

MKM LIVE: Friday, May 25

- Paid advertising
 - Get you in front of a larger crowd
 - Grow your audience
 - Get warm leads
- When should you use it
 - Event
 - Offer
 - Boost traffic
 - When Facebook suggests it
 - Special events
- Advantages?
 - Target your audience
 - Set the time and budget



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- Before you pay:
 - Identify your target audience
 - Who
 - Where
 - What do they do?
 - What do they like?
 - What results do you want?
 - Boost traffic?
 - Increase traffic to website?
 - Engagement rates?]
 - Design your creative
 - Images
 - Copy
 - Are you ready and equipped to respond to traffic?



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- Boosted Posts
 - Big blue button
 - Simplified way to run paid advertising
- Advantages
 - Facebook suggests which to boost
 - Easy way to get your feet wet with ads
 - Grow your audience
- Disadvantages
 - Limited creatively
- Let's do it together!



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- Ad campaign
 - Ads Manager
- Advantages?
 - A LOT more creative options
 - Target your audience
 - Set the time and budget
 - TONS of data in return
 - Retarget audience
 - Run on Facebook, Instagram & Audience Network
- TIP: design your creative ahead of time
 - image/video/carousel
 - copy
- Let's do it together!



MKM LIVE, Friday, May 25: Events

- NEXT Friday LIVE (special time): Reviews and Reciprocity
- New LIVE time will be announced, Wednesday, May 30 at 9:00 AM
 - Events and topics listed soon
- Summer workshop series
 - June or July?

