

GREATERGOOD.ORG

Foster Program in a Box

Building a Facebook Ads Program



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Our #StayHomeAndFoster movement got off the ground through the use of **Facebook Ads**.

Some key general resources for Facebook ads (including how to build an ad from start to finish) can be found here: <https://www.facebook.com/business/ads>

Facebook also offers a free course for advertising, perfect for people without any formal training:

<https://www.facebookblueprint.com/student/path/196018-create-facebook-ads>

Summary:

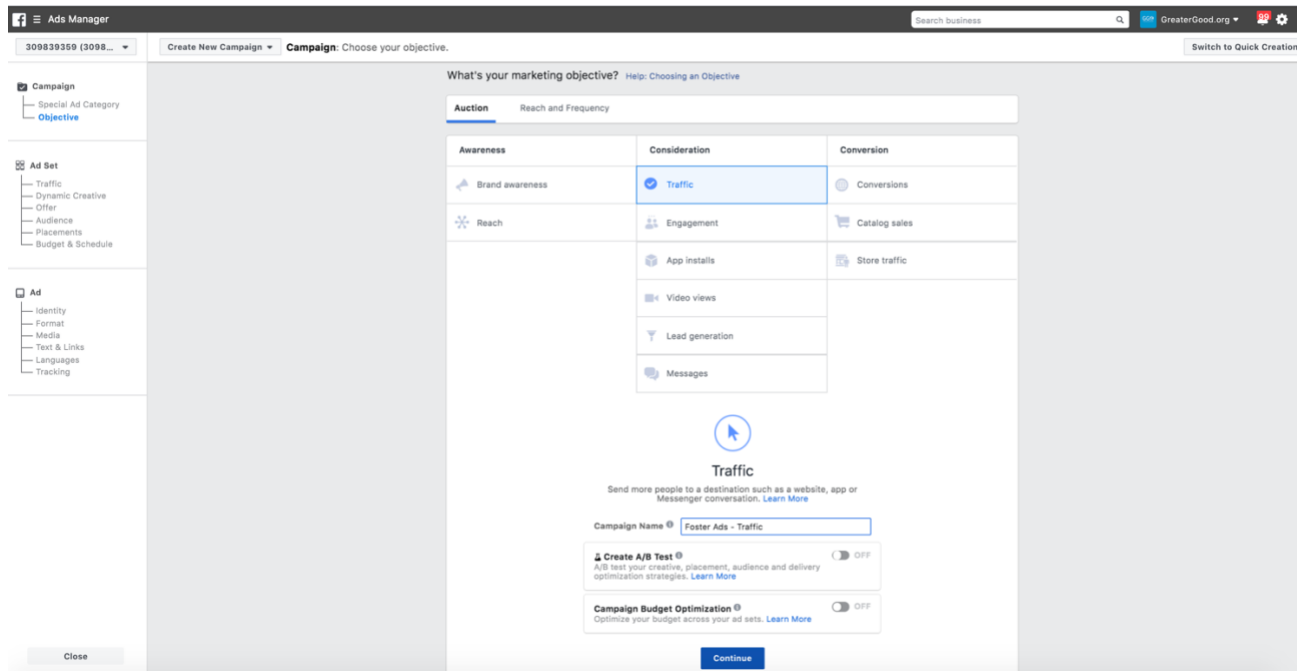
- 1) The first step is to create a **Facebook Business Manager** account. Here is a Facebook course that helps you get acquainted with the system:
 - Course Time – 15 mins: [Business Manager – Facebook Blueprint](#)
 - [Step-by-step/FAQ's](#)
- 2) **Create a Campaign** – Once you have successfully set up **Business Manager** to your account, you are ready to create a campaign.

The screenshot shows the Facebook Ads Manager interface. At the top left, there is a 'Create' button. Below it is a table with columns: Campaign Name, Delivery, Budget, Reach, Amount Spent, Results, Website Purchases Conversion Value, Website Purchase ROAS (Return on Ad Spend), and Cost per Result. The table contains several rows of campaign data.

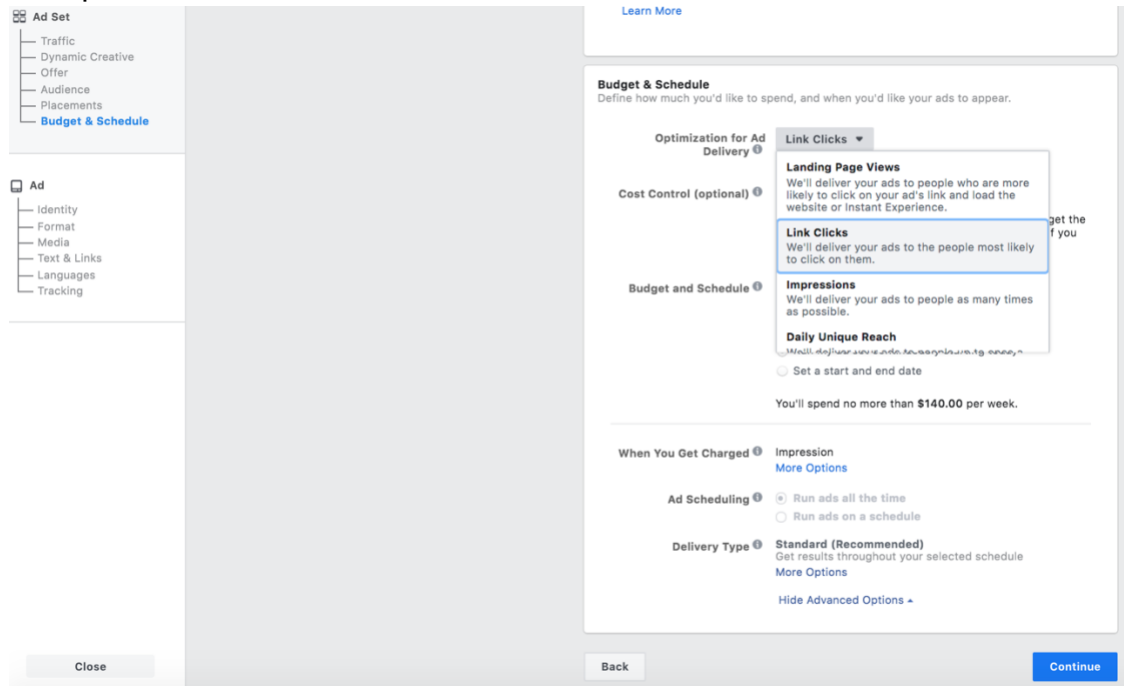
Campaign Name	Delivery	Budget	Reach	Amount Spent	Results	Website Purchases Conversion Value	Website Purchase ROAS (Return on Ad Spend)	Cost per Result
WOR July 4 - Boost	In Review	Using ad se...	---	\$0.00	---	\$0.00	---	---
Portalmánia - Boost	Active	Using ad se...	478	\$14.60	Purchase	\$0.00	---	Per Purchase
RIR Co Tiger Build - Boost	Active	Using ad se...	930	\$33.81	Purchase	\$0.00	---	Per Purchase
Cat Care Packages 2020 - Conversions	Active	Using ad se...	7,622	\$162.91	12 Purchases	\$242.05	1.49	\$13.58 Per Purchase
Portalmánia - Conversions	Active	Using ad se...	3,372	\$84.35	1 Purchase	\$40.00	0.47	\$84.35 Per Purchase

In the top left of your screen, click the 'Create' button.

- 3) **Choose Your Objective** – To drive foster sign-ups, we want to drive **Traffic** to your website. This was a simple method we used which averaged \$3-\$6 per sign-up.



- Optimize for Link Clicks



- Alternatively, you can create a **Conversion-Based** campaign.


- In conversion campaigns, Facebook can **better identify** the users who are signing up to foster. Since conversion campaigns require code to be added to your website, it can use data to find others more likely to sign up.
 - While a large **benefit** of conversion campaigns is a **lower cost-per-acquisition**, the major **drawback** is it requires **more expertise to set-up**. It requires installing website code to your donation pages. Since there is no 'one size fits all' method to setting-up conversion tracking, we recommend the following resources:
 - [Introduction to Facebook Pixel](#)
 - [Create and Install Facebook Pixel](#)
- 4) Once the Facebook Pixel is installed, you are ready to learn more about [Website Conversions](#)
- 5) **Know Your Audience**
- Enter your town/city for your 'location':

Locations ⓘ

United States

+ 25mi

| |



Drop Pin

Add Locations in Bulk

Age ⓘ -

Gender ⓘ

Languages ⓘ

- Fosters come in all shapes and sizes! In our experience, we found fosters of all ages and genders – there is no need to discriminate! However, you can ensure the right people see your ads by defining your interest:

Detailed Targeting ⓘ Include people who match ⓘ

Interests > Additional Interests

Animal rescue group

Animal welfare

Pet adoption

Add demographics, interests or behavior | **Suggestions** | **Browse**

- In reality, Facebook ad targeting takes 10 minutes to learn, but a lifetime to master. You can find several courses on this topic here: [Facebook Blueprint – Targeting Audiences Course](#)

6) Craft Your Creative:

- **If fostering is an emergency, give an emergency appeal:**

The image shows a Facebook advertisement for GreaterGood.org. The ad features a white background with a blue header containing the GreaterGood.org logo and the text 'Written by Sean Cherry [?] · April 3 · 🌐'. Below the header, there is a red exclamation mark icon followed by the text 'PET FOSTERS NEEDED IN YOUR AREA !'. The main body of the ad contains a paragraph of text: 'Shelters around the nation are closing their doors or severely scaling back services due to our nation's current health crisis. With a constant flow of animals coming in, we need YOU to be a HERO and foster a shelter pet (or two or three!) while we all navigate this difficult time together. Quick intervention is needed to ensure the health and safety of shelter pets locally. Will you save a life today?'. Below the text is a large image of a golden retriever puppy looking out from behind metal cage bars. In the top left corner of the image, there is a red box with the word 'URGENT' in white. Below the image, there is a black box with the text 'Emergency Fosters Needed in Your Area' in white. At the bottom left of the image, there is a logo for '#STAYHOMEANDFOSTER' with a cat and dog icon. Below the image, there is a white box with the text 'FOSTER.GREATERGOOD.ORG' and '#StayHomeAndFoster'. At the bottom right of the image, there is a white box with the text 'Sign Up'. At the bottom of the ad, there is a small 'i' icon and the text 'GreaterGood.org is working with shelters and rescues...'. To the right of the ad, there is a list of statistics: 'Spend: \$6,958.42', 'Sign-Ups: 5883', and 'CPA: \$1.18'. Below the statistics, there is a list of bullet points: '• People respond when immediate action is needed. If you're looking for long-term foster finds, make it fun!'.

Spend: \$6,958.42

Sign-Ups: 5883

CPA: \$1.18

- People respond when immediate action is needed. If you're looking for long-term foster finds, **make it fun!**



GreaterGood.org
Written by Sean Cherry [?] · Just now · 🌐

Looking for a cuddly buddy during your self-quarantine? Why not be a hero and foster a pet!

In these uncertain times, there's nothing like a pet to keep the whole family happy. Think of all the walks and cuddles you could get without having to break social distancing protocols! Will you save a life today?

**DON'T BE A GROUCH
SHARE YOUR COUCH!**

#STAYHOMEAND
FOSTER

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FORM.JOTFORM.COM

#StayHomeAndFoster

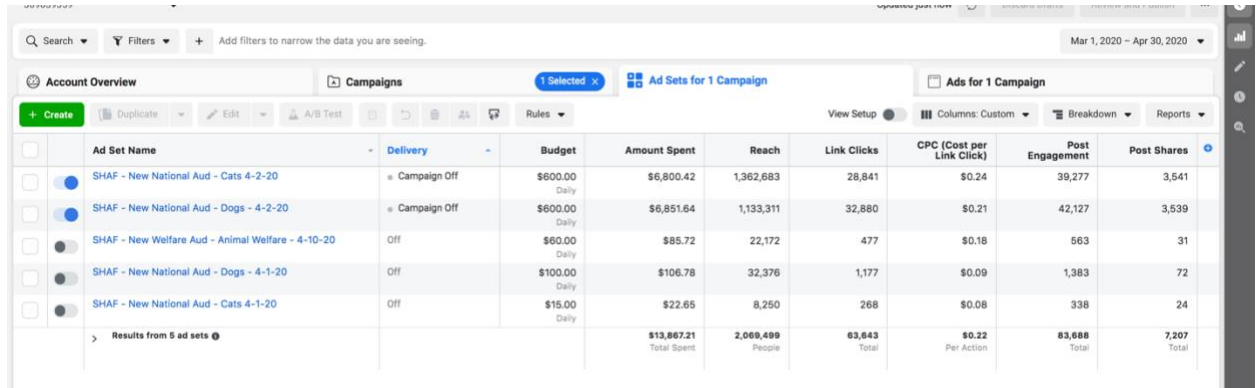
GreaterGood.org's #StayHomeAndFoster program is...

[Sign Up](#)

- **Test, test, and then test!** We created over 120 ad variations for #StayHomeandFoster before settling on just a select few to use long-term.
- **Facebook does the work for you** – You can create multiple ads in one 'Ad Set,' and Facebook will drive traffic to the ad performing best.

7) Measure Your Success – Although Facebook does a lot of the work for you in determining the best ad, there are several Key Performance Indicators (KPI's) you can use to track the success of campaigns along the way.

You can evaluate these KPI's in **Business Manager**



The screenshot displays the Facebook Business Manager interface, specifically the 'Campaigns' section. A table lists five ad sets with their respective performance metrics. The table includes columns for Ad Set Name, Delivery, Budget, Amount Spent, Reach, Link Clicks, CPC (Cost per Link Click), Post Engagement, and Post Shares. A summary row at the bottom shows totals for all ad sets.

Ad Set Name	Delivery	Budget	Amount Spent	Reach	Link Clicks	CPC (Cost per Link Click)	Post Engagement	Post Shares
SHAF - New National Aud - Cats 4-2-20	Campaign Off	\$600.00 Daily	\$6,800.42	1,362,683	28,841	\$0.24	39,277	3,541
SHAF - New National Aud - Dogs - 4-2-20	Campaign Off	\$600.00 Daily	\$6,851.64	1,133,311	32,880	\$0.21	42,127	3,539
SHAF - New Welfare Aud - Animal Welfare - 4-10-20	Off	\$60.00 Daily	\$85.72	22,172	477	\$0.18	563	31
SHAF - New National Aud - Dogs - 4-1-20	Off	\$100.00 Daily	\$106.78	32,376	1,177	\$0.09	1,383	72
SHAF - New National Aud - Cats 4-1-20	Off	\$15.00 Daily	\$22.65	8,250	268	\$0.08	338	24
Results from 5 ad sets			\$13,867.21 Total Spent	2,069,499 People	63,643 Total	\$0.22 Per Action	83,688 Total	7,207 Total

- Some **KPI's we use to measure success:**

- Link Clicks
- Cost per Link Click (CPC)
- Cost per 1,000 impressions (CPM)
- Post Engagement
- Post Shares

8) Track what worked!

- Of course, it's important to continue to try out different approaches to ads, the most important thing is to **remember what worked**.
- It sounds so easy, but **measuring your success** is only effective if you implement what you learned in future ads you create.