Advertising with Facebook

Budget:

Facebook allows you to set whatever budget you want from $5-whatever. The more you pay, the more people you reach. We are probably looking at a $50 budget.

Reach:

Facebook lets you set your geographical reach to whatever you would like. It gives you a map with a highlighted circle that you can expand or narrow. As you adjust the circle, it gives you an updated estimated amount of people who will see your ad. We have a circle with a 5 mile radius. Center of the circle is the church/school. Or you can set by zip code, state, or country. Right now, with a $50 budget, Facebook estimates 1600-4100 people will see the ad each day. I'm not sure why the range is so large but I believe it has to do with people liking and sharing the ad. The more people who like and share, the more people will see it. They call it "Paid Reach" and "Organic Reach". For instance, I once ran an ad on my photography page for $10 for 7 days. It was only estimated to reach 7,000 total people but it reached almost 9000 because 21 people shared it and 470 people liked it. So, when one person likes something, that action will show up on other people's Facebook.

Audience:

You can adjust who you want to see the ad based on age, gender, Facebook likes and interests. You can type in key words like "Private School" or "Home School" and it will target people Facebook has connected to those words.

Schedule:

You can set what ever schedule you would like. We will run a two week ad. I think that the longer the ad the better because it gives the "like and share" side of it more time to develop. I believe that if you set it to one day, you will get that ad out all at once but then it's gone unless people share it and like it. You get the same paid reach, but potentially less of the organic reach. You can also set the ad to run a certain times during the day to try to maximize exposure to the base of people you are trying to reach. So for our ad, I figured most parents wouldn't be checking late at night or during the work day. I will set our ad to run in the morning, over lunch, and most of the evening. Also, you can complete the creation of your ad and schedule it to run later in the year. For example: if you know you want to run an ad during the last two weeks in July, I could create the ad today and schedule it to run in July. That can be pretty helpful.