

Arthur
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Webinar 2

Marketing with Meta

Wimmera Mallee Tourism



arthurst.com.au →

Wimmera
Mallee

Supported by:



Today:

- Update on Digital/ Social Media use.
- Basic Digital Marketing Models

- Campaign Prep
- Planning
- Campaign Execution
- Campaign Measurement
- Wrap up and agency tips/ tools



Matt Cowdell
Managing Director

- Bachelor of Commerce (Marketing & Interactive Marketing)
- 15+ years digital experience
- Agency, media and client side
- Currently working with mid – large brands on all things digital
- LinkedIn Profile:
 - <https://www.linkedin.com/in/matt-cowdell>





Hannah Nicholson
Digital Marketing Specialist

- Bachelor of Commerce
- 10 years experience working with various brands within the Tourism & Entertainment industries.
- Currently working with various service-based and eComm businesses on expanding their digital activity.
- LinkedIn Profile:
<https://www.linkedin.com/in/hannah-nicholson-735988a5/>



Brands that trust us



Trends for 2023

JAN
2023

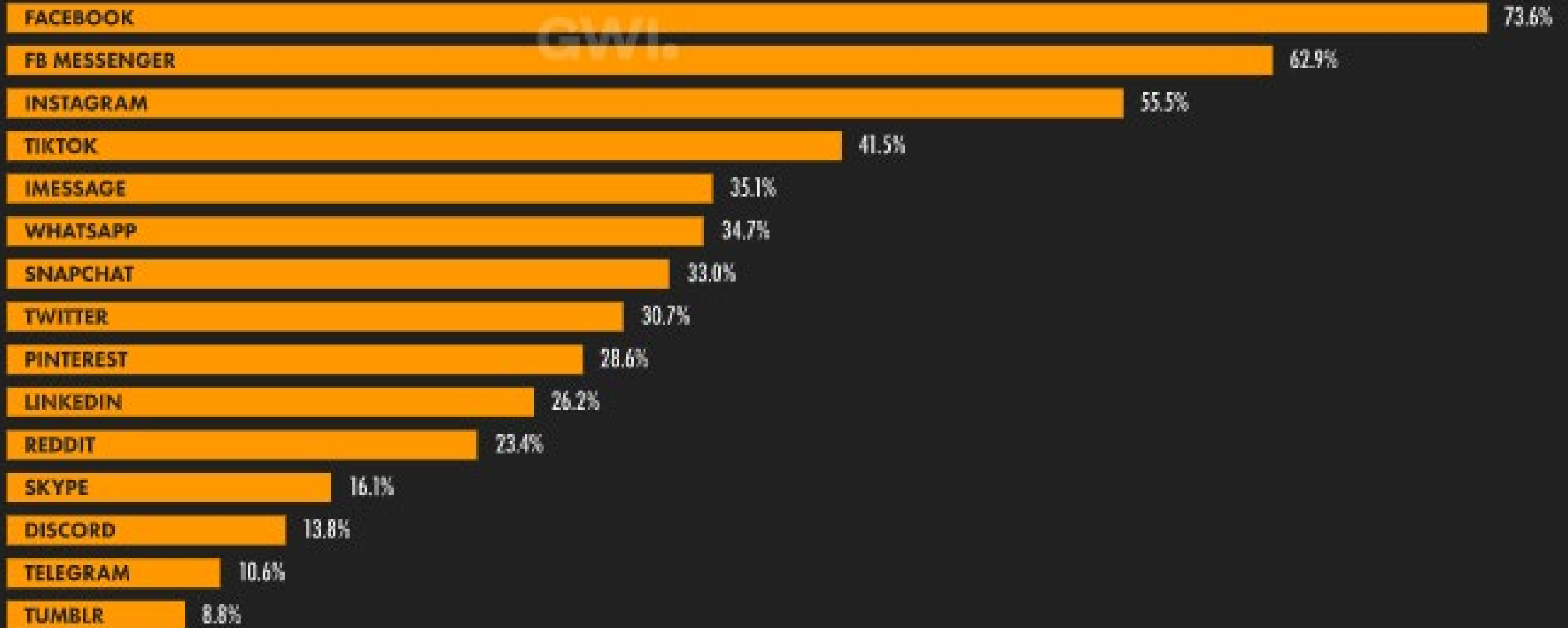
MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



AUSTRALIA



SOURCE: GWI (JAN 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDERS SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.


JAN
2023


TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022



AUSTRALIA

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	1.49 B	34.9 M	10M 48S	8.4
02	YOUTUBE.COM	 596 M	22.7 M	20M 47S	12.9
03	FACEBOOK.COM	336 M	22.5 M	8M 49S	8.3
04	REDDIT.COM	97.4 M	8.18 M	8M 59S	7.4
05	GOOGLE.COM.AU	94.1 M	9.04 M	6M 28S	9.0
06	WIKIPEDIA.ORG	88.5 M	15.5 M	8M 57S	9.7
07	ABC.NET.AU	84.6 M	11.7 M	3M 39S	3.2
08	TWITTER.COM	84.2 M	11.5 M	7M 23S	12.0
09	NEWS.COM.AU	81.2 M	9.49 M	6M 37S	4.0
10	INSTAGRAM.COM	78.5 M	11.4 M	6M 50S	8.6

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	LIVE.COM	74.9 M	6.40 M	4M 58S	2.9
12	NETFLIX.COM	 74.4 M	5.79 M	10M 18S	4.2
13	PORNHUB.COM	59.4 M	6.96 M	6M 51S	7.6
14	EBAY.COM.AU	55.2 M	10.5 M	10M 08S	9.1
15	OFFICE.COM	53.6 M	3.98 M	7M 50S	7.2
16	REALESTATE.COM.AU	53.0 M	11.1 M	6M 38S	6.8
17	YAHOO.COM	50.5 M	7.20 M	5M 02S	6.7
18	XVIDEOS.COM	47.7 M	5.66 M	5M 04S	4.6
19	BOM.GOV.AU	47.0 M	6.76 M	15M 25S	5.7
10	AMAZON.COM.AU	42.5 M	11.2 M	11M 44S	9.5

SOURCE: SIMILARWEB, RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME

JAN
2023

TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP



YOUTUBE

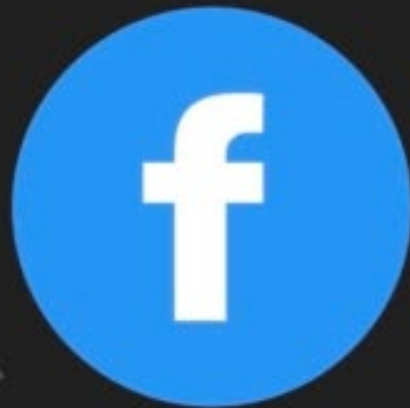


17H 06M

PER USER, PER MONTH

YEAR-ON-YEAR CHANGE
[UNCHANGED]

FACEBOOK

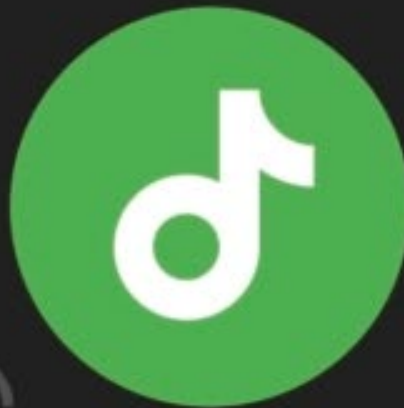


17H 48M

PER USER, PER MONTH

YEAR-ON-YEAR CHANGE
+1.1% (+12 MINS)

TIKTOK



29H 36M

PER USER, PER MONTH

YEAR-ON-YEAR CHANGE
+26.5% (+6H 12M)

INSTAGRAM



8H 36M

PER USER, PER MONTH

YEAR-ON-YEAR CHANGE
+3.6% (+18 MINS)

WHATSAPP

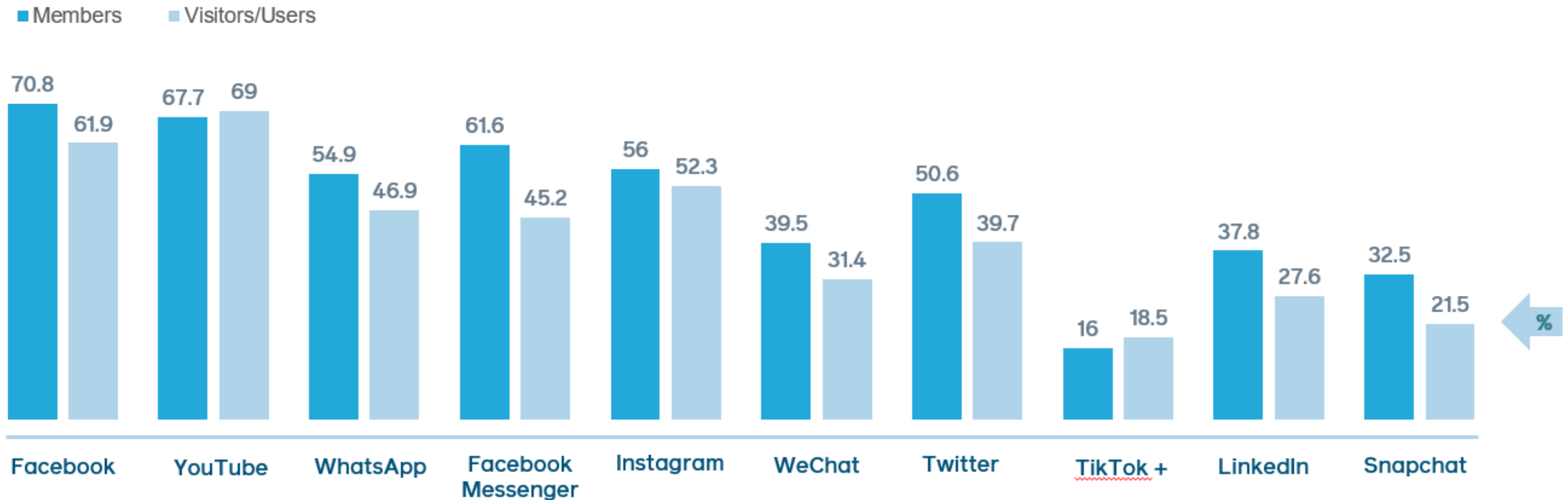


5H 36M

PER USER, PER MONTH

YEAR-ON-YEAR CHANGE
-3.4% (-12 MINS)

Facebook family of apps leads in membership across all social platforms



*GWI Definitions:

Members – People who say they have an account on the platform in question.

Visitors/Users – People who say that, within the last month, they have visited or used a social network's website or app via any device.

Meta

**Business Manager/
Business Suite**

Business Suite

Business Manager – back end setup (legacy)

Business Suite – front end management – creating posts, replying to messages etc.

The tools are merging and it's currently a bit of a mess.

Business manager best practice

- Setup business manager with ad accounts for each business unit (if you have more than one).
- Complete all business information fields and get verified – go to Business Settings
- Assign relevant admins
- Enable two factor authentication for all admin
- Setup access to pages, pixels, accounts and create a line of business.

Business
Manager
Account

Ad Account

Facebook
Page

Facebook Pixel

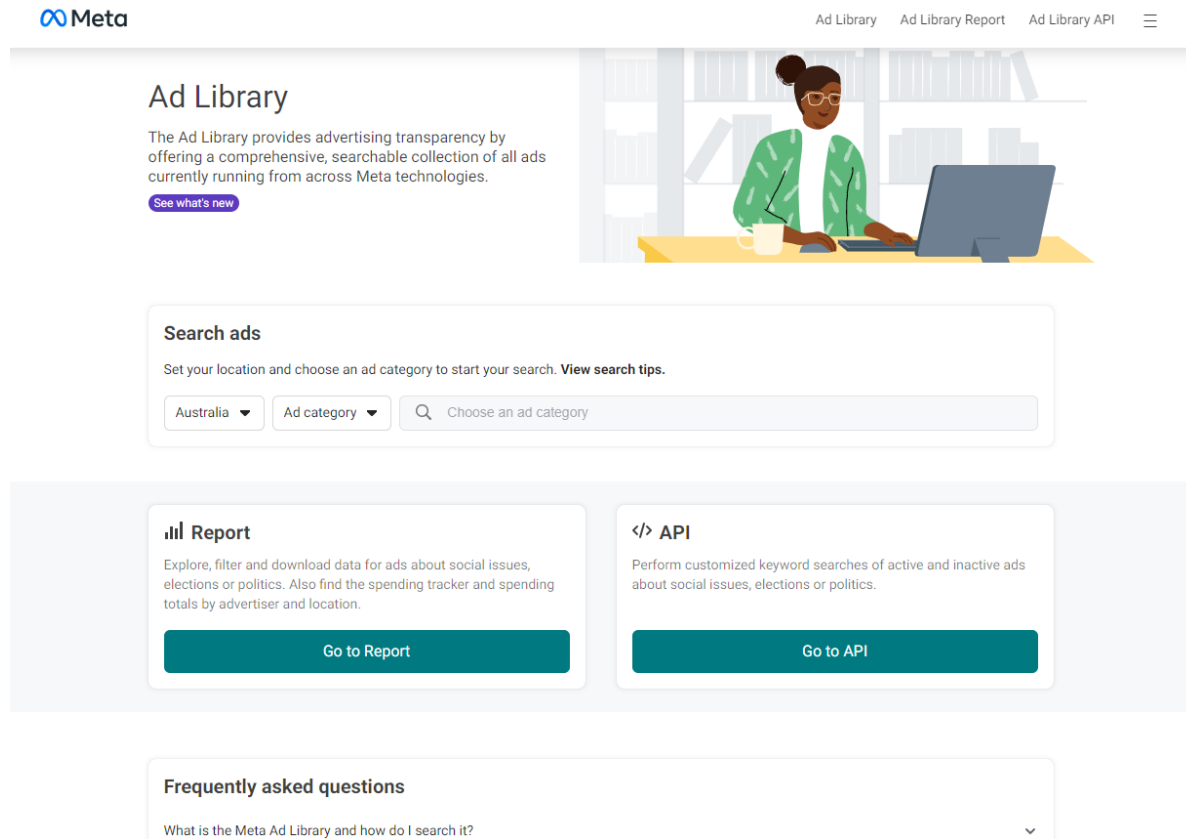
Instagram
Account

Catalogue

How to setup Business Manager/ Suite

1. If you haven't already set it up, go to **business.facebook.com** and select create an account.
2. Once setup you can connect it with your facebook page or pages, Instagram accounts and look to setup ad accounts for running facebook ads

Let's take a look at some ads:



On your phone or Laptop simply google:
Facebook Ad Library:

Search for your competitors or industry leaders.

Let's think about privacy



Does your website have a privacy policy?

If so, when was the last time you updated it?

Vic Gov – free template

<https://business.vic.gov.au/tools-and-templates/privacy-policy-template>

Planning

Campaign Planning

Resources to help you define your campaign strategy, get the latest insights, and use creative assets to capture attention and prompt action.



organic vs boost vs ads

	Organic Post	Boosted Post	Facebook Ads
Appears on facebook page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Location Targeting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Age & Gender Targeting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Interest Targeting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Language Targeting	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ad Scheduling	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Call to Action Button	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Optimised Bidding	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Multiple Images	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

The meta family



Facebook

Reach over 2 billion people in familiar ways on Facebook. Communicate creatively through videos, 360 storytelling, catalogs and more.



Instagram

Instagram is a place to share moments and inspire visually. Reach people vertically through Instastories or vertical long-form styles on IGTV.



Audience Network

Reach people beyond Facebook. Campaigns on Facebook and Instagram can be spread across high-quality publishers' apps and sites.



WhatsApp

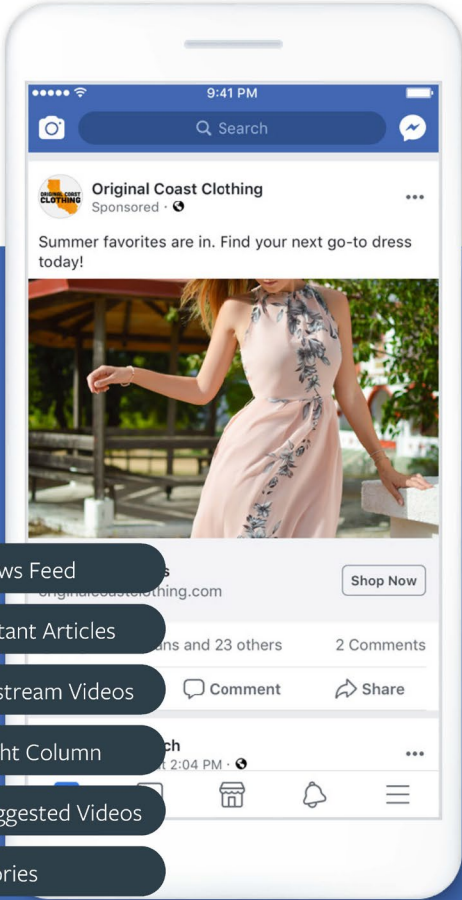
Fast, simple and secure messaging and free calls. Marketers can automate, sort and quickly respond to messages.



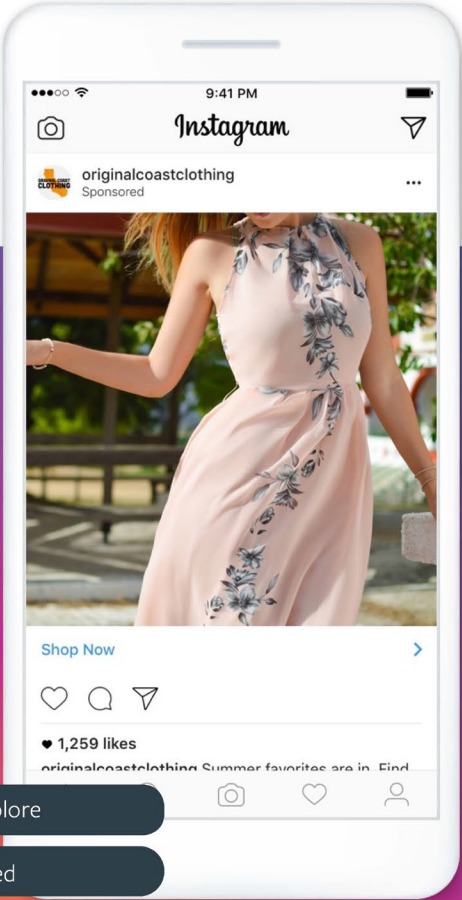
Messenger

Communicate on mobile or desktop. Send personalized messages to your customers; or show them your visual ads to create real conversations or desired actions.

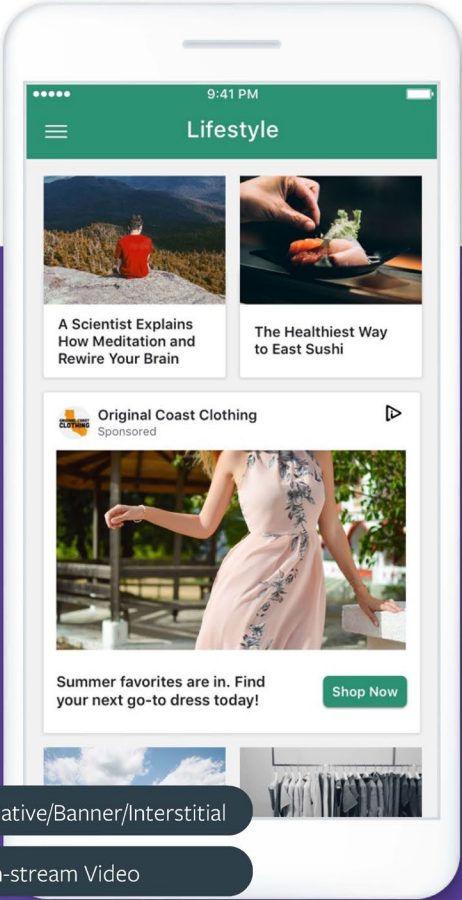
Ad examples



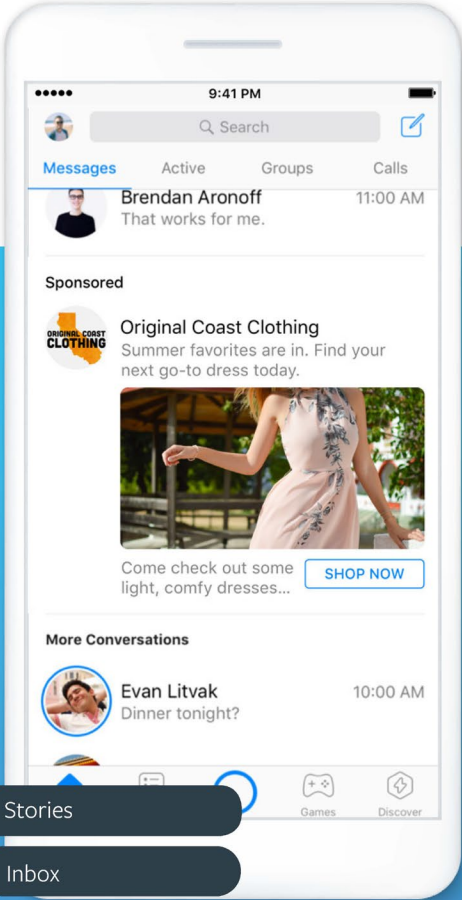
- News Feed
- Instant Articles
- In-stream Videos
- Right Column
- Suggested Videos
- Stories
- Marketplace



- Explore
- Feed
- Stories



- Native/Banner/Interstitial
- In-stream Video
- Rewarded Video














- Stories
- Inbox
- Sponsored Messages

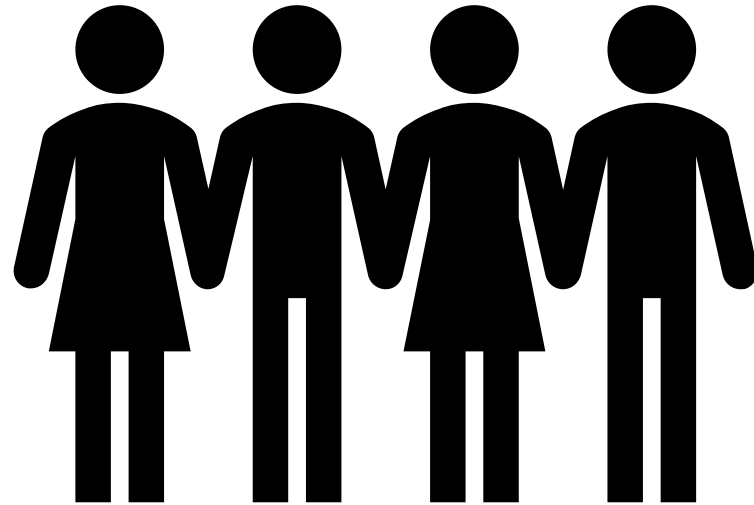


Choose your ad objective

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

What data does facebook have on you?





Saved audiences

Facebook's data



Custom audiences

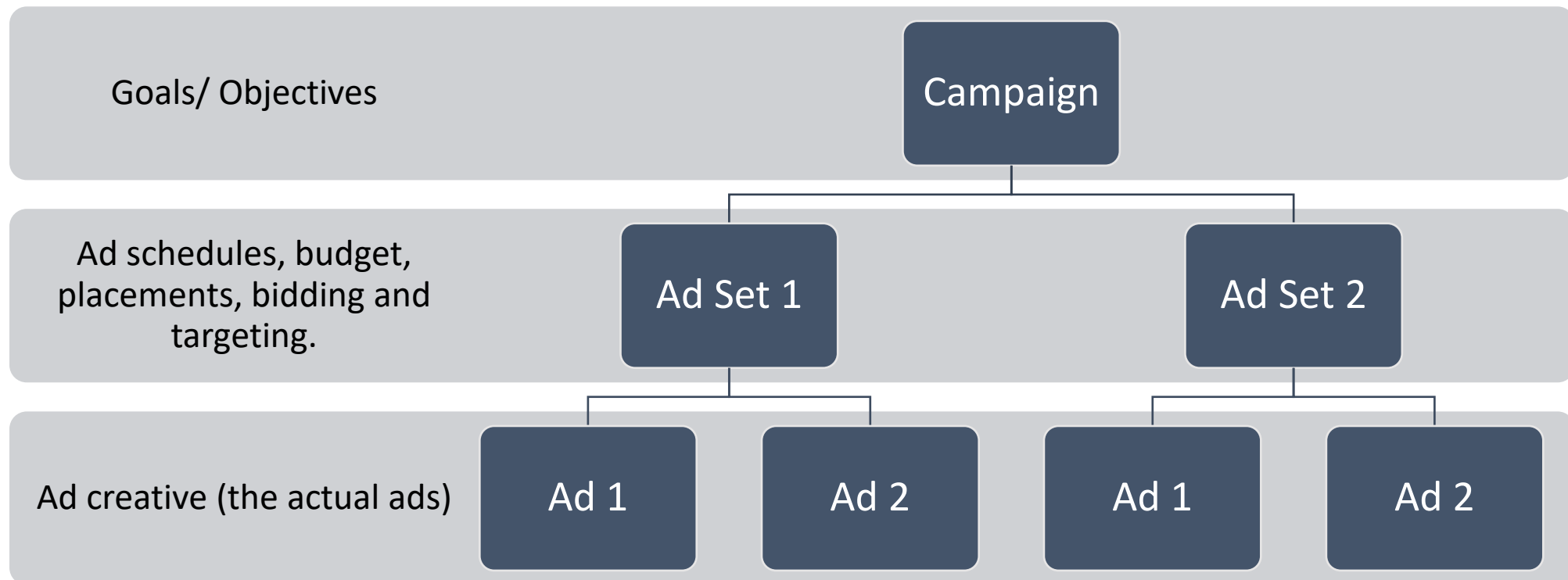
Your data and
interactions with you



Lookalike

Combines both

Campaign structures



Let's start our campaign build by creating some audiences.

The screenshot displays the Meta Business Suite interface. On the left, a sidebar lists various tools and settings. A red arrow points from the 'Audiences' option in the sidebar to the 'Audiences' icon in the 'Shortcuts' section, which is circled in red. The main content area shows a dashboard with a table of performance metrics, an 'Alerts' section, and a 'New! Cross-account reporting in ads reporting' notification.

	Recently updated	Last 7 days	
\$0.00 Spend	0 Reach	0 Impressions	>
\$228.53 Spend	43,064 Reach	69,570 Impressions	>

Alerts

- Your ad for MicrotechDPS was rejected. View your ad for more info. 2w

New! Cross-account reporting in ads reporting

You can now create reports in ads reporting that include multiple ad accounts within your business. Create cross-account reports to see new insights such as unique reach across all of your ad accounts.

See Report Not Now

Execution & Measurement

Optimisation

Improving the performance of our campaigns over time

=

making sure our budget is placed where we can have the greatest impact.

What can we optimise?

- Campaign objectives
- Budget
- Targeting
- Creative
- Landing Pages

Our insights

- These days, meta does a good job of optimising automatically.
- We do need to configure events and the pixel.
- Track real events (business outcomes)
- Understand the learning phase.

Use The Events Setup Tool

Add events using event setup tool

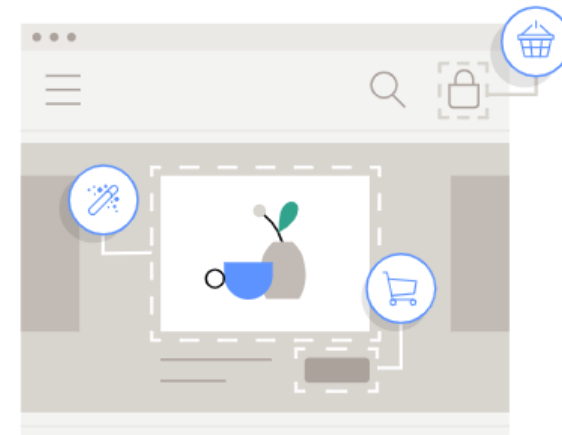
You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events. [Learn More](#)

How it works

Use Event Setup Tool to open your website.

Using the Event Setup Tool, select where on your website you'd like to add events.

With a simple click, your event is added to your website without needing to use code.



Prefer a manual option? [Install events using code.](#)

Facebook Pixel & Events Manager

The screenshot displays the Facebook Events Manager interface. On the left is a navigation sidebar with icons for home, menu, profile, add, analytics, share, favorites, and help. The main content area is titled "Data sources" and shows a search bar and a list of data sources, including "Arthur St Digital's Pixel" with ID 226292261132083. The right sidebar shows the account name "Arthur St Digital (116873931829...)".

The main content area is titled "Arthur St Digital's Pixel" and includes a "Last 28 days" filter and a "Create" button. Below this is a navigation bar with "Overview", "Test events", "Diagnostics", "History", and "Settings".

The "Overview" section features a card titled "See events deeper in your marketing funnel" with a "Get Started" button. Below this is an "All Activity" section with a line graph showing activity from April 20 to May 18. The graph shows a peak in activity around May 12. To the right of the graph is a summary box with the following information:

- Pixel**: 226292261132083
- 2 Websites**: arthurst.com.au, +1 more
- 1 Active Integration**: Manage Integrations

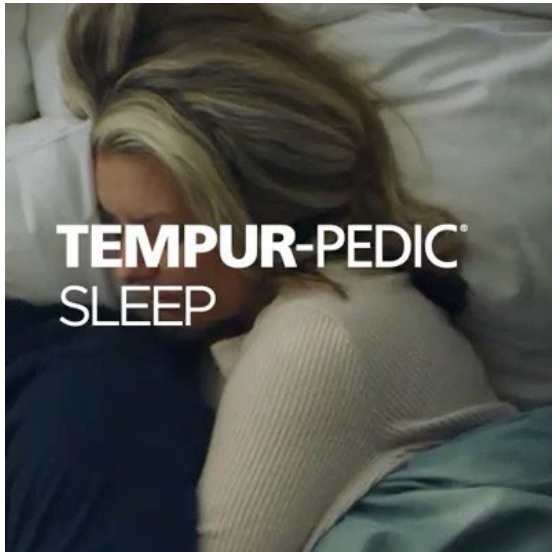
At the bottom of the "All Activity" section, there is an "Add Events" dropdown, a search bar for events (0/50), and a filter for "All events". Below this is a section for "Pixel/Conversions API" with the label "Aggregated Event Measurement".

Ads with Impact

Seth Godin on Marketing:

“it’s telling a story, painting a picture, solving a problem, and most importantly identifying an audience that is willing to go where you want to take it.”

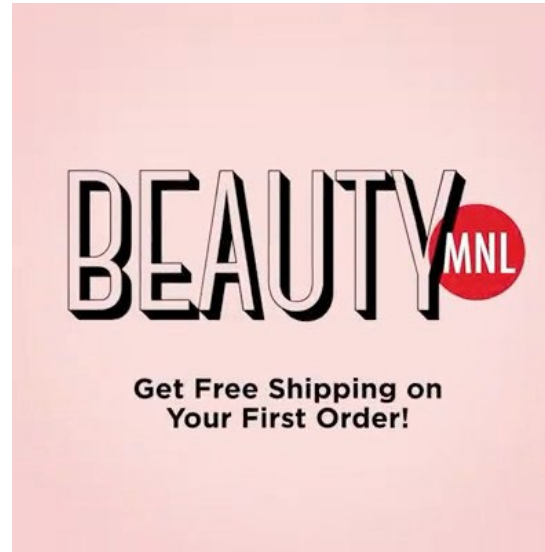
What is your Brand Identity?



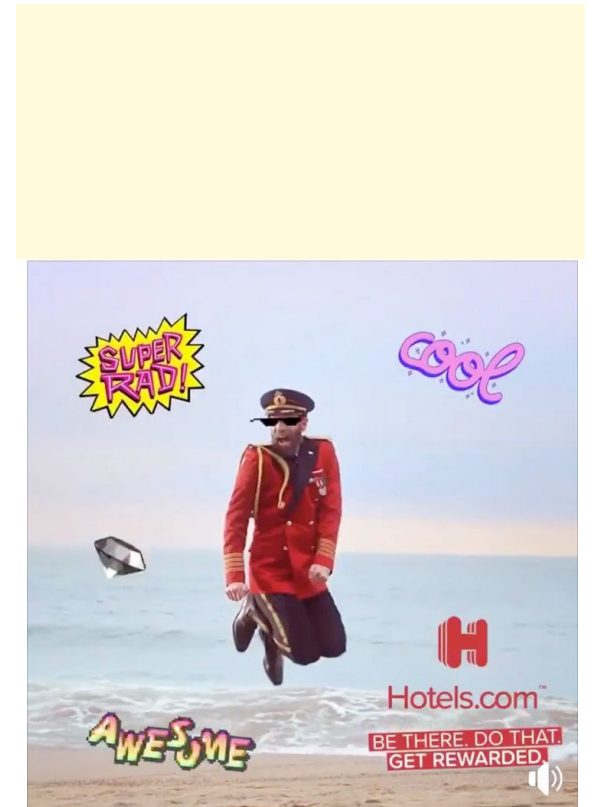
1. Logo



2. Type



3. Colours



4. Mnemonic

What is your story?

- What is your story?
- How can we tell it?

- Include colour and movement/ video?

Dynamic Creative:



Introduce Colour & Movement: Create Animations

Ad creative See recommendati...
Select the media, text and destination for your ad. You can also customise your media and text for each placement. [Learn more](#)

Media
+ Add media **Create Video**

Primary text
Get the hands-on experience you need to advance your digital marketing skills!

Headline
Write up to five short ad headlines

Description - Optional
Why should people visit your website? Try up to five options

Optimise text per person
Enabled

Call to action
Book Now

Destination



Create video for 19 placements
Choose images **+**
Add up to 15 images to get started. You can customise them later.

+ Upload Account Images

Search media

untitled 2048 x 1366	Square.jpg_1... 1080 x 1080	untitled 1080 x 1080
untitled 1080 x 1920	Square.jpg 1080 x 1080	Instagram.jpg 1080 x 1080
untitled 1024 x 684	untitled 1080 x 1920	untitled 1080 x 1080

Flexible templates Square templates Vertical templates

Contactless Delivery & Pickup
Single image

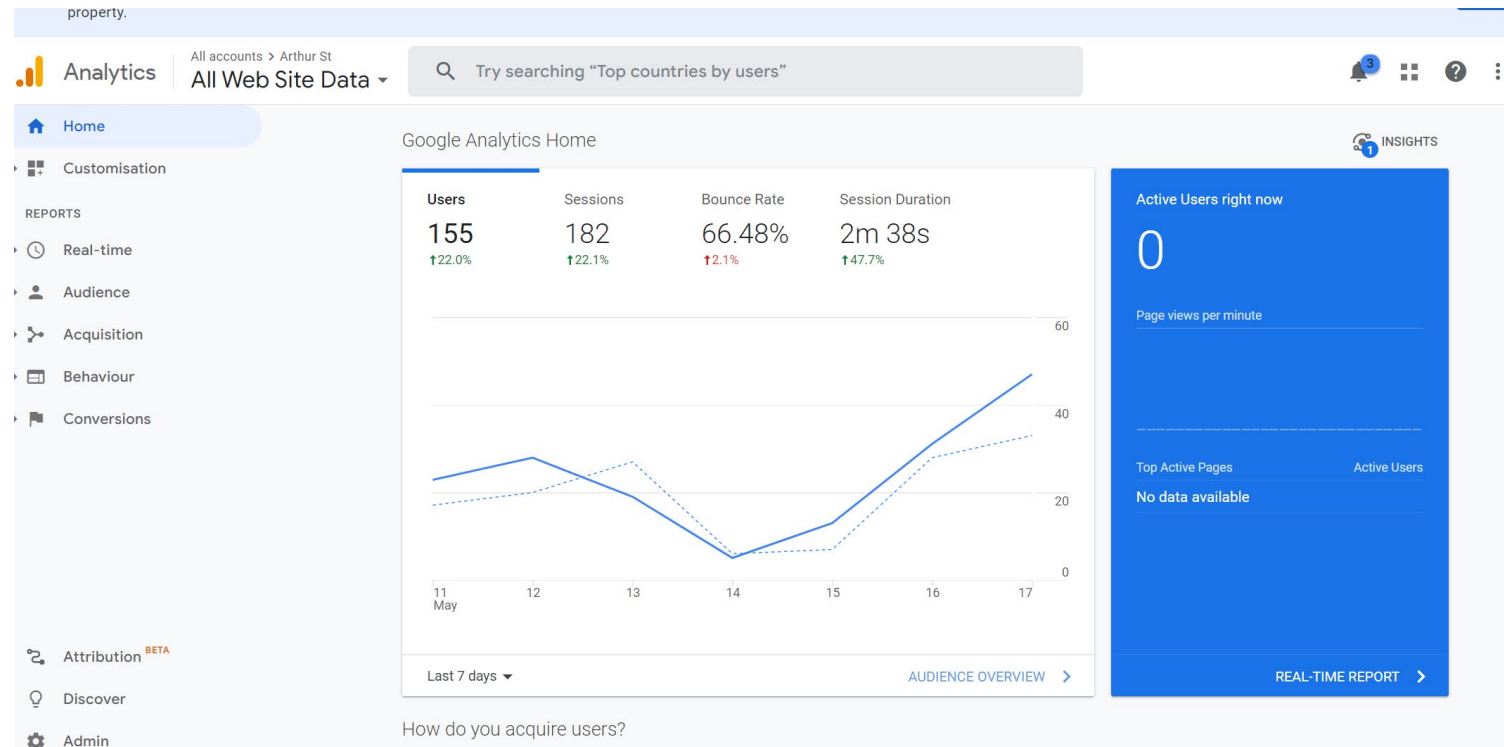
Frame an Image
Single image

Measuring Success

Get back up to speed on Google Analytics

- Setup GA4
- Configure web events

- Checkout Skillshop for courses



Useful Stuff

AS Arthur St's Team Teams • 8, 2

- Home
- Templates
- Projects
- Team
- Arthur St's Team
- Tools
- Brand
- Content Planner
- Discover apps
- Smartmockups
- Starred
- Arthur St personas
- Invite members
- Launch the Canva app

What will you design?

Custom size Upload

- For you
- Presentations
- Social media
- Video
- Print products
- Marketing
- Office
- More

You might want to try...

- Video
- Facebook Post
- Instagram Post (Square)
- Instagram Story
- Logo
- Facebook Cover
- Presentation (16:9)
- A4 Document

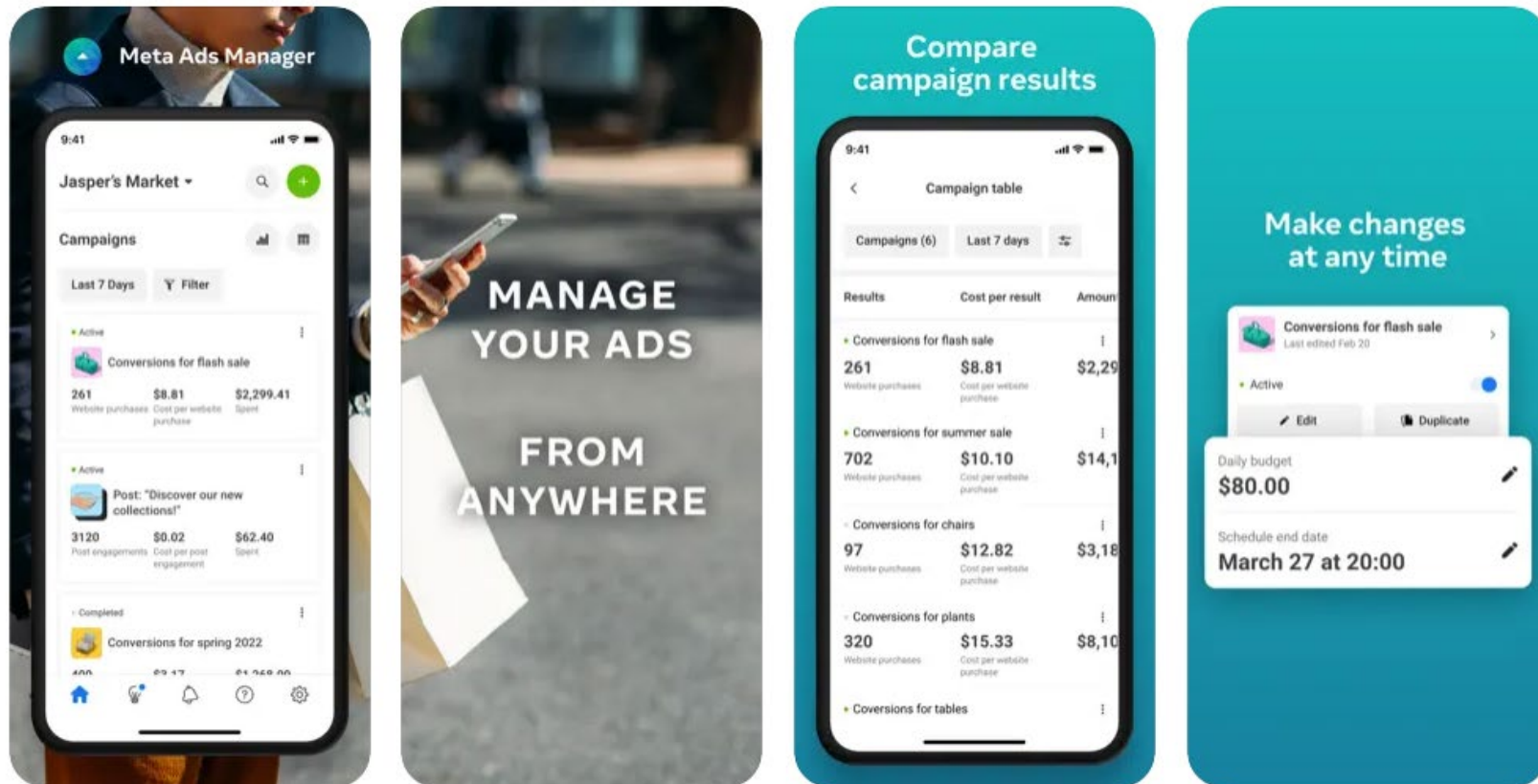
Learn and play

- Design with color Design basics
- Collaboration basics Canva Teams
- How to edit photos Canva basics
- Design Challenge

Recent designs

- Recent design thumbnails

Meta Ads Manager App



Thank You

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