



Mastering Your Facebook Ads Funnel: Do's, Don'ts, & Creative Inspiration

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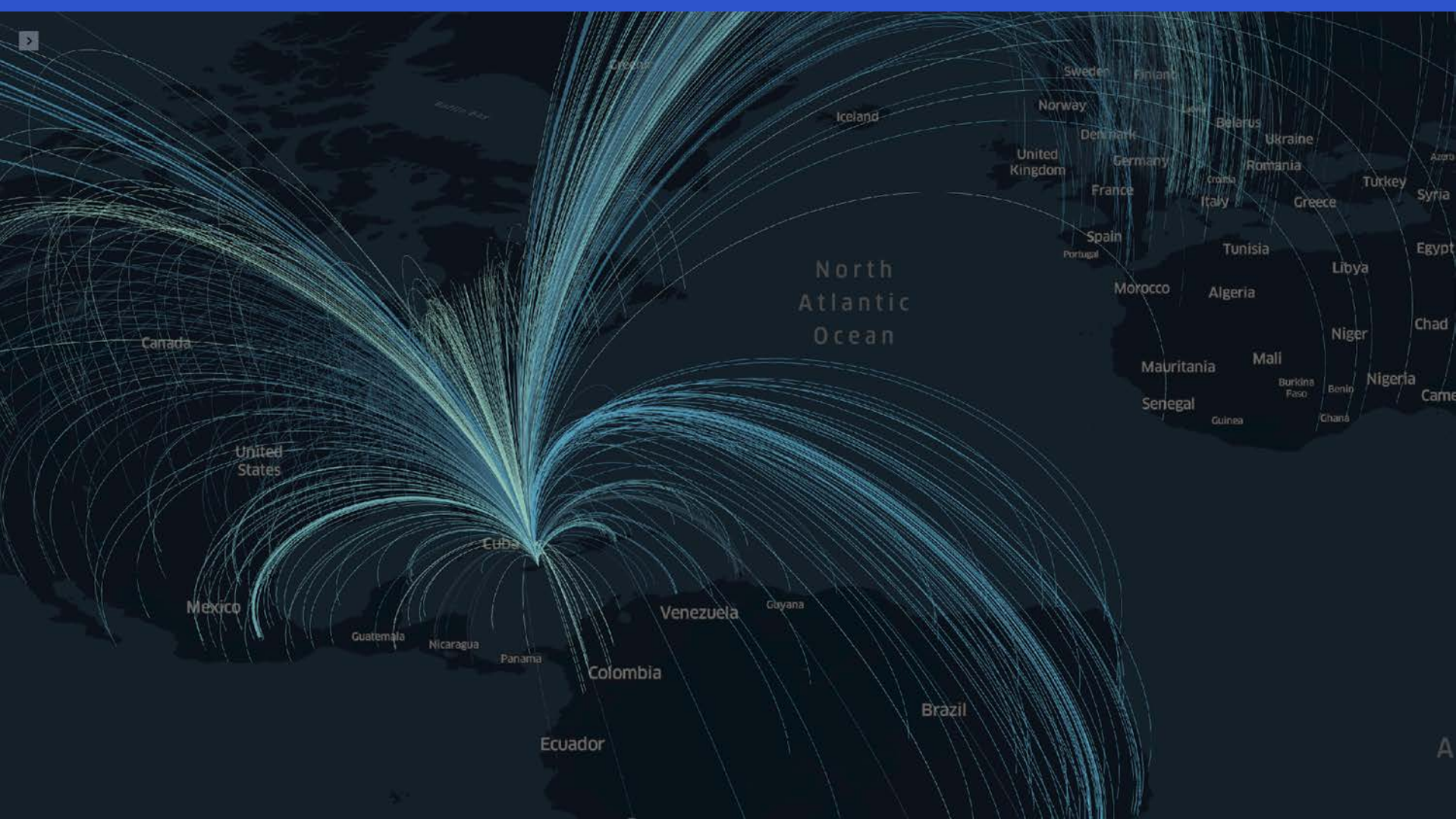
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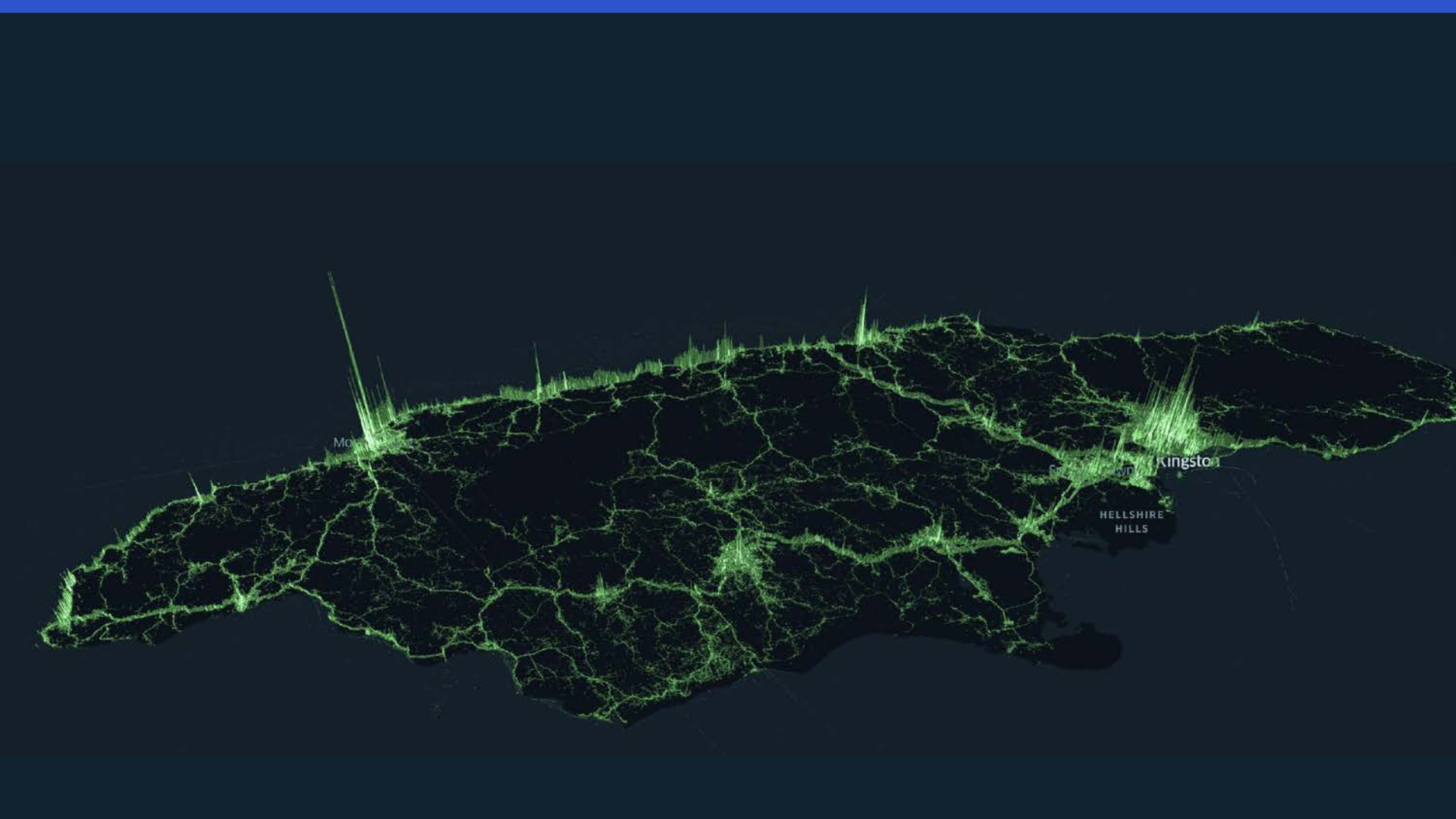


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What Does It Mean To Measure What Matters? (A Framework)





Strategy -> Actions -> Outcomes





1) What is Your Organization's Strategic Goal?



2) What Role Does Paid Social Play in Achieving the Overall Goal?

@natalia_coloradomomlife



3) What Are Your Campaign Objectives & Tactics?

@fav4girllynne



4) Align Measurement With Your Goals & Tactics.

Awareness -> **Adjusted Increase in Organic Search**

Engagement -> **Cost Per Minute of Engagement***

Visitor Segmentation -> **Search to Specific Pages, Specific Search Terms**

Community Building -> **New Conversations Started**

Lead Generation -> **New Email Subscribers**



CPMOE - Cost Per Minute of Engagement

Minutes of Engagement / Ad Spend

20,000 Minutes / \$10,000 = CPMOE \$0.5



Put it into practice



- 
- A rustic wooden surface with several loaves of bread and wheat stalks. One loaf is round with a grid pattern and seeds. Another is round with seeds. A third is rectangular with seeds. Wheat stalks are scattered around the bread.
- 1) Strategic Goal -
 - a) Sustain restaurants
 - b) Awareness of culinary opportunities



2) Role of Social media

- **Targeted content to custom FB audience**
- **Awareness efforts to support PR and paid media in drive markets**
- **Resident call-to-action to restaurants page**



3) Campaign Objectives & Tactics

- **Engagement with video and written content**
- **Engagement with video views of chef profiles**
- **CTA conversions to landing page**



4) Align Measurement With Outcomes

- **Video views total watch time (CPMOE)**
- **Native content total engagement (CPMOE)**
- **Click-through conversions to restaurant landing page**
- **Trend above baseline of organic search traffic to food-related pages on website**



Key Takeaways



A person is captured mid-stride, running on a dark, textured dirt path. The runner is silhouetted against a bright, hazy sky at sunset or sunrise. In the background, a range of mountains is visible, with the sun low on the horizon to the left, creating a strong glow and lens flare. The overall scene conveys a sense of movement and achievement.

Stay Agile In Your Approach



A close-up photograph of a male scientist with a beard, wearing a white lab coat, safety glasses, and blue nitrile gloves. He is focused on his work, using a pipette to transfer liquid into a small vial. The background is a blurred laboratory setting.

**Test, Refine, Test, Refine.
Repeat**





Develop Your Measurement Recipe

A close-up photograph of a woman with a white towel wrapped around her head like a turban. She is looking into a mirror, her reflection visible on the left side of the frame. She has her right hand raised to her lips, with her index finger touching them. She is wearing large, ornate earrings and a dark floral patterned top. The background is a warm, slightly out-of-focus interior.

Avoid Vanity Metrics



A vibrant concert scene with a large crowd of people in the foreground, many holding up smartphones to capture photos or videos. The stage is illuminated with bright, colorful lights (blue, green, yellow, and red) and is surrounded by a dense cloud of falling confetti or streamers. The overall atmosphere is energetic and festive.

Put Your Audiences To Work





Thank You

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