

So how do you get a “product placement” in Facebook? The term Facebook uses is Boosted Post. If you find that a post you have written is performing particularly well, you can purchase a boosted post and get Facebook to push it a bit further to a broader audience of people who match the demographics of your current participants. It appears higher up in their news feeds. It is a much cheaper form of advertising, but, like product placement, more subtle. The cost depends on how many people you want the post to reach.

When you want to run a commercial, Facebook does a great job of that, too. But, your audience knows it is a commercial and accepts it as such. Combined with the social impression you have made already; they are far more likely to react to your paid commercial more favorably. With digital advertising, you can reach the people you care about at the exact moment they're ready to listen. It all works together.

You no longer have to rely on the right people driving by your billboard, seeing your 30-second TV slot or subscribing to the community magazine with your local ad stuck away in the pages. Perhaps most importantly, you don't have to worry about as many disinterested people seeing your ads.

HOW IT WORKS

Facebook allows you to set a budget and they will tightly control your exposure to match that budget. The objective of a Facebook ad is to make it possible for you to run ads depending on who your target is and what interests him or her about you. It is a great opportunity for you to reach people you know are interested in your business. Facebook assumes, however, that other businesses may be interested in the same targets. To avoid cluttering Facebook with too much advertising, exposures are tightly controlled to limit the number of ads any individual might see in a given session.

Essentially you write your copy, establish your budget and determine how long you want the ad to run. Facebook will then optimize the placement of your advertising to make it seen by those most likely to take action. The ad runs until your budget goes to zero or the time limit for your ad is reached. Either of these factors are completely adjustable by you. If your ad is doing well you may expand your budget or extend your time. If it's not doing what you expect you can put the ad on pause to adjust your copy.

Facebook determines who sees your ad through a complex algorithm that takes into account the information a Facebook member shares including the pages he or she “Likes”. Other information they use comes from the participant's Facebook account (e.g. age, gender, location) plus the online activity on websites and apps outside of Facebook.

Precisely how to create, place and budget a Facebook ad campaign is beyond the scope of this article. Suffice it to say, that digital advertising is a dramatic shift in advertising strategy and, for those who learn it early, will take a significant advantage over local competitors who have not picked up on it yet.

It is best, of course, to place advertising within the context of your position as a member of the interested community. This means non-sales messages preceding an advertising blitz. To accomplish this, you need only to produce posts that play to the interests of an audience that is likely to need auto service or tires – almost everyone. You can write these yourself, re-post items written by others on Facebook or subscribe to a program that produces and personalizes auto-care-specific content on a daily basis. This type of program was recently introduced by the Automotive Marketing Foundation called AMF Social. (www.automotivemarketingfoundation.com)

Automotive Marketing Foundation

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Links & PDF's available:

[Link to Automotive Marketing Foundation](#)

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