

**Zoomin  
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# Your Guide To Facebook Business Manager

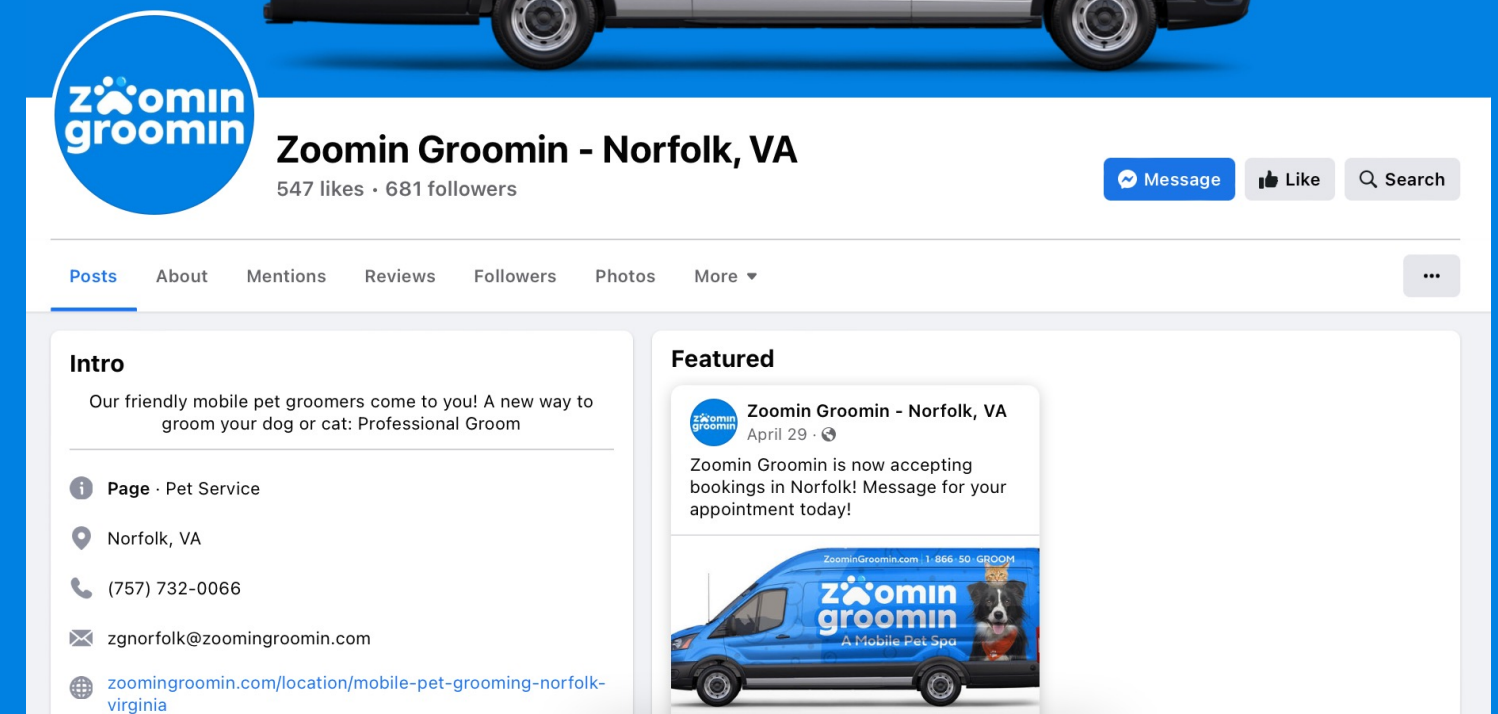


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## What Is A Facebook Business Page?

Similar to a free business website for companies to expand their internet presence

- Send and receiving messages
- Posting updates
- Getting notifications
- Interacting with other users' content
  - Through liking, sharing, and commenting



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## Benefits of a Facebook Business Page

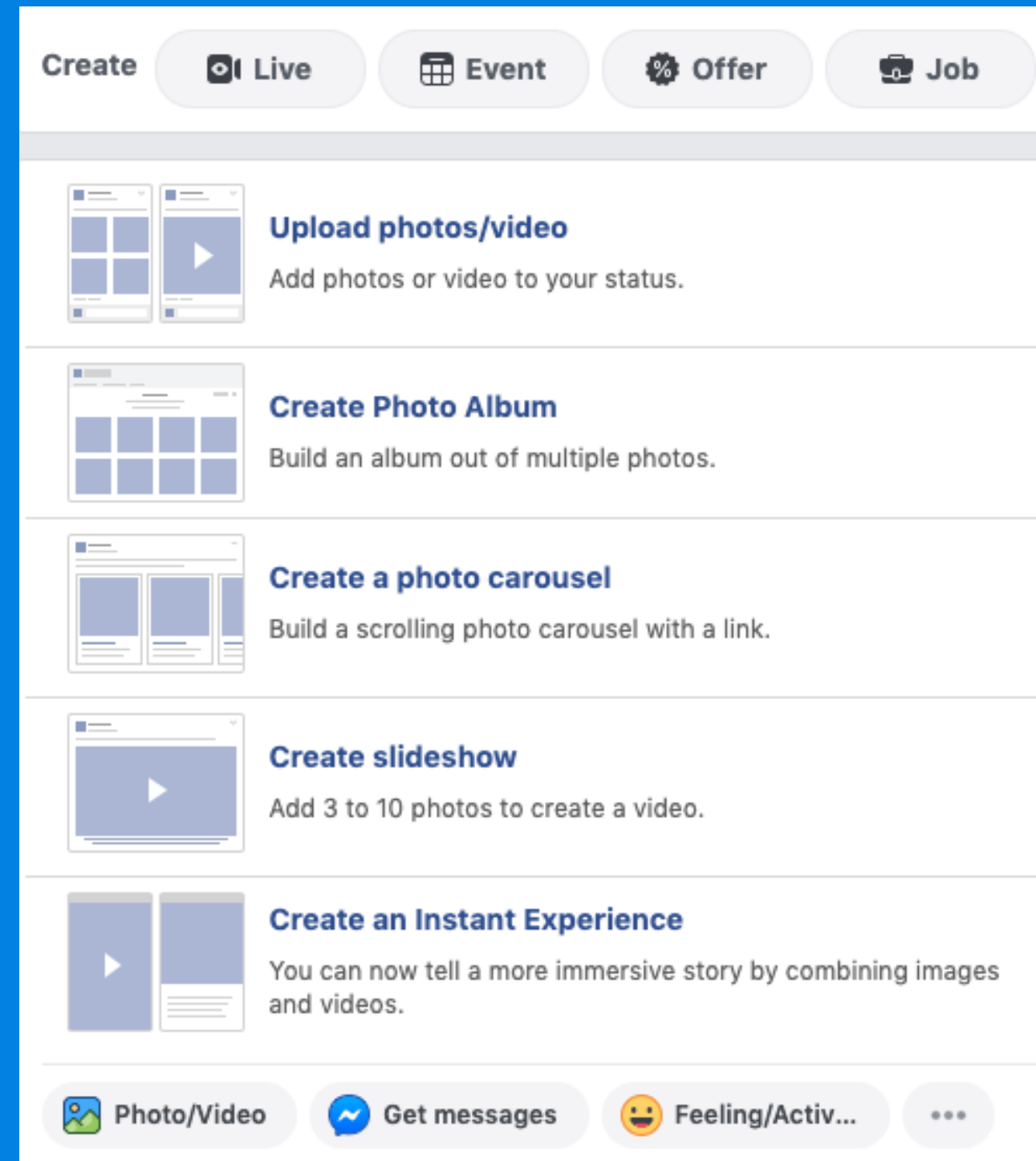
- List basic contact information
- Engage new and longtime customers
- Know your audience
- Lessen marketing costs
- Boost web traffic



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## Different Types of Posts

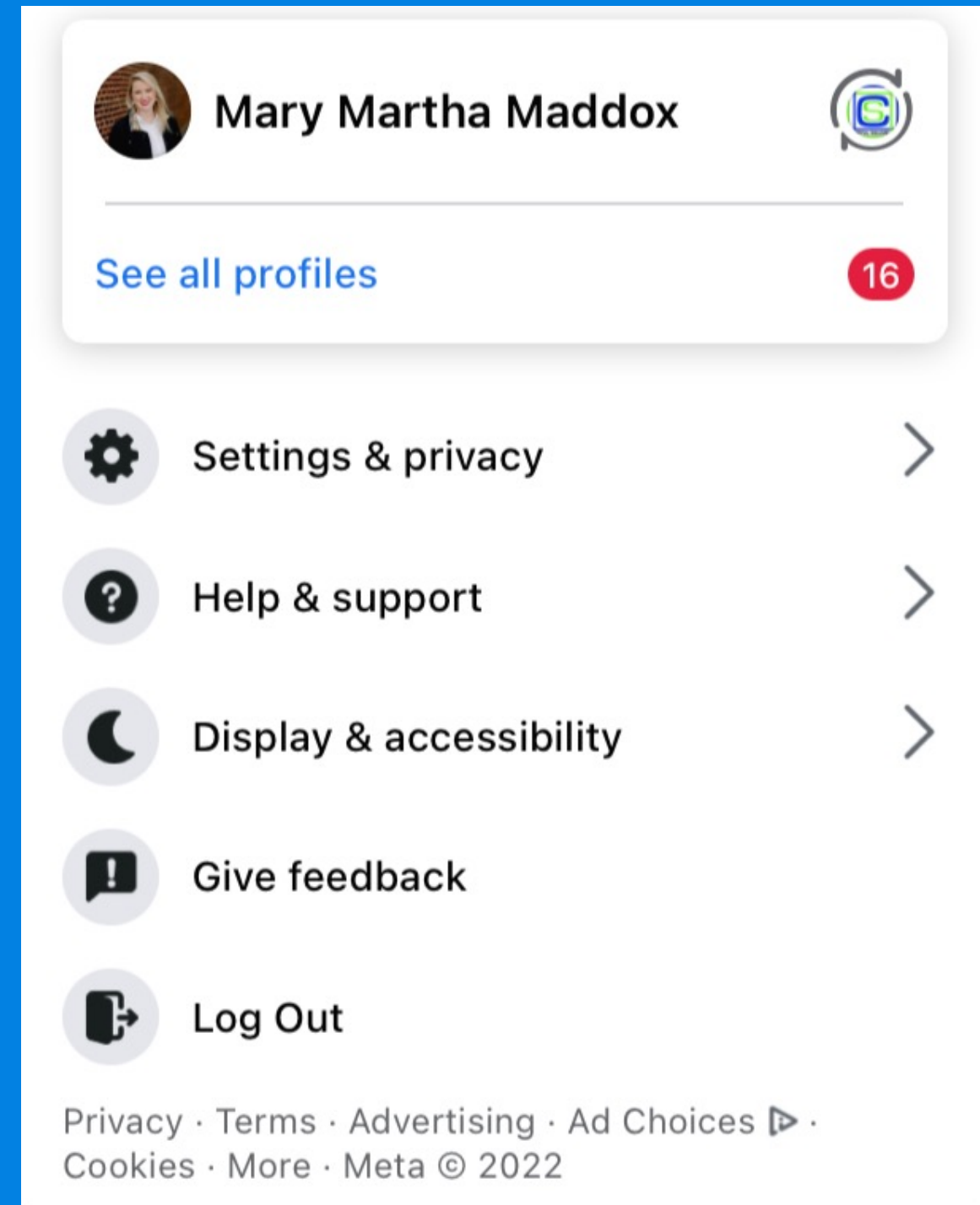
- Photo/Video
- Photo Album
- Photo Carousel
- Events



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## Switch Between Profiles

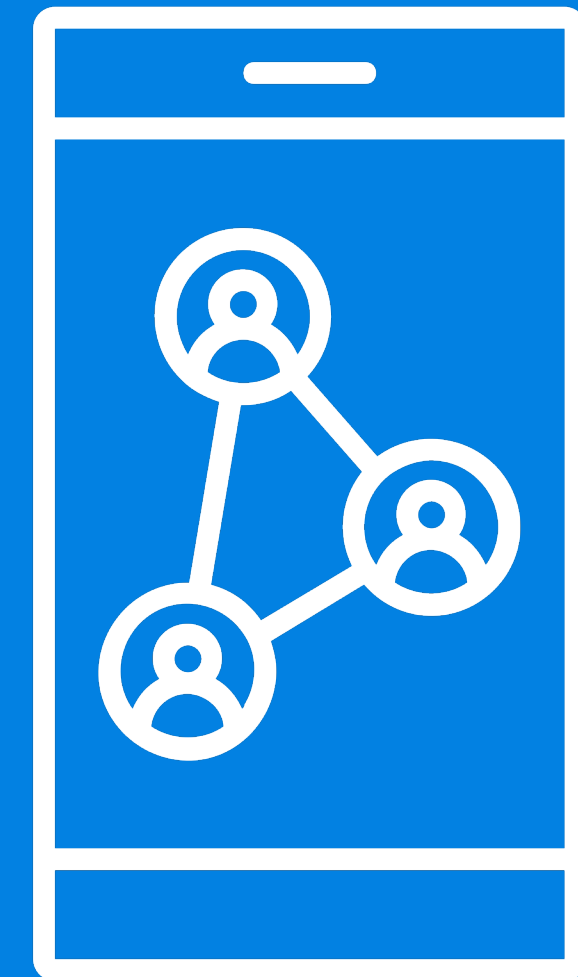
- Click your Page photo at the top right
- Click “See All Profiles”
- Click the profile you want to switch to



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## Increase Your Followers

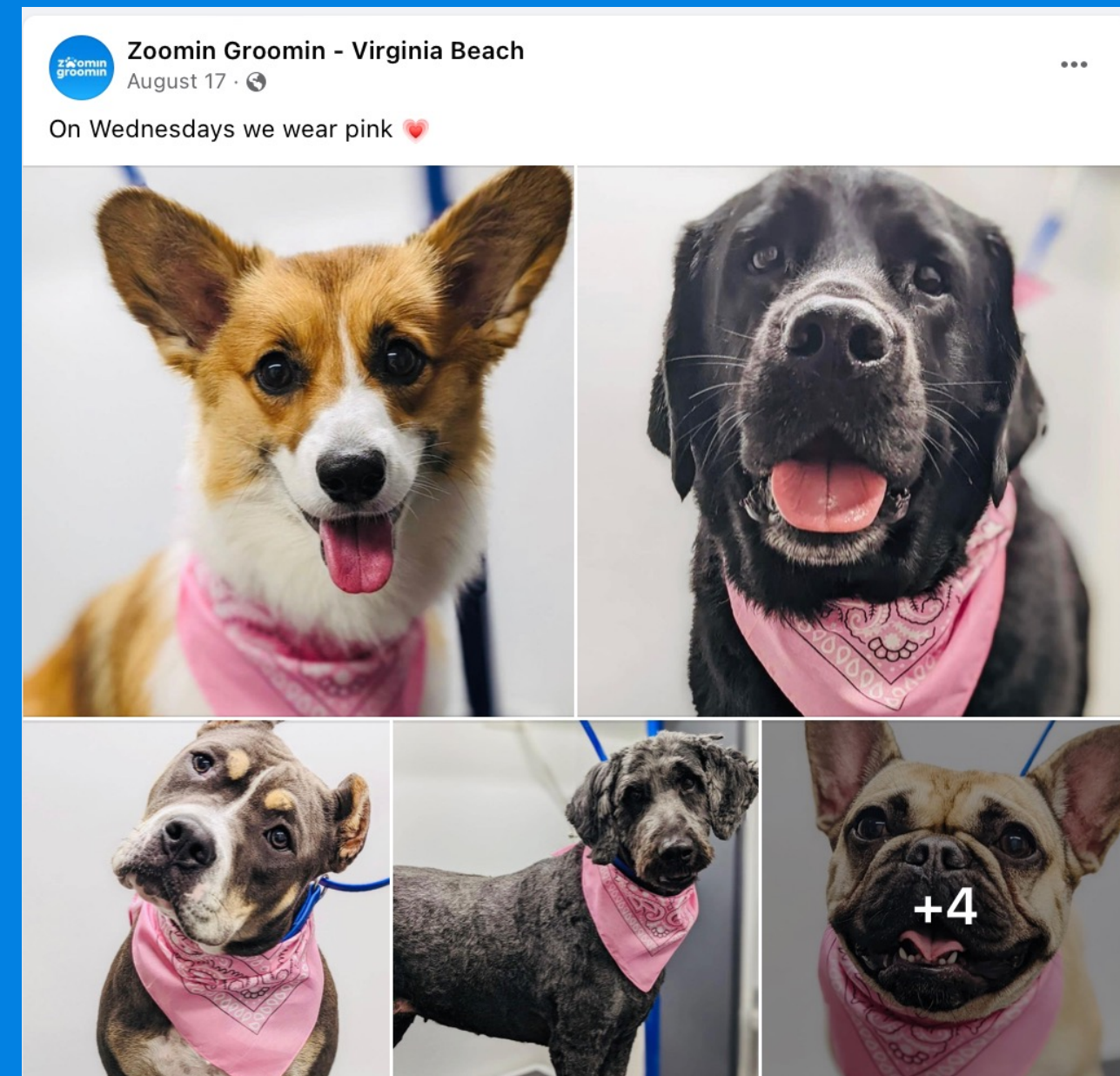
- Inviting people to like your page
- Host a competition/giveaway
- Utilize hashtags
- Get tagged by customers and other businesses
- Create content that is attention-grabbing and shareable
- Engage with your online community



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## Facebook Best Practices

- Respond to messages
- Use analytics to determine success
- Know your target audience
- Be personable, not just promotional
- Converse with your audience
- Highlight business milestones



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# Getting Started With Ads With SOCi



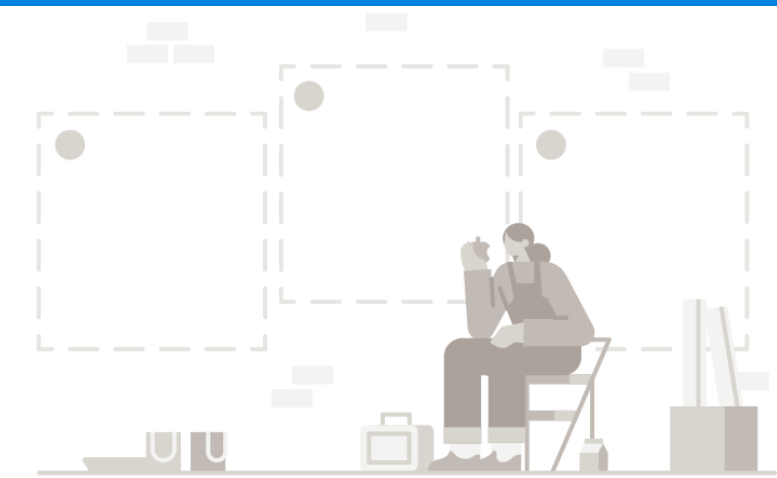


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## Set Up Facebook Business Manager

### Add Method of Payment

- Open Business Settings
- Click Payments
- Click “Add”
- Follow instructions and add your payment method



**doesn't have any payment methods yet.**

Add payment methods to Business Manager and associate them with different ad accounts. When you assign a payment method to an ad account, it will become the primary payment method for that account.

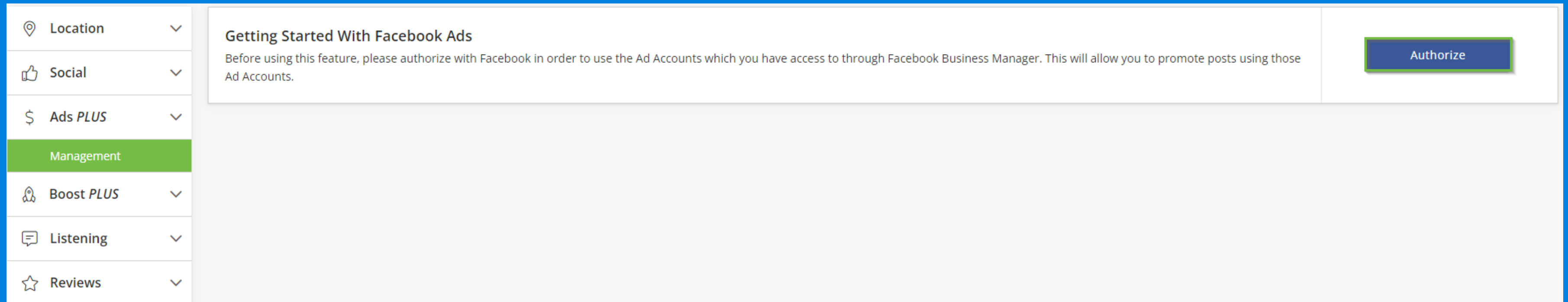
[Add Payment Method](#)

Questions? [Read more](#) about adding a payment method to your ad account.

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## SOCi Ad Account Authorization

1. Select location where the Ad Account needs to be Authorized
2. Click either Ads PLUS or Boost PLUS and select the Management option.
3. Click Authorize
4. Start running Ads or Boosts



The screenshot displays the Zoomin Groomin interface for ad account authorization. On the left, a vertical navigation menu includes options: Location, Social, Ads PLUS, Management (highlighted in green), Boost PLUS, Listening, and Reviews. The main content area is titled "Getting Started With Facebook Ads" and contains the text: "Before using this feature, please authorize with Facebook in order to use the Ad Accounts which you have access to through Facebook Business Manager. This will allow you to promote posts using those Ad Accounts." A blue "Authorize" button is positioned in the top right corner of the main content area.

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## SOCi Ads vs. Boosts

Ads:

Targeted pieces of content that appear on user's newsfeed

Boosts:

Helps get content in front of more people than just those who follow a Facebook page



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## Edit Audience In Ad PLUS Or Boost PLUS

Login and select the Location where the Audience needs to be edited.

Select Ads Plus, then “Audience.”

The screenshot displays the Facebook Ads interface. On the left, a sidebar menu includes 'Location', 'Social', 'Ads PLUS', 'Insights', 'Management', 'Queue', 'Audiences' (highlighted), 'Creatives', 'Leads', and 'Notifications'. The main area is titled 'Audiences' and 'Custom Audiences'. It features buttons for 'Ad Account Manager', 'Create Audience', 'Edit' (highlighted), 'Duplicate And Edit', 'Delete', and 'Make Default'. Below these buttons is a table with the following data:

	Name	Created	Custom	Est. Reach	Reach	CPC	Spent	Budget	Default
<input checked="" type="checkbox"/>	BBQ Audience	Aug 8th, 2022 4:31pm	NO	1.4M	0	\$0.00	\$0.00	\$0.00	<input checked="" type="checkbox"/>

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## Edit Audience In Ad PLUS Or Boost PLUS

Edit the age range, languages, location, and interests.

Click Save once complete.

### Edit Audience

**Configure your audience.**  
Modify your Facebook Ad target audience with ease.

Editing this audience will not update the audiences of live campaigns. Metrics will be affected by any change on the targeting.

**Audience Name**  
BBQ Audience

Make this my **Default Audience** ✓  
\*In order to make this NOT your default audience you need to set another audience as your default.

Core Audience  Custom and Lookalike Audience


**Basic Info**

Age Range: 18 to 65  
Gender: Both  
Language(s): English

**Location Targeting**

Austin (metro area in United States)  
78729 (zip in Texas, United States)

**Audience Definition**



**Defined**  
Your ad will be targeted towards a well-defined audience.

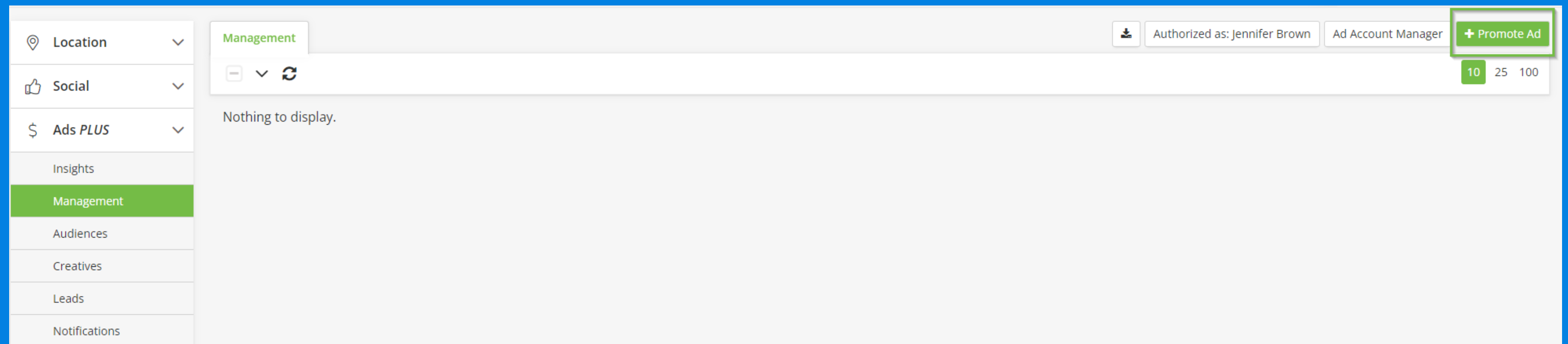
**Potential Reach**  
1,004,559 - 1,400,000

Close Duplicate Save

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## Promote An Ad From Management

1. Select the Location where the Ad needs to be Promoted
2. Select Ads PLUS
3. Then, click + Promote Ad Button



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## Promote An Ad From Management

4. Select the date range

5. In the General section, provide the Campaign Name

6. Select the Objective for the Ad

7. Select an Ad Account to use with the Ad

### Promote Ads

Select Date Range: All Time | Salsa Ads | 1 selected

**1. General**  
Name your campaign and select an objective.  
Salsa  
Website Traffic

**2. Ad Account & Target Audience**  
Select an ad account and choose your target audience.  
Salsa Bar  
Use Location Default Audience

**3. Budget & Spend Strategy**  
Choose a spend strategy and total budget.  
Evenly Distributed  
USD 4  
USD 1 minimum

**4. Duration**  
Select date and time you would like to start and end your campaign  
Start Time & Date  
08/10/2022  
11:46 AM  
End Time & Date  
08/11/2022  
11:46 AM

Cancel | Submit

Landing Page Views

TOTAL BUDGET	DAILY SPEND
USD4	USD4

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## Promote An Ad From Management

8. Select the Audience the Ad should target

9. Select how the budget will be distributed

10. Set the Start Time & Date

11. Set the End Time & Date

12. Submit the Ad

The screenshot displays the 'Promote Ads' interface with the following configuration details:

- 1. General:** Campaign name 'Salsa', objective 'Website Traffic'.
- 2. Ad Account & Target Audience:** Ad account 'Salsa Bar', audience 'Use Location Default Audience'.
- 3. Budget & Spend Strategy:** Strategy 'Evenly Distributed', total budget 'USD 4' (USD 1 minimum).
- 4. Duration:** Start date '08/10/2022' at 11:46 AM, end date '08/11/2022' at 11:46 AM.

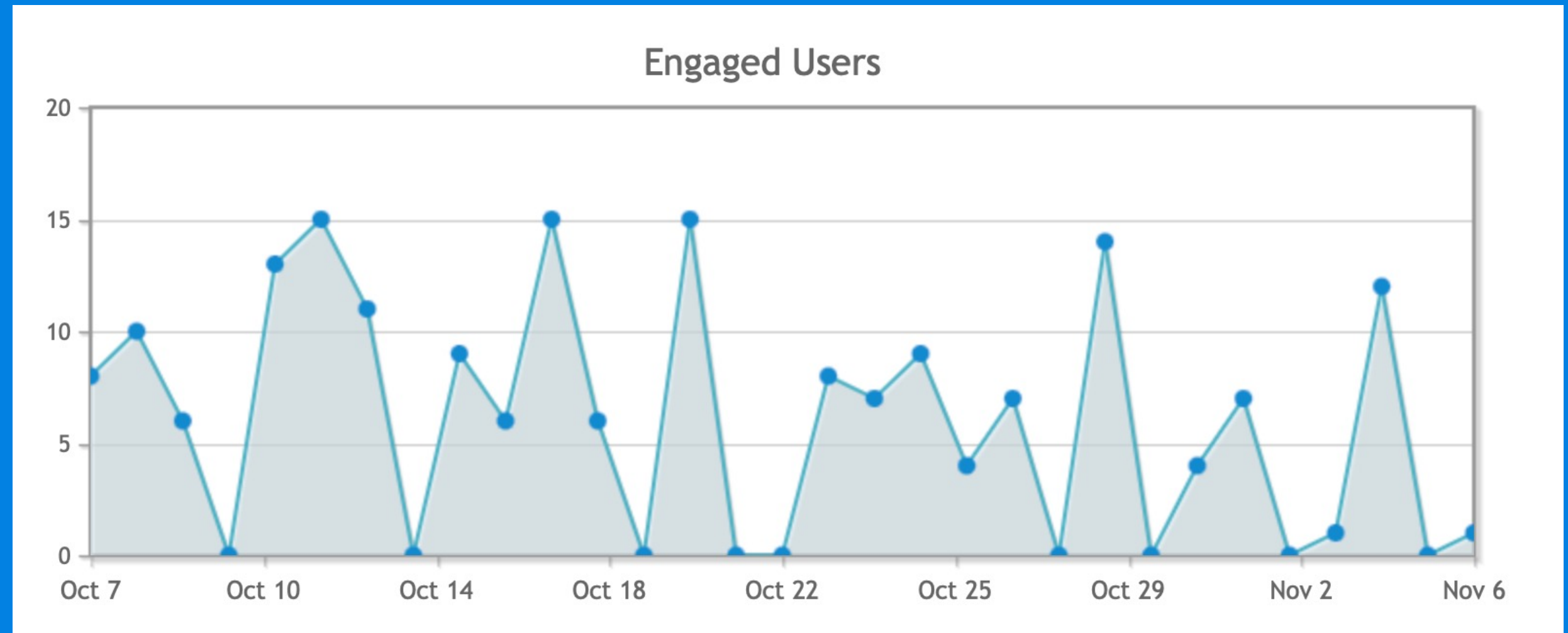
On the right, a preview shows a selected ad with a green checkmark, an image of salsa, and the objective 'Landing Page Views'. Budget and spend are both listed as 'USD4'. A 'Select Date Range' dropdown is set to 'All Time' and the campaign is named 'Salsa Ads'. A '1 selected' indicator is visible in the top right corner of the preview area. 'Cancel' and 'Submit' buttons are located at the bottom of the interface.



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## Examine Social Media Analytics

- Select “Reports” on left side
- Shows detailed analytics for Facebook, Instagram, and Google My Business, and more!



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Questions?

