

Animal Care Expo Online

How stay at home orders developed into #StayHomeAndFoster

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GreaterGood.org Guide: Making a Facebook Ad

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: <u>https://www.facebook.com/business/ads</u>

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:

- The first step is to create a Facebook Business Manager account. Here is a Facebook course that helps you get acquainted with the system:
 - Course Time 15 mins: Business Manager Facebook Blueprint
 - Step-by-step/FAQ's
- Create a Campaign Once you have successfully set up Business Manager to your account, you are ready to create a campaign.

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309839359	•							Up	dated 11 minutes ago (Discard Drafts	Review and Publish	
Q Search	 Y Filters + Add filters to 	narrow the data yo	u are seeing.								Today: Jun 25, 2020	•
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	WOR July 4 - Boost		o In Review		Using ad se	-	\$0.00	Purchase	\$0.00	-	Per Purchase	
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	Cat Care Packages 2020 - Conversions		 Active 		Using ad se	7,622	\$162.91	12 Purchases	\$242.05	1.49	\$13.58 Per Purchase	
	Portalmania - 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.

f ≡ Ads Manager				Search business	🔍 🚾 GreaterGood.org 🔹 🦉 🄅
309839359 (3098 🝷	Create New Campaign - Campaign: Choose your objective				Switch to Quick Creation
🛃 Campaign		What's your marketing objective? H	elp: Choosing an Objective		
Special Ad Category Objective		Auction Reach and Frequency			
		Awareness	Consideration	Conversion	
Ad Set Traffic Dynamic Creative		A Brand awareness	Traffic	Conversions	
— Offer — Audience — Placements		* Reach	Engagement	Catalog sales	
└── Budget & Schedule			App installs	Store traffic	
Ad - Identity			Video views		
— Format — Media — Text & Links			Y Lead generation		
Languages Tracking			🤍 Messages		
			Traffic nore people to a destination such as a website Mesener conversation. Learn More	, app or	
			n Name Foster Ads - Traffic	D off	
		A/B test y optimizati	our creative, placement, audience and delivery on strategies. Learn More		
		Campaig Optimize	n Budget Optimization vour budget across your ad sets. Learn More	OFF OFF	
Close			Continue		

• Optimize for Link Clicks

H Ad Set	Learn More		
 Dynamic Creative Offer Audience Placements Budget & Schedule 	Budget & Schedule Define how much you'd like to sp	pend, and when you'd like your ads to appear.	
	Optimization for Ad Delivery 🖲	Link Clicks 💌	
	Delivery	Landing Page Views	
Ad Identity	Cost Control (optional) 🖲	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.	get the
— Format — Media — Text & Links		Link Clicks We'll deliver your ads to the people most likely to click on them.	f you
Languages Tracking	Budget and Schedule 🖲	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.
 - 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-peracquisition, 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
 - <u>Create and Install Facebook Pixel</u>
- 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':

Locations	People living in this location 💌						
	United States						
	💡 Tucson, Arizona 🛛 + 25mi 💌						
	♥ Include ▼ Type to add more locations	Browse					
	Anorth Anorth Pacific Ocean Pacific Ocean South Antesica	Oceania Drop Pin					
	Add Locations in Bulk	ern Ocean					
Age 🛈	18 💌 - 65+ 💌						
Gender	All Men Women						
Languages 0	English (All)	×					
Languages o	Enter a language						

 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						
	Add demographics, interests or behavir 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: <u>Facebook Blueprint – Targeting</u>
 <u>Audiences Course</u>



6) Craft Your Creative:

If fostering is an emergency, give an emergency appeal:



Spend: \$6,958.42 Sign-Ups: 5883

People respond when

immediate action is needed. If you're looking for long-term foster finds, make

it fun!





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** 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.

Sign Up

...



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

Account Overview Campaigns		Ad Sets for 1	Ad Sets for 1 Campaign		Ads for 1 Campaign				
+ Crea	te Duplicate 👻 🥒 Edit 👻 🔬 A/B Test	9 0 8 4 9	Rules -			View Setup	III Columns: Custom 👻	Breakdowr	Reports
	Ad Set Name	- Delivery -	Budget	Amount Spent	Reach	Link Clicks	CPC (Cost per Link Click) E	Post ngagement	Post Shares
	SHAF - New National Aud - Cats 4-2-20	Campaign Off	\$600.00 Daily	\$6,800.42	1,362,683	28,841	\$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 Dally	\$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	83,688 Total	7,207 Total

- Some KPI's we use to measure success:
 - o 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.

Identifying Barriers for Potential Fosters

Draw a line through every step your organization requires in your fostering program. Draw an X through steps you would like to eliminate.





7 Seven Guiding Principles for Foster Programs

Foster care is a humane, cost-effective and safe alternative to the confinement and stress of kennel housing.





2 Foster care is a preferable alternative to in-shelter care for the vast majority of pets.



Each pet is treated as an individual with its own unique set of physical and emotional needs.



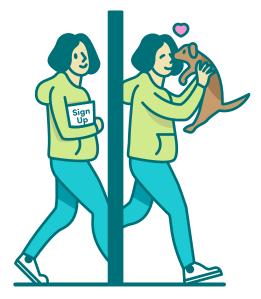
Foster care is a priority function of the organization.



Foster caregivers are celebrated and given tools they need to be successful.



6 Fostering a pet is simple, easy and accessible.



Shelter/Rescue leadership sets measurable goals for the foster program and tracks data associated with those goals.





