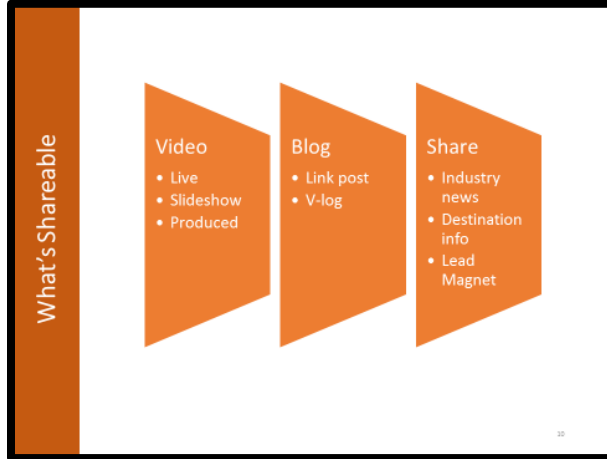


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### Lead Magnets




***My new ideas:***

***My current Lead Magnet:***

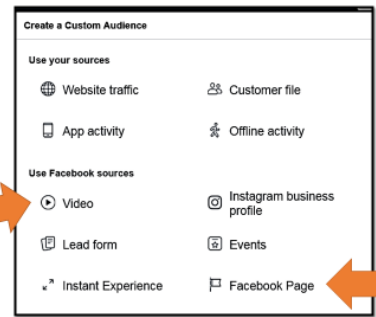
### Audience Types



- Custom
- Saved
- Look Alike




### Custom Audience



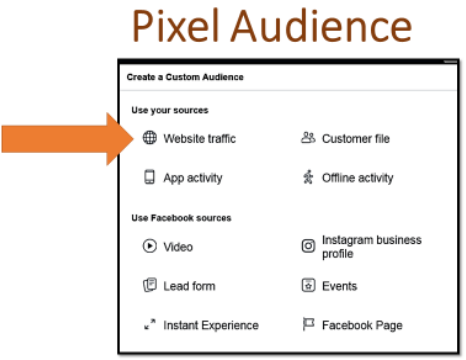
Navigation: Business manager < Ads Manager < All Tools < Assets < Audiences < Custom Audience < Facebook Page

### Customer File Audience



Navigation: Business manager < Ads Manager < All Tools < Assets < Audiences < Customer File

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**Pixel Audience**

Navigation: Business manager < Ads Manager < All Tools < Assets < Audiences < Website Traffic

- The **Facebook pixel** is a piece of code you place on the backend of your website to track visitors to your site. The pixel allows you to run highly targeted campaigns, so it's important to install it before running Facebook ads.

How to Set-up your Pixel:

- <https://goo.gl/8YwAZw>

How to Add your Pixel to your Website:

- <https://goo.gl/DeMgbY>

### Business Manager - Set-up Guide & Tips Here:

- <https://goo.gl/cxtwwk>
- <https://goo.gl/NKQEqv>
- <https://goo.gl/Prpzbc>

### Defining your audiences

Before you start creating your audience, you may want to think of as many attributes of your intended audience as possible;

- What do they do in their spare time?
- What publications do they read?
- What sports do they watch?
- What sports do they participate in?
- Which types of art do they enjoy?
- What types of food do they enjoy?


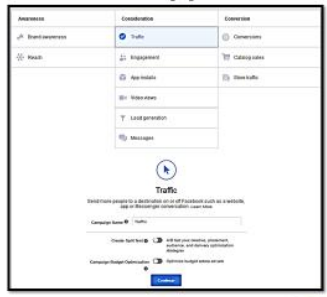
### Audience Best Practices

- Tailor to each promotion
- Manageable size
- Maximize options
- Create warm contacts
- NEVER....





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<h3>Ad Goals</h3>  <ul style="list-style-type: none"> <li>• Brand Awareness</li> <li>• Inform</li> <li>• .</li> <li>• .</li> <li>• Build Community</li> </ul>	<h3>Ad Types</h3> 
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### Dynamic Creative Ads

- Deliver multiple ad variations
- Learn what works for your audience
- Upload or Create:
  - Up to 10 images, videos or slideshows
  - 5 ad texts
  - 5 ad headlines
  - 5 link descriptions
  - 5 call-to-action buttons
- Follow template for easy set-up and creation
- Preview your ads

<h3>Ad Best Practices</h3> <ul style="list-style-type: none"> <li>• Maximize options</li> <li>• Time promotions to audience</li> <li>• Drip campaigns</li> <li>• NEVER....</li> </ul>	<h3>Ad Tweaks</h3> <ul style="list-style-type: none"> <li>• Tweak your audience</li> <li>• Change graphics</li> <li>• Edit text</li> <li>• Update and customize often</li> <li>• NEVER....</li> </ul>
---	---

### Let us do the work for you!

Know you need social media? No time? Here's the solution.

Catherine J. Heeg  
Customized Management Solutions  
Phone: 403 726 0171  
Catherine.heeg@cmsspeaking.com  
www.cmsspeaking.com





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Many tourism pros and industry leaders find they don't have the time or talent to allocate to develop their social media marketing platforms. The fact is that while social media marketing is an indisputable leader in awareness, engagement and opportunity, many don't understand the strategy or the ways to incorporate this key element into their business plan.

**Customized Management Solutions** can help. Strategy, Design, Implementation, Analysis, Consultation. We'll **build your social sites**. That's not all....we'll also **post directly to your sites for you!** All this for a reasonable investment.

Need some help building or tweaking your strategy? We can work together on a **coaching** basis to create or update your marketing strategy and integrate your social & traditional marketing.

### Additional Resources

<b>Tools to Create Infographics</b>	
<ul style="list-style-type: none"> <li>• Easel.ly</li> <li>• Canva</li> <li>• Infogr.am</li> <li>• Venngage</li> </ul>	<ul style="list-style-type: none"> <li>• Visualize.me</li> <li>• PiktoChart</li> <li>• A graphic designer</li> </ul>
<b>Video Tools</b>	
iMovie	Movie creation and editing
Movie Maker	Movie creation and editing
ShowBox	Movie creation and editing
Magisto	Movie creation and editing
Adobe Spark	Slideshow & Movie creation and editing
Animoto	Slideshow & Movie creation and editing
Flip A Gram	Slideshow & Movie creation and editing
Photo Grid	Slideshow & Movie creation and editing
Facebook	Slideshow creation tools
<b>Desktop Video Tools</b>	
Ecam Live	Live Broadcast tool - Mac only
OBS Studio	Live Broadcast tool
Be Live.tv	Broadcast live to Facebook
<b>Hardware &amp; Tools</b>	
I-Rig lav microphone	External mik for phone
Samson Stage PXD1	External mik with USB for laptop
Neewer Lighting	Lighting kit and stands
<b>Industry Resources</b>	
Social Marketing for travel & tourism pros	Customized Management Solutions <a href="http://www.cmsspeaking.com">www.cmsspeaking.com</a>