

GREATER GOOD CHARITIES

# Foster Program in a Box

Building a Facebook Ads Program



Powered by Greater Good Charities

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

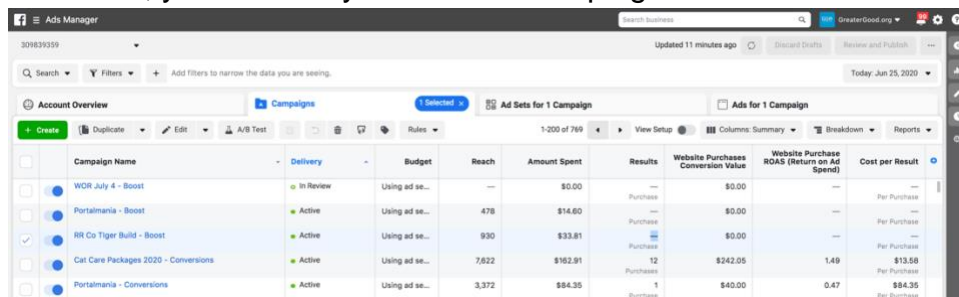
Some key general resources for Facebook ads (including how to build an ad from start to finish) can be found here: <https://www.facebook.com/business/ads>

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:
  - o 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.

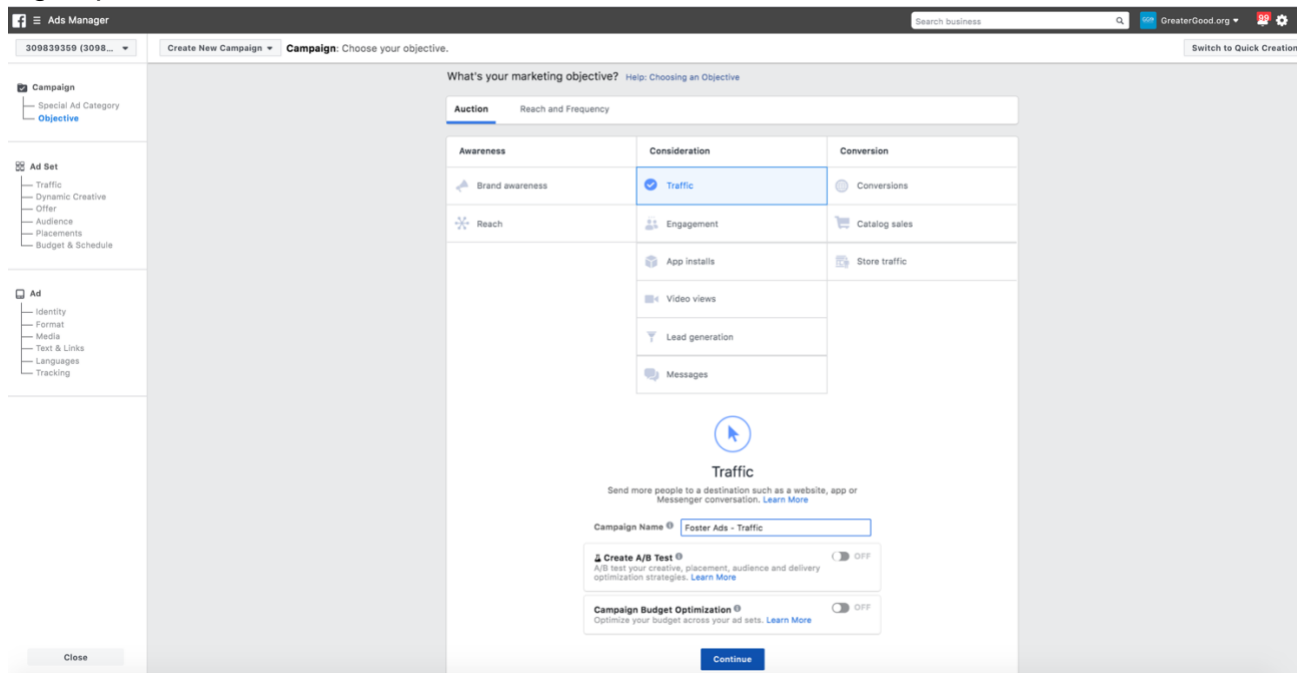


	Campaign Name	Delivery	Budget	Reach	Amount Spent	Results	Website Purchase Conversion Value	Website Purchase ROAS (Return on Ad Spend)	Cost per Result
	WOR July 4 - Boost	In Review	Using ad se...	---	\$0.00	---	\$0.00	---	---
	Portalmánia - Boost	Active	Using ad se...	478	\$14.60	Purchase	\$0.00	---	Per Purchase
	RR 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.



309839359 (3098...)

Create New Campaign Campaign: Choose your objective. [Switch to Quick Creation](#)

What's your marketing objective? Help: Choosing an Objective

Auction	Reach and Frequency	Conversion
Brand awareness	<input checked="" type="radio"/> Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

**Traffic**  
Send more people to a destination such as a website, app or Messenger conversation. [Learn More](#)

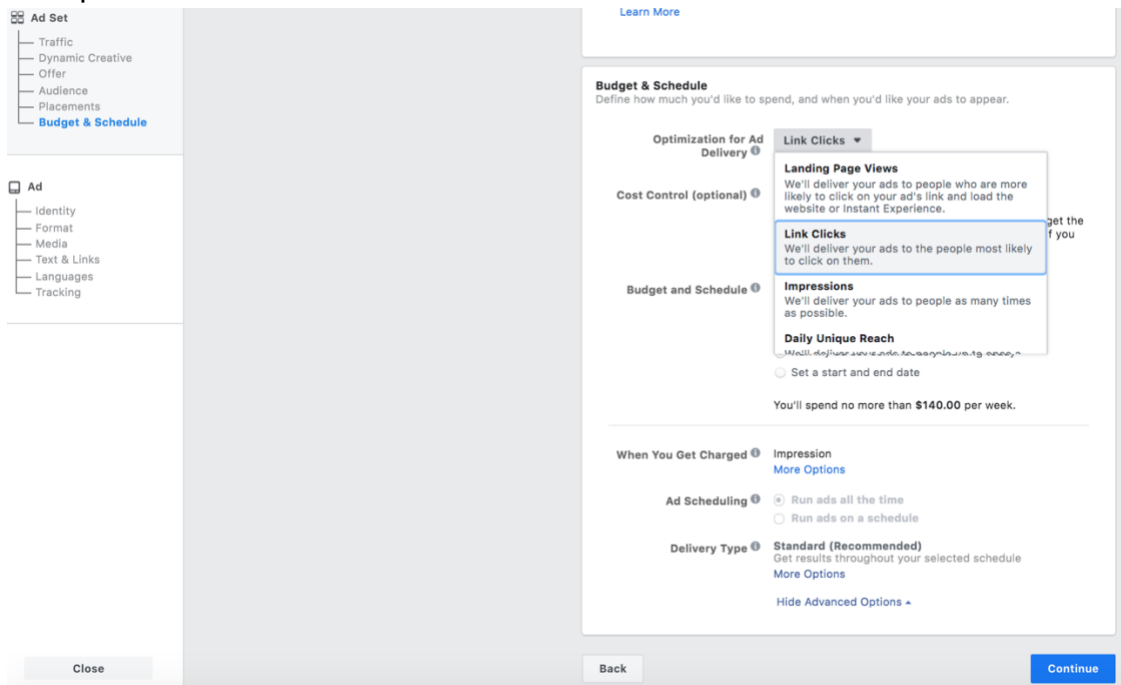
Campaign Name

**Create A/B Test** Ad test your creative, placement, audience and delivery optimization strategies. [Learn More](#)  OFF

**Campaign Budget Optimization** Optimize your budget across your ad sets. [Learn More](#)  OFF

[Close](#) [Continue](#)

- **Optimize for Link Clicks**



[Learn More](#)

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

Optimization for Ad Delivery  **Link Clicks** get the most out of your ad

**Landing Page Views**  
We'll deliver your ads to people who are more likely to click on your ad's link and load the website or Instant Experience.

**Link Clicks**  
We'll deliver your ads to the people most likely to click on them.

**Impressions**  
We'll deliver your ads to people as many times as possible.

**Daily Unique Reach**  
 Set a start and end date

You'll spend no more than **\$140.00** per week.

**When You Get Charged**  Impression [More Options](#)

**Ad Scheduling**  Run ads all the time  Run ads on a schedule

**Delivery Type**  **Standard (Recommended)**  
Get results throughout your selected schedule [More Options](#)  
[Hide Advanced Options](#)

[Close](#) [Back](#) [Continue](#)

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



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- 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':

A screenshot of the Facebook targeting interface. At the top, it says 'Locations' with a dropdown menu set to 'People living in this location'. Below this, it shows 'United States' and 'Tucson, Arizona + 25mi'. There are buttons for 'Include', 'Type to add more locations', and 'Browse'. A world map is displayed with a blue pin on North America. Below the map, there are filters for 'Age' (18 - 65+), 'Gender' (All, Men, Women), and 'Languages' (English (All)).

- 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**

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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:**



GreaterGood.org  
Written by Sean Cherry [?] · April 3 · 🌐

**! PET FOSTERS NEEDED IN YOUR AREA !**

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?

**URGENT**

**Emergency Fosters Needed in Your Area**

#STAYHOMEANDFOSTER

FOSTER.GREATERGOD.ORG  
#StayHomeAndFoster

GreaterGood.org is working with shelters and rescues...

Sign Up

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!**



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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?



FORM.JOTFORM.COM

#StayHomeAndFoster

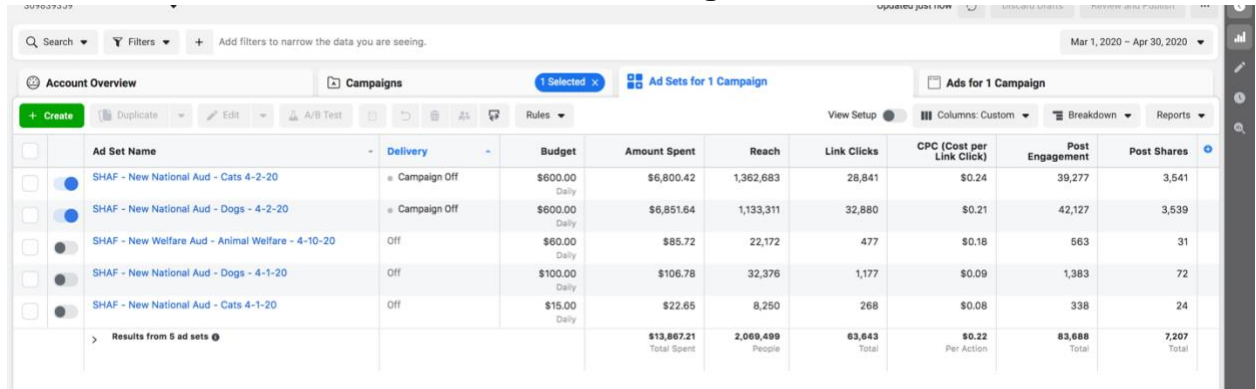
Sign Up

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

- **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**



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	26,841	\$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	83,686 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.