MINDBODY Guide

How to Create a Facebook Ad for Your Salon or Spa

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Introduction:

Although Facebook remains the most popular social media platform for both users and marketers, with recent algorithm changes, it's become increasingly difficult for businesses, including spas and salons, to be seen in their customers' feeds. The average organic reach for a Facebook post is only 6.4% of a Page's likes. Meaning, if your Facebook Page has 100 fans, only about six of them will even see your post at all.

That's where Facebook Advertising comes in.

Facebook Ads are a cost-effective option to increase brand awareness, stay top-of-mind with existing customers, and help achieve long-term marketing goals.

Ready to get started? Here's a step-by-step guide to creating an effective Facebook ad.

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Step 1: Get started

First, log into Facebook, click the "Create" drop-down in the right hand corner, and select "Ad." Now that you're in Ads Manager, you're ready to determine the campaign objective that best fits your goals.

What's the difference between boosting a post and creating a Facebook ad?

Boosting is a quick, simple way to increase reach and engagement. Plus, it can be done right from existing posts on your Page. Boosted posts have a shorter shelf life than ads and work well for extending the reach of upcoming promotions or last-minute events. Learn how to boost a post in our Step-by-Step Guide to Facebook Marketing.

Ads created in Ads Manager have many advantages, including: in-depth targeting, ad scheduling, and specific campaign goals like leads and website traffic. Unlike boosted posts, ads have longer term objectives and won't appear on your Page.

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Step 2: Determine your campaign objective

Facebook offers many advertising objectives to achieve a variety of business goals. Want to increase Page Likes? Increase leads for a bride-to-be special? Encourage traffic to the FAQs page on your website? There are ad objectives for each, and many more, to define the action you want users to take.

Awareness	Consideration	Conversion
Brand awareness ⓘ	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	✓ Lead generation	
	Messages	

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Step 3: Define your ad set

Next, you'll determine your target audience. You can choose to reach:
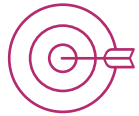
A smaller, more targeted audience

or

A larger, broader audience

Interest-Based Audiences:

Facebook's ad targeting includes thousands of parameters, including but not limited to: age, gender, location, language, interests, behaviors, and connections. Facebook also lets you exclude people based on these same categories.

For example, you can define a niche target, like brides-to-be, by targeting: women who live within ten miles of your business, who are currently engaged and interested in beauty and skin care.

Tip:

Don't forget to hit the "Save This Audience" button to easily retrieve what you've created for future ads! Be sure to name your audience something that's easy to remember, e.g. "Bride-to-Be."
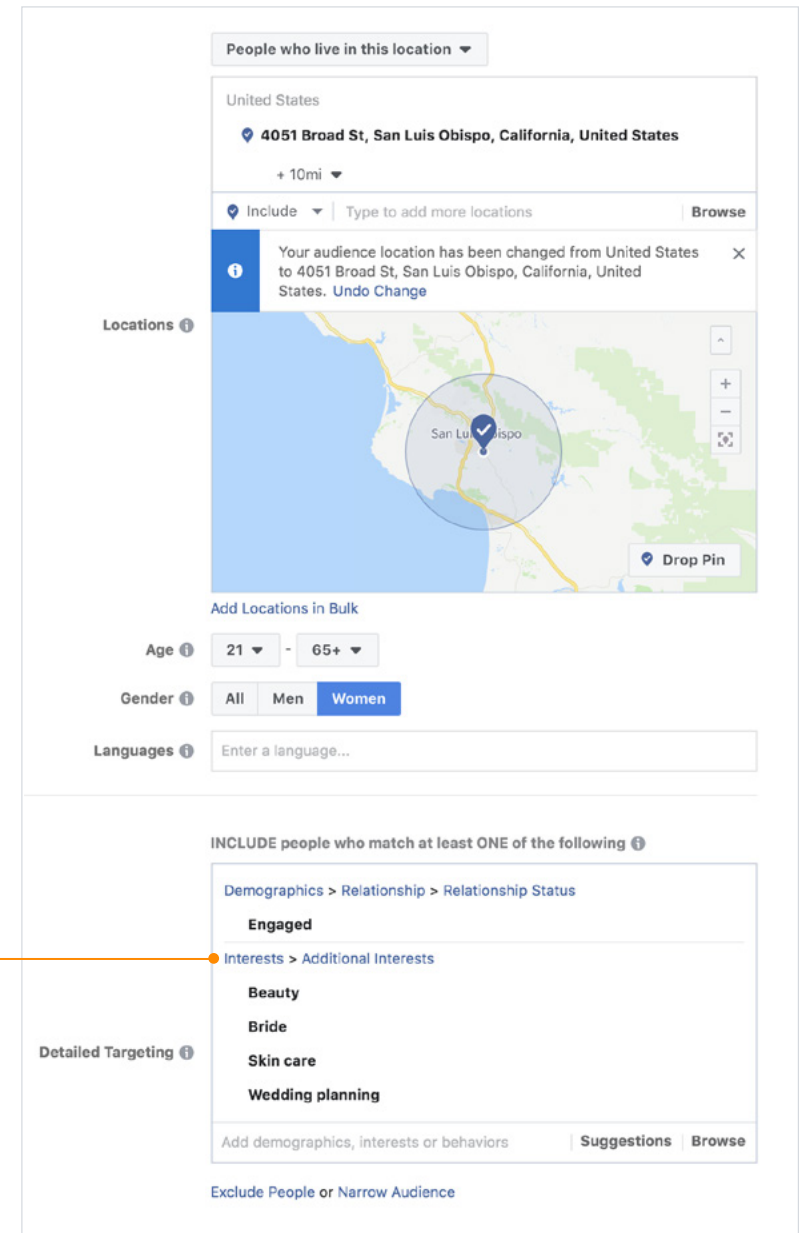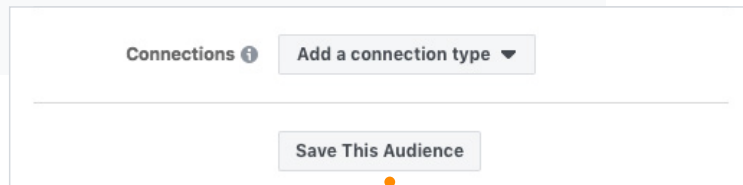
Custom and Lookalike Audiences:

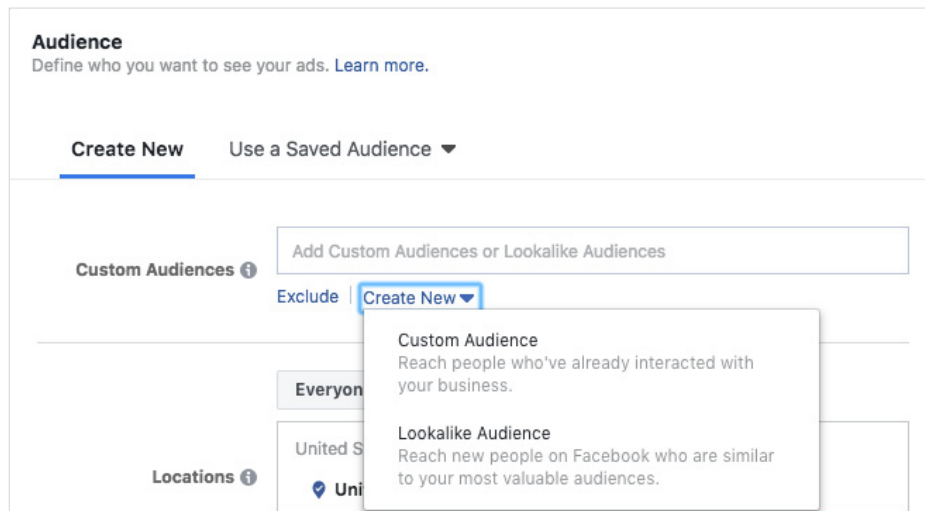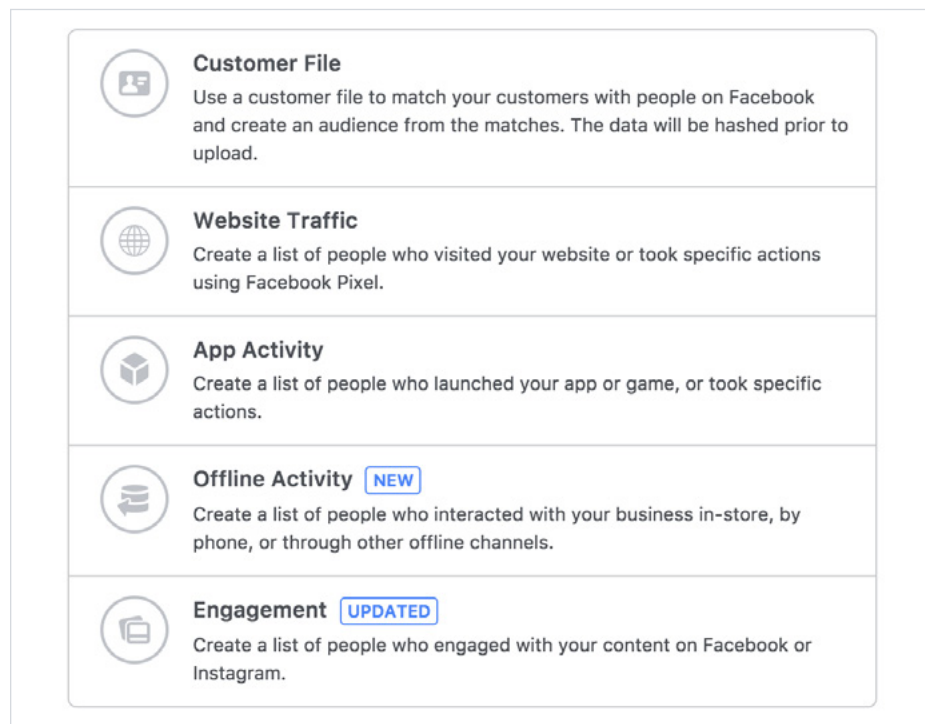Another effective targeting option is to leverage existing customers with a Custom or Lookalike Audience.

Custom Audiences use information from people who already have a relationship with your business. You can build targeted audiences based on a variety of factors—from customers on your stylists' email lists to website visitors tracked with a Facebook Pixel.

For example, say you recently held a pop-up event and gathered email addresses of local brides. Select "Customer File" and upload this data into Facebook to create a Custom Audience. Then, target this audience with an ad promoting your bridal package.

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Create a Lookalike Audience

Find new people on Facebook who are similar to your existing audiences. Learn more.

Source: West End Salon
Create new ▾

Location:
Countries > North America
United States

Search for countries or regions to target | Browse

United States was added by default because it has the largest number of people in your source audience.

Audience Size: 2.1M

0 1 2 3 4 5 6 7 8 9 10 % of countries

Resulting audiences | **Estimated reach**
Lookalike (US, 1%) - McAlister Training | 2,130,000 people

Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

Show Advanced Options ▾

Cancel | **Create Audience**

Lookalike Audiences reach new people who are similar to your most valuable saved and custom audiences.

For example, you can build a Lookalike Audience based off individuals who are similar to your Page fans. Pay attention to audience size—the smaller the percentage, the closer your audience will match your source.

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Step 4: Decide your ad placements

Next, decide where to display your ad. Facebook automatically selects and optimizes placements for optimal performance, but if you prefer to select or remove certain devices or social platforms (like Instagram), you can change them here.

Placements
Show your ads to the right people in the right places.

⦿ **Automatic Placements (Recommended)**

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. Learn more.

○ **Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. Learn more.

Step 5: Set your budget and schedule

How much do you want to spend on your ad? When do you want it to run? This is where you'll decide.

First, consider whether you want to run your ad based on a daily or lifetime budget.

- **For a Daily Budget** - you'll decide the average amount to spend on a daily basis. Note the actual amount spent each day may vary but will maintain an average.

- **For a Lifetime Budget** - you'll decide the maximum you are willing to spend, overall.

Determining your Facebook ad spend depends on your goals and how much you've budgeted to marketing in general. For a more specific methodology, you can work backwards from your revenue goals or determine what you're willing to spend per action (e.g., cost per click or cost per lead).

Next, decide whether your ad will start immediately and run continuously or if you'd prefer to schedule it with a set start and end date. Some experts say it's best to run a Facebook ad for at least three to four days before tweaking the ad budget and creative, and definitely before determining whether or not it's successful.

For more optimization preferences, ad scheduling and/or delivery types, click "Show Advanced Options."

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ   Daily Budget ▼ $20.00
     $20.00 USD

Actual amount spent daily may vary. ⓘ

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

Start   📅 Nov 20, 2018   🕐 12:00PM
End   📅 Dec 4, 2018   🕐 12:00PM
(Pacific Time)

Your ads will run for **14 days**. You'll spend no more than **$280.00.**

Show Advanced Options ▾

Step 6: Get creative with your ad

The final—and most fun—step is to determine your ad creative. Start by deciding if you want to create a new ad or use an existing Page post. If your objective is purely engagement, putting ad spend behind content you've posted on your Page can work well. Otherwise, you'll want to create a new ad with text and imagery that fits your objective.

First, make sure the correct Facebook Page is selected (this is especially important if you're an Administrator of multiple Business Pages). Also, be sure your Instagram account is linked; it's simple to set it up.

Next, decide what format to use. From carousel posts to videos, there are several ways to display ad content.
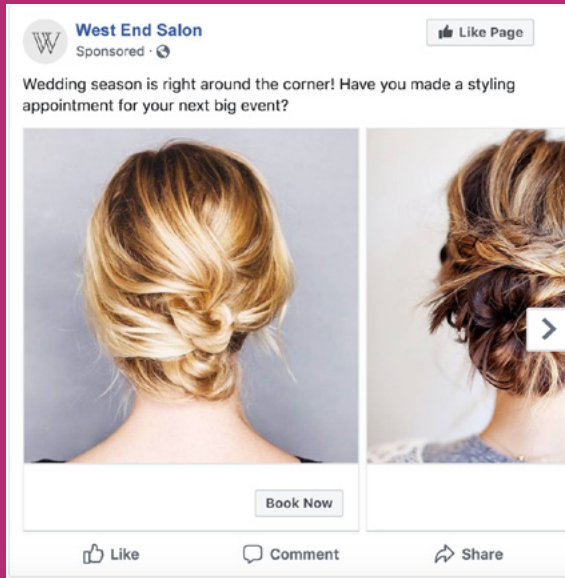
Carousel

Carousel and collection ads are great ways to showcase your menu of treatments or a variety of special event updos.

Video
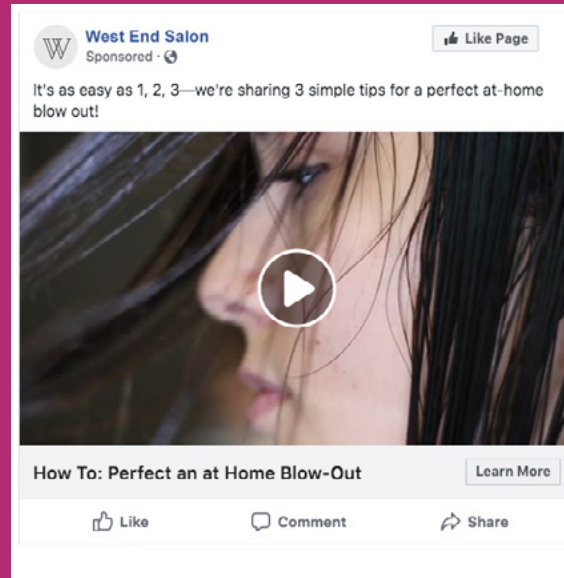
Videos work well for brand awareness. Engage your target audience with a tour of your salon or have a stylist demonstrate how to achieve the perfect at-home blow out.

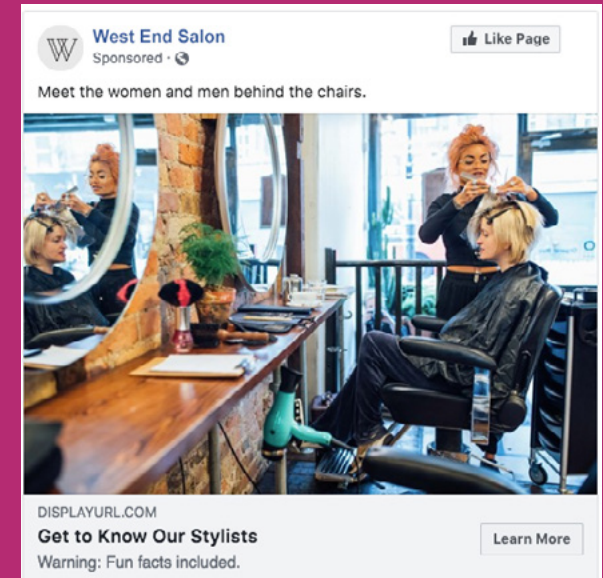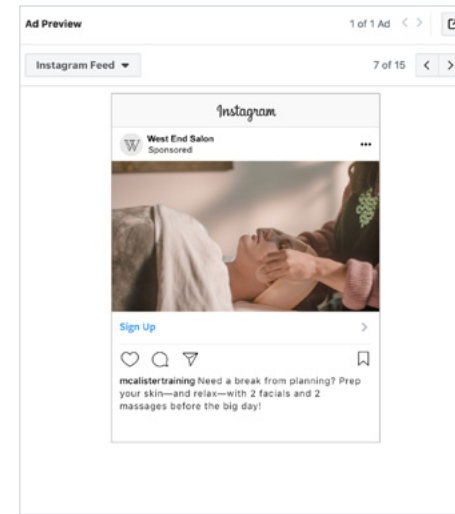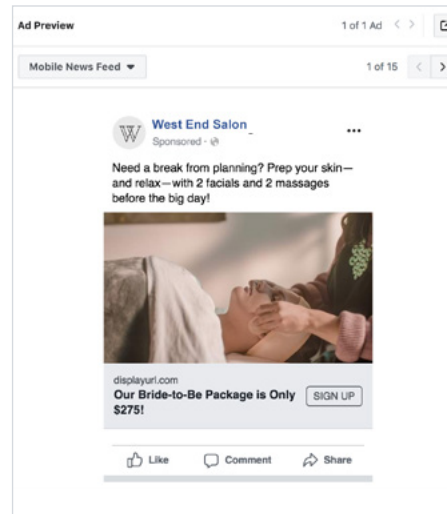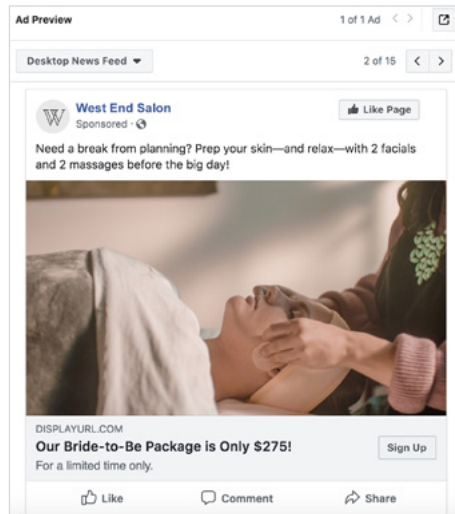## Image

A picture is worth a thousand words. Be sure to use high-quality images of clients, stylists, and products to showcase your brand.

Whichever you decide, don't underestimate the power of your ad visual. Research shows that images account for 75-90% of Facebook advertising effectivity and performance. Make sure it's branded and eye-catching.

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The final step is to fill in your headline, description, and destination URL (when applicable). Keep text simple and enticing so customers want to engage and take action.

Check the "Ad Preview" tab to see what your ad will look like once it's live. You can also see what it looks like across different mediums, including "Desktop News Feed," "Mobile News Feed," and/or "Desktop Right Column."

Tip:

Be careful with text in your image; Facebook only allows 20% of the image to be text. You can check your text-to-image ratio using the Facebook's Text Overlay Tool.

Tip:

Facebook has strict Advertising Policies that dictate what kind of imagery is appropriate. For spas, this is especially relevant for certain services, like massages, spray tans, and skin care and body treatments. Be careful not to use before-and-after images or images with nudity, which are both prohibited.

Step 7: Ready, set, confirm

Click the green "Confirm" button and you're done. Your ad will now be sent to Facebook for review. Once it's approved, it will run according to the schedule you specified. Congratulations, you've officially created an optimized Facebook Ad!
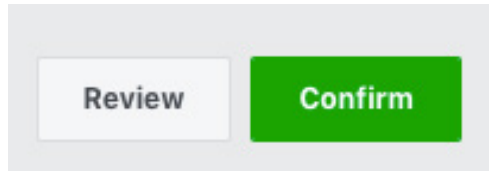
Tip:

Was your ad not approved? It happens. Review Facebook Advertising Policies for the steps to take if your ad is denied, including how to appeal.

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Step 8: Analyze your results

Once it's running, you'll want to keep tabs on your ad spend and performance. In Ads Manager, visit the "Insights" tab for stats like the number of people who've seen and clicked on your ad and the amount you've spent in total and per action. The numbers you'll pay attention to will differ depending on the type of campaign you're running.

Start by tracking these reports:

• **Frequency:** the number of times each person has seen your ad. This is important to keep an eye on so you don't oversaturate your audience with your ads.

• **Amount Spent:** how much you've spent on running your ad.

• **Link Clicks:** the number of people who have clicked on your ad (this won't be relevant if there isn't a link in your ad).

• **Cost Per 1,000 Impressions:** the average cost to show your ad 1,000 times. You might notice that some audiences have higher CPMs.

• **CTR (Link Click-Through Rate):** the percentage of people who saw your ad and clicked to your website. This is calculated by dividing Link Clicks/Impressions. The average CTR for the beauty industry is 1.16%.

• **CPC (Cost per Link Click):** the average cost of each click from your ad to your website. The average cost per click for the beauty industry is $1.81.

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How can you pull these numbers?

1. Head to Ads Manager and click on the "Columns" tab

2. Select "Customize Columns"

3. Search and select the performance metrics you want to see

4. Click "Apply"

For even more stats support, head to Facebook's guide to measuring results in Ads Manager.

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If you're looking to position your salon or spa for success, MINDBODY can help!

Want more educational resources, including guides, checklists, webinars, conference presentations, and online courses? Visit www.mindbodyonline.com/resources.

Here's how to schedule a guided tour:

Located in the US? Visit https://www.mindbodyonline.com/salon-software, or call 877-755-4279

Located in the UK? Visit https://uk.mindbodyonline.com/salon-software, or call 0203 514 1894

Located in the AU? Visit https://au.mindbodyonline.com/salon-software or call 1800 082 989

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