

CHRIS CARDELL'S

ULTIMATE MARKETING

10 WEEKS WITH CHRIS CARDELL
that will transform your business, your finances, and your life

Seminar Six

Social Media Profits and the Power of Facebook and Instagram Marketing

CHRIS CARDELL'S

**ULTIMATE
MARKETING
HUB**

www.cardellmedia.com/umhub96/

BONUS VIDEOS

**How to create a new Facebook
account and your first Facebook
Ad campaign**

Pixel Setup



**2.8 Billion
users**



**1.1 Billion
users**

5 Foundations For Facebook Success

1

Set Up A Business Facebook Page

1 Set Up A Business Facebook Page.

Benefits of A Business Account:

1. The Benefit:

Businesses use Pages to share contact information, post updates, share content, promote events and releases and connect with their Facebook audiences.

2. Insights

Learn about your audiences behaviour by reviewing data in insights to enhance your strategy.

1 Set Up A Business Facebook Page.

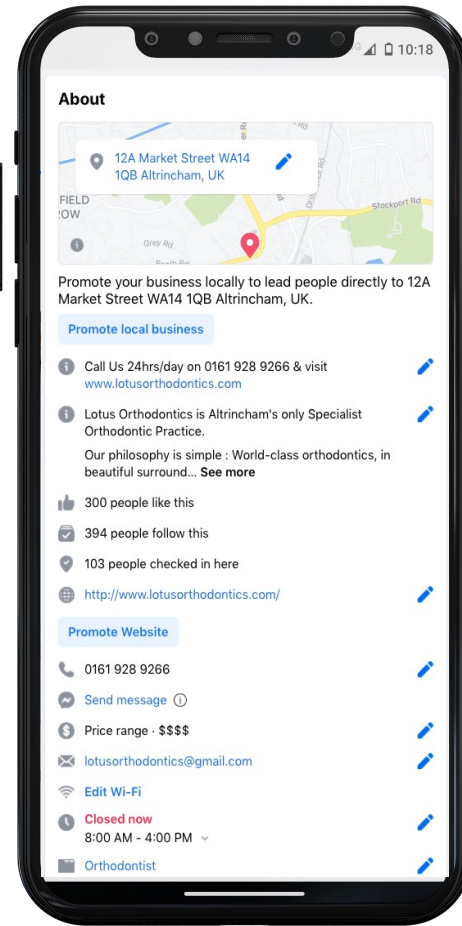
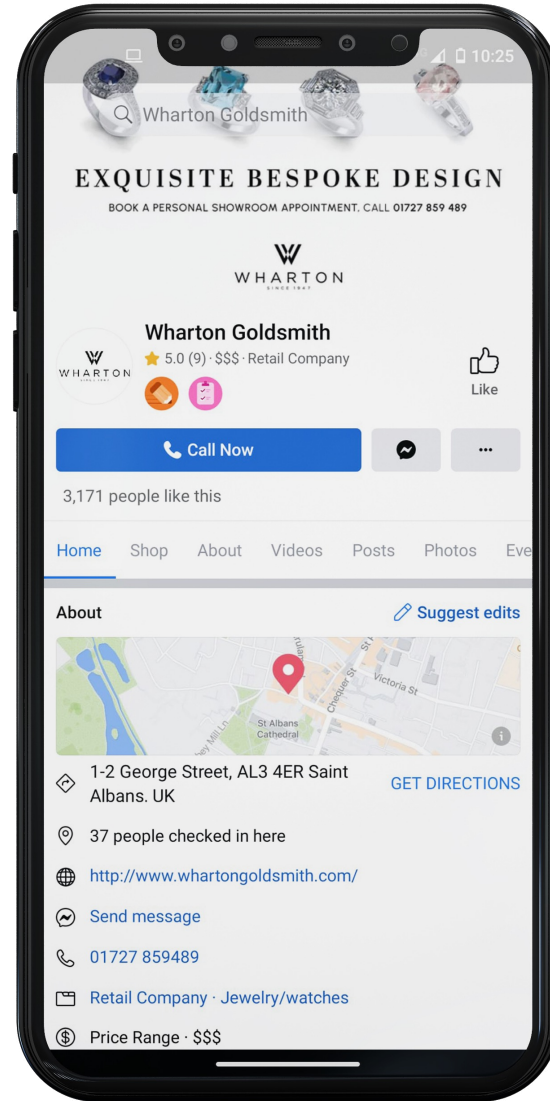
3. Facebook Shop

Link your shop and tag your products in posts. You can also add a “view shop” call to action button.

4. Helpful Information

Populate your business page with information; Add opening times, location, directions, shop, website, call buttons, check ins, price range and more.

1 Set Up A Business Facebook Page.



2

Post Regular Content

2 Post Regular Content

Product Updates:

1. **New Products**

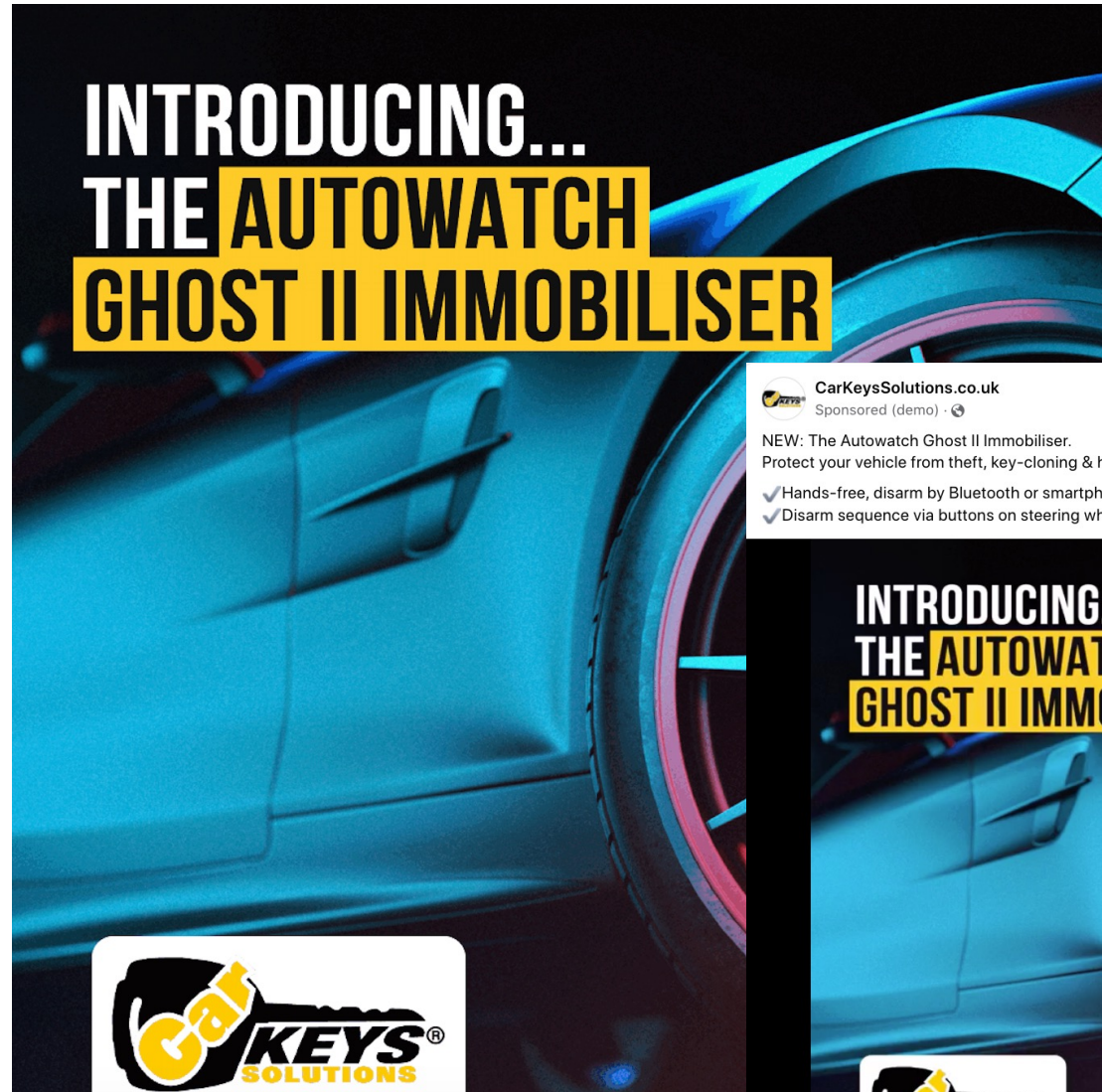
Announce new products & features to keep your audience updated & engaged.


2 Post Regular Content

2. How

Use videos and pics that showcase what you offer in an interactive way so the customer can connect and take the next steps to buying/contacting you.

2 Post Regular Content



 CarKeysSolutions.co.uk
Sponsored (demo) · 🌐

NEW: The Autowatch Ghost II Immobiliser.
Protect your vehicle from theft, key-cloning & hacking with next-generation invisible security.

- ✓ Hands-free, disarm by Bluetooth or smartphone
- ✓ Disarm sequence via buttons on steering wheel/dash... [See more](#)



2 Post Regular Content

News & Industry News:

1. **What's New?**

Showcase what's new in the industry to keep your audience updated.

2. **Get Involved**

Show your expertise & build trust by sharing your own blog articles and posts on industry news.


2 Post Regular Content

 **The Drum** ✓
42m · 🌐




THEDRUM.COM
Why B2B marketers must attack the metaverse right now
Business-to-business marketers were slow to adopt digital platforms. Some were tortoise s...

👍 Like 💬 Comment ➦ Share


 **Marketing Week**
4h · 🌐

Strong creative work, combined with digitalisation and more precise data, is enabling alcoholic beverages company AB InBev to drive higher return on investment (ROI) with its marketing campaigns, the business's CEO has said.

<https://www.marketingweek.com/ab-inbev-creative-power.../>



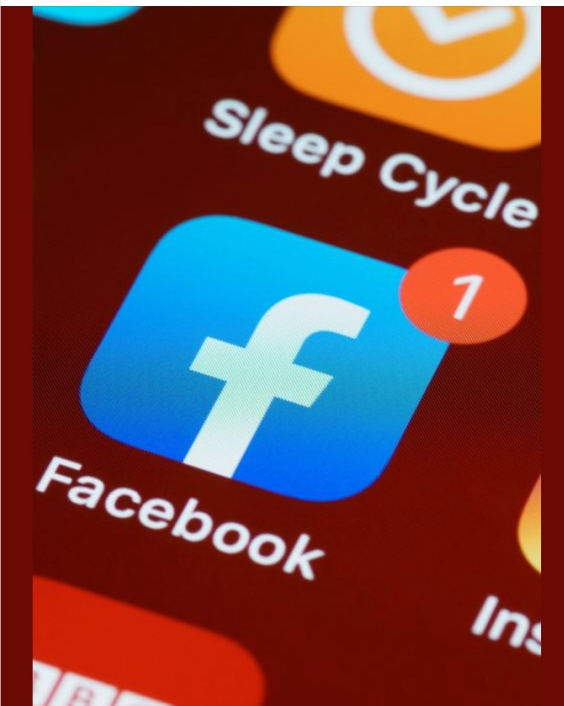
MARKETINGWEEK.COM
AB InBev CEO: Creative power drives efficiency
The drinks business says its strong growth over the past financial year is a result of its prog...

 **The Drum** ✓
7h · 🌐

With TikTok generating more traffic than even Google last year, it seems an obvious go-to for influencer marketing. 📱

But does that really mean that Facebook isn't worth the effort anymore? Or is it still a safe pair of hands?

<https://bit.ly/3scRa6h...> See more



2 Post Regular Content

News & Industry News:

1. **Success Stories**

Use success stories that include your brand to build trust and connection with your audience.

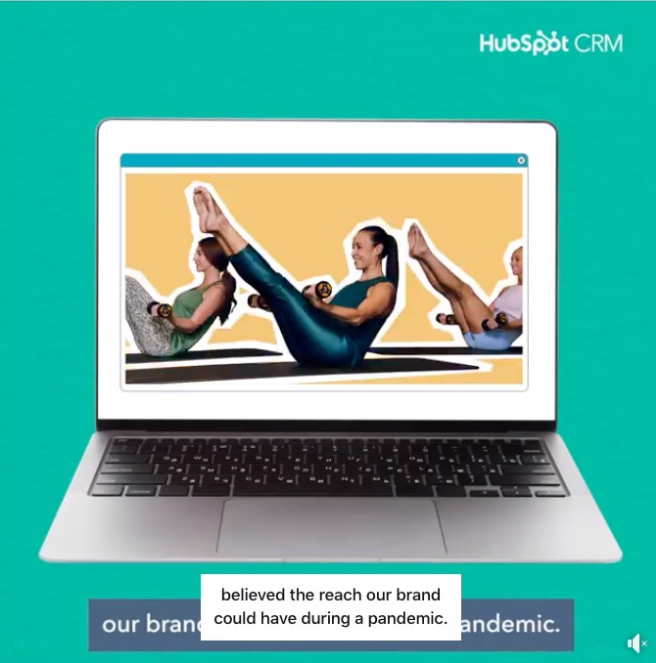
2. **Humour/Fun**

Laughter is a good marketing tool so don't be afraid to add humour! Mix up your content by adding wit and fun to captions and images – engage with your audience.

2 Post Regular Content

HubSpot November 2, 2021 · 🌐

Can a gym thrive during a pandemic? Crunch Fitness proved it's possible. Their secret? Crunch Gym Shorts: a value-packed newsletter inspiring people to keep moving at home. With HubSpot CRM Platform there to do all the heavy lifting, Crunch Fitness' free trial sign ups spiked by 28% YOY, their email open rate doubled, and impactful reporting became easier than ever. Most importantly: They made a tough time a little easier for their community. That's a #HubSpotSuccessStory.



our brand believed the reach our brand could have during a pandemic. pandemic.

30 4 Shares

Harvard Business Review

Subscribe Sign In

How to Be Funny at Work

by Jennifer Aaker and Naomi Bagdonas

February 05, 2021



Hill Street Studios/Getty Images

Harvard Business Review 22 February at 17:40 · 🌐

Don't just focus on your end goal. Celebrate your mini-accomplishments on the way there.



HBR.ORG
To Reach Your Goals, Embrace Self-Compassion
Four strategies to help you let go of paralyzing perfectionism a...

55 1 comment 10 shares

3

The Power Of Video

3 The Power Of Video

Video is more powerful than ever:

- **Captures Attention. - For longer.**
- **Tells a story; showcase benefits, problem solving and calls to action.**
- **It doesn't have to be clean cut/designed perfectly. Short & amateur builds trust & connection too - real life.**

3 The Power Of Video



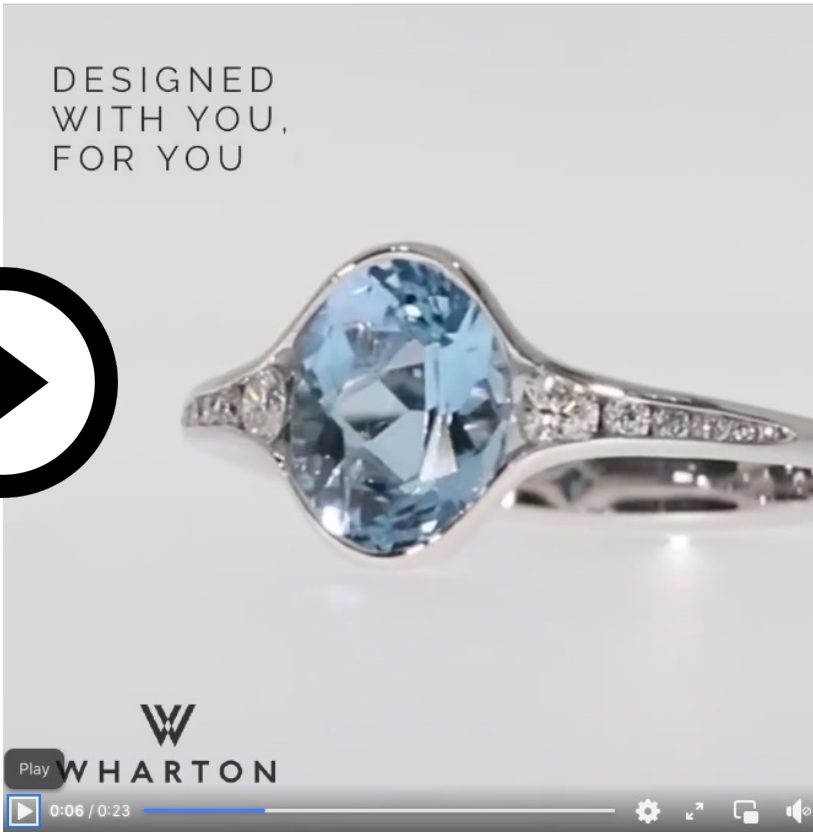
Wharton Goldsmith

Published by Cardellmedia Limited · January 27 at 1:48 PM · 🌐



Have you planned your Valentine's surprise? It's never too early to start thinking about a special celebration of your love. Valentine's day is only a couple of weeks away, so now's the time to get to it! Whether you want to give a token of your love or make a grand gesture, we have jewellery that is just right for you. And if you have something special to celebrate we have a bespoke engagement ring design service for that personal touch...

[#valentinesday](#) [#valentinesgift](#) [#va...](#) [See more](#)



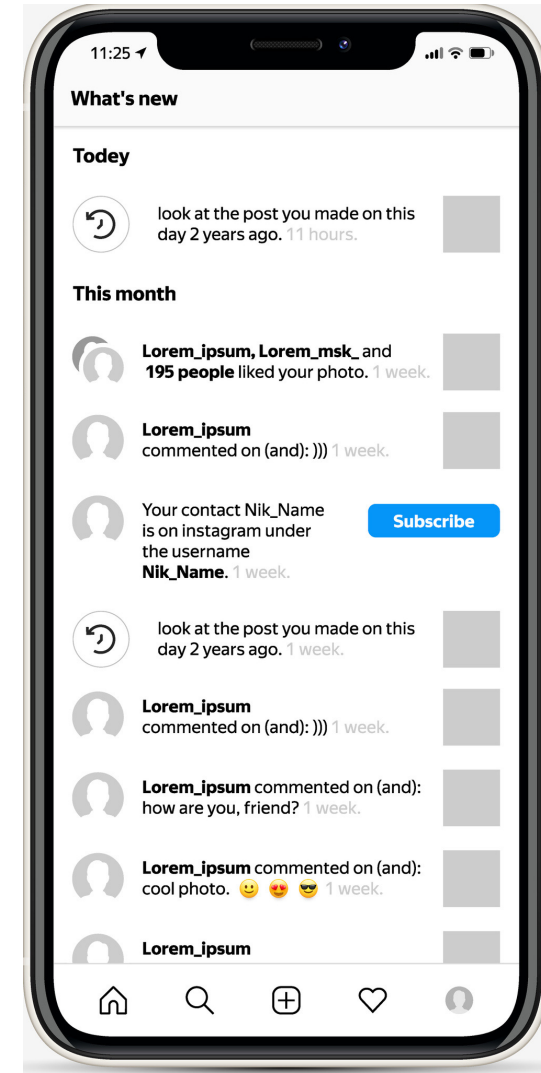
4

Engage

4 Engage

- **Interact, communicate, like, share, follow, connect.**
- **Get personal, share the love to connect with people in a way that brings you brand awareness.**
- **Don't forget to connect in groups & pages with like-minded people to enhance connection to your brand.**

4 Engage



5

Messenger

5 Messenger



5 Messenger

Skip the inbox meet them on their phone:

- **Guaranteed readership – more personal, increased intent, more likely to engage.**
- **By-passes email, junk inboxes and automatic delete.**
- **Generates high-quality leads.**

5 Messenger

Skip the inbox meet them on their phone:

- **Surprise! - It's Great Guerrilla Marketing; a marketing tactic that uses surprise/unconventional interactions to promote/connect.**

5 Foundations For Instagram Success

1

**Have a Great
Bio**

1 Have a Great Bio

Stand out, Be Clear, Connect.

1. **A great bio:**

Write a compelling description of who you are and what you do in 150 characters, add a logo or picture.

2. **Business pages allow you to:**

Add your location, call button, email, opening hours, review your audience insights & add call to actions.

1 Have a Great Bio

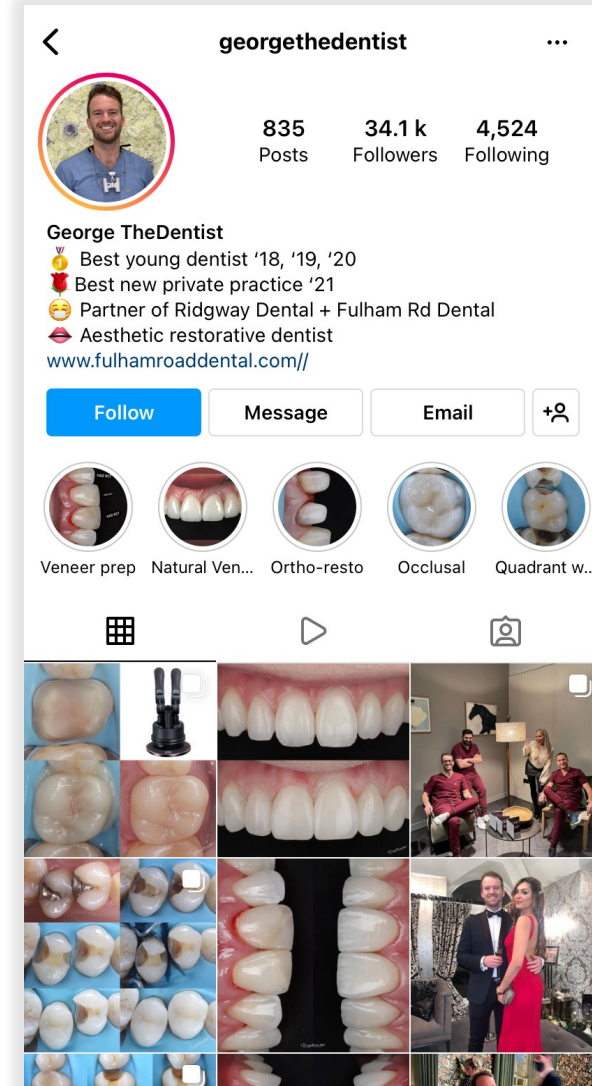
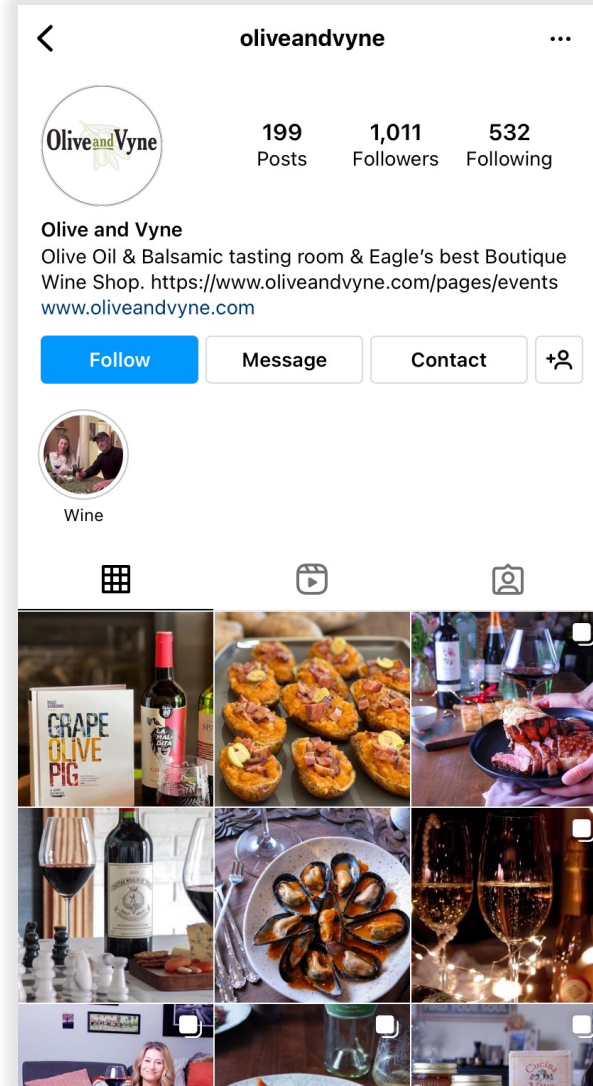
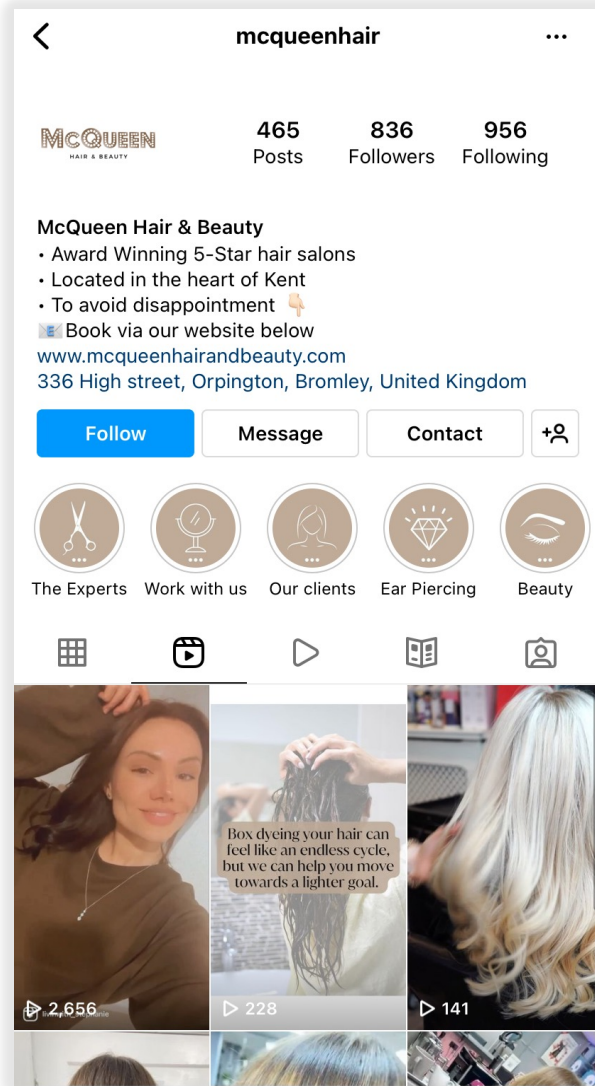
3. Your Website

Add website link or create a Linktree account for multiple links under one URL.

4. Call To Action

Choose a contact button relevant to your business; contact, shop etc.

1 Have a Great Bio



2

Post Regularly

2 Post Regularly

1. What to post...

On Instagram, a post is either a picture or a video. The post appears in your profile and in your followers' feed.

2. Instagram is best for:

Professional product shots or well-produced videos.

2 Post Regularly

steelscapes [Follow](#) ⌵ ⋮

194 posts 3,616 followers 6,143 following

Steelscapes
A small but perfectly formed company dedicated to providing unique woven steel fencing and probably the best garden edging in the world!
linkin.bio/steelscapes

Highlights

POSTS VIDEOS TAGGED

This screenshot shows the Instagram profile for 'steelscapes'. It includes the profile picture, name, bio, and a grid of six posts. A red arrow points to the 'Highlights' section.

steelscapes • [Follow](#) ⋮

steelscapes Our 6mm thick edging is more flexible than people think. Here it has been used to retain a resin bound surface, beautifully executed as always by @clearpavesurfacingtld #resinbound #metaledging #landscaping

1 d

jason_gardener ⋮

1 d Reply

77 likes
1 DAY AGO

Add a comment... [Post](#)

This screenshot shows a full Instagram post from 'steelscapes'. The main image is a large garden with a resin-bound surface and a circular gravel area. The caption describes the product and includes several hashtags. A reply from 'jason_gardener' is visible. A red arrow points to the caption text.

2 Post Regularly



steelscapes • [Follow](#)



steelscapes I am not sure if this will work, not having tried to upload a video on Instagram. Anyhooow two sections of fence and a gate just completed before the moon came up ! We can now supply all the materials you need to build your own woven steel fence, we have modified the posts and slats and provide all fixings so anyone can build their own fence from the ground up with basic tools and no



1,259 views

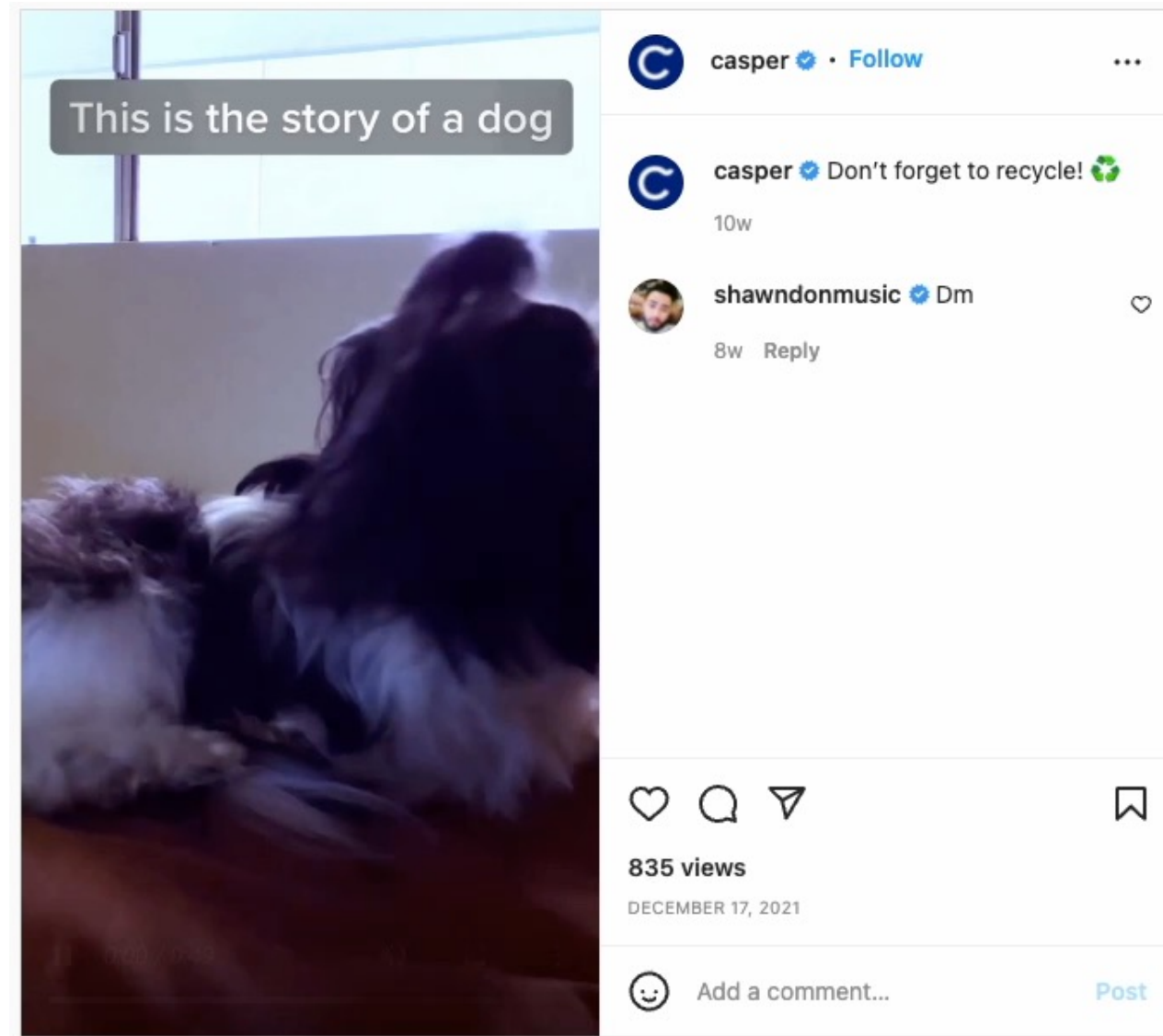
DECEMBER 6, 2020



Add a comment...

[Post](#)

2 Post Regularly



This is the story of a dog

casper • Follow

casper Don't forget to recycle! ♻️
10w

shawndonmusic Dm
8w Reply

835 views
DECEMBER 17, 2021

Add a comment... Post

2 Post Regularly



The video shows a woman with long braids, wearing a bright yellow-green shirt, smiling and holding a clear plastic bottle of green juice. The bottle has a white label with the 'PRESSED' logo and the text 'BACK TO YOUR SOON™'. The video player interface at the bottom shows a pause icon, a progress bar at 0:14 / 3:22, and other standard video controls.

pressedjuicery • Follow

pressedjuicery Juice Cleanse 3 - Mayowa

Remember to listen to your body during your cleanse! 🤦‍♀️ While we make a recommendation on what order to drink your cleanse juices in throughout the day, always find out what works best for you! ✨ Our UX Designer, Mayowa, changed it up as she did Cleanse 3 with her bestie cheering her on. 😊

@emirestudioj@minjoandimokay
#pressedjuicery #juicecleanse
#juicefast #newyearnewjourneys

56w

ohkkkim @shelleykim

2,091 views
JANUARY 29, 2021

Add a comment... **Post**

3

Use Stories

3 Use Stories

Think less, Do more...

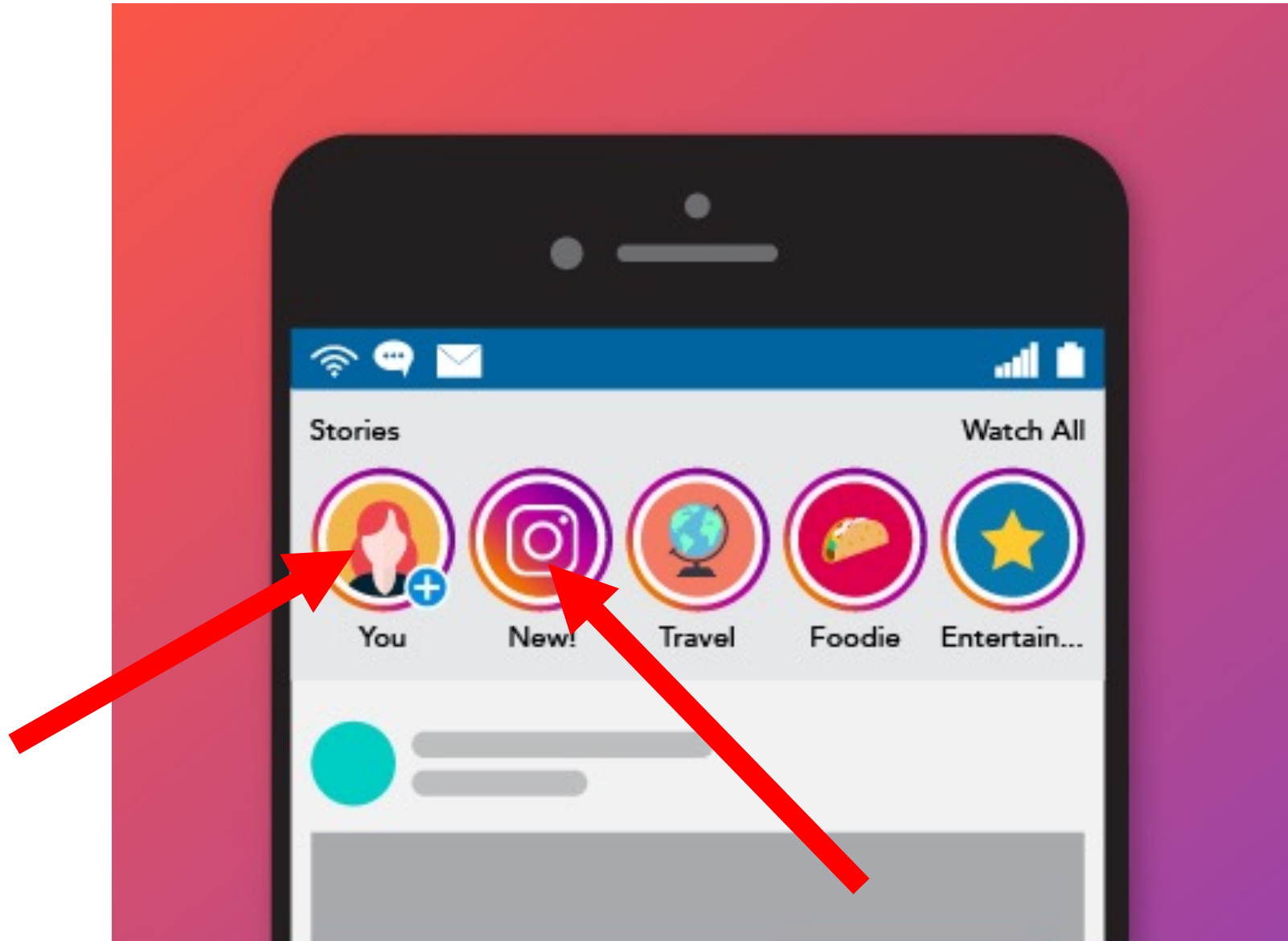
1. What Are Stories?

Stories let you post photos & videos that are 15s in length & vanish after 24 hours. Press to pause.

2. Where are they?

They can be viewed by pressing on a profile image that's highlighted –at the top.

3 Use Stories



3 Use Stories

3. **Layout**

They are vertical and fill the screen.

4. **Keep it casual**

They're more casual than normal posts. Think real-life/behind the scenes. Add personality with music, countdown timers, animated stickers & more.

3 Use Stories



3 Use Stories

Highlight Your Business:

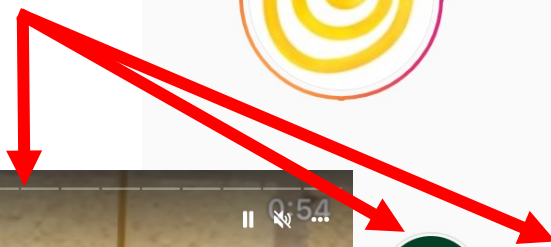
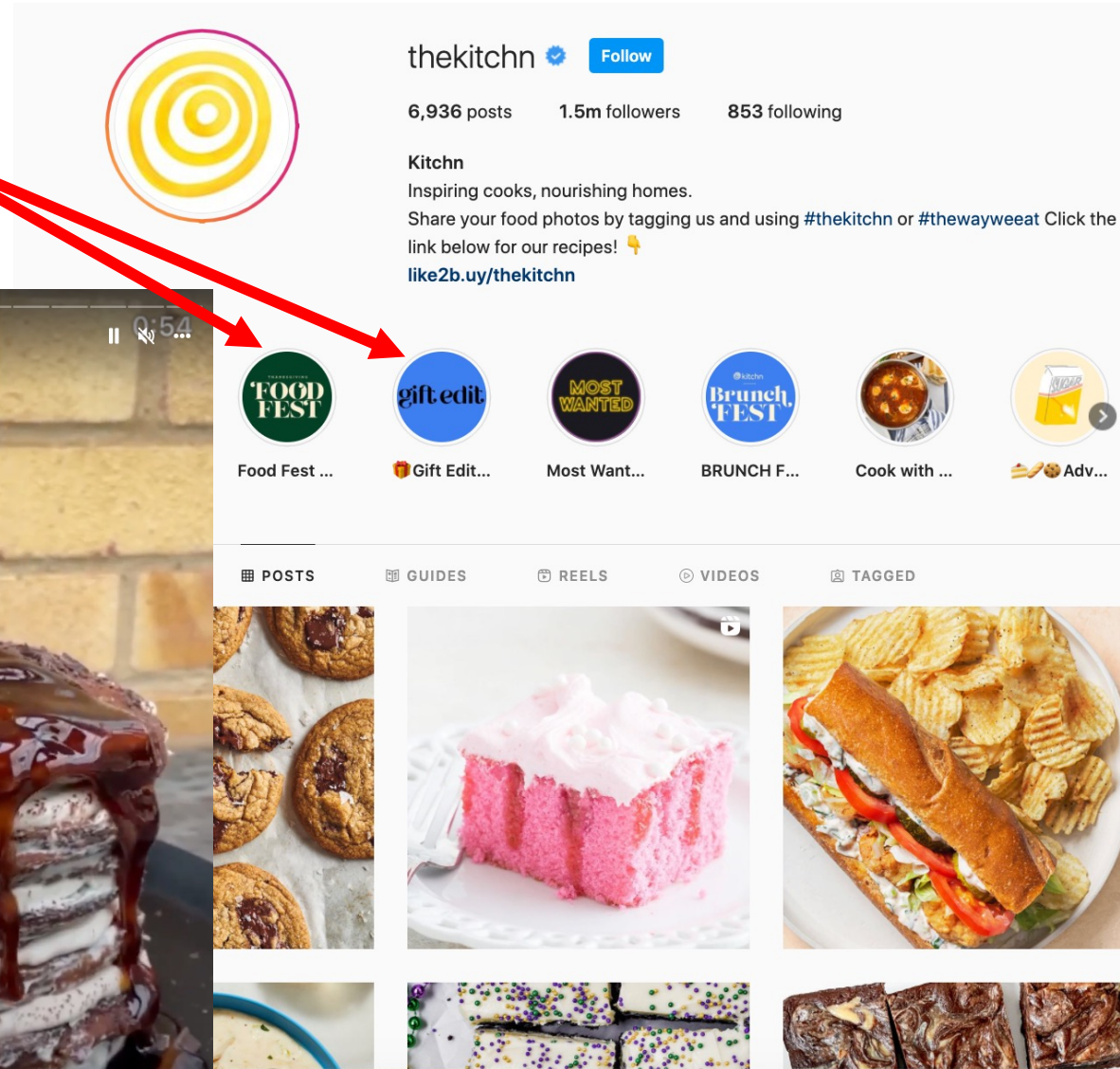
1. **What is it?**

Story highlights let you take your past stories and make them a permanent part of your profile.

2. **Group Them:**

You can theme them into groups of relevance to showcase your business.

3 Use Stories



3 Use Stories

3. Be Selective:

Pick the stories that show fun, music, added effects and showcase the best parts of your business in a quick snap-shot.

4

Reels

4 Try Using Reels

Instagrams answer to Tik Tok

1. What is it?

Short entertaining video clips of up to 60 seconds where you can also add effects, music and filters.

2. Get Creative

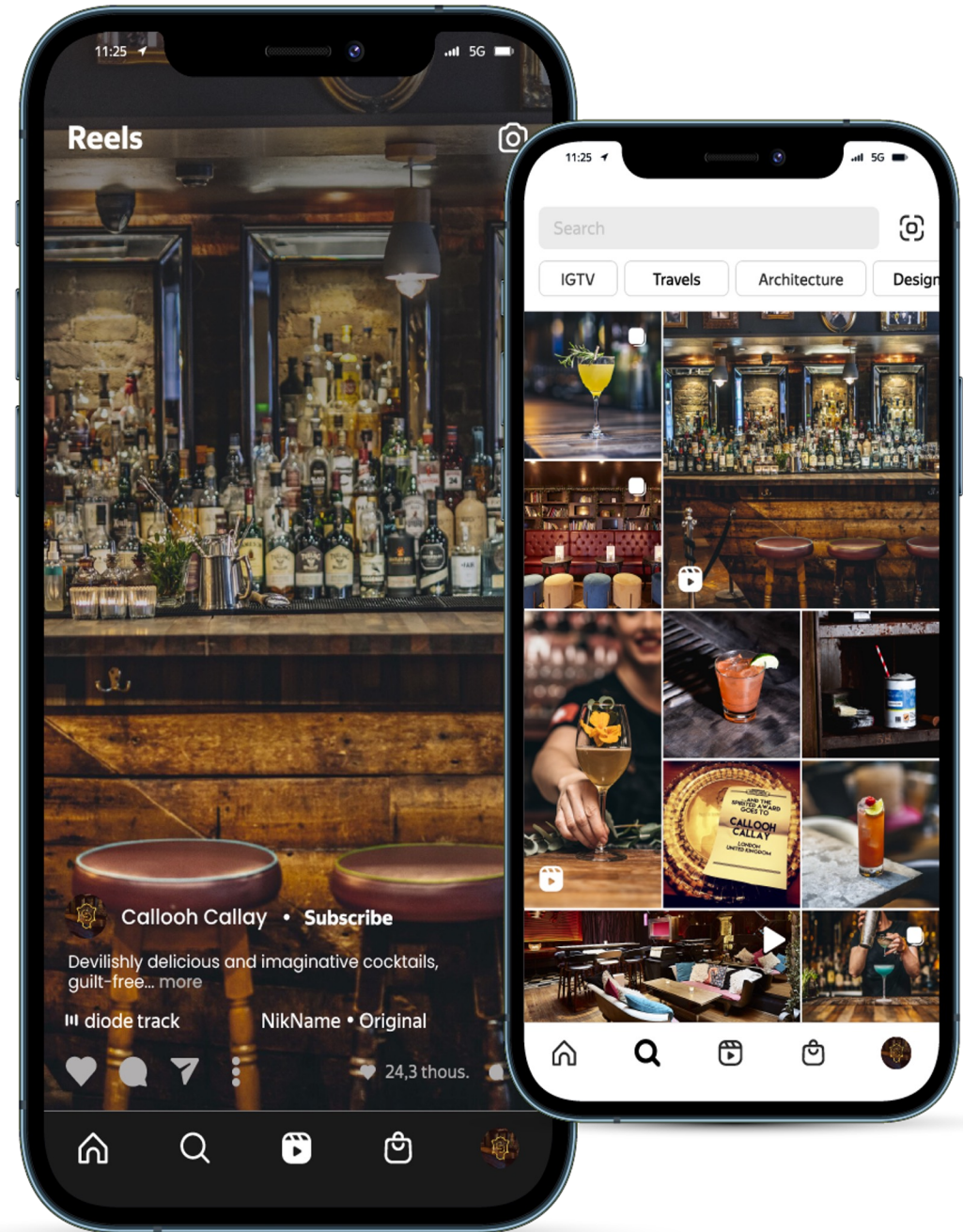
What can you show off about your brand in a snappy, fun and interactive way?

4 Try Using Reels

3. Think Bitesize

They're fun, you can add music, effects, filters and mix images or videos together for a quickfire video that leaves a mark whilst telling a story.

4 Try Using Reels



4 Try Using Reels



johnlewis • Follow
Original Audio

johnlewis Shirt styling tips with [@johnlewis_talisa](#) 🙌 We simply can't get enough of this green 🌿 #JLFashion

Product codes 🔍
Whistles Oversized Cotton Shirt, Green - 12123208
Levi's 720 High Rise Super Skinny Jeans, Black Galaxy - 20002801
Jigsaw Mine Print T-Shirt, White - 11432859
hush Boyfriend Straight Fit Jeans, Blue - 44471201,
Reiss Lana Twill Cargo Trousers, White - 11265265
Dune Marbled Leather Slingback Sandals, Green - 12962173
Fiona Scalloped Detail Leather Trainers White - 13136471

489 likes
FEBRUARY 19

Add a comment... Post

5

Link Trees

5 Linktree

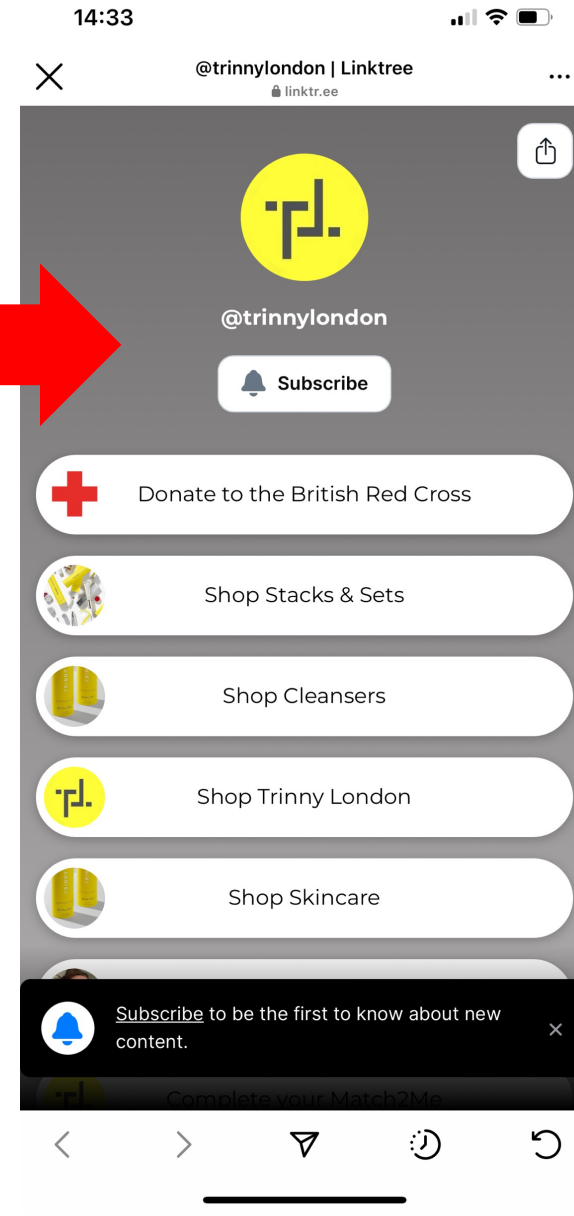
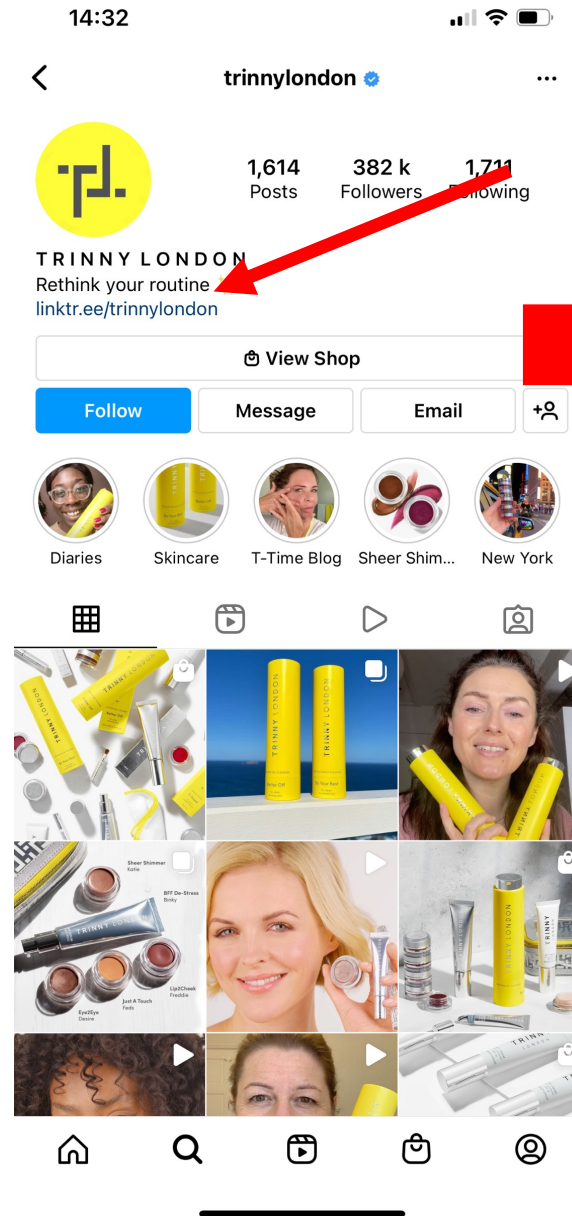
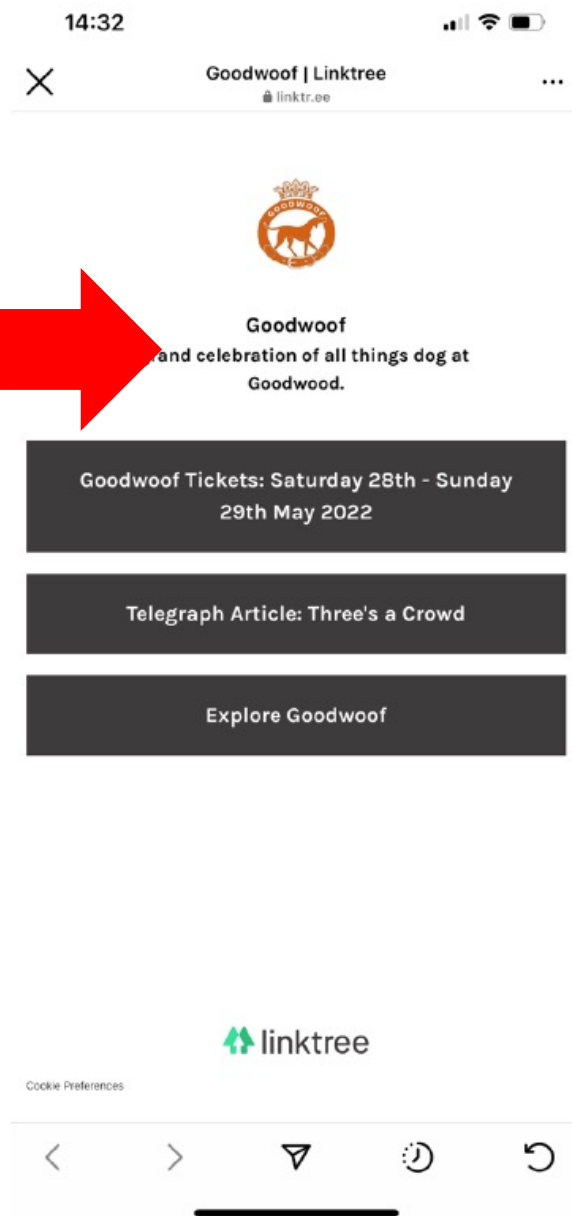
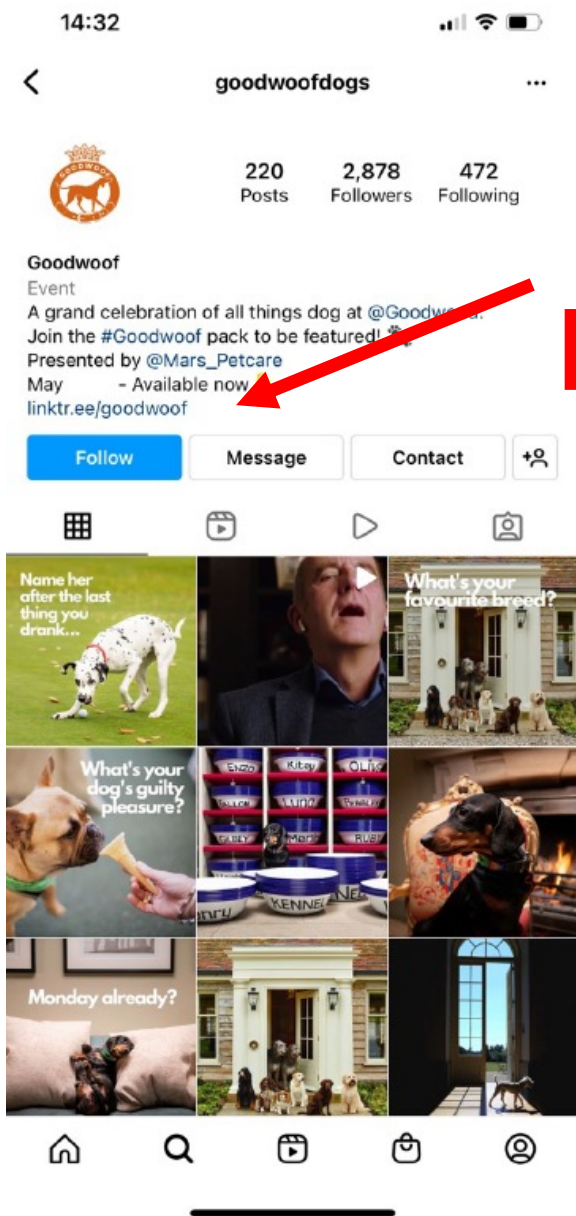
1. What is it?

Linktree allows you to add one link to your bio which leads to a page where you can showcase other links as extra call to actions.

2. What to add:

Add links to your other websites, social pages, shop, specific products, events, offers and more.

5 Linktree




**Your Goal on
Instagram is to
get people to
follow you.**

Your Goal on Instagram is to get people to follow you.


- 1. Follow**
- 2. Like**
- 3. Comment**
- 4. Share**



thepoolguyml  · [Follow](#)

Original Audio 




thepoolguyml  Would you want a salt water pool? I think I would!!

.
. .
. .
. .
. .
. .

[#thepoolguy](#) [#thep00lguy](#) [#hollayaboy](#)
[#saltbae](#) [#satisfying](#) [#poolguy](#)
[#oddlysatisfying](#)

10w



sheikh_maria09 This pool reminds me of old tomb raider 

5w [Reply](#)



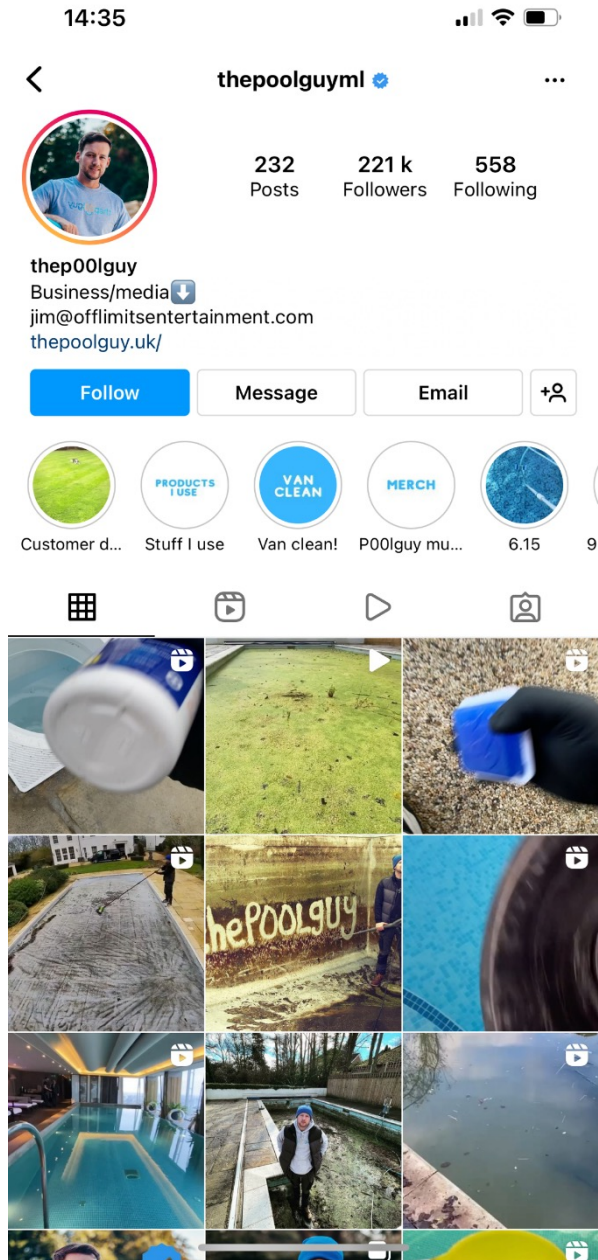
7,792 likes

DECEMBER 15, 2021



Add a comment...

[Post](#)



232,000
Followers!

Facebook & Instagram Advertising Essentials

BONUS VIDEOS

**How to create a new Facebook
account and your first Facebook
Ad campaign**

Pixel Setup



Remarketing

1 Remarketing



A screenshot of a Facebook post from the page 'Dust Arrest'. The post is dated June 30 and is public. The main text of the post reads: 'Stay Safe in the workplace with Dust Arrest, tackling dust in all its forms whilst meeting Health & Safety requirements.' Below the text is a large image with a pinkish background. At the top of the image, a dark blue box contains the text 'Take care of your lung health' in white, with a smaller box below it saying 'We are the air purification experts.' The image features five stylized people (three men and two women) wearing white face masks. The person on the far left is wearing a blue shirt with the 'DUST ARREST' logo. Below the image, the post includes the website 'DUSTARREST.COM', the headline 'Dust & Bacteria management for a safer workplace', and the name 'Dust Arrest'. A 'Learn More' button is positioned to the right of the headline. At the bottom of the post, there are icons for 'Like', 'Comment', 'Share', and a profile picture of the page.

Dust Arrest
June 30 · 🌐

🧴🧼 Stay Safe in the workplace with Dust Arrest, tackling dust in all its forms whilst meeting Health & Safety requirements.

Take care of your lung health
We are the air purification experts.

DUST ARREST



DUSTARREST.COM
Dust & Bacteria management for a safer workplace
Dust Arrest

[Learn More](#)

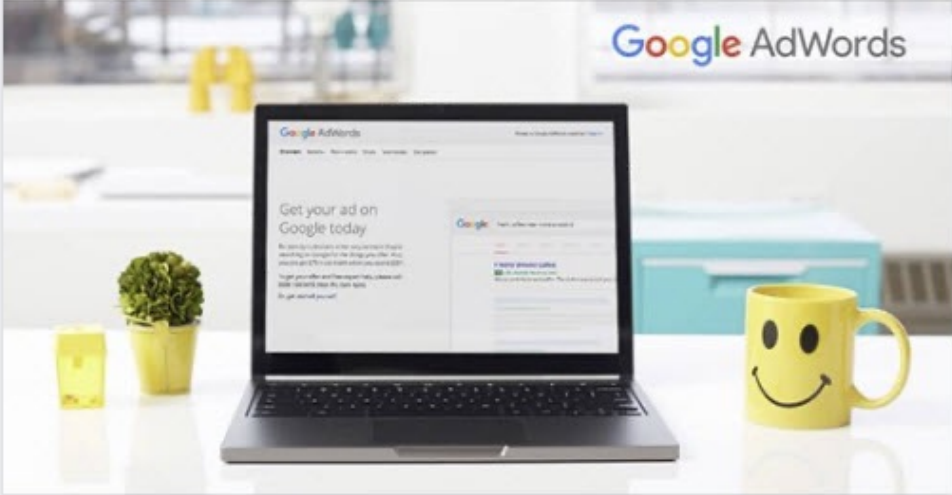
👍 Like 💬 Comment ➦ Share

Facebook Advertising



Dan Nichols, Shaun Thornburgh and 4 others like Google AdWords. ⋮

 **Google AdWords**
Sponsored ·  👍 Like Page



Start now with £75 ad credit. We'll help you create your first ad and set you up for success.





ADWORDS.GOOGLE.COM
Claim your £75 ad credit. Sign Up
Google AdWords is the perfect tool to help your online...


  3

👍 Like 💬 Comment ➦ Share 👤

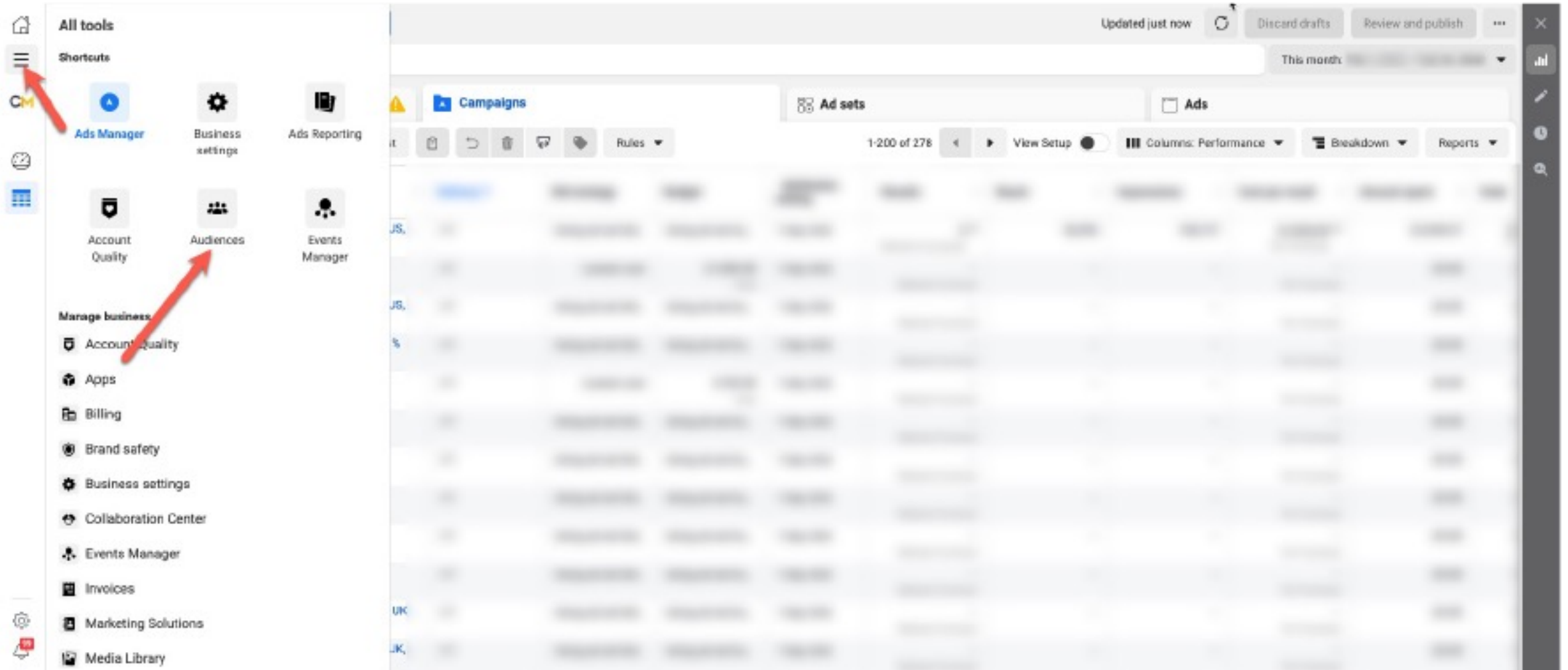
 **The Urban Dog Dog Daycare**
Sponsored (demo) ·  ⋮

 **Daycare For Your Dog...**
Drop your dog off for a full day of fun, frolicking and a little schooling tossed in for good measure. Your dog's home away from home in Edmonton.
Get in touch today to set up your doggy daycare! ... [See More](#)



THEURBANDOG.CA
 **Daycare For Your Dog | Edmonton.** Learn More
Highly-rated & trusted doggie daycare in the heart of Edmonton.

1 Remarketing



Go to the “3 Line” Menu and Click “Audiences”

1 Remarketing

The screenshot displays the Facebook Audience Manager interface. A modal dialog box titled "Choose a Custom Audience Source" is centered on the screen. The dialog contains the following elements:

- Title:** "Choose a Custom Audience Source" with a close button (X) in the top right corner.
- Instruction:** "Connect with people who have already shown an interest in your business or product."
- Your Sources:** A list of options where "Website" is selected (indicated by a blue circle and a red arrow pointing to it). Other options include "App activity", "Customer list", and "Offline activity".
- Meta Sources:** A list of options including "Video", "Lead form", "Instant Experience", "Shopping", "Instagram account", "Events", "Facebook Page", and "On-Facebook Listings".
- Buttons:** "Cancel" and "Next" buttons at the bottom right, with a red arrow pointing to the "Next" button.


The background interface shows a sidebar with navigation icons, a search bar, and a list of audience entries with columns for "Name", "Date Created", and "Sharing".

Choose "Website" then click "Next"

1 Remarketing

Choose your Pixel/Source and “All Website Visitors” and Set “Retention” to 30 days, name the audience and click “Create Audience.”

Create a Website Custom Audience ✕

 The size of your website Custom Audience may decrease because it may not include some people using iOS 14.5 or later devices. Using it as a lookalike audience source will not affect your lookalike's size. [Learn more](#)

Include **people** who meet **ANY** of the following criteria:

Source

Events

Retention ⓘ
 days

Audience Name
 21/50

Description · Optional
 0/100

1 Remarketing

The screenshot displays the Facebook Ads interface for an ad set named "Super adset". The top navigation bar includes "Performance", "Edit", "Review", "History", and "Inspect". The "Audience" section is active, showing options to "Create New Audience" or "Use Saved Audience". Under "Custom Audiences", the "Website" category is selected, and "Visitors Last 30 Days" is highlighted with a red arrow. The right sidebar contains a warning about performance impact, an "Audience definition" section showing a range from "Specific" to "Broad", and "Estimated daily results" showing a reach of "< 10".

Go to edit your Ad Set and add the new audience under “Custom Audiences”.



Lookalike Audiences

2 Lookalike Audiences



2 Lookalike Audiences

The screenshot shows the Facebook Audience Manager interface. At the top, there is a notification banner: "Messaging Events Unavailable Due to New Privacy Rules In Europe". Below this, a "Create Audience" button is visible. A dropdown menu is open, showing options: "Custom Audience", "Lookalike Audience" (which is highlighted), "Special Ad Audience", and "Saved Audience". A tooltip for "Lookalike Audience" is displayed, explaining that it reaches new people similar to existing audiences. Below the menu, a table lists existing audiences with columns for Name, Type, Size, Availability, Date Created, and Sharing.

Name	Type	Size	Availability	Date Created	Sharing
VISITORS 30 DAYS	Lookalike Audience	Not available	Audience not created		-
WEB VISITORS 30 DAYS	Custom Audience	15,000	Ready		-
Website	Custom Audience	Below 1000	Ready	Last edited 09/05/2020	-
Website	Custom Audience	Not updated	Ready		-
FB Free Book Page Visit (3 days)	Custom Audience	Below 1000	Ready		-
Website	Custom Audience	Not updated	Ready		-
Visited IM	Custom Audience	Below 1000	Ready		-
Website	Custom Audience	Not updated	Ready		-
Visited Creative ID	Custom Audience	Below 1000	Ready		-

In the audiences pane, click “Create Audience” and “Lookalike Audience”

2 Lookalike Audiences

The screenshot displays the Facebook Audience Manager interface. A modal dialog titled "Create a Lookalike Audience" is open, showing three steps:

- 1 Select Your Lookalike Source**: A dropdown menu with the text "Select an existing audience or data source" and a "Create New Source" button.
- 2 Select Audience Location**: A search bar with the placeholder text "Search for regions or countries".
- 3 Select Audience Size**: A slider ranging from 0% to 8% (with 10% implied) and a dropdown menu set to "1". Below the slider, text reads: "Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the lookalike source. Increasing the percentage creates a bigger, broader audience."

At the bottom left of the dialog is a "Cancel" button. The background interface shows a sidebar with navigation icons and a main area with a "Create Audience" button and a list of audience entries.

Select your source audience (eg. the one we created in part 2), a location (this isn't always required) and an audience size, then click "Create Audience".

2 Lookalike Audiences

The screenshot displays the Facebook Ads interface for an ad set named "Super adset". The interface is divided into several sections:

- Performance:** Shows a bar chart and buttons for "Edit", "Review", "History", and "Inspect".
- Start date:** Set to "Feb 9, 11:29 AM" in London Time.
- End - Optional:** A checkbox for "Set an end date" is currently unchecked.
- Audience:** The main section for defining the target audience. It includes a "Create New Audience" button and a "Use Saved Audience" dropdown. Under "Custom Audiences", there is a "Lookalike" section with a search bar containing "Lookalike (GB, 1%) - Visitors Last 30 Days". A red arrow points to this search bar.
- Performance may be impacted:** A warning box about evolving changes related to Meta's data processing.
- Audience definition:** A section with a progress bar indicating the audience is "Specific" (red) to "Broad" (yellow).
- Estimated audience size:** Shows "Fewer than 1,000 people" with a note that estimates may vary.
- Estimated daily results:** Shows "Results are unavailable".

Go to edit your Ad Set and add the new audience under "Custom Audiences".

BONUS VIDEOS

**How to create a new Facebook
account and your first Facebook
Ad campaign**

Pixel Setup

CHRIS CARDELL'S

ULTIMATE MARKETING

10 WEEKS WITH CHRIS CARDELL
that will transform your business, your finances, and your life