



Building an Effective Facebook Ad Campaign for Nonprofit events

A Live Demonstration

Dan Walsh, MS

Owner

Concord Analytics



Agenda

- Learn how to set up a Facebook Ad Campaign via a live demonstration for an actual non-profit – Slackline U.S.
- Principles for setting up an effective Facebook Ad-campaign to generate more likes and engagement on their pages.

Fundraiser Event: GGBY Highline Gathering



- 2019
 - GOAL- Generate \$30,000 net
 - GOAL- 600 attendee ticket purchases
 - GOAL-Advertising – Beat last year’s metrics

A woman in a light blue dress is balancing on a tightrope. She is barefoot and has her arms raised for balance. The background is dark and textured. The text "WHAT IS YOUR GOAL?" is overlaid in white, centered horizontally. Two horizontal white lines are positioned above and below the text.

WHAT IS YOUR GOAL?

Scenarios and the Why?

First time?

- Goal is just to try and get familiar with Facebook Ads
 - It's cheap relative to other media outlets
 - Access to the largest audience on Earth
 - Easy to set up and analyze

Second time or experienced user?

- Build more effective campaigns
- Utilize the data and lessons learned

Before we dive in...2 creation guidelines



Write down or understand your goal.



Create quality and meaningful content that is to the point

Guideline 1

1. Write down or understand your goal.
 - Goal should include the following:
 - What do you want to promote? (1)
 - How will you promote it? (2)
 - What is the value of what you are promoting? (3)
 - Who is your target audience? (4)
 - What is your budget and duration? (5)
 - What is the metric? (6)
 - Ex. We want to boost a video post² to promote early GGBY Highline Gathering 2019 ticket sales¹ to over 3,000⁶ eighteen to 35 year-olds nationally⁴ beginning August 1st and lasting through August 31st with a \$50 budget⁵.

Guideline 2

2) Create quality and meaningful content that is to the point

- Example: Use high quality photos/videos that show action/engagement

Post Ad Principle

- Analyze your campaign
 - Did you achieve your goal?



Enough talking.....
Let's Go!