# Finding Success with Advanced Facebook Marketing for the Adventure Brand

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Facebook Quick Facts & Housekeeping

- Truth: Organic reach is difficult - Facebook 2018 is pay to play (For the Most Part)

- Truth: Facebook uses a quality score on page (similar to Google Page Rank) content to help them bubble the most useful to the top. This effects organic & paid reach, impressions and ad cost.

- Truth: Facebook rewards pages that utilize new engagement tools like Facebook Live, Facebook Stories and Immersive video. (Drone/360 vid)

- Truth: 8 years ago was a nascent technology that has now become one of the most powerful customer targeting platforms on the planet.

- Truth: Is one of, if not the most, powerful tool on the planet for storytelling through all forms of media (Text, Video & Audio)

- Truth: An underutilized asset is Facebook Groups and Facebook is allowing group owners to do much more and providing better and better data on group members. Adventure brands that have created or are creating groups of passionate individuals will have a continued edge moving forward.

- If You are generating traffic from Facebook you BETTER be mobile optimized!

- Untrue: My customers are not on Facebook!
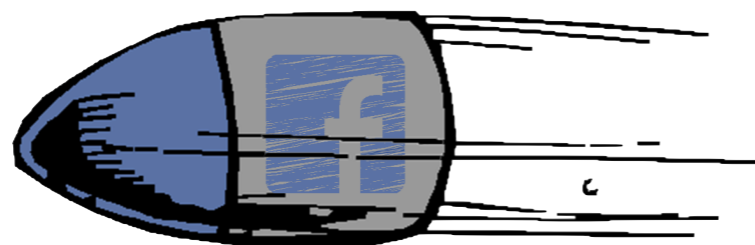
What Facebook is not:
A Magic Bullet

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Marketing campaigns have the potential to create magical results - but no campaign is magical without planning, creativity and an audience who cares!

-Liquid Spark

The MAJOR Elements of a Well Designed Facebook Campaign

Research & Prep

What is my campaign objective?

Who am I talking to?

What problem am I solving?

Do these prospects know me?

Do these prospects need to be educated?

Where do we send traffic?

How do they take advantage of the offer?

Creative

Image ad? Video Ad? Both?

Ad Copy?

Running multiple versions?

Campaign Creation

Campaign Objective Selection

Audience Selection

Placement Selection (Web)

Geo Selection

Demographic Selection

Budget & Timing Selection

Outside Facebook (Strategy)   Outside Facebook (Design to Specs)   Inside Facebook (Tactical Implementation)

This is what we will cover today!

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Who is my prospective customer?

To succeed in business is to obsess over your customers Experience, not your competition!

-Jeff Bezos, Amazon

Understanding the Customer Experience Lifecycle

Identifying where your prospects are in relationship to doing business with you is critical in creating campaigns that SPEAK directly to the needs, concerns, and thoughts of that prospect. **To speak to a bottom of funnel prospect with awareness level messaging or vice versa is to burn ad dollars and time resources.**

TOP OF FUNNEL PROSPECTS (TOFU) - GROWTH

These are **cold prospects** that we can source through the Facebook ads manager. These are a combination of interest, geographic and demographic targeting with high probability to become customers. Example: Fit Moms of Grade School or HS kids located in a specific geo region or Adventure Travelers.

Awareness Phase

MIDDLE OF FUNNEL PROSPECTS (MOFU)

These are **warm prospects** that often know who you are, but have not yet become a customer. They might be a customer of a competitor, an active family in the area, a prior website visitor or have come in contact with your content before. Use website and social signals to define these groups and retarget them with appropriate messaging.

Consideration Phase

BOTTOM OF FUNNEL PROSPECTS (BOFU)

These are **hot prospects** that are often past customers, on your in-house email lists and social following or VERY close to making the decision to come. We send this group appropriate messages to help solidify the decision making process and use web as well as social signals to define these groups.

Decision Phase

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Create Value Specific to the Place a Prospect Resides in the Customer Experience Lifecycle

The most egregious and common mistake we see among adventure brand owners is that they are often so focused on prospecting for new customers from the TOFU and MOFU pool that they **overlook and underserve the cat standing there ready to hand over bags of money!**

TOFU

MOFU

BOFU

Who is My Adventure Prospect?

Offering/Product/Service: _5-Day Class 2-3 Raft Float Trip on the Green River_

1 Customer Demographics
Age, Gender, Family, Occupation, Income

Targeting Groups of Family or Friends on the West Coast. An affluent 100K or more family income. Mom has influence on adventure decision making.

Prospects have kids in high school or college, always on the mobile phone.

2 Customer Interests & Aspirations
What do they like?
Where do they wish they were?

Parents/Group: Love to spend time outdoors, kids are everything to them, always wanted to get away on a new experience.

Kids: Enjoy outdoors, love to show off on Instagram. Like new things.

3 Fitness Level & Abilities
Can they even do what your asking?

This is a fit family that appreciates a healthy lifestyle, has played or plays sports, likes the outdoors, camping, hiking and biking.

4 Pain Points
What problem are you solving?

Parents/Group: Stuck in office, Glued to computer, Indoors, Not enough time - in the rat race.

5 Desired End State
What emotional state will your customer experience with you?

Parents/Groups want to reconnect with their kids, want to be outside, escape work, escape the screen and see beautiful things.

Kids want to show off to their friends and do something their friends wish they were doing!
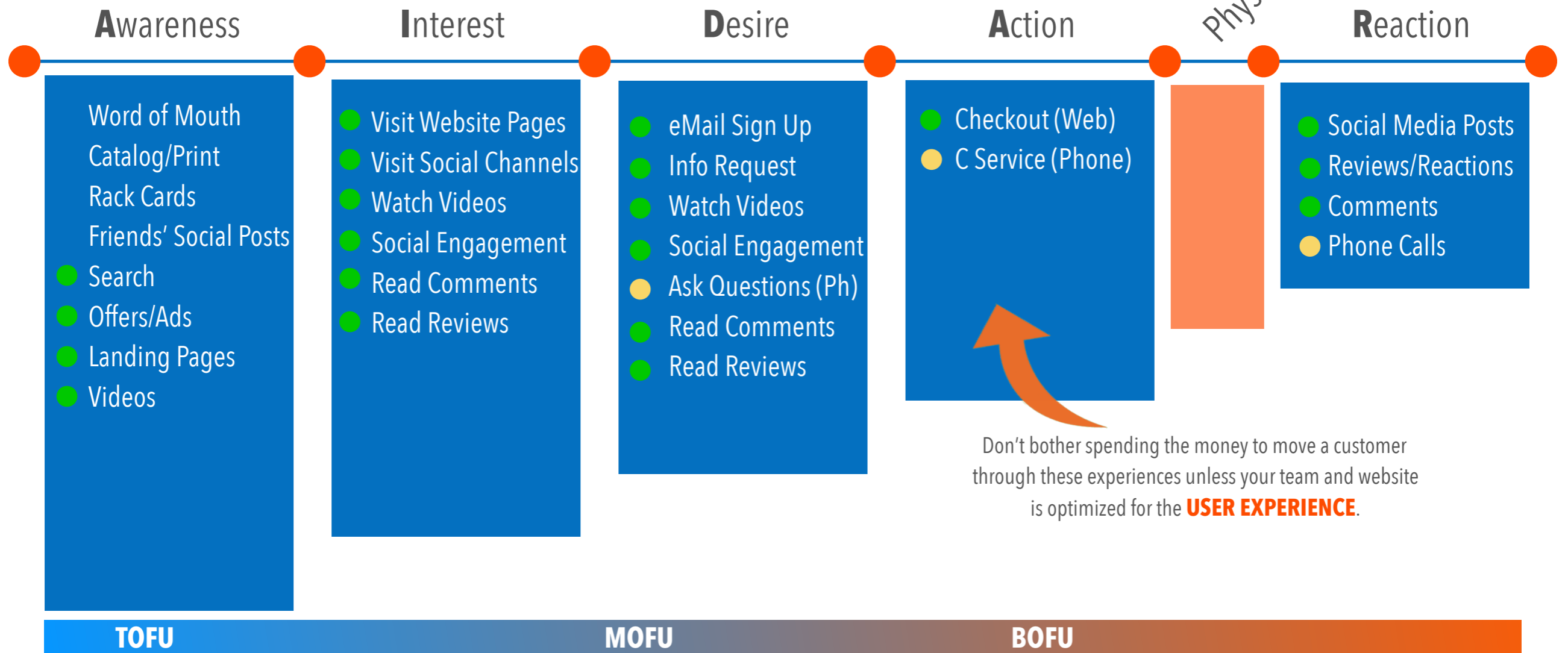
Who is my prospective customer?

Where is the prospect in our Customer Experience Journey?

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The Revised AIDA Principal for Adventure Brands - *AIDAR*

Why in the Adventure business EXPERIENCES are everything!

Physical Experience

Awareness

Word of Mouth
Catalog/Print
Rack Cards
Friends' Social Posts
- Search
- Offers/Ads
- Landing Pages
- Videos

Interest

- Visit Website Pages
- Visit Social Channels
- Watch Videos
- Social Engagement
- Read Comments
- Read Reviews

Desire

- eMail Sign Up
- Info Request
- Watch Videos
- Social Engagement
- Ask Questions (Ph)
- Read Comments
- Read Reviews

Action

- Checkout (Web)
- C Service (Phone)

Don't bother spending the money to move a customer through these experiences unless your team and website is optimized for the **USER EXPERIENCE**.

Reaction

- Social Media Posts
- Reviews/Reactions
- Comments
- Phone Calls

TOFU   **MOFU**   **BOFU**

- With the proper architecture ALL these events can be tracked digitally to best understand and OPTIMIZE where the customer is in his or her experience. ***These digital footprints or breadcrumbs become the catalysts that drive a successful Facebook Campaign! The Experiences within these points will define whether you ultimately get the prospect's business.***

- These Events can be tracked with CRM integration. We will not cover these today.

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Where is My Adventure Prospect?

A Customer Experience Funnel Audit - Measuring KPI's and Retargeting Audiences Based on Digital SIGNALS

	Web Based Actions	Facebook Actions
TOFU Top of Funnel Activities/Triggers	• Inbound Traffic From Search • First Time Visitors • Homepage Lands • Blog Post Lands • A page lander from prospecting (TOFU) ad	• People who watched 25% or less of a video(s) • People who engaged with an ad or post • People who like our Facebook Page
MOFU Middle of Funnel Activities	• Inbound Traffic from Review Site • Content Specific Page Lands (Trip Pages) • Requests for More information • Watched Videos on Your Site	• People who like our Facebook Page • People who watched 25-50% of a video(s) • People who have messaged us • Blog Post Lands • A page lander from prospecting (TOFU) ad
BOFU Bottom of Funnel Activities/Experiences	• People Who Clicked Book NOW but did not Purchase • Downloads of Itineraries • Requests for more information	

Adventure Prospect Worksheet Provided by

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Who is my prospective customer?

Where is the prospect in our Customer Experience Journey?

How to identify where prospects are in the journey using technology and marketing automation?

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Tag Manager & The Facebook Pixel

Tag Manager and the Facebook Pixel, <u>when properly implemented</u> make your website
and advertising infinitely more intelligent when tracking events and targeting audiences.

Google Tag Manager

Facebook Pixel

Installs on YOUR website.

Can be implemented to record and send important signals to Facebook including:

- Specific URL Visits
- Groups of Like URLs Visited
- Time on site
- Downloads of eBooks, Itineraries or information
- Video views on your website
- Clicks of ANY buttons
- Time or Visits to Purchase
- Conversion events like purchase or book now

Installs on YOUR website <u>AND</u> lives natively in the Facebook Ecosystem tracking website visit behaviors as well as activity in relation to your Facebook page, posts and media.

Can be implemented to record and send signals including:

Web:
- Specific URL Visits
- Groups of Like URLs Visited
- Custom Conversion Events set up on your website (GTM Enabled)

Facebook Ecosystem:
- Multiple Engagement Types on Posts or Ads
- Facebook Page Engagement
- Video Views (Segmented by Percentage and Time Viewed)
- Time or Visits to Purchase
- Conversion events like purchase

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Jump to Liquid Spark Website to See Tags and Triggers in action

A real example in use…
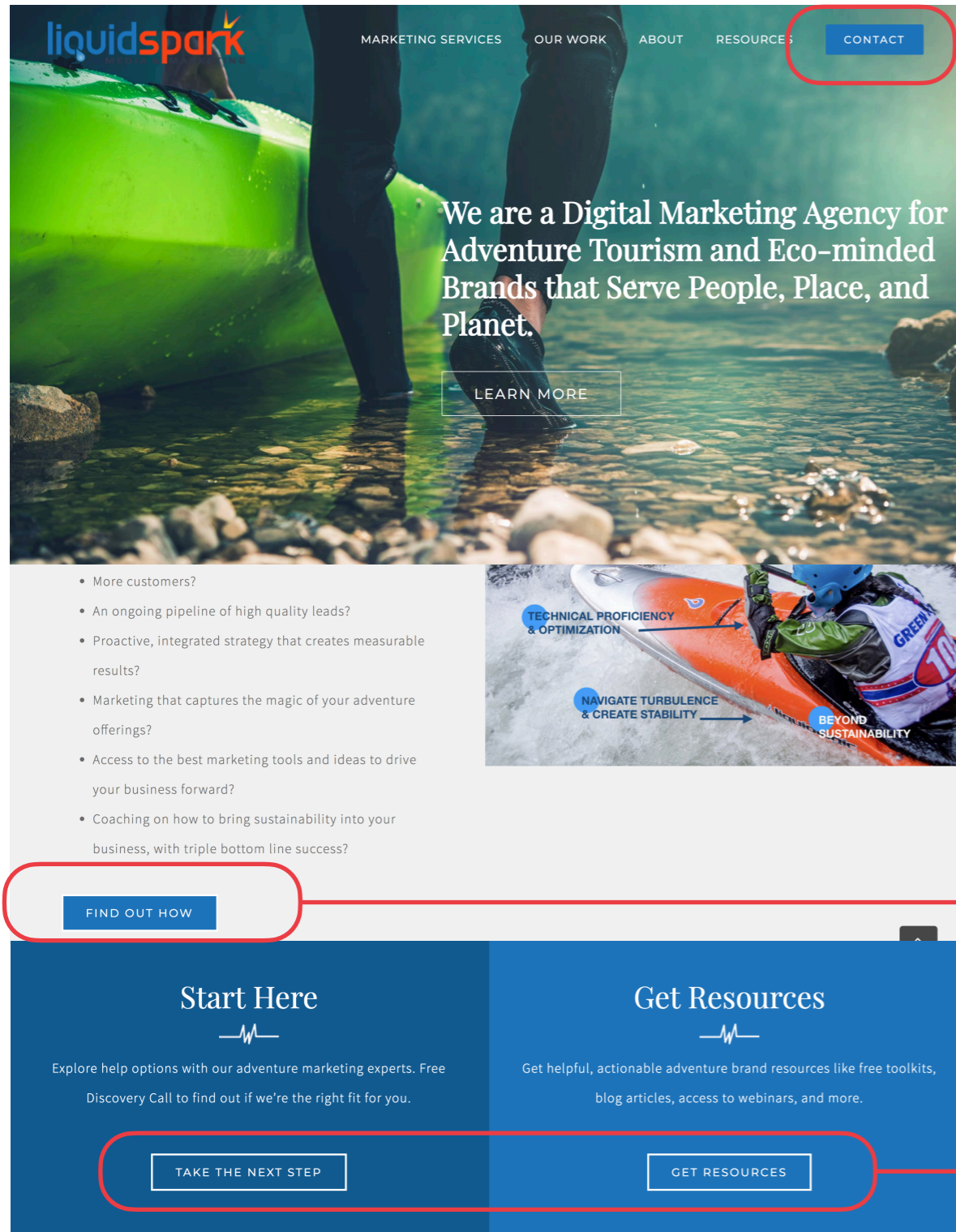
M/BOFU Click Event

liqidspark.com/services

MOFU URL EVENT
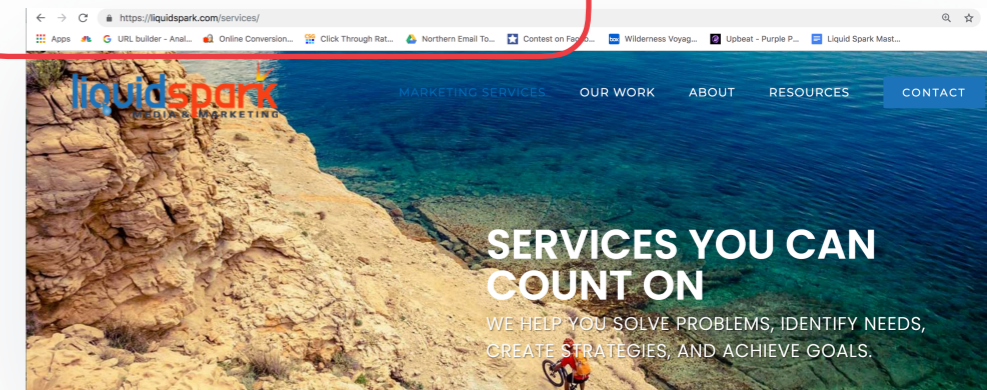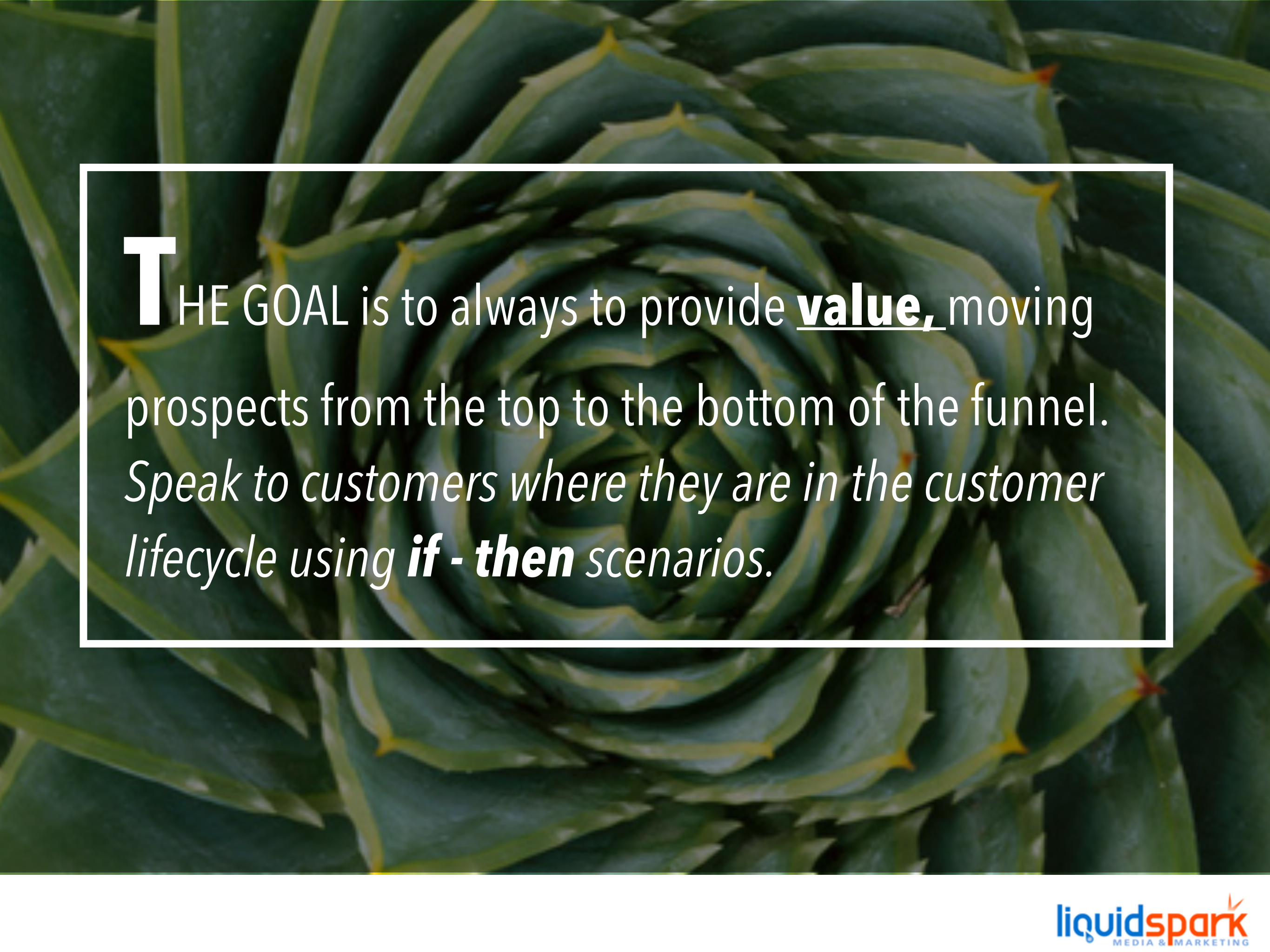
TOFU Click Event

TOFU Click Event

BOFU Click Event

Each EVENT is a signal and appropriate ads can be delivered to those users.

THE GOAL is to always to provide **value,** moving prospects from the top to the bottom of the funnel. *Speak to customers where they are in the customer lifecycle using **if - then** scenarios.*

Use Technology to Track Prospect Behavior & Trigger Marketing Events

Architecting the IF-Then scenarios Using Google Tag Manager and the Facebook Pixel to trigger predesigned ad sequences.

Awareness

- Word of Mouth
- Catalog/Print
- Rack Cards
- Friends Social Posts
- Search
- Offers/Ads
- Landing Pages
- Videos

IF

If someone visits via TOFU search then…
If someone visits a TOFU offer page then…
If someone visits a TOFU landing page then…
If someone views a TOFU video then…

Google Tag Manager

THEN

Prospect Gets Served the
"Whitewater in Your Location"
Video

facebook </>

Educational, Fun & Builds Desire

Interest

- Visit Website Pages
- Visit Social Channels
- Watch Videos
- Social Engagement
- Read Reviews

IF

If someone visits a trip page then…
If someone follows our Facebook page then…
If someone watches specific event video then…
If someone engages with social media post then …
If someone is reading reviews on our website then…

Google Tag Manager

THEN

Prospect Gets Served the
"What to Bring & Expect Rafting"
Video

facebook </>

Sets Expectations, Debunks Common Myths
& Builds Desire

THEN

Video Viewers Move Through the Experience Journey

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Use Technology to Track Prospect Behavior & Trigger Marketing Events

Architecting the IF-Then Scenarios Using Google Tag Manager and the Facebook Pixel to trigger predesigned ad sequences.

Desire

IF

Then

- eMAil Sign Up
- Info Request
- Social Engagement
- Specific Button Clicks

If someone opts into your email then…
If someone requests more info then…
If someone watches the third video in a series then…
If someone clicks BOOK NOW but doesn't book then…

Google Tag Manager

Testimonial Video or Image ad w/ CTA in Copy

OR

facebook
</>

Story Optimizes Path to Purchase

Action

Checkout (Web)

If someone tries to book or abandons cart then…

Google Tag Manager

A video or image ad that reacts to common customer concerns

With the right checkout solution ALL steps can be tracked to understand where people are abandoning.

Action

- Checkout (Web)
- C Service (Phone)

If someone books a trip then…

Google Tag Manager

Fun Content that Engages Guests Past and Yet to Come

A Great OVERALL Experience recruits Social Advocates! A 24-hour sales force.

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Every successful campaign is rooted in storytelling.

When the story (**Value**) meets the conversation a prospect is having in their head (**Consideration**) at the point they are making decisions (**Timely**), you have a golden opportunity to convert that prospect into a paying customer.

-Liquid Spark

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Mapping Content Against the Customer Experience Journey

Collecting and creating specific pieces of content that can be remarketed to prospects along their journey. We call this DEEP FUNNEL RETARGETING. The art is to understand what content will help move your prospect to the next step and to serve that up at the appropriate time.

TOFU/Awareness	MOFU/Consideration	BOFU/Action
Educational & Informative Video	Resource Guides	Discount/Timely Offer Image Ad
Educational & Informative Blog Post	Exciting Demo Video	Squeeze Page/landing Page
Product Web Pages	How to Video	Specific Product Video
Photos and Images	Product Web Pages	Testimonial Videos
	Photos and Images	Events
	Podcasts	
	Print Assets	

Welcome to McCarthy River Tours

GUIDE TO MULTI-DAY TRIPS
SAY HELLO TO YOUR ALASKA GETAWAY
THE MULTI-DAY ADVENTURE GUIDE

GUIDE TO DAY TRIPS
SAY HELLO TO YOUR ALASKA GETAWAY
THE DAY TRIPPER ADVENTURE GUIDE

A GUIDED Customer Journey of Excitement, Education & Building Demand

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Using the Customer Experience Lifecycle for Budget and Messaging
Example of Budget over 6-week period to launch new product.

Objective: Maybe you have a completely new adventure offering. Next year your raft company is going to expand - adding a restaurant and a canopy tour.

6 Weeks TOFU Video Prospecting	3 Weeks Promoting Guides	2 Weeks Promoting Timely Trip or Offer

TOP OF FUNNEL PROSPECTS (TOFU) - GROWTH   Awareness Phase
These are people who have shown interest in your types of activities and are likely to become new customers.

Budget 50% of Total Spend
6 Weeks

Ad Group #1 - 50%
Ad Group #2 - 40%
Ad Group #3 - 10%

Ad #1- Video
Ad #2 - Image 1
Ad #3 - Image 2

MIDDLE OF FUNNEL PROSPECTS (MOFU)   Consideration Phase
These people have watched your video(s) or engaged with your content.

Budget 30% of Total Spend
3 Weeks

Ad Group #1 - 50%
Ad Group #2 - 50%

Ad #1 - Video
Ad #2 - Image

BOTTOM OF FUNNEL PROSPECTS (BOFU)   Decision Phase
These people have engaged with your content, watched your videos, triggered a BOFU event or downloaded your guides.

Budget 20% of Total Spend
2 Weeks

Ad Group #1 - 50%
Ad Group #2 - 50%

Ad #1 - Video
Ad #2 - Image

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Who is my prospective Customer?

Where is the prospect in our Customer Experience Journey?

How to identify where prospects are in the journey using technology and marketing automation?

How do we leverage Facebook's massive user base to prospect for new customers?

The Art and Science of Building Facebook Audiences
'Finding the Sweet Spot'

Three Audience Types in Facebook

Owned Audiences

eMail Address/Upload to FB

Your Website Landers

Lead Form Completions

Website Triggered Events to Custom Audiences in Facebook

Engaged Audiences

People who watched your videos (3 sec+, 10 Sec+ & Percentages)

People who engaged with any ad or post from your account.

People who engaged with your Facebook Business Page (Posts, Messages, CTA's, Visits)

Instagram Business Profile Engagement

People who interacted with your Facebook Events

Borrowed Audiences

Demographics
(Education, Financial, Family etc.)

Interests
(Business, Entertainment, Hobbies, Fitness etc.)

Behaviors
(Devices, Anniversaries, Digital Activities, Purchase Behaviors etc.)

Up to 180 Days Back (Web to FB) | Up to 365 Days Back | A Nearly Infinite Number of Opportunities

The goal is to move as many targeted prospects as possible from borrowed to engaged and owned audiences.

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TOFU Prospecting: Audience Interest Layering for Breadth

The more layers you can give Facebook the better your targeting will be. Its all about overlapping concentric circles and letting the Facebook Algorithm work over time (TOFU).

Goal: Sell seats to an exclusive 5-night backpacking tour that features food paired with handcrafted bourbons and whiskey each evening.

TOFU/Awareness

Bourbon Hotels & Resorts

Small Batch Bourbon

Backpacking (Wilderness)

Backpacking (Travel)

Backpacker Magazine

Backpacker Travel

Kentucky Bourbon Trail

BackPacking

The Backpacker

Single Barrel Whisky

Buffalo Trace

Backpackers

Evan Williams Bourbon

The Bourbon Review

Bulliet Bourbon

29 Million People in USA

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TOFU Prospecting: Audience Interest Layering - For Focus
Using the MUST ALSO HAVE at least one of the following:

Goal: Sell seats to an exclusive 5-night backpacking tour that features food paired with handcrafted bourbons and whiskey each evening.
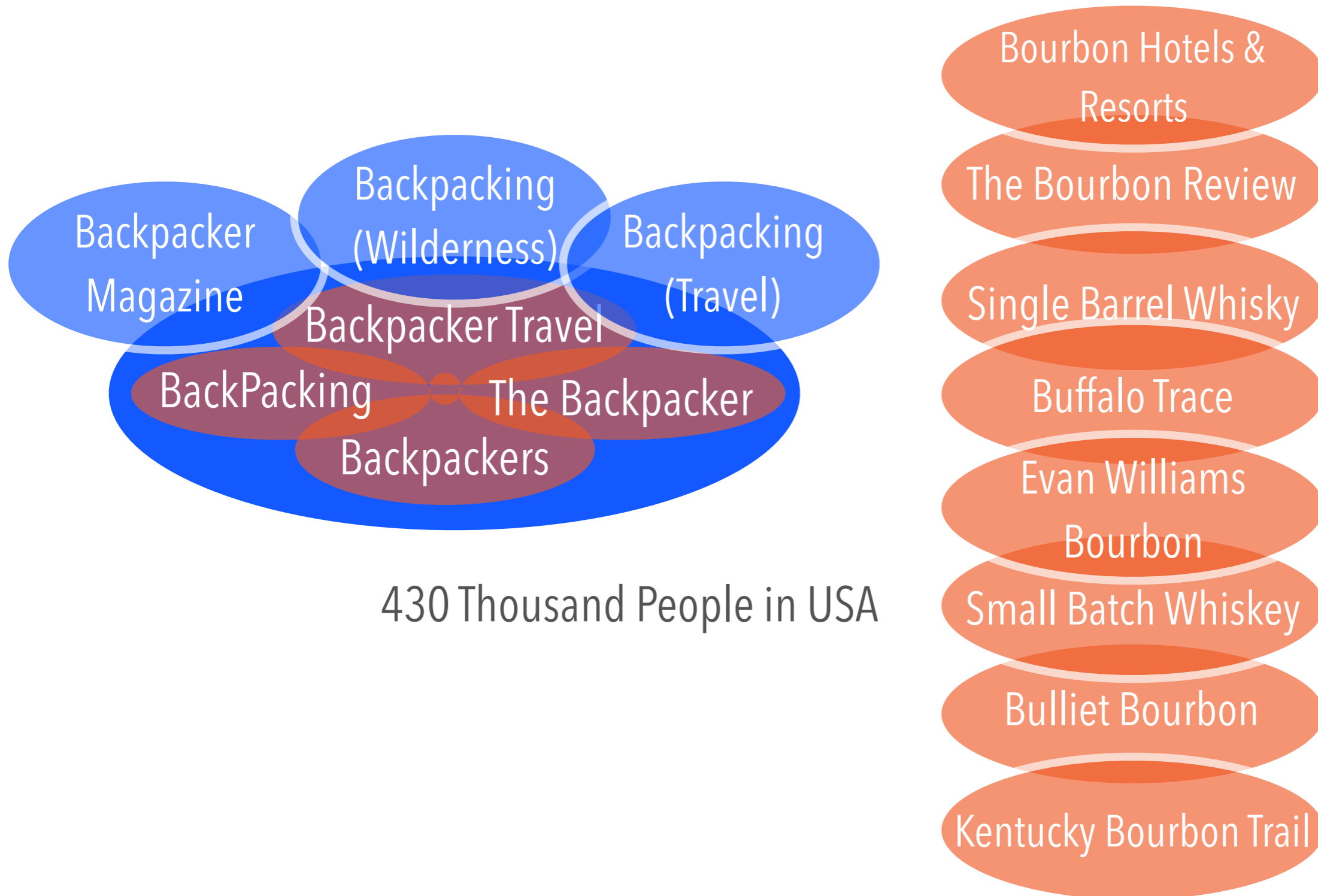
TOFU/Awareness

Backpacker Magazine

Backpacking (Wilderness)

Backpacking (Travel)

Backpacker Travel

BackPacking

The Backpacker

Backpackers

430 Thousand People in USA

Bourbon Hotels & Resorts

The Bourbon Review

Single Barrel Whisky

Buffalo Trace

Evan Williams Bourbon

Small Batch Whiskey

Bulliet Bourbon

Kentucky Bourbon Trail

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MOFU AUDIENCE SELECTION

Selecting Audiences in the Facebook Business Manager that help move a person
from the middle of the funnel to the bottom of the funnel.

Goal: Sell seats to an exclusive 5-night backpacking tour that features food paired with
handcrafted bourbons and whiskey each evening.

MOFU/Consideration

Facebook Audience Builder

Customer File
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

} May be an email list of recent subscribers or asks for information - non customers

Website Traffic
Create a list of people who visited your website or took specific actions using Facebook Pixel.

} May be visits to your entire website
Might be visits to a specific tour or product page
Might be people who triggered a designed MOFU event (See slide 21)

App Activity
Create a list of people who launched your app or game, or took specific actions.

Offline Activity [UPDATED]
Create a list of people who interacted with your business in-store, by phone, or through other offline channels.

Engagement [UPDATED]
Create a list of people who engaged with your content on Facebook or Instagram.

} May be Facebook Fans who are NOT Customers
Might be people who watched 25% or more of a video
Might be someone who messaged you or commented on your content

ALL of these unique audiences can be combined to create one BEAUTIFUL MOFU Audience.

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BOFU AUDIENCE SELECTION

Selecting Audiences in the Facebook Business Manager that help move a person
from the bottom of the funnel to **PURCHASE.**

Goal: Sell seats to an exclusive 5-night backpacking tour that features food paired with
handcrafted bourbons and whiskey each evening.

BOFU/Action

Facebook Audience Builder

Customer File
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

Website Traffic
Create a list of people who visited your website or took specific actions using Facebook Pixel.

App Activity
Create a list of people who launched your app or game, or took specific actions.

Offline Activity [UPDATED]
Create a list of people who interacted with your business in–store, by phone, or through other offline channels.

Engagement [UPDATED]
Create a list of people who engaged with your content on Facebook or Instagram.

May be your eMail List.
May be an eMail list of Past Customers.
May be an email list of opt-ins for specific trip or product information.

May be downloads of an itinerary.
May be specific form completions.
May be traffic to a specific squeeze or offer page.
May be people who clicked Book Now but did not book.

May be people who have watched all three videos in an ad sequence.
May be people who opted into a lead campaign.
Might be people who have clicked Call-to-Action Buttons previously.

ALL of these unique audiences can be combined to create one BEAUTIFUL BOFU Audience.

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Who is my prospective customer?

Where is the prospect in our Customer Experience Journey?

How to identify where prospects are in the journey using technology and marketing automation?

How do we leverage Facebook's massive user base to prospect for new customers?

How do we measure our results effectively?

3 Measurement Tips & Best Practices

There are as many ways to measure a campaign as there are blades of grass on a football field. Here are some tips and best practices to help you measure the effectiveness of your campaign.

1. **Measure against your campaign objective.** If your campaign objective is VIDEO VIEWS then measure video views and cost per view as your primary metrics. Secondary (Gravy) metrics can be comments, likes, clicks to site and even conversion events like downloads or purchase.

Campaign Name		⚠	Delivery ▲	Results	Reach	Impressions	Cost per Result
Travel Video Prospecting - Hardcore ✏ 📊 View Charts ✏ Edit 📄 Duplicate	▼		● Active	3,668 10-Second Video Views	20,561	34,675	$0.04 Per 10-Second Video V...

2. **Always look at RELEVANCE SCORE for all campaigns**. This metric (1-10 with 10 being best) will help you understand quickly if people are responsive to your ad and interested in the content. A low (under 5/6) relevancy score may indicate that you are off topic or off target. Above 6/7 is an early indication that you have your audience and offer dialed in properly.

Ad Name		⚠	Delivery ▲	Results	Reach	Relevance Score	Impressions	Cost per Result
Image Ad - Catch More Steelhead	▼		● Active Initial learning complete	100 Landing Page V...	3,603	8	5,689	$0.35 Per Landing Pag...

3.   **Building a Sequence? Measure the sequence!** Too many people running paid social quit too quickly. Remember Facebook (or any other network) is NOT a magic bullet! See next slide.

Measuring Sequences

Prospecting (TOFU Audiences) is almost ALWAYS more expensive than a MOFU or BOFU Customer
to convert into a paying customer. See Example Ad Sequence

AD #1	AD #2	AD #3
What is An Adventure Park?	Testimonial Text Video on B-Roll	No Risk Cancellation Policy Video

Who Saw it??

Select Local TOFU Target Audience

Video Viewers of Ad #1

Video Viewers of Ad #2
Downloaders of specific content
Landers of specific pages
People who clicked on BOOK NOW but did NOT BOOK

METRICS

30,000 Views
$25 Cost Per Acquisition
$375/15 Direct Conversions

13,000 Views
$7.50 Cost Per Acquisition
$375/50 Direct Conversions

Ongoing Views
$1.75 Cost Per Acquisition
$306/175 Direct Conversions

(ROAS - 11.4X) Average Cost Per Acquisition on Sequence: $4.40 or $1,056/240

May 1st   August 1st

Video 1

Video 2

Video 3

Bonus: Video Content Strategy

The Pitch N'Roll Video Technique

15 Seconds to 3 minutes

ATTENTION | PITCH | ROLL | PITCH | ROLL | PITCH | ROLL | PITCH | ROLL | CLOSE/CTA
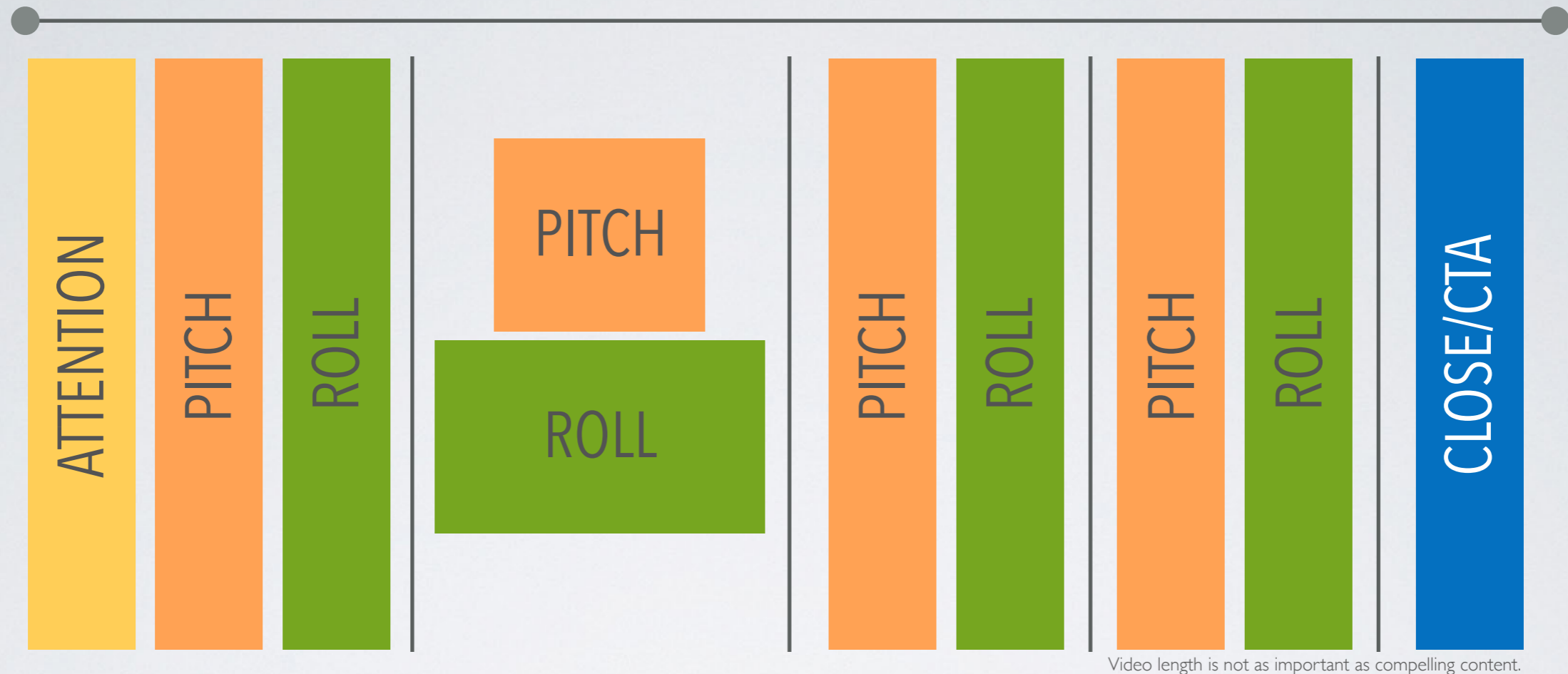
Video length is not as important as compelling content.

ATTENTION - Immediately grabs the attention of the viewer. An action shot, motion, or teaser lead in.

PITCH - is a natural extension of the conversation in relation to the business objective and customer outcome.

ROLL- is B-Roll footage that helps demonstrate the customer outcome. This solves the customer problem, demonstrates your capabilities and a natural extension of the conversation in relation to the business objective and customer outcome.