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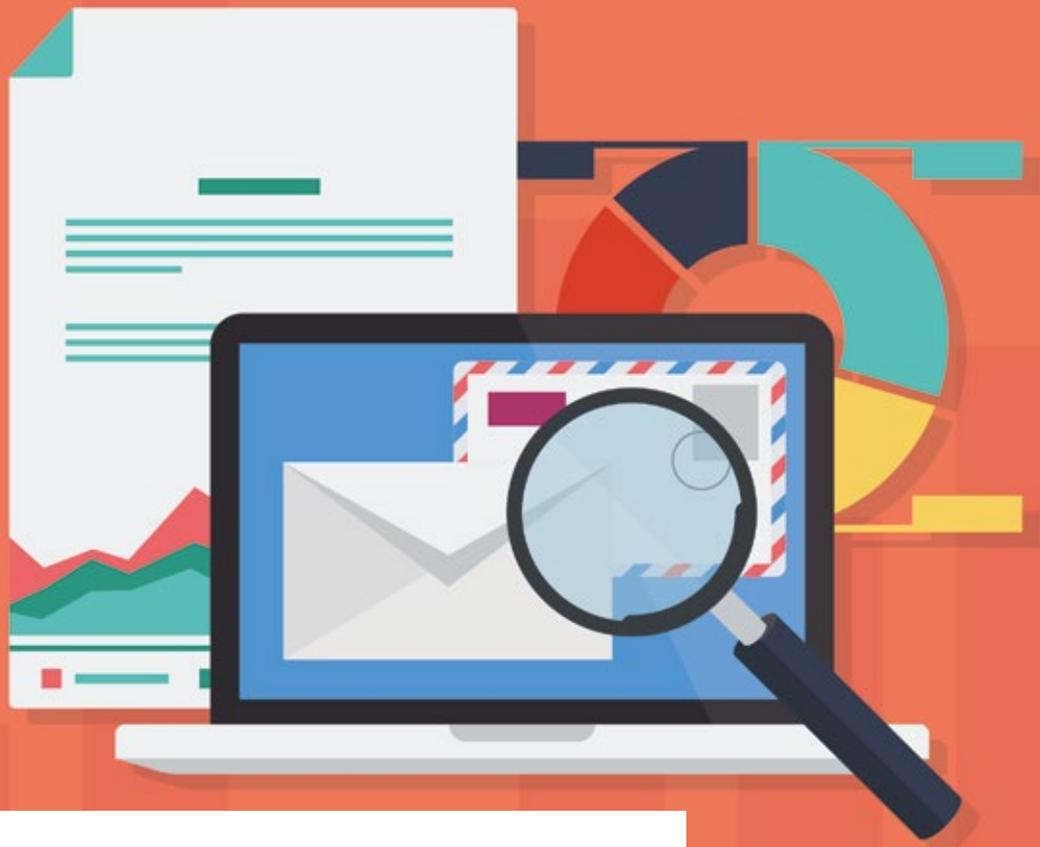
The business owner's
essential guide to

Social media advertising



The business owner's essential guide to social media advertising

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The business owner's essential guide to social media advertising

Introduction

Marketing is one of the most important activities for your business. Whether you're a brand new start up, or an established company, you will have products and services that you want to shout about, telling customers old and new all about how your company can help them.

There are more options available today to market your business than ever before: some more traditional, such as leaflets and sponsorship, others more digital in nature, such as a business website or email newsletters.

The biggest problem with all this choice is deciding where to start; what options are open to you, how can you maximise your return on investment, and how much should you spend?

In this guide, we're going to look at one of the most popular means of modern marketing, digital and social advertising. We'll explore the benefits to you as a business owner and walk through how to set up and run a campaign on some of the most popular advertising platforms, such as Google AdWords and Facebook.



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Digital - a modern approach to advertising

What do we mean by digital advertising?

Advertising comes in many shapes and forms, but when we talk about digital advertising we're really looking at sharing your messages, products and services through paid promotion across different platforms - Google AdWords for example.

There are a lot of terms and jargon that you'll find attached to this area and they can be used quite interchangeably depending on what you read, which can be confusing. Most commonly you'll see paid digital advertising referred to as Pay Per Click (PPC), Search Engine Marketing (SEM) or Social Media Marketing (SMM).

SEM and SMM offer a blend between different marketing approaches, not just paid advertising, but a large part of these approaches does involve regular paid advertising campaigns.

Digital vs. traditional advertising which is better?

There is no real best method when it comes to marketing and advertising; often a lot of companies opt for a blended approach that combines traditional and digital advertising.

There are some disadvantages to the more traditional methods of advertising (e.g leaflets, cold calling, letter drops, or buying email databases). The biggest drawback of these methods is that they usually take a blanket approach that covers everybody and anybody, rather than specific customers. The other danger is that they can stray into being interruptive and unwanted, which can be annoying and even warrant complaints from some people.

Digital advertising using modern platforms such as Google AdWords or the Facebook advertising platform can allow you to create highly customised, targeted campaigns that speak specifically to your ideal customers demographic.

You can choose from lots of specific properties from age range, to interests, likes and dislikes, and other factors such as if they already have an associated connection with you, or if they have engaged with your social media accounts.

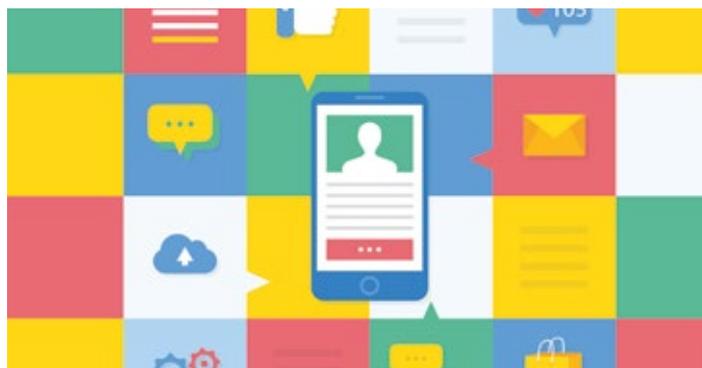
The real advantage of this highly targeted and specific advertising is that it allows you to maximize your return on investment; for every pound you invest in digital paid advertising you're more likely to gain new followers, new sales, new leads and customers because the proportion of people you're reaching are much more likely to fall into your target market.

The other advantage of digital is being able to track your audience's activities during your campaigns. For instance, if you start a Facebook campaign that drives visitors to your website, you can track who's come from where, what they were interested in and start to build a bigger picture of your ideal clients, gaining a valuable insight into their purchasing habits.

The key thing to bear in mind with marketing and advertising your business is to choose the best advertising channel that speaks to and reaches your ideal customer and clients in their preferred manner.



"Choose the best advertising channel that speaks to and reaches your ideal customer"



Choosing a platform

When it comes to digital advertising the world really is your oyster. There's never been a better time with more options available to business owners looking to market their business.

But all this choice can cause confusion - just how do you know which platform to use? One way to help you decide is to think about your ideal customers and your target audience.

For example do most of your customers engage with you through Facebook, or are they likely to search for something that you sell or a service you're providing through search engines such as Google or Bing?

Another thing to consider is your budget. To make the most of your advertising, some platforms can require a higher or more flexible budget than others and this might give you a nudge towards one particular platform over another.

The best way to start is to do some research on your ideal customers and where are they likely to engage with you or your competitors. Review their buying habits and let this start as a jumping off point when choosing the best advertising platform.

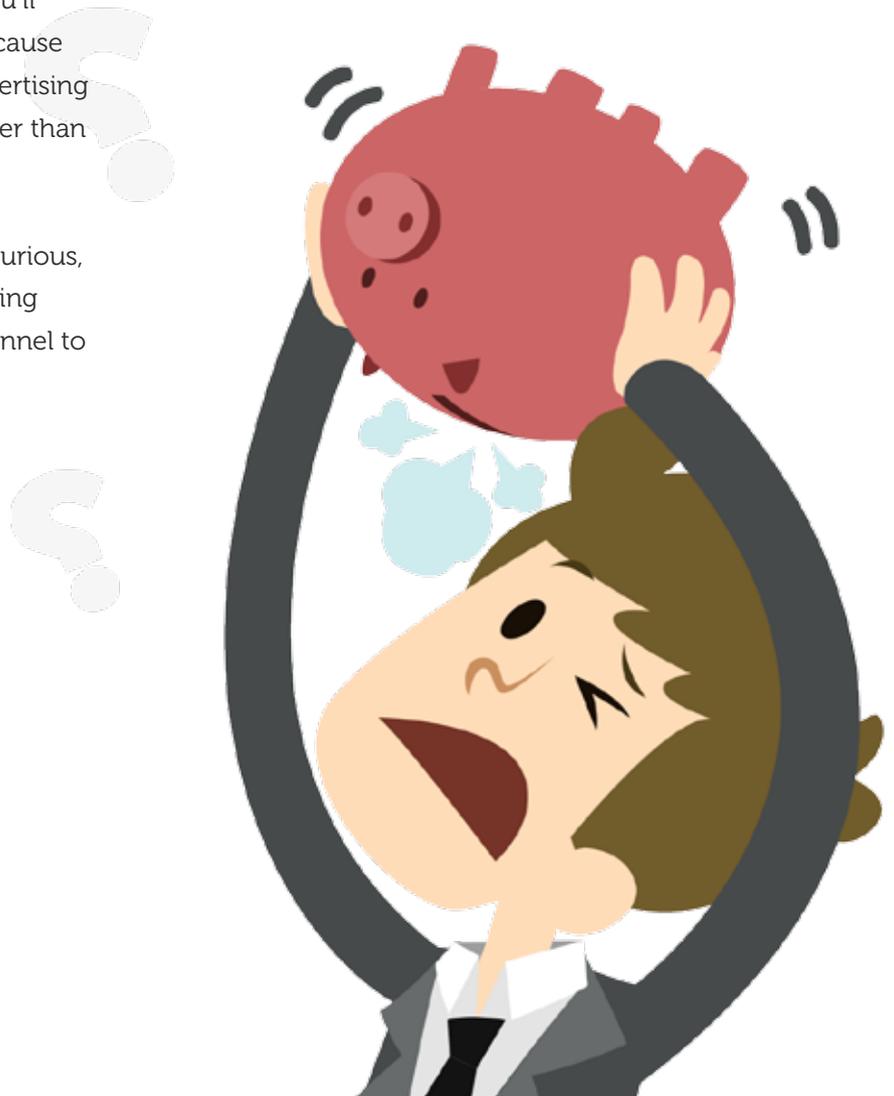
Setting a budget

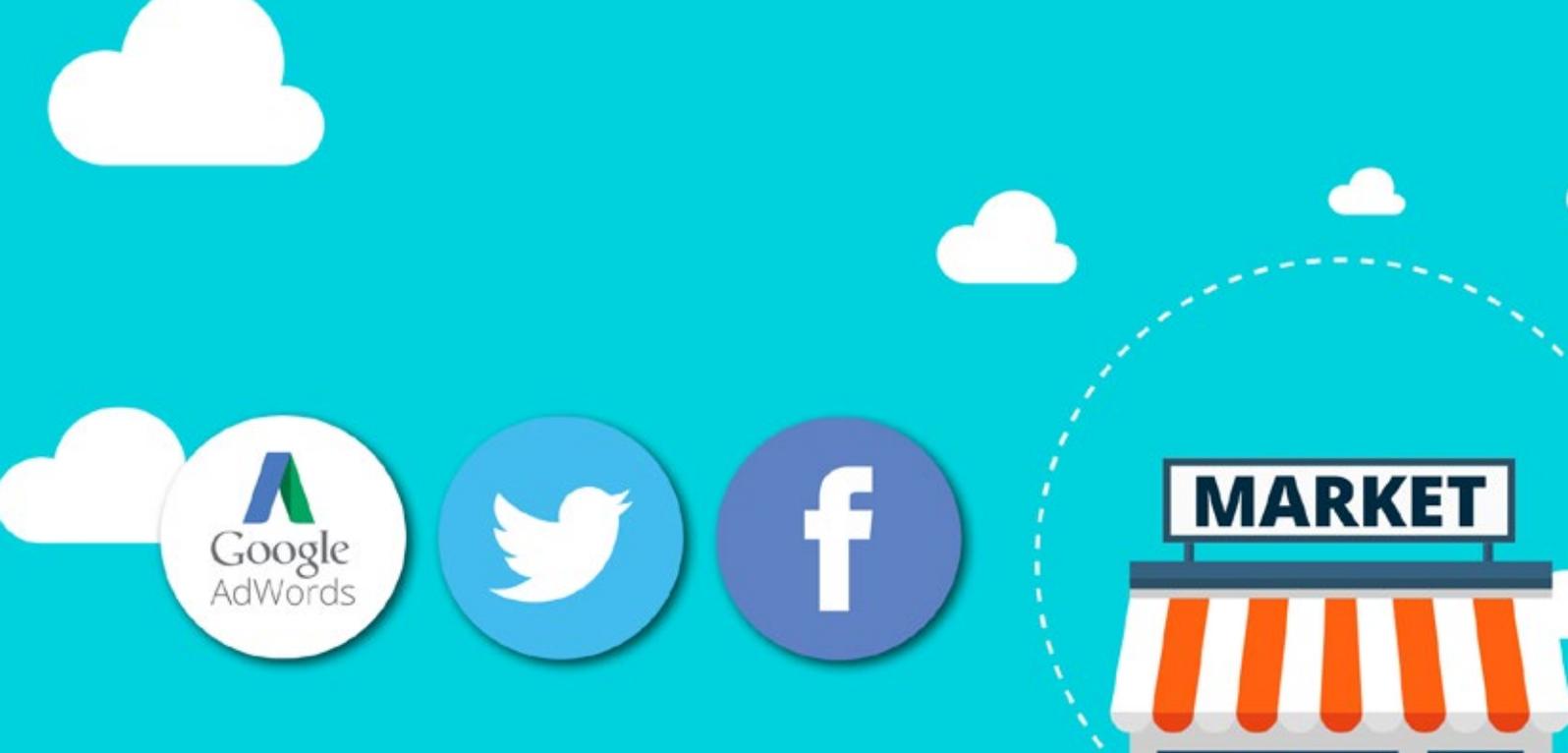
Digital advertising is one of the most cost-effective means of reaching your audience and when it comes to budget, you can find an option that suits your business, no matter the size of your budget.

Most paid digital advertising is largely priced by how much competition there is between other advertisers for your industry or target audience and how many people you're looking to reach. Because of this, whilst there are usually no minimum spends, it's important to know that higher competition can mean higher costs per action (click, view, engagement, etc.).

Of course, the more you spend, the more people you'll ultimately reach and the more return you'll see from your investment. And remember, because of the highly targeted nature of the digital advertising model, your money is going to go much further than it would via more traditional means.

As a rule of thumb, if you're starting out, just curious, or have a lower budget, we'd recommend setting aside advertising budget to use in a single channel to maximise its impact on your business.





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The top three advertising platforms of choice available today are undoubtedly Google AdWords, Facebook Ads and Twitter Ads.

Whether you're going to focus on search or social media (or maybe a combination), these platforms make it easy to reach your target audience.

But getting started can be tough, especially if you've never used the platforms before, are unsure of the platforms and how well they work, or shy away from more technical tasks.

Well fear not! We're here to help with our handy step-by-step guide to the three most popular digital advertising platforms. We'll explain how to set up a campaign, set budgets, create audiences, and highlight any important points along the way.



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Facebook

Facebook is a great first choice for businesses looking to engage with their customers and branch out into social media advertising. The Facebook advertising platform is very powerful and very easy to use.

Facebook knows an awful lot about its users, their habits, their friends, likes and dislikes, interests, and shopping preferences to name a few. Whilst it might seem a bit spooky at first glance, this data can be matched to your products and services to find people who are more likely to genuinely engage and purchase from your business.

This vast store of personalised data coupled with the hundreds of millions of users active on Facebook each day, means you really have access to a great means to reach new customers.

Step 1 - fire up the advertising console

There are a couple of ways to approach advertising on Facebook:

- 1 Using the quick and simple advertising actions on a post (you may have seen a 'Boost Post' button on one of your posts).
- 2 Creating campaigns through the Adverts Manager - a more advanced screen where you can finely tune your adverts.

We're going to step through the Adverts Manager as it's quite simple to use, and you do have more control over your options. If you choose the "boost post" option however, much of the process will be similar.

Step 2 - Choosing a Facebook Campaign Objective

When creating your adverts, Facebook gives you a number of options to choose from depending on your goals and campaign needs.

We've highlighted which you will be able to choose which is best suited for your campaign and will benefit the most from.

Here are the initial options you're presented with:

 Boost your posts
 Promote your Page
 Send people to your website
 Increase conversions on your website
 Get installs of your app
 Increase engagement in your app
 Reach people near your business
 Raise attendance at your event
 Get people to claim your offer
 Get video views
 Promote a product catalog
 Collect leads for your business
 Increase brand awareness

Here's what each of them mean:

Boost your posts

One of simplest starting points, boosting a particular post will allow you to share a post from your Facebook page with other Facebook users, having it appear in their news feeds

Promote your page

For those looking to get more page likes and views and grow their Facebook audience, the 'Promote your page' option is the way to go.

Send people to your website

These ads are geared towards sending people straight to your website via the Facebook ads shown in people's news feeds. Ideally you would have this advert lead to a customised landing page on your website.

Increase conversions on your website

Similar to the previous objective you would couple this type of advert with a highly targeted landing page on your website. It is aimed at working more towards converting your customers rather than website visits alone.

Get installs of your app

If you have a new app to promote, this ad style will lead to various installation pages (device specific) where people can download your app

Increase engagement in your app

Again, similar to the previous app-style ad this type of advert is aligned to generating buzz around your app, driving engagement, shares, likes and so on rather than pure installs alone

Reach people near your business

If you're a local business serving an immediate area (a cafe for example) then highlighting your business to Facebook users in the nearby area is a great way to boost footfall to your premises

Raise attendance at your event

Event-specific promotion is the name of the game with this option. If you're throwing an event of some kind, this advert style is well suited to drive bookings and drive traffic to more information about the event as opposed to your company page or other posts

Get people to claim your offer

If you have an existing offer on your Facebook page then using this advert type will drive people to claim it - both raising awareness and boosting offer redemption rates.

Get video views

Video is a fantastic tool to sell your business, products and services. Using this option will allow you to share your videos with a wider audience and skyrocket those viewing figures

Promote a product catalog

With this option, you can create ads that automatically show products from your catalog to your target audience

Collect leads for your business

This is a clever one: you can create data capture forms directly in Facebook, designed to increase newsletter sign ups, request free trials, arrange bookings, and much more.

Increase brand awareness

If you're looking to simply raise your brand profile, this option will align your ads to reach more people more likely to pay attention to your ads and engage with them

Step 3 - Choosing your Facebook Audience

After you've selected your main objective it's time to tell Facebook who you want to reach with your advert. To target a specific audience, Facebook allows you to choose from a range of audience data:

- Location
- Age
- Gender
- Language
- Interests and behaviours
- Demographics

The screenshot shows the Facebook Audience targeting interface. At the top, there's a section titled "Audience" with a sub-header "Define who you want to see your ads. Learn more." Below this, there are two main sections. The first is a promotional banner for "New! Reach People Who Have Watched Your Videos" with bullet points: "Choose from multiple view lengths: 3s, 10s, 25%, 50%, 75% or 95%" and "Select multiple videos from any of your Pages." The second section is "Target Ads to People Who Know Your Business" with a sub-header "You can create a Custom Audience to show ads to your contacts, website visitors or app users. Create a Custom Audience." Below this, there are several targeting options: "Locations" (set to "Everyone in this location" with a dropdown for "United States" and "United States" selected), "Age" (set to "18" and "65+"), "Gender" (set to "All", "Men", and "Women"), and "Languages" (with a text input field "Enter a language..."). At the bottom, there's a "Detailed Targeting" section with a toggle for "INCLUDE people who match at least ONE of the following" and a text input field "Add demographics, interests or behaviors" with a "Browse" button. There's also an "Exclude People" link.

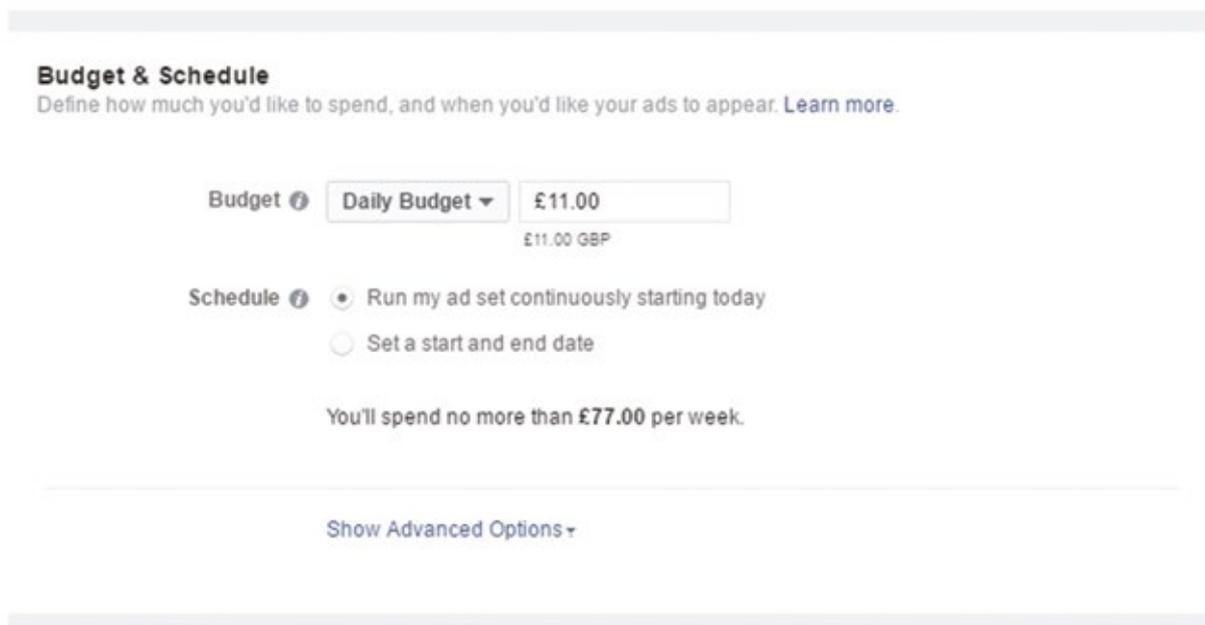
All of these options can be as broad or niche as you need. You can leave location, for instance, as the whole of the UK, or select a really specific set of postcodes.

You can also choose which people not to reach with the exclusion section. For example, if you're looking to reach a brand new audience with a new ad, you might want to exclude existing fans of your Facebook page.

Once you're happy with your options, keep an eye on the panel to the right of the page that gives you an idea of how many people you're likely to reach with your advert. There is a swing meter with red, green, and yellow sections. Aim to keep your audience somewhere in the green which means you have a well-defined audience that isn't too small, or too broad.

More niche is usually better for the ads to have more impact!

Step 4 - Choosing your Campaign Budget



Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ **Daily Budget** ▼ £11.00
£11.00 GBP

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

You'll spend no more than **£77.00** per week.

[Show Advanced Options](#) ▼

Your campaign budget can be set to suit you and your business. Depending on your audience and other targeting factors, you might have to adjust your spending to meet your goals.

The nice thing about the Facebook platform over others is that it gives you the option of a daily or lifetime budget. If you want more control over spending, choosing a lifetime budget will suit you better.

If you wish your adverts to only run between certain dates then you can also set an advert schedule. This is particularly useful if you want to rapidly promote an event just before the date, or would like to queue up a number of ads in one go.

More advanced options include the option of choosing when you get charged for your advertising. Facebook offers per click and on impression options. Per click means you only pay for your advert when someone physically clicks on it. On impression means you pay per 1000 times your advert is simply shown in a news feed (i.e. your advert is seen 1000 times and then you're charged for it).

There are pros and cons to both, but if you're unsure then the default options are usually fine. Facebook does a good job of managing things for you to maximise your budget.

Step 5 - Choosing a Placement for your Ad

Placements

Define where you'd like your ads to appear. [Learn more.](#)

Placements ⓘ

- Automatic — Recommended**
Show your ads in places most likely to reach the right people. [Learn more.](#)
- Choose your placements**

After deciding your target audience, you should think where you want your advertisement to be seen.

By leaving things on autopilot, Facebook will decide which are the best locations to show your advert to reach the most people for you.

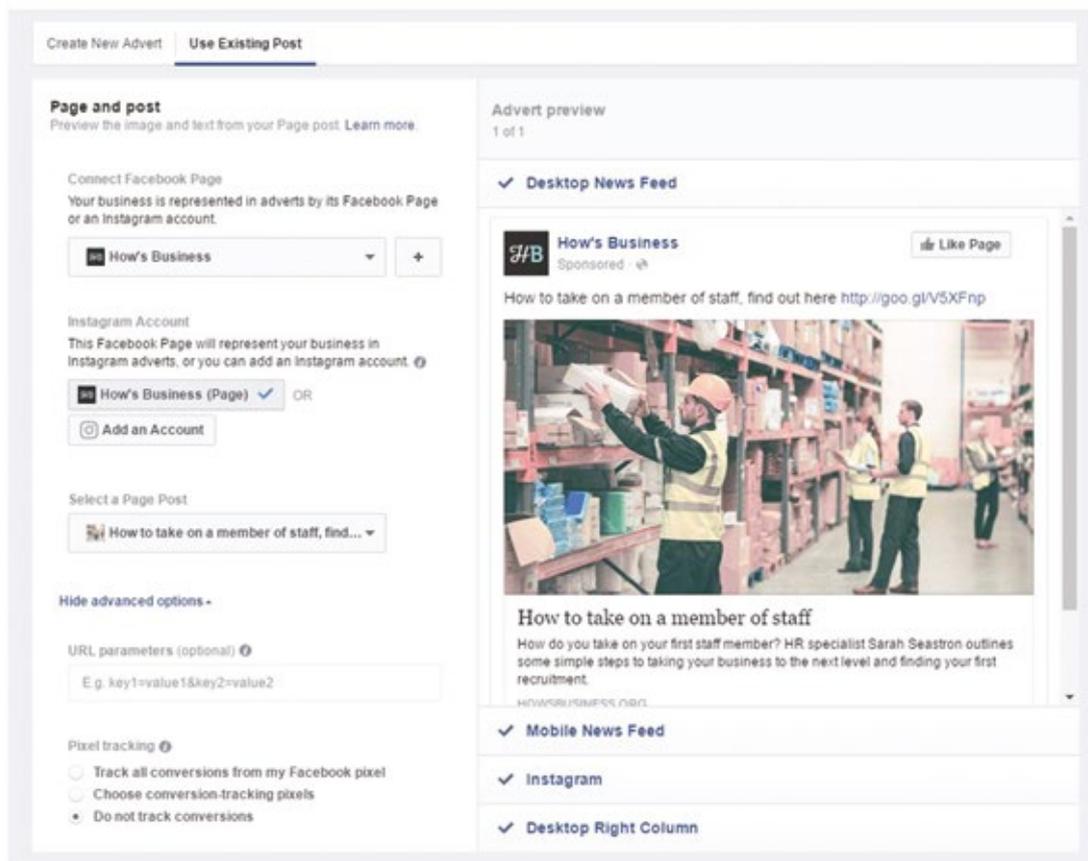
If you want a little more control then you can choose between four ad locations:

- **Desktop news feed**
on a desktop computer, shown in the main news feed
- **Desktop right column**
also on a desktop computer or laptop but smaller ads that show on the right hand sidebar next to the main news feed
- **Mobile news feed**
Shown in the main news feed on the Facebook mobile app
- **Instagram**
Since Facebook own Instagram now, you have the option of pushing your adverts into people's Instagram feeds - very useful for highly image or design-led content or videos

Step 6 - Designing your Ad

Facebook gives you two options for your ad: create a new one or use an existing post that you've published. Which one to choose will largely depend on your objectives.

Adverts (and social media content in general) perform best when accompanied by some sort of visual, whether that's a compelling image or video. If you're looking to really maximise your advert reach and engagement (including natural, or organic sharing) then be sure to use a strong visual component in your advert.



Creating New Ad

This gives you the ability to design your ad the way you want it. You can upload different types of media (images, slideshow, and video) and at the bottom of the screen, use any text you think will grab the attention of your target audience. It also gives you a preview of what your ad will look like so you know what to expect.

Use Existing Post

Using an existing post is more restricted than creating a new one. This is used if you want to boost a specific post or existing piece of content which can be chosen at this stage.



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Twitter

Twitter is still one of the most popular social media channels out there. It has over 300 million active monthly users, 83% of these are on a mobile device.

With a strong focus on mobile and the B2B landscape, Twitter is a great advertising platform to grow your fan base and get involved with what's happening in the world right now.

As an advertising choice, there are [some pretty interesting figures available](#) too:

- 66% of users have discovered a new small business on Twitter
- 94% plan to purchase from the small business they follow
- 69% purchases from a small business because of something they saw on Twitter

Step 1 - Access the advertising platform

Unlike Facebook, Twitter doesn't offer different versions of its advertising platform, so head on over to <http://ads.twitter.com> and log in with your Twitter account details.

Step 2 - Choosing a Twitter Campaign Objective

Like Facebook, Twitter gives you a range of options and objectives to kick-start a campaign depending on what you want to achieve with your ad.

You can aim to reach more users, grow your fan base, and drive conversion with your tweets.

	Followers Grow your community on Twitter	Select
	Website clicks or conversions Send people to your site (to purchase, sign up, etc.)	Select
	Tweet engagements Reach more people and drive conversation	Select
	App installs or app re-engagements Get people to install or re-engage with your mobile app	Select
	Video views BETA Get people to watch your videos using Twitter's native video player.	Select
	Leads on Twitter Collect emails from people who express interest in your business	Select

The way the adverts work and the aims are very similar to Facebook, with the main difference being in the 'Leads on Twitter' option. Although this is closely aligned to Facebook's 'Collecting leads' form creation tool, Twitter's version is much more simplified and keeps data capture fields to a minimum.

Step 3 - Setting up your campaign

The first step is to name your campaign and when you would like it to run, whether this is as soon as the set-up is completed or from a specific date. A nice advantage of scheduling adverts is that, if done in batches, you can save a lot of time in your advert management.

Give your advert a meaningful name that will allow you to easily identify it against your others, you can change it later if you want; it's only for internal purposes.

Set up your campaign STEP 1 OF 4

Name your campaign

Untitled campaign



When do you want to run this campaign?

- Start immediately, run continuously Set start and end dates

One more thing to be aware of at this stage is your option to 'Expand your reach on the Twitter Audience Platform (TAP)'. By checking this box you have the option to show your adverts across Twitter's extended advertising network including other websites, mobile apps and games.

If you want your adverts to reach more people across a varied range of diverse platforms then leave this checked.

Step 4 - Select your audience

This again is very similar to Facebook in the way it allows you to specify your target audience by different criteria.

Select your audience STEP 2 OF 4

AUDIENCE PROFILE

▾ **Select locations (required)**

Target users by country, states, regions, metro areas, or postal codes. [Learn more.](#)

<input type="text" value="Search for locations, e.g. United Kingdom"/>	or	<input type="button" value="Import multiple locations"/>
Target users located in...		
Country	✕ United Kingdom	

▾ **Select gender**

We infer gender from information our users share as they use Twitter, including their profile names and follow graphs. [Learn more.](#)

Any gender Male Female

[Select languages](#)

[Select devices, platforms, and carriers](#)

Twitter's audience building tools offer a wide and varied range of choices to really zone in on your ideal customers. You can choose the basics of location, gender, languages, etc., but also narrow your targeting on to specific devices (e.g. Apple or Blackberry phones), keywords searched for, specific followers, people engaged with global or regional events (the Olympics for example), and even different types of television shows.

Of course there are more to choose from and you should select as many as you need for your campaign.

Step 5 - Set your budget

To create a Twitter ad you MUST set a daily maximum budget which resets daily at midnight until your campaign ends. The optional choice is to set a total budget which will stop the campaign once your set budget is reached.

Set your budget STEP 3 OF 4

• **Set a daily maximum (required).**

Cap the amount you will spend each day. The maximum resets daily at midnight, Europe/London time. [Learn more](#)

• **Set a total budget (optional).**

If set, this campaign will stop running once this budget has been reached. We will not exceed this amount during the life of the campaign. [Learn more](#)

This is why it's important to decide on a budget before venturing into advertising platforms.

If you set aside £500 say, then you can use platforms like Facebook to keep running your ad until that budget has been used up.

With other platforms, like Twitter, simply divide your total budget across the number of days you want it to run for to get your daily budget.

The tricky part is having enough spend each day to reach enough of your audience. It's a balancing act: a low daily spend coupled with a long-running campaign will probably yield a smaller set of results than the same budget used over a more condensed time period.

You do have the option to set your pricing model here - automatic, target cost (e.g. cost per click to your website), or maximum bid. By setting it to 'target cost' or 'maximum bid' you'll be able to see the ideal range of spend based on your advert competition - **the more you're willing to pay for a click, the more people you're likely to be shown to and the faster you'll see results!**

If you're unsure then the 'automatic' setting is the one to go with.

Step 6 - Choose your creatives

Here you can select the account you wish to publish your ad on (if you have multiple Twitter accounts) and design what it's going to look like.

Choose your creatives STEP 4 OF 4

This campaign will promote your account as well as any Tweets you choose. All Tweets eligible for this campaign type appear below. You don't have to add Tweets, but follower campaigns with Tweets are more successful. See best practices [here](#).

> Show media specifications

Create or select creatives

Promoted-only Tweets Show replies

Promoted-only Tweets | Impressions | Followers | Follow rate

Give people a reason to follow you, e.g. "Be the first to know about special promotions and events!"

140

Media (optional)

Text-only Tweets do better in follower campaigns. Adding images is not recommended.

This Tweet won't appear on your Twitter profile. It will only be seen by your targeted audience.

TIP Promoted-only Tweets are immediately discoverable by data partners, even though they are not promoted until the campaign begins. To protect sensitive content, schedule promoted-only Tweets to go live after your campaign start time. [Learn more about who can see this Tweet](#).

See preview



Selected creatives

Compose or select Tweets to promote. Campaigns with 4-6 Tweets perform better.

We'd always recommend a strong visual element to increase the conversion rates and engagement of your advert.

Once you've chosen an existing tweet to use or created a new one especially for this promotion, you can see a preview on the right hand side. This preview always gives you an idea of the final look and feel across different devices such as an Apple iPhone or Android tablet.



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Google Adwords

Without a doubt Google AdWords is the defacto online advertising platform. Google is most people's first stop when they start trawling the Internet to find whatever they're looking for.

With Google's acquisition of YouTube, the search engine's reach has grown significantly in recent years leading to the number one and two spots on the highest search volumes chart being held by Google and YouTube respectively. Using AdWords has a couple of main advantages:

- 1 You can reach your target audience through highly focussed adverts
- 2 Your business can effectively shortcut the time it takes for your website to be found through natural search results listings

Google AdWords is available in two different capacities: the entry-level, simplified version for beginners and quick adverts, and the full-blown account manager for more advanced users or marketing professionals .

We'll be working through the more simple, streamlined option, which is the most popular choice for most businesses running their own campaigns.

Help is at hand

One of the real bonus features of Google AdWords is their expert support service. If you spend over £6 per day in advertising you have the option to work with the Google AdWords support team to help you maximise your campaign success, target your audience better, and ultimately grow your sales.

Step 1 - Sign up for AdWords

To start with, you need to enter your details to be able to create your campaign. For this you'll need a Google account.

What is your email address?

sample@gmail.com

Next you'll sign in to your Google Account before setting up your first campaign.

What is your website?

www.example.com/books

If you don't already have one, you'll be given the option to create a Google Account as part of the AdWords sign up process.

You'll also be invited to identify the website that you want to drive your customers to.

Step 2 - Choosing your audience

One of the great features of Google AdWords is the ability to really dig into very specific locations from a list of postcodes, distances around your business, or to even draw out complex regions using a fun drag-and-drop editor.

As you can see from the screenshot, by entering a location, it has outlined the target customers where your ad is going to be shown.

Create an ad to reach out to your potential customers.

1. Choose where to target your customers

The screenshot displays the Google AdWords targeting interface. At the top, it says "Create an ad to reach out to your potential customers." Below this is the section "1. Choose where to target your customers". Under "Locations", there are two options: "Target by distance from business" (with a location pin icon) and "Target by city, region or country" (with a map icon). The "Target by city, region or country" option is selected. Below this, the question "Where do you want your ad to appear?" is followed by a search bar containing "East Riding of Yorkshire" and a "+ Add location (city, state or country)" button. A map of the region is shown, with the East Riding of Yorkshire highlighted in purple. The map includes labels for major cities like Leeds, York, Hull, and Scarborough, as well as national parks like North York Moors and Yorkshire Dales. At the bottom of the map interface are "Save" and "Cancel" buttons.

Step 3 - Choose what you want to advertise

This section allows you to choose what kind of products or services you would like to advertise. You'll be given a list of suggested categories that are related to the website you entered in Step 1.

Choose the best category for your business, or if you don't see one that fits, type the closest match into the text box to be shown some more choices.

2. Select what you want to advertise

Products and services

What language do you want to advertise in?

English ▾

What product or service do you want to advertise? ?

Here are some suggested product or service categories for you.

- Internet Marketing Service
- Marketing Agency
- Web Designer
-

Step 4 - Writing your Ad

Now it's time to write a winning advert!

Google AdWords gives you some sample ads in this section to help you write your own.

Even in this day and age it's still all about selling the sizzle, so make sure your advert text is punchy, speaks to your audience, and offers a reason for them to click - e.g. 'download our ebook', 'claim your free xyz', '10% off while stocks last!'.

The adverts are quite restricted in the amount of characters you can have so you might have to get even more creative to get your message across.

Fortunately, you'll always be able to see an up to date preview of exactly how your advert will appear, so you can tweak and fine tune it to make sure it's perfect.

NOTE: Google are rolling out some longer form adverts that appear more like natural search results. These allow for longer adverts to be written so they're a great option if they've been applied to your AdWords account. Just remember that shorter, to the point adverts often do a better job.

3. Write your ad

Your ad text

Here are some sample ads to help you write your ad below

Web Design Solutions
Ad <http://yoururl.com>
Enhance Your Web Presence Today
Call Today For Advice!

Call-to-action
Tell your customers what they can do

- Are you selling a product? Tell them that they can buy.
- Strong verbs like Purchase, Call today, Order, Browse, Sign up or Get a quote, tell your customers what they can expect to do when they arrive at your website.

Headline
 25

Ad text
 35
 35

Web page address

Your ad preview

Your ad headline
Ad www.createdredmedia.co.uk
Your ad line 1
Your ad line 2

[SEE HOW YOUR AD WILL APPEAR](#)

Step 5 - Choosing your budget

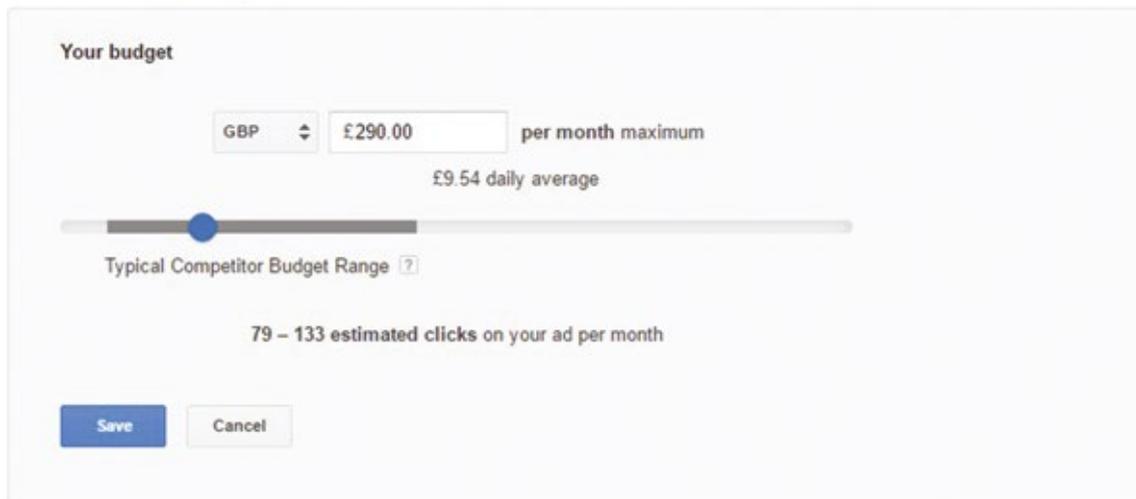
One common complaint about AdWords is the lack of option to set a maximum budget. Google often alter your bid per click to make sure you're getting the best exposure and this can see an increase or decrease of up to 10% either way.

Because of this you should aim to be a little flexible in your overall budget, or set the per month spend across AdWords to be slightly lower than your maximum.

Once you've selected a per month maximum price, AdWords calculates your daily average spend and shows you how this translates into clicks on your ad.

It also shows you the typical competitor budget range to show you what your competitors are spending on their ads. If you increase your budget range then you'll naturally see an increase in clicks of your ad which should translate into more website visits.

4. Decide how much to spend



The screenshot shows the 'Your budget' section of the Google AdWords interface. It features a currency dropdown set to 'GBP', a text input field containing '£290.00', and the label 'per month maximum'. Below this, it displays '£9.54 daily average'. A horizontal slider is shown with a blue dot indicating the current budget level. Below the slider, it says 'Typical Competitor Budget Range' with a help icon. At the bottom of the slider area, it states '79 - 133 estimated clicks on your ad per month'. At the very bottom of the form are two buttons: 'Save' and 'Cancel'.

Digital Advertising Glossary

The world of digital advertising can be a confusing place with a lot of jargon to have to learn and understand.

We've put together a glossary of the most common terms you should encounter as you create and run your online advertising campaigns.

PPC - Pay Per Click	A broad umbrella term that describes the paid digital advertising model whereby you pay when someone clicks your advert
SMM - Social Media Marketing	A collective term describing the combination of organic and paid advertising and marketing across your social media channels
SEM - Search Engine Marketing	to social media marketing but aligned to search engines. Broadly used to describe paid search engine advertising and organic search engine optimisation
CPC - Cost Per Click	How much you pay each time someone clicks on your advert
CPI - Cost Per Impression	How much do you pay each time someone views your advert (i.e. when your advert is shown)
CPM - Cost Per Mille	This is Facebook's version of cost per impression, but Facebook groups impressions per 1000 before you are charged
CTR - Click Through Rate	The percentage of visitors who clicked on your advert against the total number who were shown the advert. For example, if 100 visitors were shown the advert and only 1 clicked on it, your click through rate would be 1%

Engagement Generally speaking when someone engages with an advert, they have taken some kind of action that can be recorded and tracked.

Different advertising platforms measure this differently, but common points of engagement can include:

Content Likes / Hearts

Comments

Viewing a photo

Clicking a link in a piece of content

Viewing a video (past a certain point or opening it to view more detail)

Reach The total number of people to whom your advert was shown. During planning stages your reach is estimated, but during and after a campaign the reach will be actual figures

Impression An impression occurs when your advert is shown to a user. If a Facebook user sees your advert in their news feed, for example, then this would be classed as an impression

CPA - Cost Per Action Although it can be used interchangeably with CPC, cost per action is a little wider reaching. The true cost per action is more closely related to a final leads converted or sales made or ultimate intended action - e.g. filling out a form on a website, or downloading a file, signing up for a trial, etc. - compared to the total campaign spend.

As an example, you might have 8 people complete a form on your website in one month and you spent £500 in that month on your advertising. Therefore the CPA for this campaign is £63.50 (£500 total spend / 8 leads)

How's Business

How's Business is the best way to find local business networks, support, advice, and business experts in York, North Yorkshire, and East Riding.

How's Business is a small, dedicated team that helps to introduce local businesses to people who can help them make their business a success. Funded by the York, North Yorkshire and East Riding Local Enterprise Partnership, How's Business are a Growth Hub that exist to help support your business whether it's just starting up, or is an established enterprise looking to take that next step.

Popular resources

How's Business have a ton of fantastic, helpful resources that can assist you whether you need some business advice, want to find a local networking group, or want to find a local business expert advisor you can chat with, whatever the topic.

 [How's Business website](#)

 [Networking Event Finder](#)

Discover local networking groups and events right on your doorstep

 [Find an Expert](#)

Browse a carefully selected list of expert business advisors to get help with just about any business specialism

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