

How to publish your posts

Two ways of publishing



There are **two ways** to advertise on Facebook, each one of them with pros and cons.

ORGANIC POST

Via your Facebook page / timeline

PRO! They are for free

Con... They do not reach as many people
You are limited in your post creation

AD POST

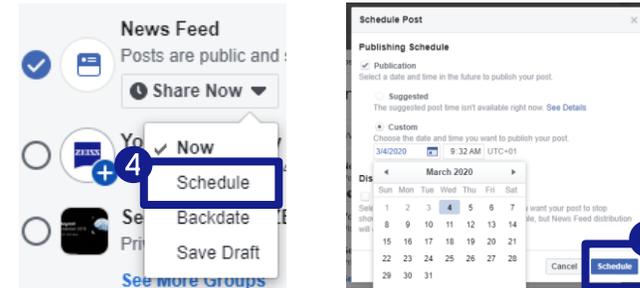
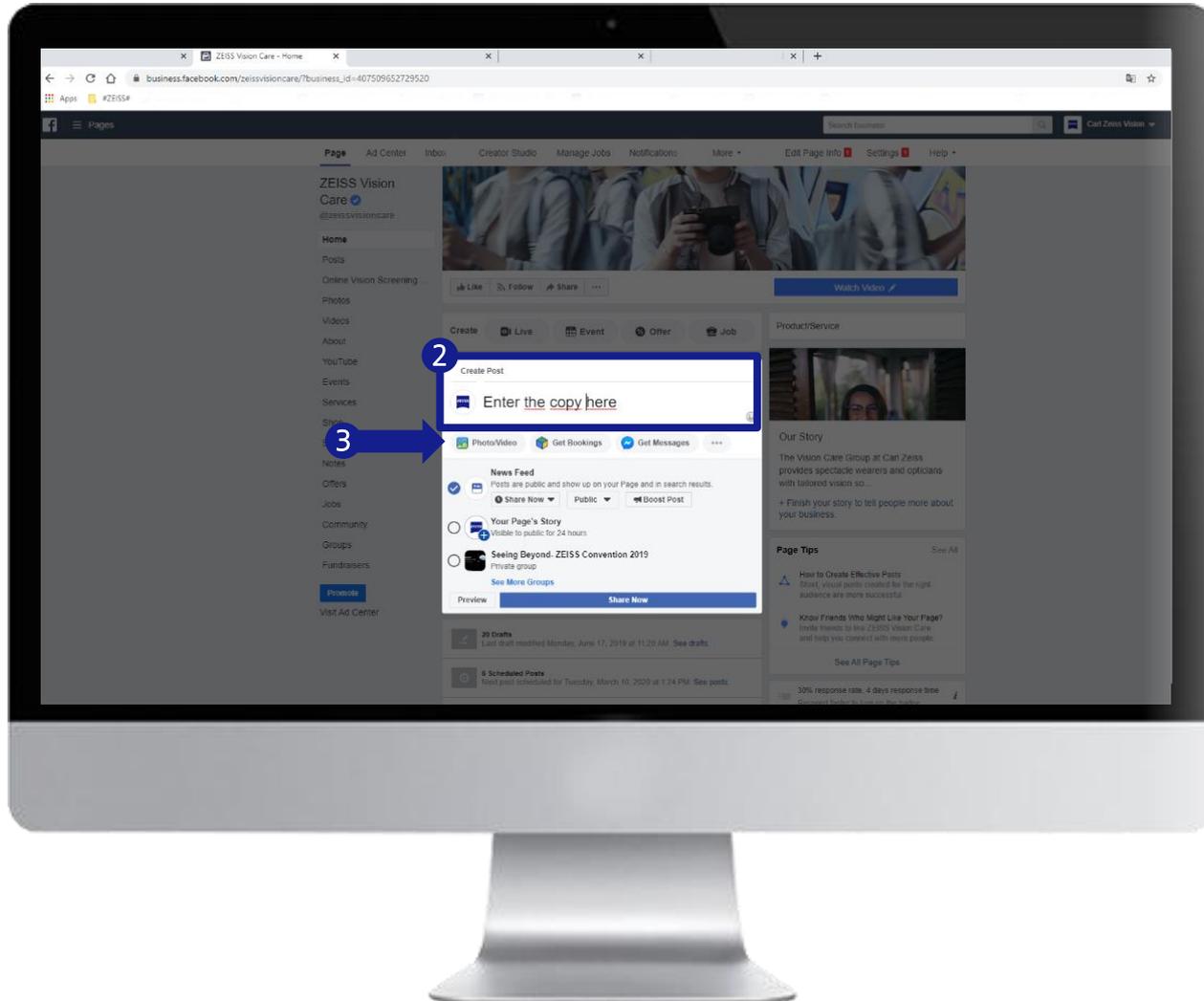
Via your Facebook business manager

PRO! It is more efficient and provides insights and reporting of your posts

Con... Ad spendings are required in order to reach the desired audience

Doing it the organic way

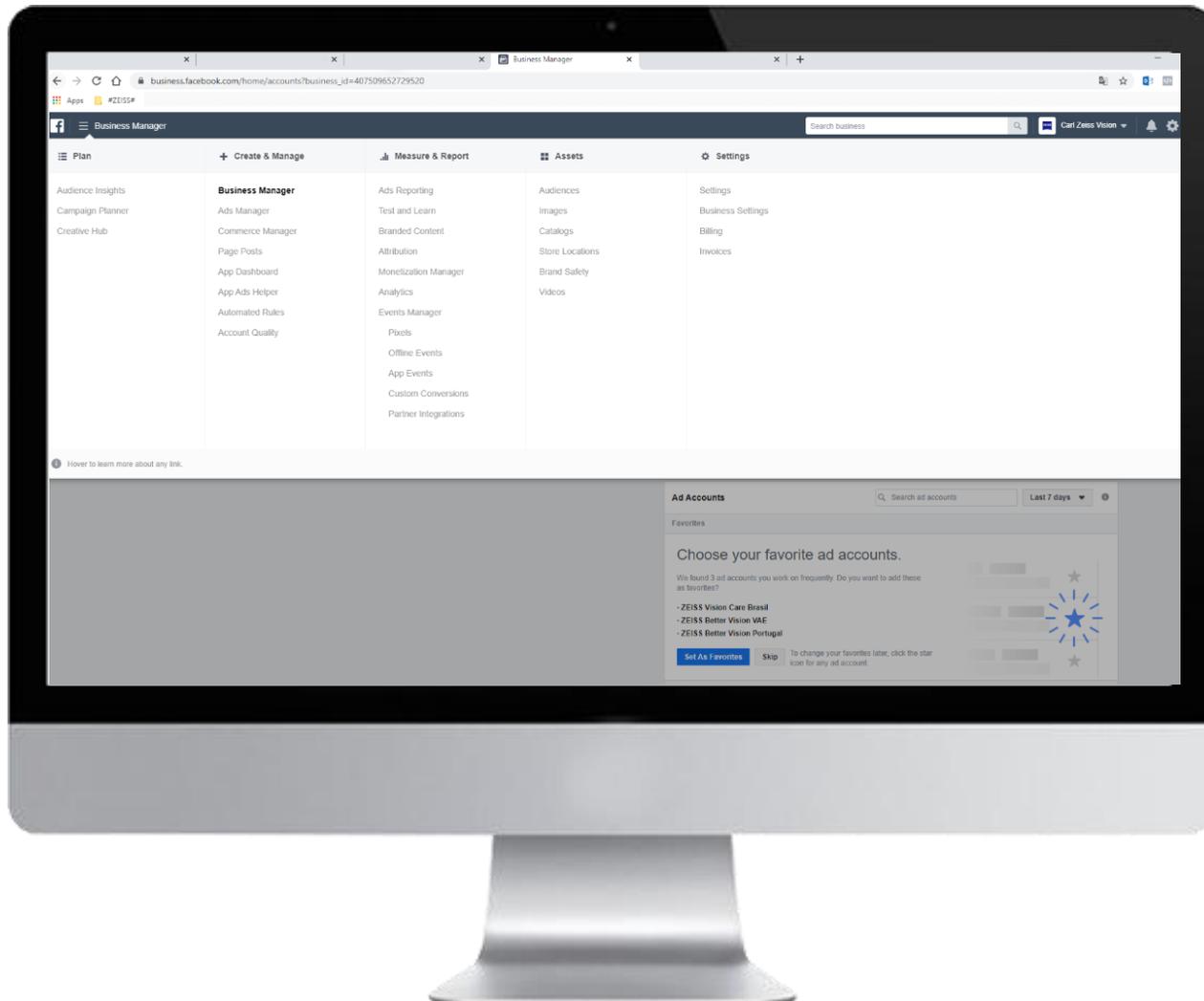
Easy & fast – but not very efficient



1. Go to your Page.
2. With the mouse in the field Write a post, choose between Photos, Videos, Polls etc.
3. Once you have chosen an option, you can upload the asset from your computer.
4. Change from Share Now to Schedule
5. Select your date and click Schedule, then Schedule Post

You can also boost the post with money, but this is not recommended since you will only have limited targeting options.

Using the Business Manager for efficient advertising



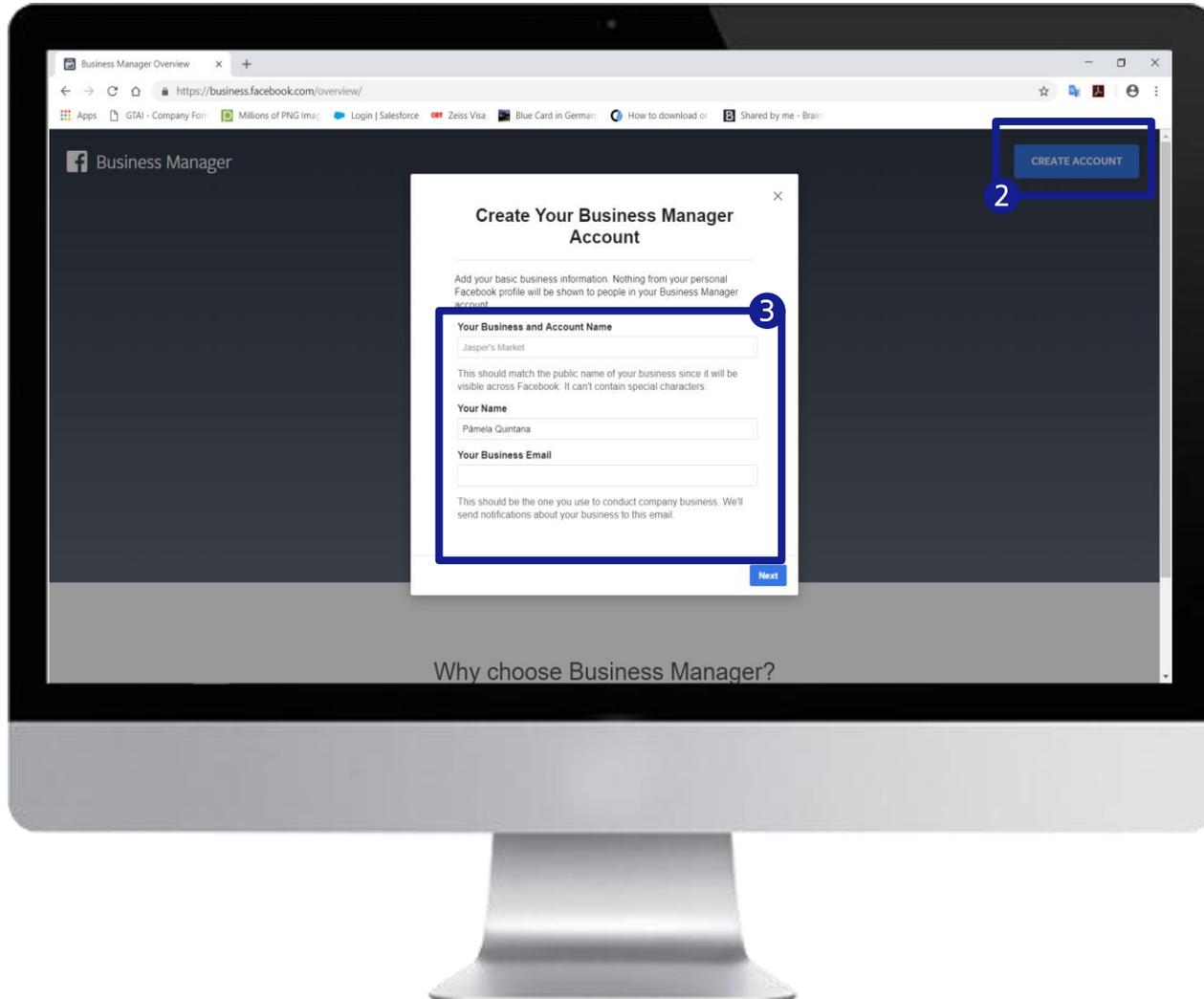
What is Facebook Business Manager?

It is a free tool developed by Facebook to allow small and big businesses to manage their company's page and ad accounts more professionally.

With this tool, you will be able to:

- Control user management easily and grant staff access to your page
- Post easily
- Do more efficient advertising
- Generate business-level insights and reporting

Setup of Business Manager

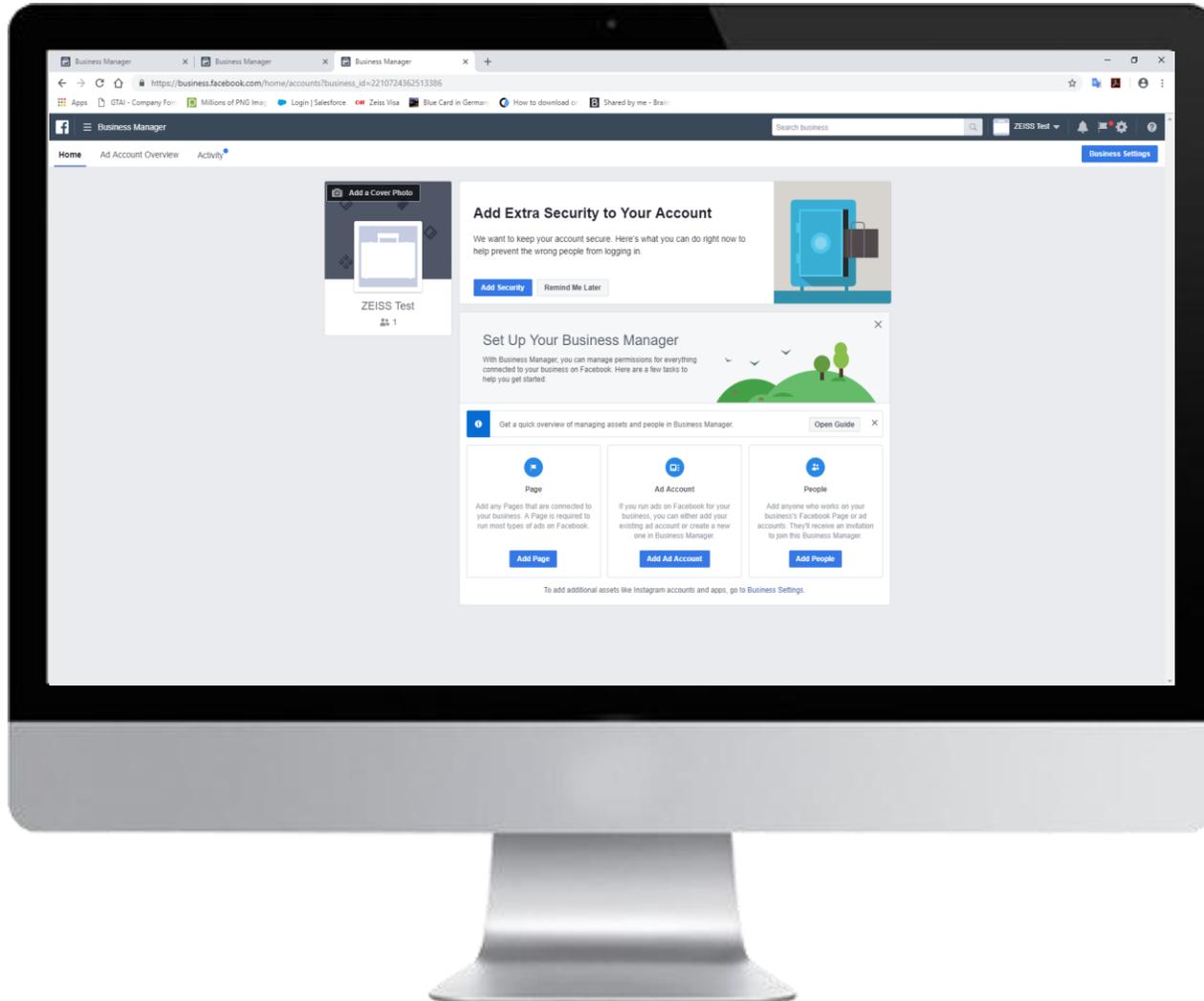


1. Go to <https://business.facebook.com/>
2. Click Create account
3. Enter your business name
4. Enter your business email

You'll be redirected to your newly created Business Manager. Next you'll need to add your preferred payment method.

(This won't be used without your authorization, the business manager has no fee; you just pay once you do advertisement)

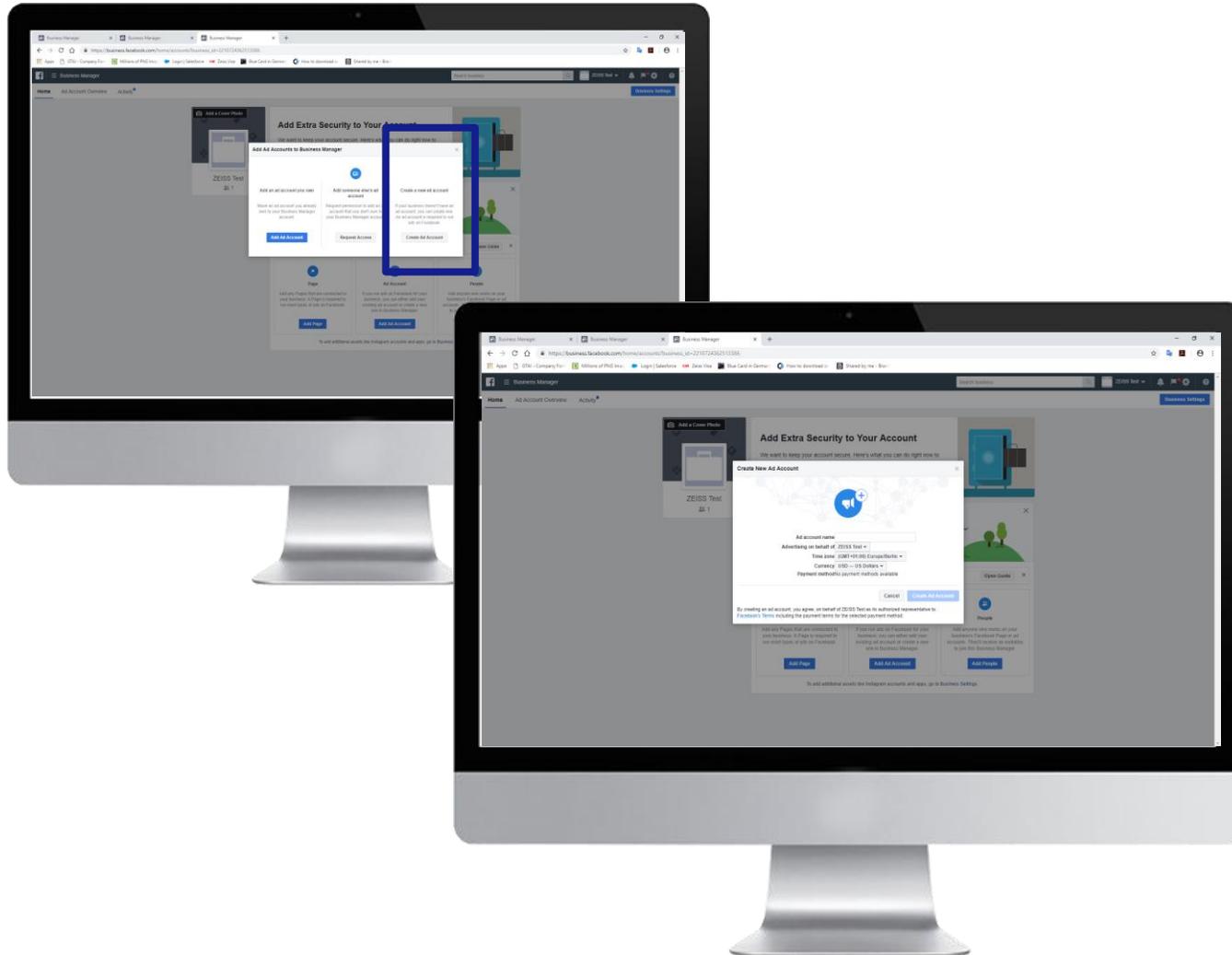
Setup of Business Manager



In the new created Business Manager, you can either

- Add a Page
- Add People
- Add an Ad account

Setup of Business Manager

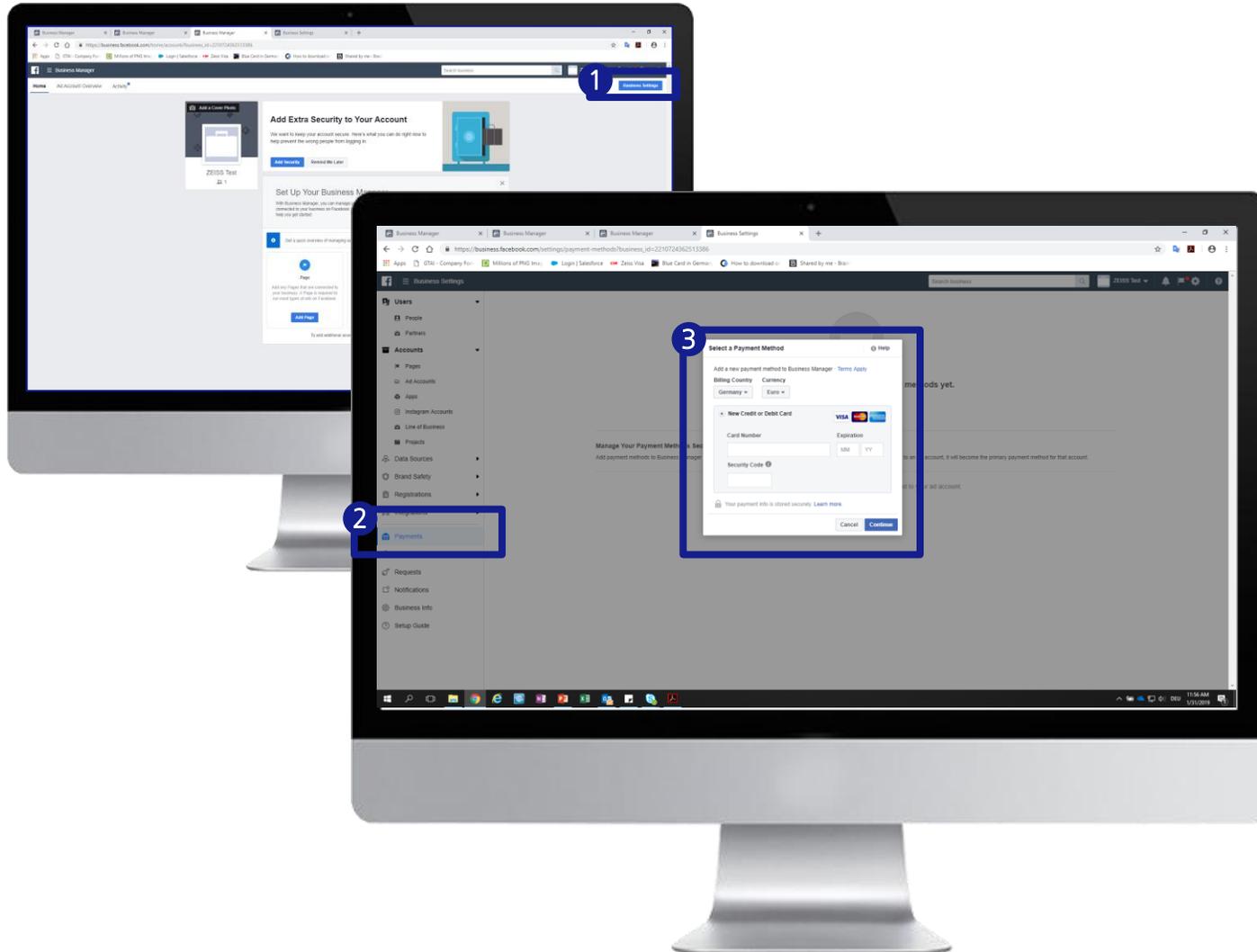


The add account option let's you choose between:

- Add an ad account you own
- Add someone else's ad account
- Create a new ad account
 - Enter your information
 - Click Create ad account
 - Next we will add your payment method

Setup of Business Manager

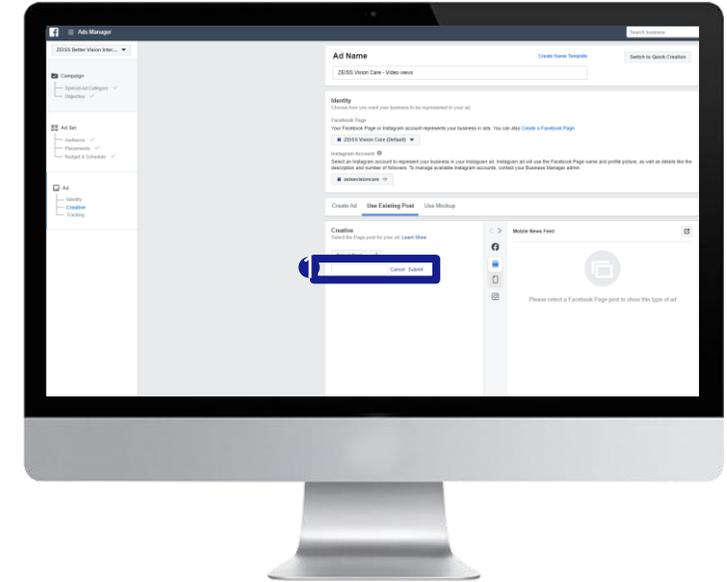
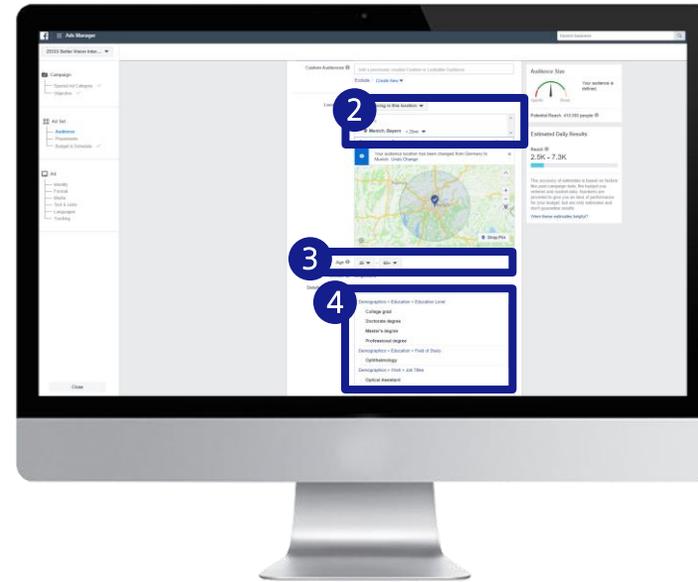
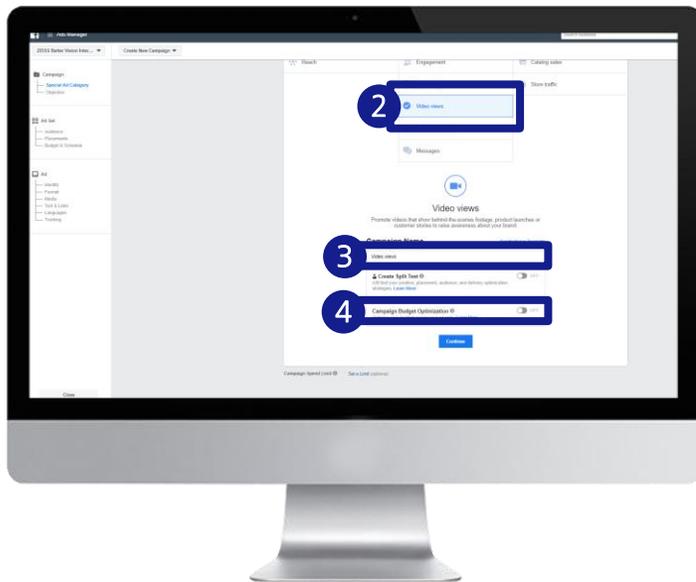
Add your credit card



1. In the home screen of your business manager click on Business settings
2. A new tab will open; click on payments in the left hand side of the screen
3. Click on +add
4. Fill your card details and currency

Using the Ads Manager

For creating paid ads



1. Click on the button **create** in the Ads Manager
2. Choose the campaign objective
3. Name your campaign
4. Click **Continue**

Create ad sets according to your target groups.

1. Name your ad set e.g. SmartLife Munich 25-65+
2. Specify the location of your targeting
3. Enter the age of your target group
4. Enter the target group's specific interests
5. Select the placements for your advertisement
6. Specify duration and budget for your advertisement

Create your ad

1. You can either click on an existing post and enter the post ID of your previously scheduled post or...
2. ...you can create a new ad by simply specifying the copy text, uploading the video or image and entering the website link.

Targeting Recommendation for Facebook and Instagram ads



Basic Targeting

Placement	Facebook / Instagram Feed or Story
Ad Objective	Reach, Video Views or Traffic (see specific post slide)
Location & language	Area around the optician shop
Age	Please specify an age group which is not too broad

General targeting, valid for all posts



Option A: Target new audience

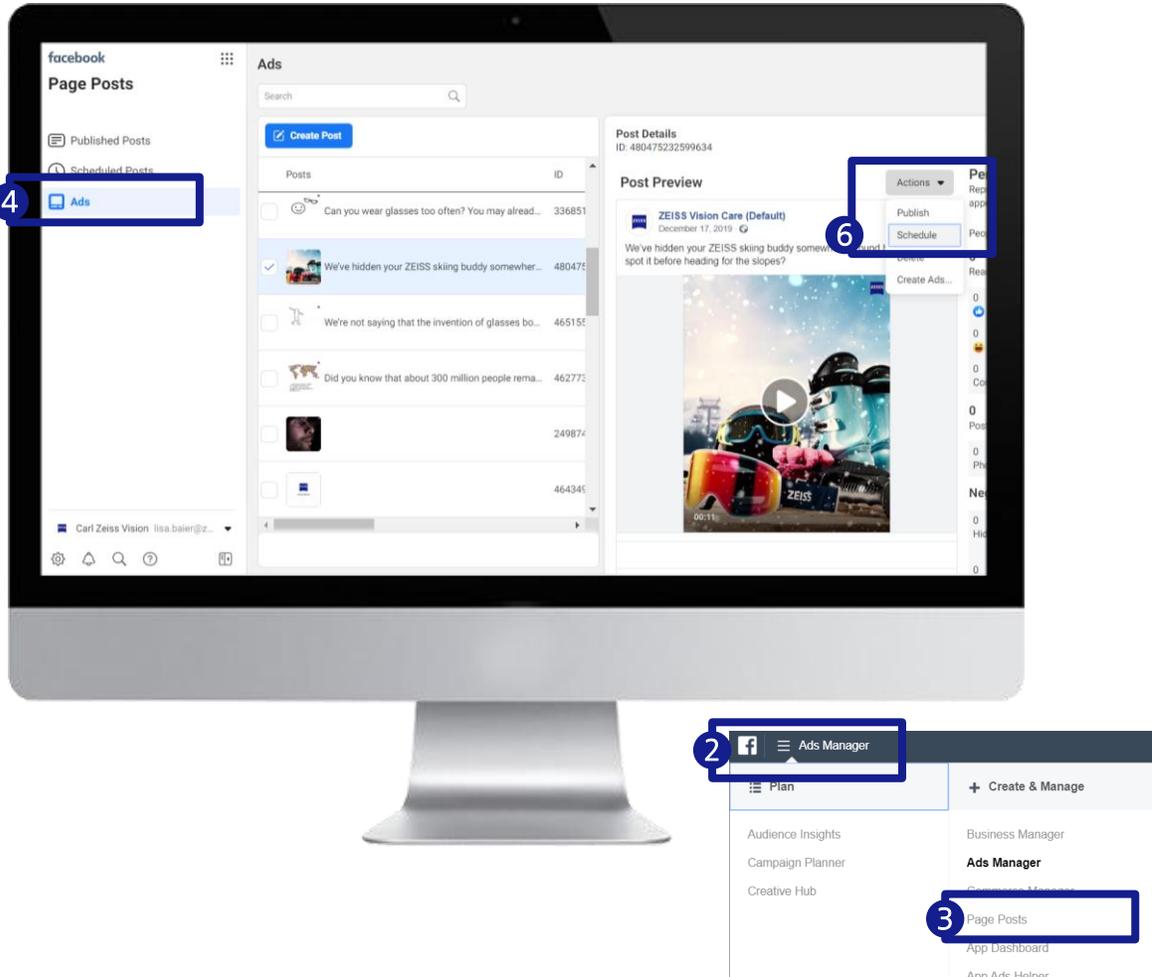
Detailed targeting:	Product related Lens (optics), corrective lens, glasses, optics, visual acuity, eye protection, eyeglass prescription, eyewear, vision, optometry, health, sunglasses
	Brands (please adapt to your local competitors) carl zeiss, ZEISS Group, ray ban, hoyo, mykita, essilor, warby parker, Oliver Peoples eyewear, Moscot, ic! Berlin, persol, oakley, essilor usa, vsp vision care



Option B: Retarget existing audience

Website Custom Audience (WCA)	<ul style="list-style-type: none"> • Include users that have visited your optician website
Video Custom Audience (VCA)	<ul style="list-style-type: none"> • Users that have seen 25 or 50% of specific videos that were published previously
Lookalikes	<ul style="list-style-type: none"> • Add the 1% Lookalike audience of WCA & VCA

How to create organic timeline posts out of your ads

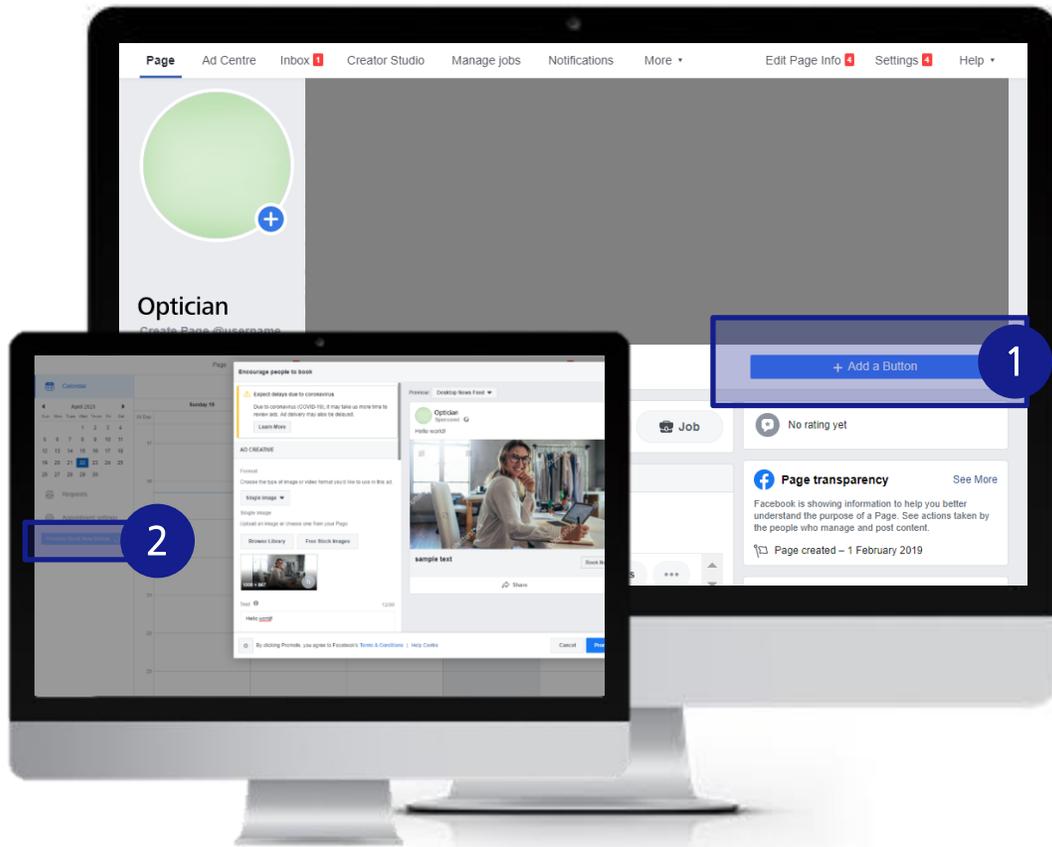


Facebook will only show the ad you have created within the Ads Manager to users that meet your targeting options. If you would like to share an ad as an organic post on your Facebook timeline, here's how that works:

1. First, make sure that you have finished and published the ad in the Facebook Ads Manager.
2. Expand the navigation by clicking on the three lines on the top left.
3. Click on **Page Post**
4. On the left side, choose **Ads**
5. Select the ad you would like to publish on your timeline
6. Click on **Actions** and then either click on **Publish** (the post will be published immediately) or click on **Schedule** (you'll be able to select a specific day and time).

With the help of this workaround you can create link posts on your timeline. This means you don't have to mention the link in the copy, which is often perceived as untrustworthy.

Make use of the Facebook Appointment Scheduler



1. Go to your Page and click the blue call-to-action button below your Page's cover photo. (1)
2. Click **Book with you** and then click **Book Now**.
3. Click **Next**.
4. Click **Appointments on Facebook** to manage your appointments through Facebook.
5. Click **Start Setup** and then click **Next** if you want to show your available appointments. If you don't want to show your available appointments, click **Not Now**.
6. If you chose to show your available appointments, set the days and times you want to regularly offer appointments on your calendar and then click **Next**. Adjust your preferences for things like appointment approval and advance notice and then click **Next**. Click **Next** to review your services and then click **Next**.
7. Choose whether you'd like to send customers appointment reminders or follow-up messages and then click **Done**.
8. Once you have setup Facebook appointments for your page, you can directly promote the "Book Now" button in your Facebook ads. (2)



Seeing beyond