

A woman with dark hair, wearing a teal textured jacket and a gold necklace, is smiling and looking at her smartphone. The background is a blurred outdoor setting with green foliage and a white car.

# 3 Ways to Find New Customers with Facebook and Instagram Ads

*By Crystal Vilkaitis  
Retail Social Media Teacher  
Owner, Crystal Media*

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# Today's Seminar Focuses...

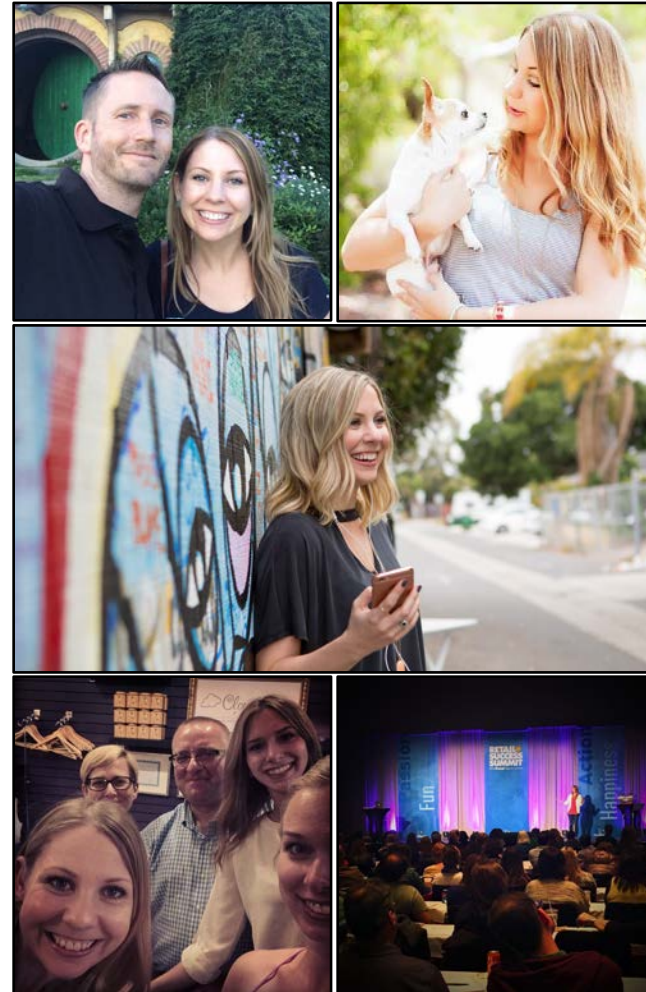
- Why ads are a must, not a maybe
- How to get in front of **new** customers
- How to save \$\$ on Facebook and Instagram ads
- Which ad types are best for retailers
- Which images and copy work best

# Crystal Vilkaitis

*Retail Social Media  
Teacher*

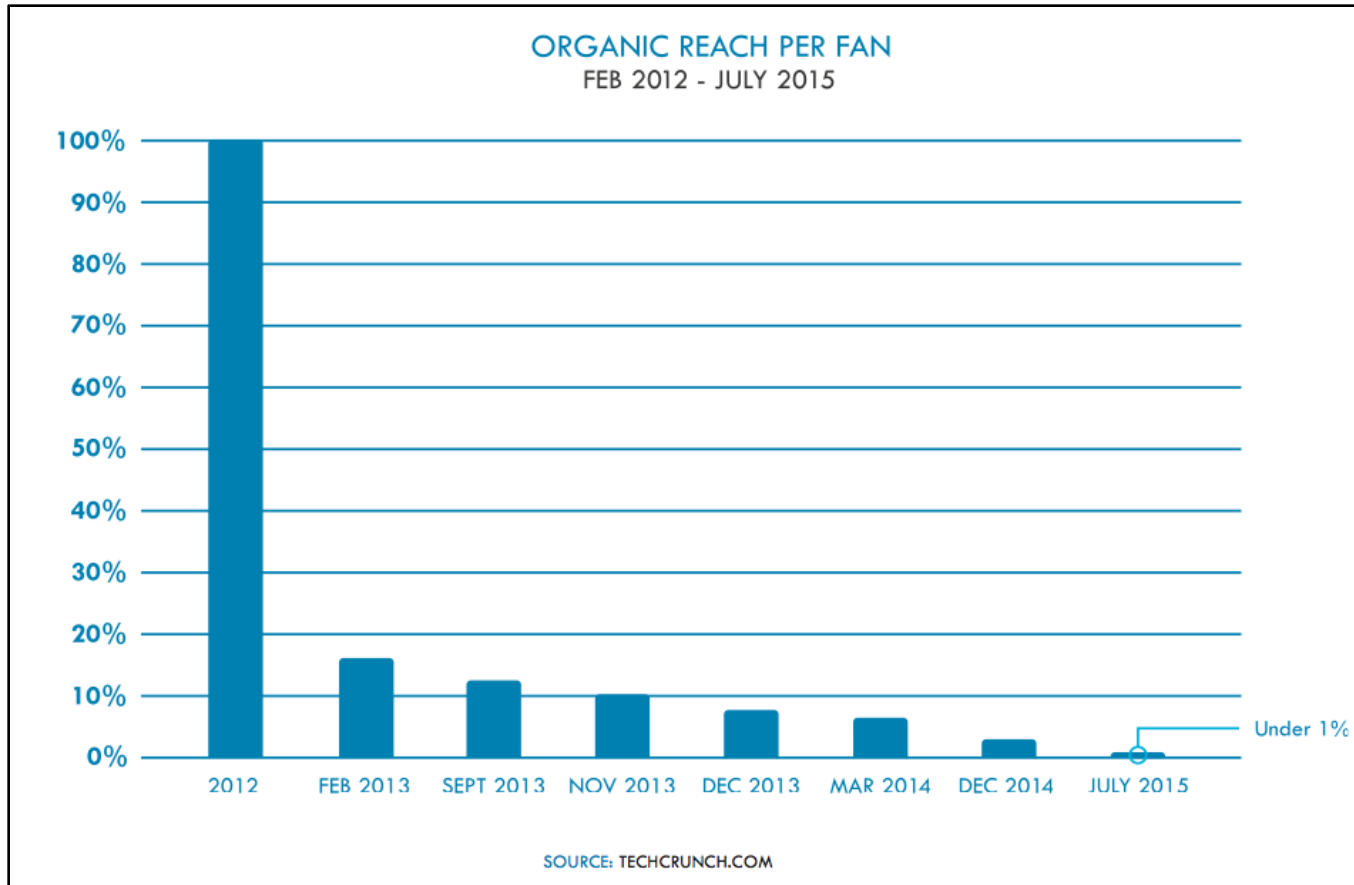
*Owner of Crystal Media*

*Founder of Social Edge*



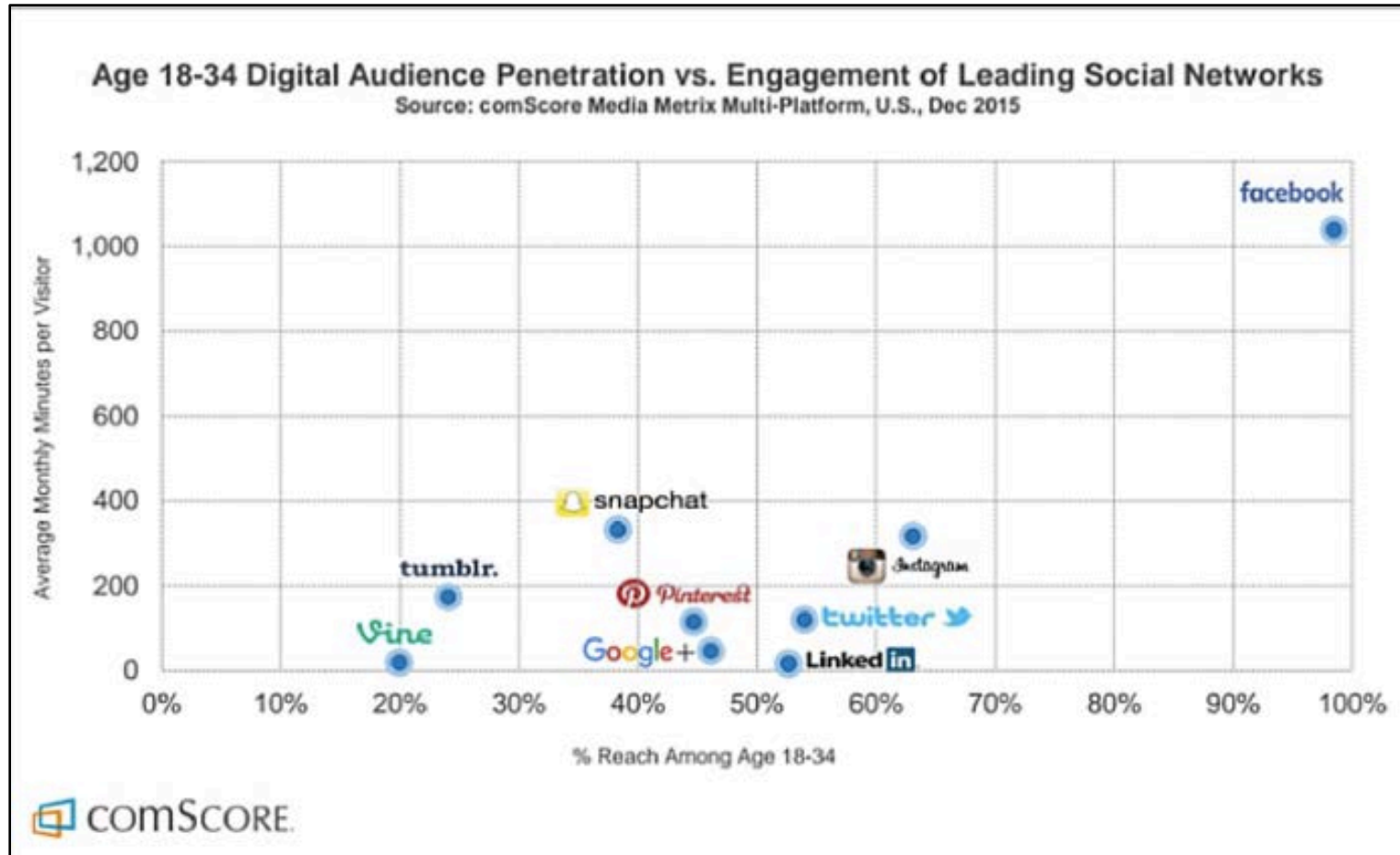
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# Organic Reach has Dropped



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# Facebook is the Most Visited Website!



“

If you're not using Facebook Ads to support your Facebook marketing efforts, you're wasting your time on Facebook. In today's Facebook world, if you want more of your Fans and customers to see you on Facebook, you need to pay for it. With the extremely targeted abilities, Facebook Ads makes it easy to get in front of your customers and new ones, but get trained so you don't waste your time or money doing the wrong thing.

”



Crystal Vilkaitis  
*Retail Social Media Expert*  
*Owner, CrystalMedia.co and SocialEdge.co*

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**BUT FACEBOOK DOESN'T WORK!**

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# The Power of Ads

## *Promo with Ads:*

- *Budget: \$25*
- *Total Page likes: 5,500*
- *8,187 views*
- *320 likes*
- *6 shares*
- *32 comments*

## *Following year without Ads:*

- *Budget: \$0*
- *Total Page Likes: 8,600*
- *2,548 views*
- *89 likes*
- *1 shares*
- *10 comments*



# Instagram Ads Impressions Increasing

- August 2015 = 50 million
- September = 100 million
- December = 670 million; 13 times increase

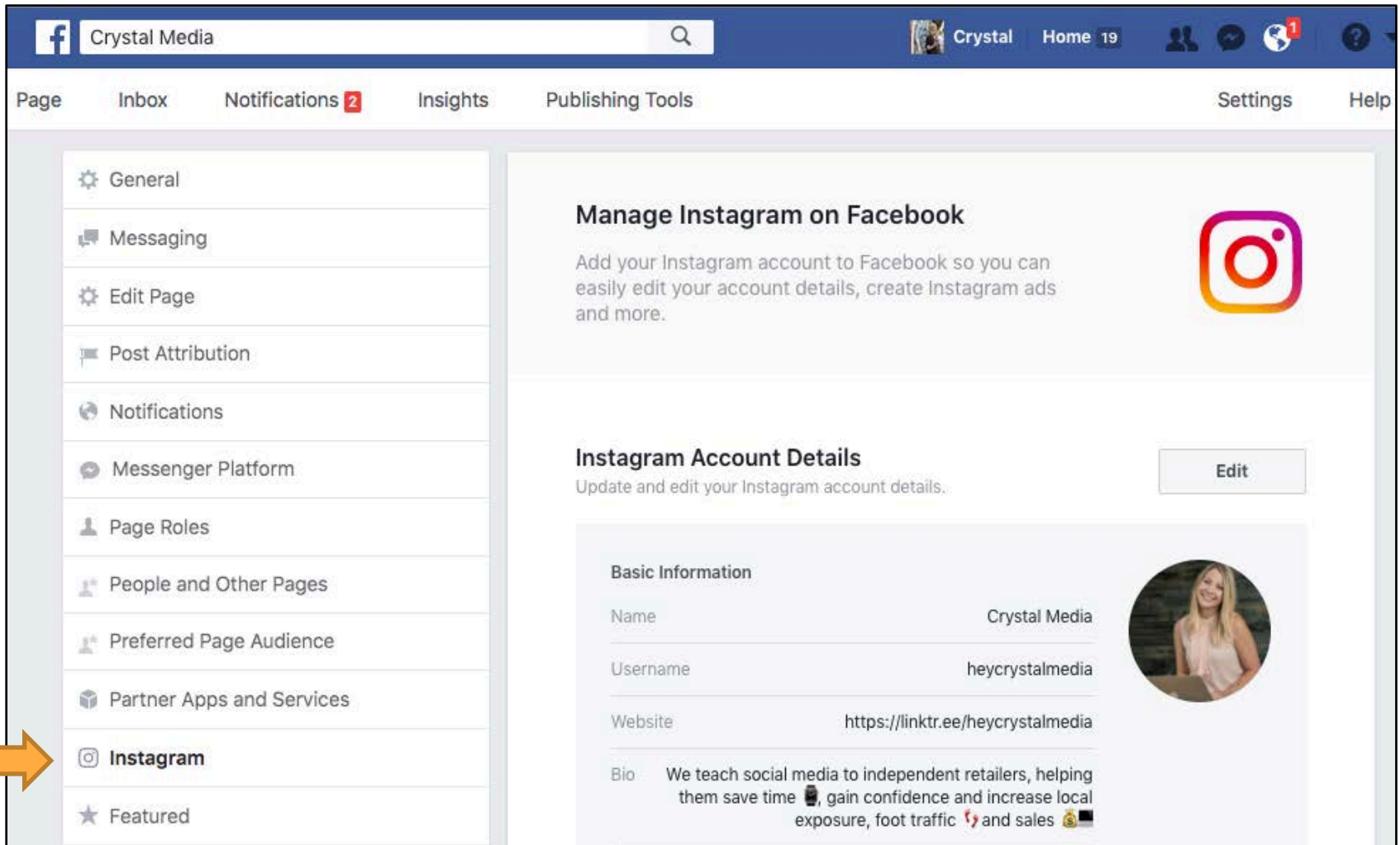
“According to Shopify, Instagram posts have a 1.08% conversion rate, compared to Twitter (0.77%) and Pinterest (0.54%)

Instagram users spend on average \$65 per referred sale, compared to Facebook (\$55), and Twitter (\$46.26)”

**SET UP FOR SUCCESS!**

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# Sync Instagram to Facebook



The screenshot shows the Facebook page settings for 'Crystal Media'. The left sidebar contains a list of settings categories, with 'Instagram' highlighted by an orange arrow. The main content area displays the 'Manage Instagram on Facebook' section, which includes instructions on how to add an Instagram account and a section for 'Instagram Account Details' with an 'Edit' button. The 'Instagram Account Details' section shows the following information:

Basic Information	
Name	Crystal Media
Username	heycrystalmedia
Website	<a href="https://linktr.ee/heycrystalmedia">https://linktr.ee/heycrystalmedia</a>
Bio	We teach social media to independent retailers, helping them save time 🕒, gain confidence and increase local exposure, foot traffic 🚶 and sales 💰📦

# Ads Manager: [Facebook.com/ads](https://www.facebook.com/ads)

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# HOW TO GET NEW CUSTOMERS!

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# 1. Lookalike Audiences

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# Warm Audience = People who know you

- Website traffic (website custom audience)
- Email list
- Current Fans/Likes
- Create lookalike audiences out of the above





## 2. Engagement on Facebook

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# Custom Audience: Engaged on Facebook



## Video

Create a list of people who have spent time watching your videos on Facebook.



## Lead Ad

Create a list of people who have opened or completed a form in your lead ads on Facebook.



## Canvas

Create a list of people who have opened your Canvas on Facebook.



## Page NEW

Create a list of people who have interacted with your Page on Facebook.

# Custom Audience: Engaged on Facebook

<b>Engagement</b> ⓘ	<input type="text" value="Choose a content type"/> <b>Browse</b>
<b>In the past</b> ⓘ	<b>People who viewed at least 3 seconds of your video</b>
<b>Audience Name</b>	People who viewed at least 10 seconds of your video
	People who have watched at 25% of your video
	People who have watched at 50% of your video
	People who have watched at 75% of your video
	People who have watched at 95% of your video

A woman with dark hair, wearing a teal patterned jacket, is smiling and looking at her smartphone. The background is a blurred outdoor setting with greenery and a building. There are two large, semi-transparent tan rectangular overlays on the image: one on the left side and one on the right side.

# 3. Detailed Targeting: Location + Life Events

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# Target Brides

**Loveland, Colorado** + 50mi

Include | Add locations

Rocky Mountain Nat'l Park  
Fort Collins  
Denver  
Pawnee National Grasslands

Drop Pin

Add Bulk Locations...

**Age** 22 - 40

**Gender** All Men Women

**Languages** Enter a language...

**Detailed Targeting** INCLUDE people who match at least ONE of the following

Demographics > Life Events  
Newly engaged (3 months)

Your audience is defined.

Specific Broad

Total Size: 3,500 people

**Estimated Daily Results**

**Reach**  
490 - 1,300 (of 3,400)


**Link Clicks**  
9 - 25 (of 32)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?


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# Lead Ad/Traffic Ad for Brides



**Gatherings Floral Studio**  
Sponsored · 🌐

Planning To Tie The Knot?



**Perfect Flowers For Your Perfect Day**  
Good news. Turns out, you don't have to be a Pinterest Goddess to find the perfect wedding flowers. Welcome to Gatherings, a floral studio that helps you get married in style.

JOIN US FOR A CONSULTATION LIKE NO OTHER

[Learn More](#)

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# Life Events

▼   Life Events
▶   Anniversary
Away from family
Away from hometown
▶   Birthday
▶   Friends of
Long distance relationship
New job

New relationship
Newly engaged (1 year)
Newly engaged (3 months)
Newly engaged (6 months)
Newlywed (1 year)
Newlywed (3 months)
Newlywed (6 months)
Recently moved

## 3 Ways to Find New:

1. Lookalikes
2. Engaged on Facebook
3. Location + Life Events



# HOW TO SAVE \$ WITH ADS

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## Save Money:

1. Target!
2. Video

# Reduced Ad Cost by 2/3!

Desktop News Feed   Mobile News Feed   Feature Phone   Desktop Right Column

 **Calder's Wine Cellar**  
Sponsored · 

Like if you love wine!



**Calder's Wine Cellar**  
Winery & Vineyard  
361 people like this.

 Like Page

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# ADS BEST FOR RETAILERS

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# Best Ads for Retailers:

- “Most Recent”
- -Engagement -> Post
- Offer
- Video Views
- Traffic/Conversions



# Facebook Live + Ads

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



# IMAGE AND COPY BEST PRACTICES

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# Writing Ad Copy: Best Practices

- What do YOU click on?
- Humanize – like you're talking to a friend
- Talk/write to ONE person
- Keep it simple
- Give instructions – “Click” “Shop” “Sign Up”
- Why you?



# Creating Images for Ads: Best Practices

- Good lighting
- Clear picture
- Colorful
- Relevant to text/page/audience
- Optimized size
- Text on top of image – less than 20%

# Creating Images for Ads: Best Practices

- Pictures of people
- Timely
- Videos

Starts tomorrow: bring in your past Skirt purchases and turn them into store credit! All donations will go to one of our favorite charities, [Our Closet!](#) Donations collected at our Rittenhouse and Bryn Mawr locations



# Ad Success

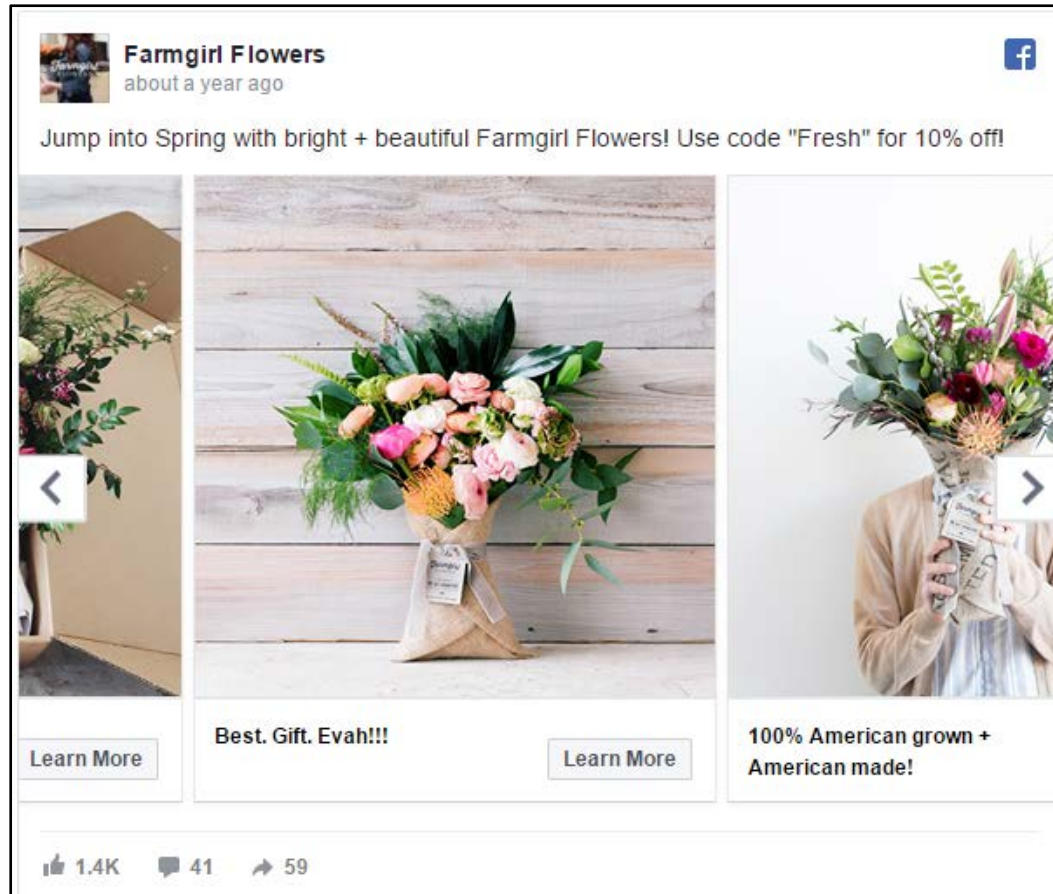


**IN DETROIT, WE DON'T MESS  
AROUND WITH PARTRIDGES  
OR PEAR TREES**

Discover the perfect gift

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# Ad Success



**Farmgirl Flowers**  
about a year ago

Jump into Spring with bright + beautiful Farmgirl Flowers! Use code "Fresh" for 10% off!

Best. Gift. Evah!!!




100% American grown + American made!

1.4K 41 59


The advertisement is a carousel with three images. The first image shows a bouquet in a tan envelope. The second image shows a bouquet in a tan paper bag against a wooden plank background. The third image shows a person holding a bouquet. Each image has a 'Learn More' button below it. The ad also features engagement metrics at the bottom: 1.4K likes, 41 comments, and 59 shares.




# Ad Success




 **The Bouqs Company**   
about a year ago 

Dinner might be full price, but the flowers don't have to be. Get your love a beautiful bouquet this Valentine's Day for a steal. The earlier you order, the better the discount! 🌹



**\$10 off exclusive bouquets + FREE delivery!**  
Valentine's Day is fast approaching! Don't wait until the last second to get your love a beautiful bouq...

[WWW.THEBOUQS.COM](http://WWW.THEBOUQS.COM) 

 Like  Comment  Share

Canva.com =  
design tool

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# Retail Branding Best Practices



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# Crash course in Ads, we did it!

- Why ads are a must, not a maybe
- How to get in front of **new** customers
- How to save \$\$ on Facebook and Instagram ads
- Which ad types are best for retailers
- Which images and copy work best

**WHAT'S NEXT?**

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# Crystal Media Live

Mark your calendars:

- Mondays at 10am PST; 1pm EST
- [Facebook.com/heyCrystalMedia](https://www.facebook.com/heyCrystalMedia)



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# Free Behind-the-Scenes Training

Mark your calendars:

- June 14<sup>th</sup>, 2017



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# Be the first to know when doors open!

Mark your calendars:

- June 20th-27<sup>th</sup>, 2017



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# Training System Made for Retailers to See Sales from Social



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# 10 Bonuses! (Sneak Peek)



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# Take Action on Your Social Media!

*Thank you!*

*Crystal Vilkaitis*

*crystal@heycrystalmedia.com*



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