedia.com  
 socialtosale.com  
 socialedge.co

A photograph of Crystal Vilkaitis, a woman with blonde hair, wearing a light-colored sleeveless top and blue jeans, sitting on a dark chair and smiling.

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