



— MASTER YOUR —

**EXCELLENCE**

2022 NACE EXPERIENCE CONFERENCE





# Designing Social Ads for Real Results

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Owner/Principal  
**Mountainside Media**  
@mtnsidemediaco



## *In this session you'll learn*

- **Listen and gather** advertising insights and strategies from their ideal clients.
  - **Identify what to test** and how much they should be spending to test content.
  - **How to measure** results and adjust their marketing strategy accordingly.
- 
- 



*Before We Begin*



*This is not*

## What This Is Not

- A technical rundown of all the features and options in Facebook's Ads Manager
- How to set up your Facebook Page
- How to set up your ads
- Anything other technical information you can Google





*Caveat!*

If it were that easy

I wouldn't be here

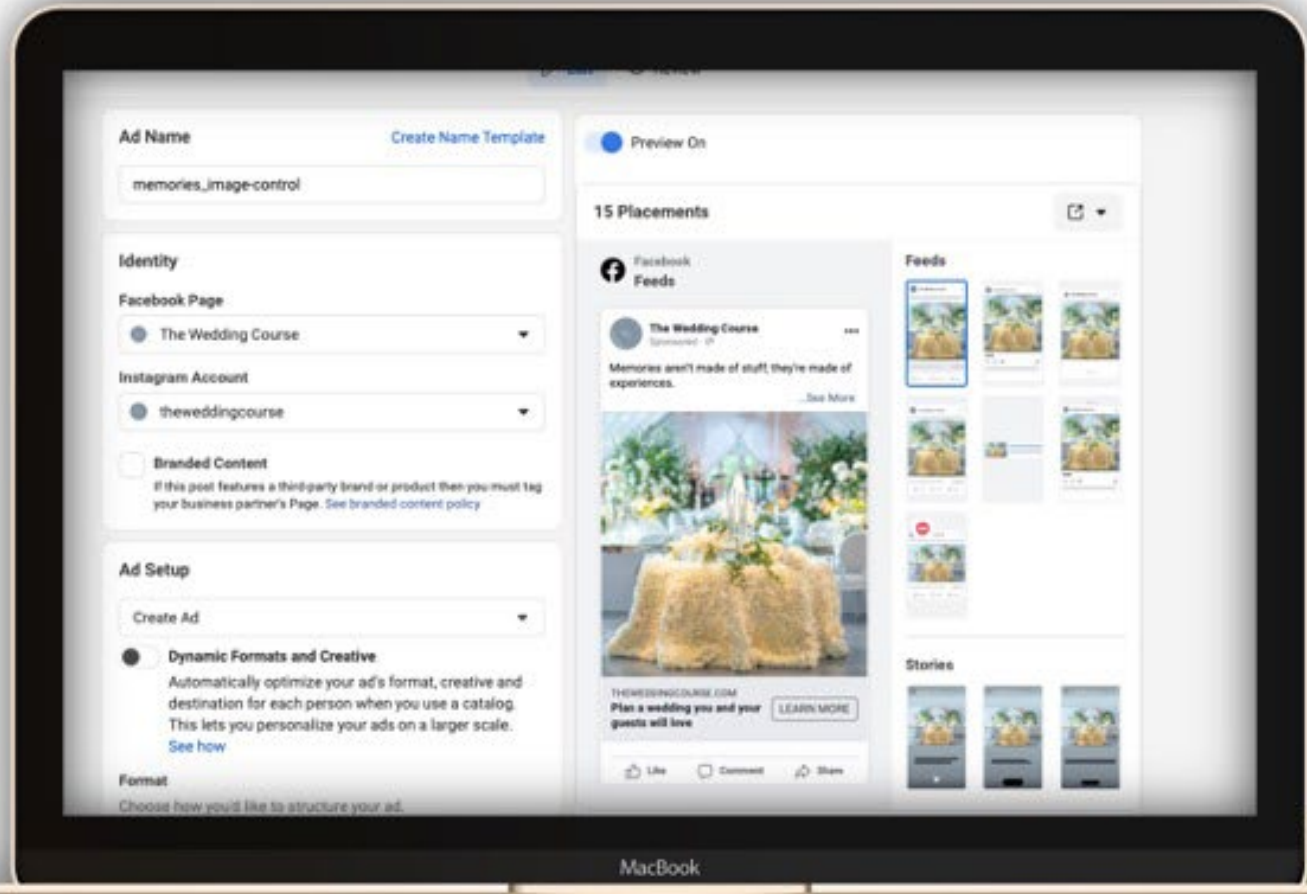


— MOM WISDOM —

IF YOU **CAN'T**  
**FIND TIME** TO DO  
SOMETHING **RIGHT**  
THE **FIRST TIME** HOW  
WILL YOU **FIND TIME**  
TO **DO IT AGAIN**

THIS IS **NOT** A

*Text editor*







Listen & Gather



**Serving ads in the newsfeed is  
NOT Metta's priority**

But they are interested in helping you succeed, nonetheless...

# #1 Goal

To show content people want to see

## #period



# TREAT YOUR ADS

— AS YOU WOULD YOUR —

# ORGANIC POSTS

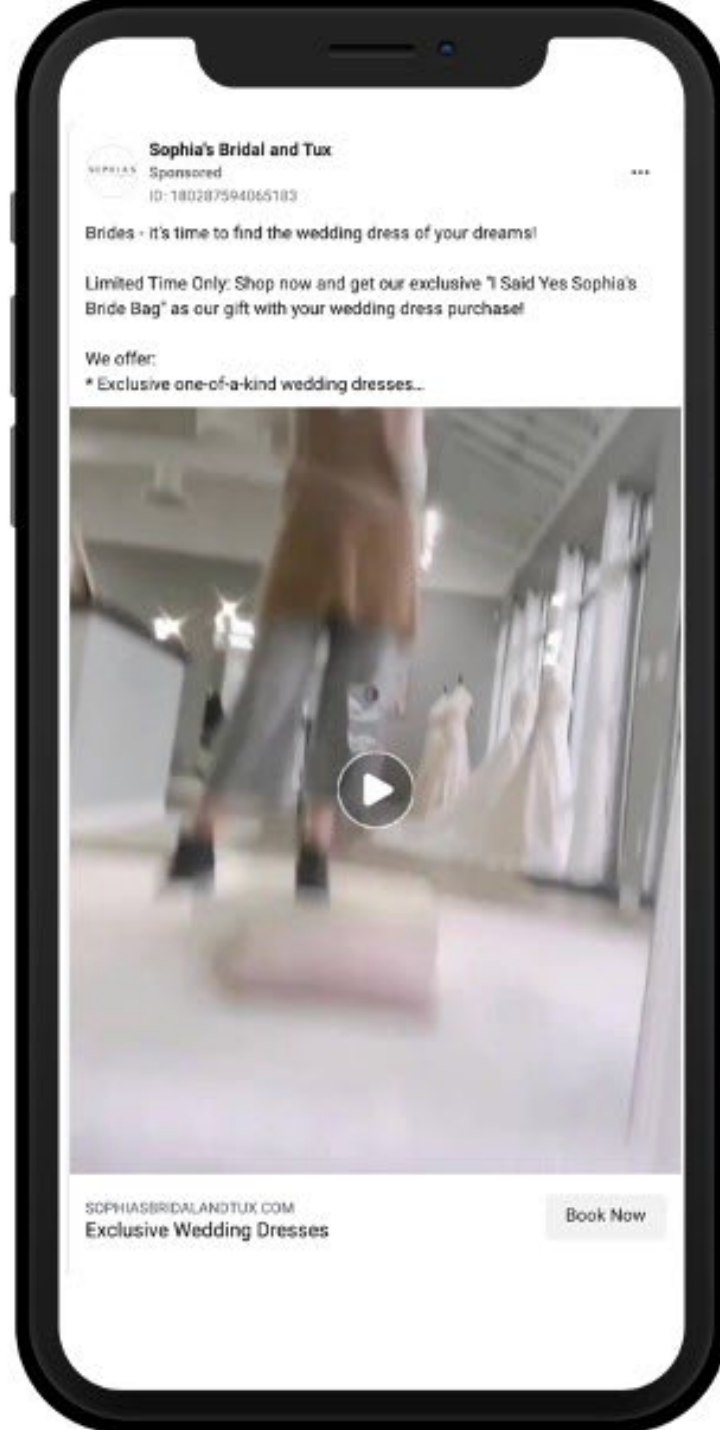
GREAT CONTENT = **ENGAGED AUDIENCE**

ENGAGED AUDIENCE = **AD SUCCESS**

It also helps you fill your funnel

and retarget

*Later!*



BECAUSE **THIS**

IS YOUR **REAL**

*Competition*

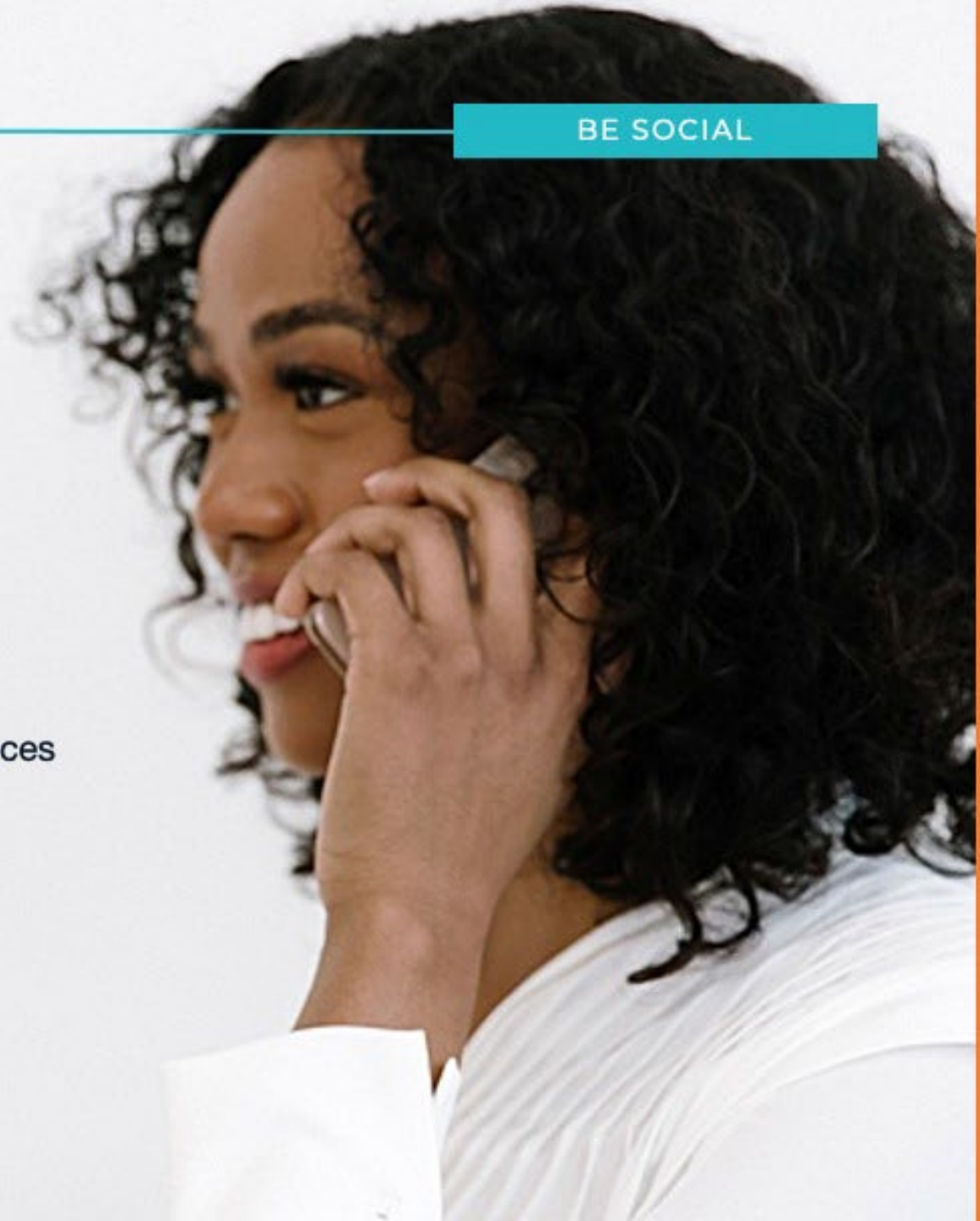


BE SOCIAL

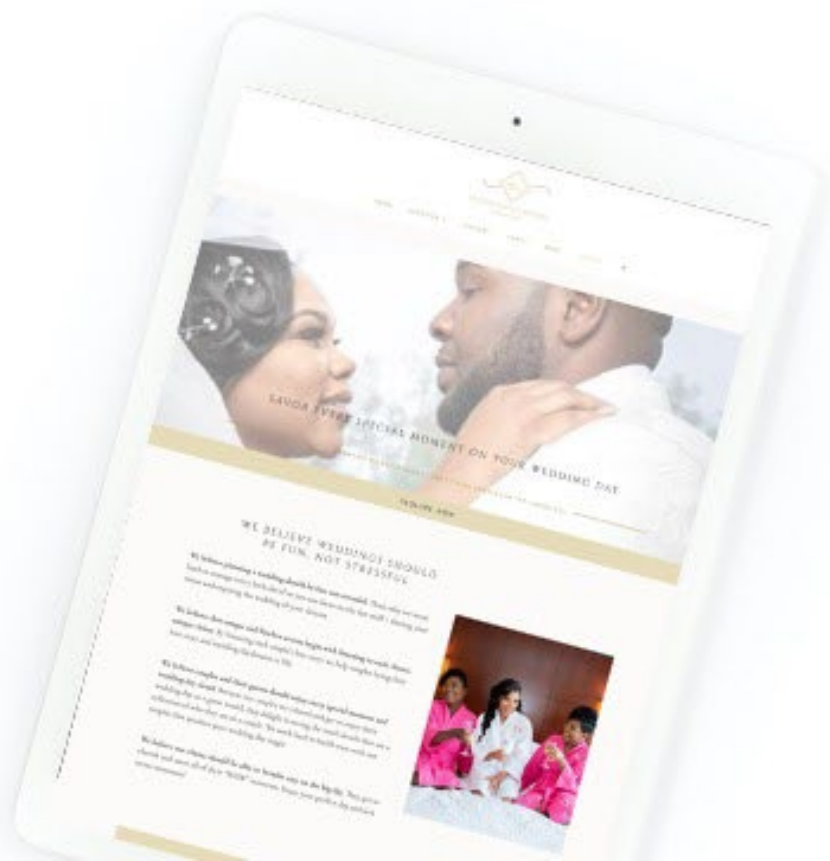
IT'S NOT METTA'S

*Job*

to sell your products and services



BE SOCIAL



**GIVE FOLKS ENOUGH**  
*Information*  
to make a booking decision

# DREAM CLIENTS

and where to find them

This section is critical to understand your design choices, marketing plans, and social media strategy moving forward. You need to define your dream client! Without a clear understanding of who you are selling to, you can't communicate a clear message.

By strategically defining who your dreamiest client is, what they like to do, how they live, and where they hang out, you will increase sales, book more clients, and be happier while doing the work. Reflecting on who your return is worth for who you enjoy

Tailor Your Ads



WHO IS THE  
MOST LIKELY

— TO RESPOND TO —

**MY ADS?**  
*and why!*



HOW TO

# Tailor

- Stealth Market Research
- Ethical Spying
- Brand Promise and Adjectives

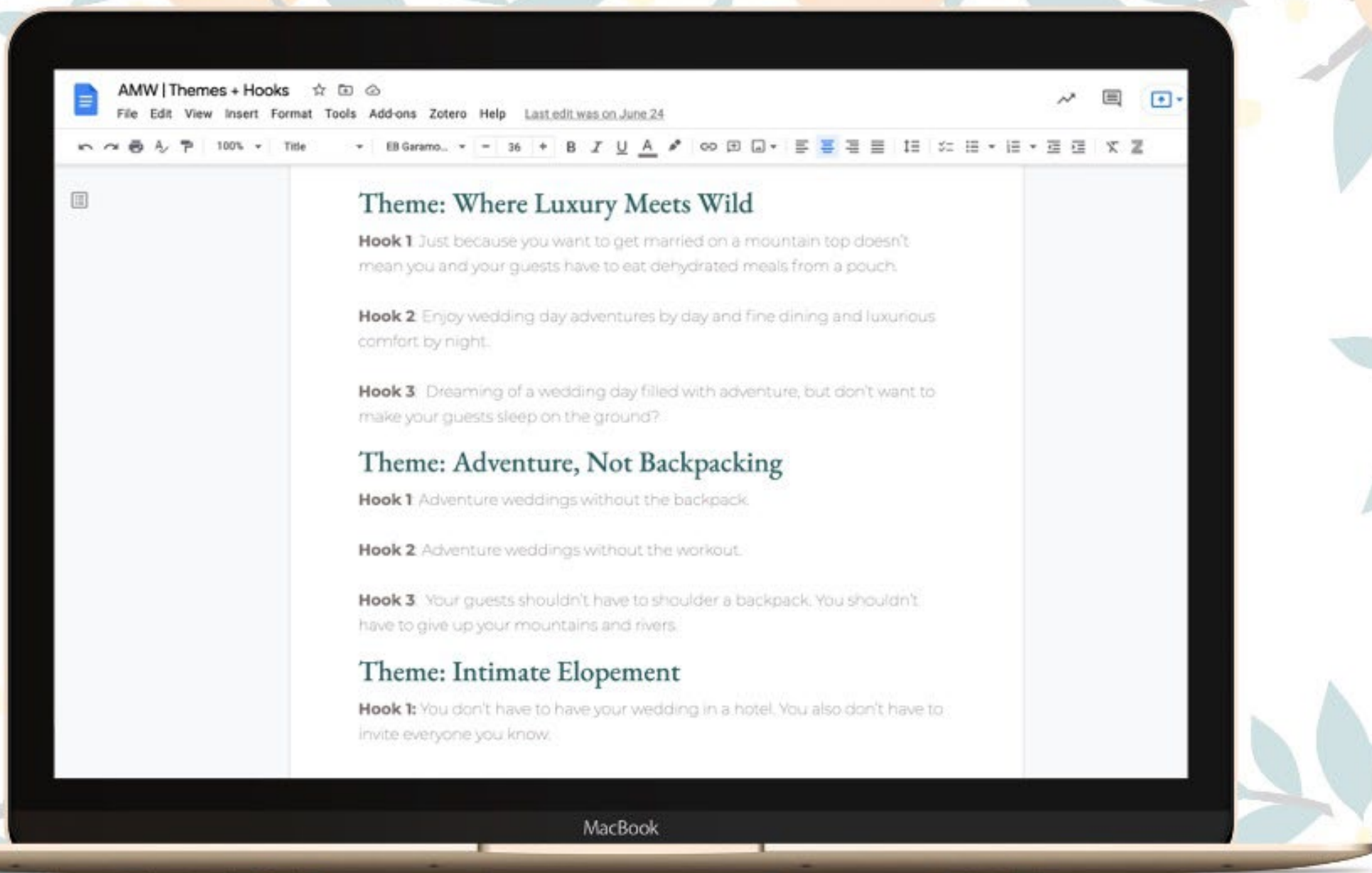


## CHOOSING

# Themes

- Start with three themes
- Audit your website and inquiry page for message fit





## Theme: Where Luxury Meets Wild

**Hook 1** Just because you want to get married on a mountain top doesn't mean you and your guests have to eat dehydrated meals from a pouch.

**Hook 2** Enjoy wedding day adventures by day and fine dining and luxurious comfort by night.

**Hook 3** Dreaming of a wedding day filled with adventure, but don't want to make your guests sleep on the ground?

## Theme: Adventure, Not Backpacking

**Hook 1** Adventure weddings without the backpack.

**Hook 2** Adventure weddings without the workout.

**Hook 3** Your guests shouldn't have to shoulder a backpack. You shouldn't have to give up your mountains and rivers.

## Theme: Intimate Elopement

**Hook 1:** You don't have to have your wedding in a hotel. You also don't have to invite everyone you know.



Testing + Measuring



*Caveat!*

Don't use TOF targeting

to create BOF ads



What to test



# Copy length

- Short
- Medium
- Long





The [redacted] House Weddings

Sponsored · 🌐



The [redacted] House is nestled in a gorgeous outdoor setting with stunning indoor options.

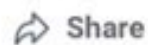


THE [redacted] HOUSE [redacted] .COM



**Gorgeous Outdoor Setting; Stunning Indoor Options**

[Learn More](#)



The [redacted] House Weddings

Sponsored · 🌐



The [redacted] House is nestled in a gorgeous outdoor setting with stunning indoor options.

Located in a pocket of beautiful woodland in North Houston is a gorgeous private venue, tucked away from the lights of the city. ... **See More**




THE [redacted] HOUSE [redacted] .COM




**Gorgeous Outdoor Setting; Stunning Indoor Options**


[Learn More](#)





 **The Carriage House Weddings**  
Sponsored · 🌐



The  House is located in a pocket of beautiful woodland in North Houston, tucked away from the lights of the city.




You and your guests will find the perfect balance of simplicity and elegance with plenty of flexibility to plan your perfect day. ... [See More](#)





THE  SEHOUSE  .COM

**Gorgeous Outdoor Setting; Stunning Indoor Options** [Learn More](#)


  10

 Like  Comment  Share

 **The  House Weddings** ...  
Sponsored · 🌐

The Carriage House is located in a pocket of beautiful woodland in North Houston, tucked away from the lights of the city.

You and your guests will find the perfect balance of simplicity and elegance with plenty of flexibility to plan your perfect day.

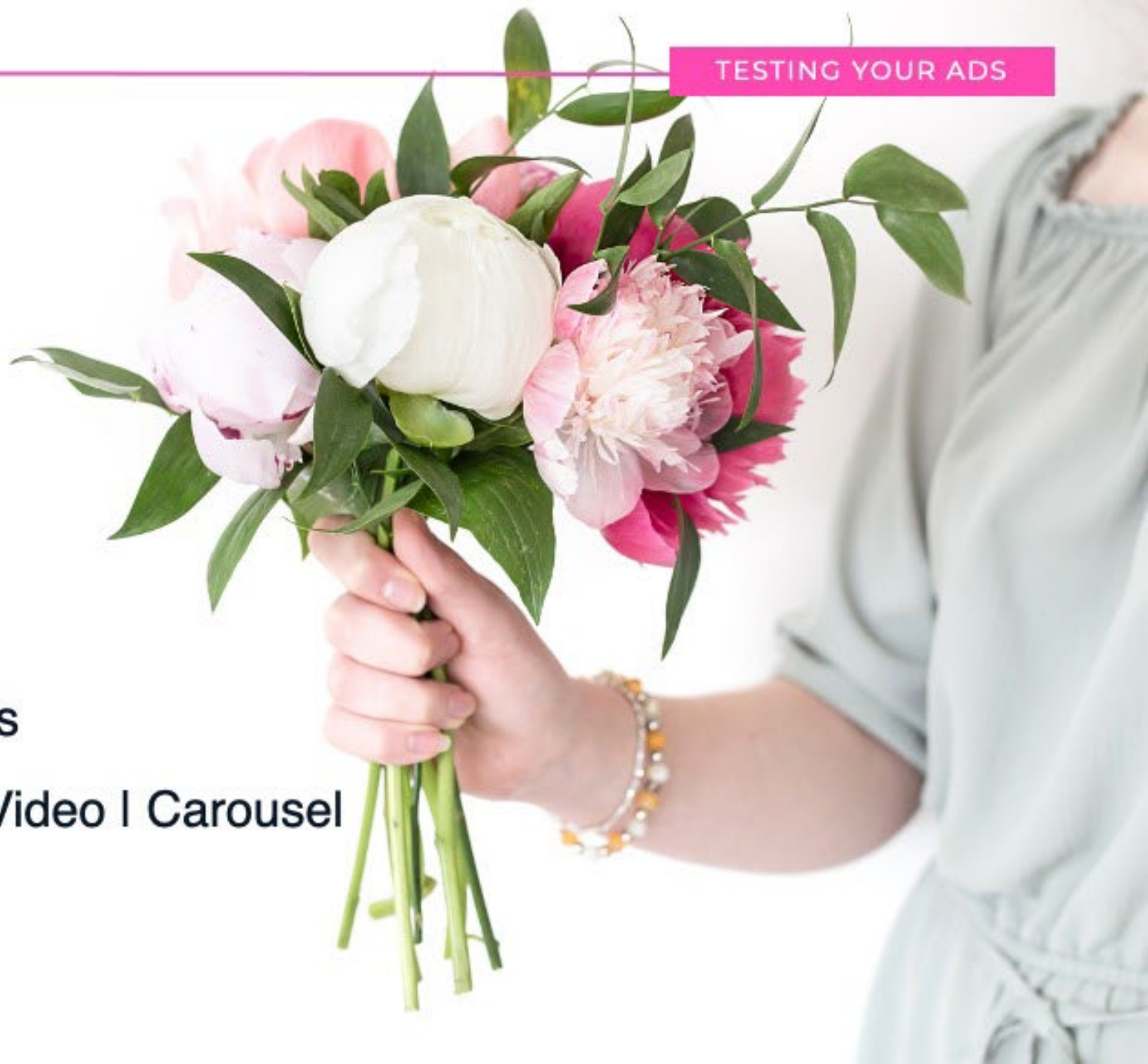
With equally stunning indoor and outdoor spaces, the choice is yours for where you'll say, "I do". Opt to say your vows under the chandelier arbor at the outdoor garden ceremony site or in our romantic  Chapel with floor-to-ceiling views of the surrounding nature.

Couples love the picturesque scenery and select decor that's included with every wedding.

- ✅ Our spacious venue can comfortably accommodate up to 300 guests.
- ✅ Our Camellia Chapel has floor-to-ceiling windows, providing the perfect backup to a planned outdoor ceremony, while still surrounding you and your guests by nature.
- ✅ We only book one wedding per day, so you and your guests have access to the entire property to mingle, catch up with old friends, or simply take a break from dancing.
- ✅ Select decor and centerpiece options are included.
- ✅ We're happy to provide assistance throughout the planning process, including help with selecting the very best wedding vendor team for your vision and budget.

# Images

- Subject: People | Things
- Media Type: Graphic | Video | Carousel





**Ranch Event Venue**  
Sponsored · 🌐



I couldn't have dreamed of a more perfect wedding venue. And, the staff made every detail & moment so special. They went above and beyond each step of the way and we truly felt like family. ~Madison W. via The Knot



**RANCH.COM**

**Rentals included.**

Still booking for 2020 and beyond

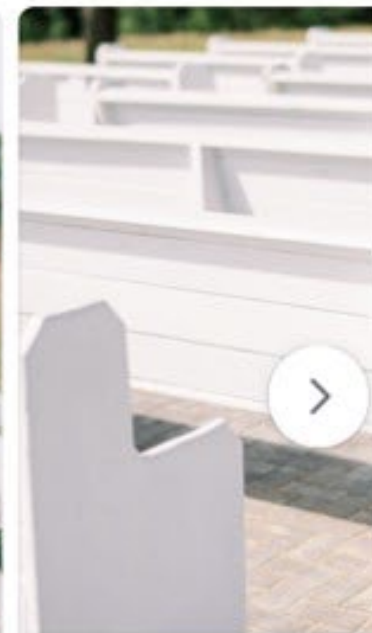
[Learn More](#)



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[Learn More](#)

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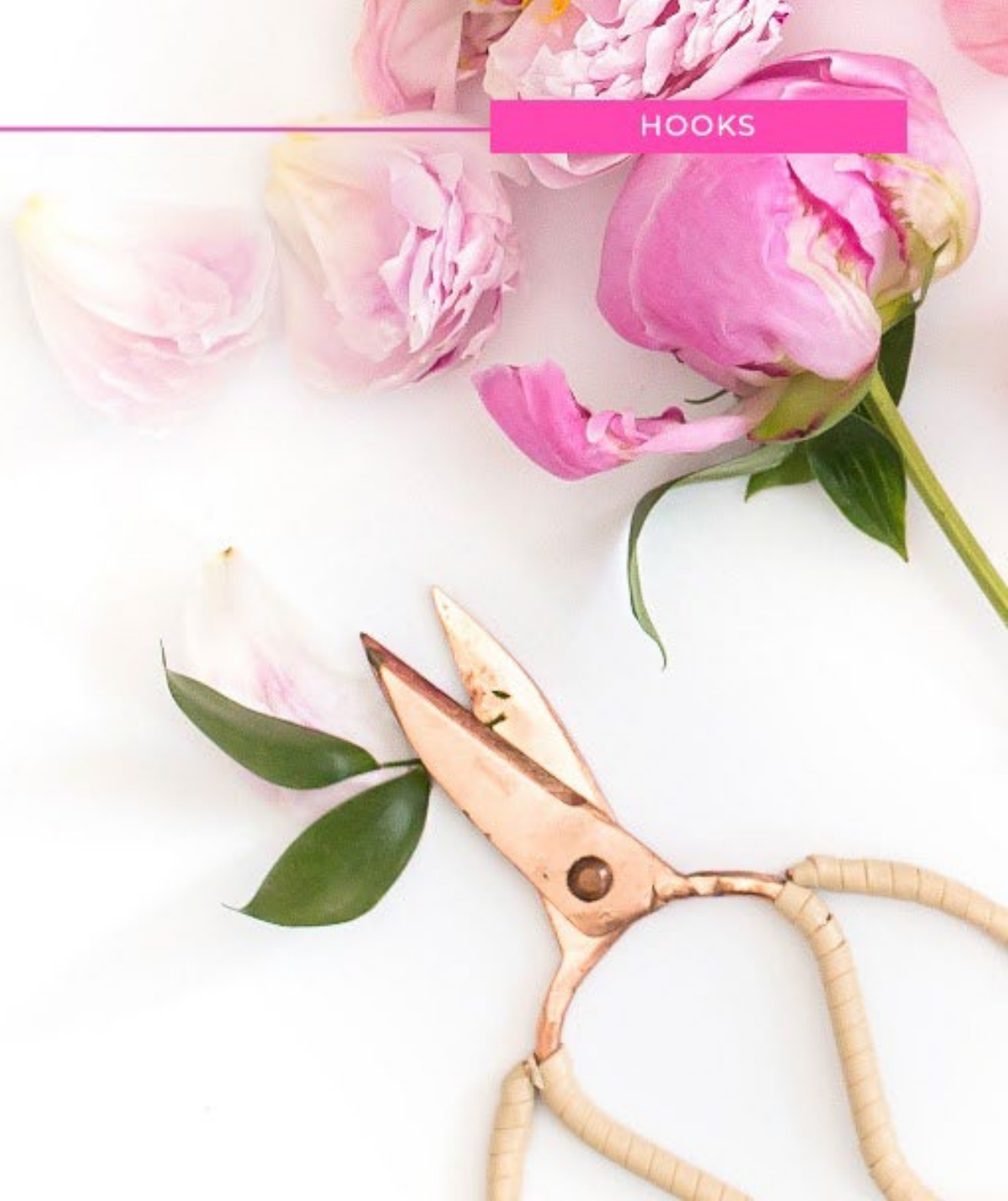


3

# Hooks

3 per theme

- Transformation
- Testimonial
- We believe





### Dream Events & Catering

Sponsored

ID: 1021641948373131



What if your wedding menu featured sensational cuisine, customized not only to your vision but also your guests? At Dream, we love to help couples celebrate with memorable, masterful, and delicious food.



DREAMEVENTSANDCATERING.  
Sensational Cuisine

Learn More



DREAMEVENTSANDCATERING  
Dreamy Hors d'Oeuvres



### Dream Events & Catering

Sponsored

ID: 331296745069427



Every good gathering starts with food. Our chef's selections feature diverse cuisine, from traditional Southern fare to Southern fusion, as well as Italian, Mexican, Indian, and traditional American favorites. After 23 years, it continues to be our pleasure to satisfy your appetite.



DREAMEVENTSANDCATERING.  
Dreamy Hors d'Oeuvres

Learn More



DREAMEVENTSANDCATERING.  
Charcuterie Boards

# Headlines

- Calls To Action
- Retail
- Transformation





**Studios - Adventure Wedding & Elopement**  
**Photographer**

Sponsored · 🌐



Just because you want to get married on a mountain top doesn't mean you and your guests have to eat dehydrated meals from a pouch.

Just because you want an adventure doesn't mean you have to give up cherished wedding day luxuries. Cut your wedding cake by an open fire, enjoy a toast under the stars. You can have it all.

Ariel helps couples plan and capture luxury adventure weddings for couples who don't want to elope but want to keep their wedding guest list small and mea... [See More](#)



**Where Luxury Meets Wild**

Inquire about pricing & ava...

[Contact Us](#)



2



**Adventures by day**

Inquire about pricing & ava...

2 Comments



**Studios - Adventure Wedding & Elopement**  
**Photographer**

Sponsored · 🌐



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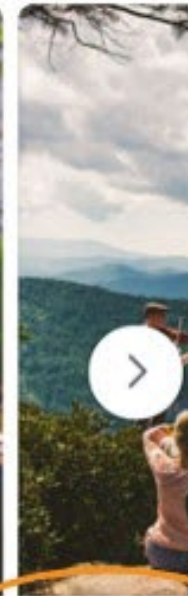
[Contact Us](#)



**Fine dining at night**

Inquire about pricing & ava...

[Contact Us](#)



**Small group elopements**

Inquire about





The [redacted] House Weddings

Sponsored · 🌐



The [redacted] House is located in a pocket of beautiful woodland in North Houston, tucked away from the lights of the city. [...See More](#)



THE [redacted] HOUSEHOUSTO...

**Indoor/Outdoor: Your Choice**  
Inquire for pricing and availability

LEARN MORE



The [redacted] House Weddings

Sponsored · 🌐



The [redacted] House is located in a pocket of beautiful woodland in North Houston, tucked away from the lights of the city. [...See More](#)



THE [redacted] HOUSEHOUSTO...

**Gorgeous Outdoor Setting;  
Stunning Indoor Options**

LEARN MORE



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THE [redacted] HOUSEHOUSTO...

**Indoors as Beautiful as the  
Outdoors**

LEARN MORE



What to spend



**AUDIENCE SIZE**  
— OPTIMIZED FOR —  
**BUDGET SIZE**



500K 3MILLION  
IDEALLY: 1000+  
—————  
\$10-\$15 / DAY





*Measuring for Success*



MEASUREMENT

*Reach* (not impressions)  
>1000 individuals

# Outbound Clicks

>1% **outbound** CTR  
(click-through rate)

# Cost per click

\$1 (or less) CPC (cost per click)





# Conversion Rate

1% on landing page (cold audiences)





Ads on Auto-pilot

# MANAGING AD FATIGUE



# YOU'RE IN THE *Event Industry*



New wedding clients each year



New social clients each year



Corporate doesn't book on  
social





TWO SIMPLE THINGS  
TO SET YOUR ADS ON

*Autopilot*



# FRESH IMAGES



# JUICY HOOKS





Takeaways





# KEY TAKEAWAYS

- **PLAN NOW**  
to save time later
- **WORK SMARTER**  
with seasonal changes
- **TEST TEST TEST**  
you are buying data
- **FOCUS ON THE MESSAGE**  
Your messaging and copy count

STAINSIDE  
Media | elevated

**\*\* CHECK ALL OF THE BOXES THAT APPLY\*\***

VERY 'YES'		YOUR ACTION STEPS
0/day per ad set?	<input type="checkbox"/>	Depending on your niche, you may need to increase your budget to get your ads shown to your targeting audience.
at least 1,000 people?	<input type="checkbox"/>	Wait until the ad gets 1,000 people before making the decision to turn the ad off.
at least 100 outbound link clicks?	<input type="checkbox"/>	In order to get results, the ads need to be shown to a large audience. Increasing the budget by 10-20% every 2-3 days. If your budget is \$10 - \$25, you can increase by 50% or more.
entire daily budget?	<input type="checkbox"/>	The audience or budget may be too small for cold conversion targeting.

GET AN

*Ads Scorecard*



A watercolor illustration of several bright orange oranges and a single white five-petaled flower with a yellow center, surrounded by green leaves. The illustration is on the left side of the page, partially overlapping a white circular area.

# Questions?

CHRISTIE OSBORNE

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**SOCIAL**

[@mtnsidemediacom](#)

[@cosborneloves](#)



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Continue the Conversation



**#NACEEXP22**





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