



"Where kids monkey around"

# Facebook Advertising Guide

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# 1 Purpose

Marketing and advertising is an evolving field. With the explosion of popularity among social networking, businesses can now target and reach their audiences in ways that they were previously unable to. Facebook presents Monkey Bizness franchisees with an opportunity to more effectively and efficiently reach our target audience.

Our target audience is defined as parents with children ages 1-10 years old. Parents with kids in this age range typically are between the ages of 25-40 years old. Parents in this age range are 150% more likely to be engaged on Facebook than the general population and spends upwards of 30 hours per month on the platform.

This guide has been developed through testing of ads at the franchisor owned location as well as consulting with experts in the field. It is not meant to go into great detail about the free and paid advertising on Facebook, but rather a quick reference on methods and campaigns that we believe are relevant and important to our business.

## 1.1 How we should use Facebook

In general, we believe that franchisee marketing should hold true to the following principles:

- **Quality trumps quantity.** We must publish better Facebook content, not more Facebook content. The Facebook news feed is a noisy place. We shall focus relentlessly on our customers—select and share things they care about with the goal of helping or inspiring them, and respond directly when they comment on or share your content. The first training video speaks directly to this.
- **Visual marketing matters.** Facebook and other social networking channels place a heavy emphasis on visual content. Our stores are very visually captivating and as such we should use photography and video from our stores when advertising to our target audience.

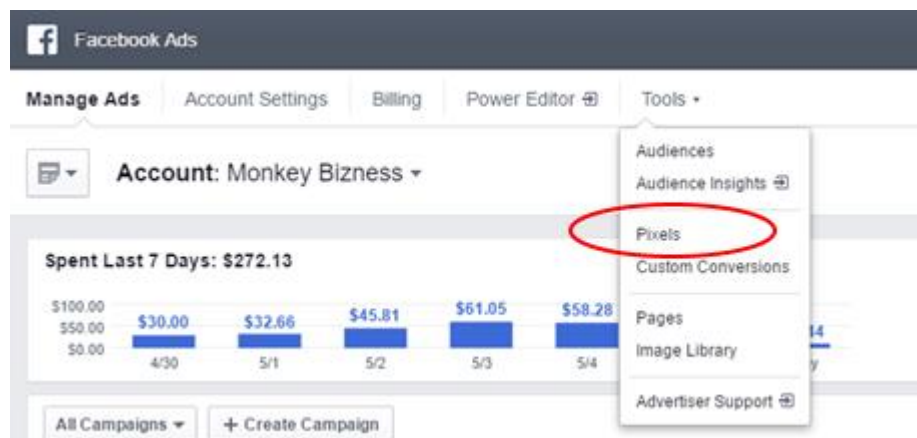
- **Target smaller, specific audiences.** One issue with traditional advertising mediums is the lack of ability to target customers who care about our service. Facebook offers tools that allow us to target specific audiences. We can take advantage and reach those who care about us most. Many of the training videos go into detail on this topic including video's #3, #4, and #5.

## 2 Facebook Pixel

The Facebook Pixel can be used to build custom audiences from our website for remarketing, optimizing ads for conversion, and tracking conversions and attributing them back to our ads. This is an extremely beneficial tool as it provides rich insights into our customers and gives us feedback on how our ads are working.

The setup process for your Pixel is easy and best of all, the Pixel tracking does not cost anything.

To setup your Pixel, first, go to your *Manage Ads* from your Facebook page (this assumes you have setup your ads account). Once in your ad manager, you will see a heading menu called *Tools*. Once you hover your mouse over this menu item, a dropdown list will appear and you will find *Pixels*.



Once you have clicked on the *Pixels* item, click *Create a Pixel*. Enter a name for your Pixel. There's only one Pixel per ad account, so choose a name that represents your location. Make sure that you have checked the box to accept the terms and then click *Create Pixel*.

Once this has been completed, you will need to add the pixel code to your specific website. If you utilize Party Center Software, you will need to contact their customer support and send them instructions along with the Pixel code. Luckily Facebook makes this easy to send instructions for Party Center Software to follow.

To send instructions, go to your Facebook Pixel tab in Ads Manager and find the *Actions* button. Click *Actions* and then *View Pixel Code*. A box will then pop up with all information you need to send to Party Center Software. From there, you can click "Email Pixel Code" and all information

will be sent to Party Center Software (make sure you have a service representative from Party Center software that you are working with).

### Install Pixel Base Code (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. [Get help installing your pixel.](#)

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','https://connect.facebook.net/en_US/fbevents.js');

fbq('init', '1522658354694632');
fbq('track', "PageView");</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

Done [Email Pixel Code](#)

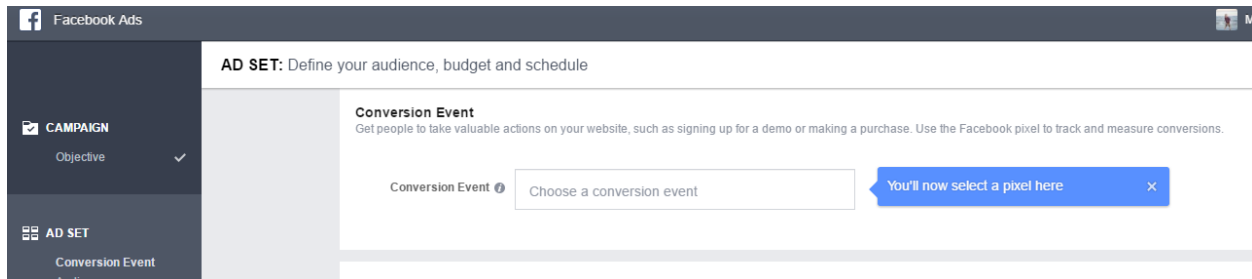
Along with sending this information to Party Center Software, you will also want to send it to the Franchise Support Center at [webmaster@monkeybizness.com](mailto:webmaster@monkeybizness.com). We will install this code on your individual location webpage.

There are ways to further customize your Pixel code. At the current moment, because of the limitations of Party Center Software we are not using any customization. Our hope is that later in the future we will be able to more customize our use of the Facebook Pixel.

## 2.1 Using Your Facebook Pixel

With your Pixel installed across the website, it is now time to utilize it in a Facebook campaign. In order to utilize your Pixel, complete the following steps –

- 1) From your Ad Manager page, create a new ad by clicking on *Create Ad*.
- 2) In order to use the Pixel, the type of ad you choose must be “Increase conversions on your website”. Click on this, name the ad campaign, and click *Continue*.
- 3) You will now be on the “Ad Set” page. At the top will be a box called “Conversion Event”.



When you click in the “Conversion Event” box, you will be able to select your Pixel.

If you wish to take this a step further and define your “events”, Facebook has put together a very good informational guide for you to follow. You can access it at <https://www.facebook.com/business/help/952192354843755>.

### 3 Creating Ads

This guide will not go into detail on how to create Facebook ads. The training videos that are available on the Monkey Bizness Franchising Intranet site go into details about types of ads and how to create them. If you need additional support or guidance, please reach out to the Franchise Support Center and we will be glad to help you.

### 4 Suggested Campaigns

We suggest running 1-3 campaigns at a time. These campaigns should be focused on one of the following items/events:

- Birthday Parties
- Open Play
- Special Events (i.e. Monkey Bizness University)

Within each campaign or ad set, we recommend up to three different ads targeted to different audiences. This section will go further into each campaign type, recommended copy, results of prior campaigns, and recommended target audiences.

#### 4.1 Target Audiences

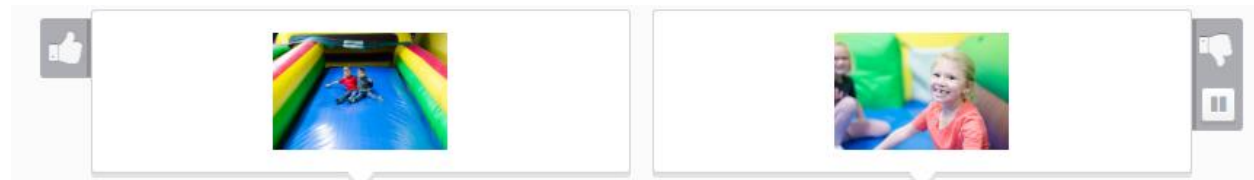
We ran ads for 4 months running several A/B tests to determine the typical potential customer that our ads and services appealed to. We found the following results:

- 87% of engagement measured across all campaigns (2,200 total engagement items) came from females. This was across party, open play, and special campaigns. The only outlier from the 87% was our open play campaigns in which females still accounted for 80%. Overall, marketing should be done strictly to females.
- The vast majority of engagement, 78%, was through the Facebook Audience Network. The click-through-rate (CTR) was 7.2% for these ads. The second amount of engagement, 20%, came from Facebook’s mobile news feed. The other three options Facebook allows advertising on (Instagram, Desktop News Feed, Desktop Right Column) produced poor results.
- However, for “special” advertising campaigns, such as boosting posts for Family Night or special open play hours, the Desktop Feed was effective, with a 7.9% CTR. While it should not be solely used, it should be contemplated when boosting posts.
- The majority of engagement came from people ages 25-34 and 35-44. Seventy-two percent of engagement came from people ages 25-34 and 23% of engagement came

from people ages 35-44. No other category accounted for more than 4% of engagement.

- When we ran a campaign for Monkey Bizness University, the engagement was even more skewed towards people in the 25-34 age bracket with 82% of the engagement.
- Day of the week and time did have an impact on success, however, we don't believe this to be a major factor. For the birthday party ads, in general, they were more successful on Monday, Thursday, Saturday, and Sunday. This would mirror our location's bookings of parties. Ads were evenly viewed during the day between the hours of 7 am and 10 pm. For open play ads, Tuesday, Friday, and Saturday were the most viewed. While we would not recommend only running open play ads on these days, it should be noted that if you are going to boost a post for a special event (i.e. Family Night), you may wish to boost it to cover at least one of these days.

In our A/B tests, we found that demographics overall had a 71% impact on the success of birthday party ads whereas text and the image used had a much smaller impact (16% and 9%, respectively). For open play, however, demographics only had a 49% impact whereas the image had a 31% impact on the success of the ad. Images showing people using the equipment had a much higher success rate.



Lastly, we did do some advance targeting with some of our ads. We did find a higher CTR in ads that specifically targets people who had "Liked" similar children's activities. For instance, in one of our open play ads, people who had interests in the Children's Museum of Denver, Denver Zoo, and "toddler approve" activities, all had a CTR greater than 5%. However, this was only tested in one campaign and therefore, results may differ on other campaigns.

The points of emphasis from above are fairly evident. Our ads should target females between the ages of 25-45. For the majority of our campaigns, we should direct our ad dollars to the Mobiles News Feed and Audience Network. However, if you are boosting a post, you should consider using the Desktop News Feed. For open play ads, you must be more selective in your photography used and make sure you are showing the equipment, not just children having fun.

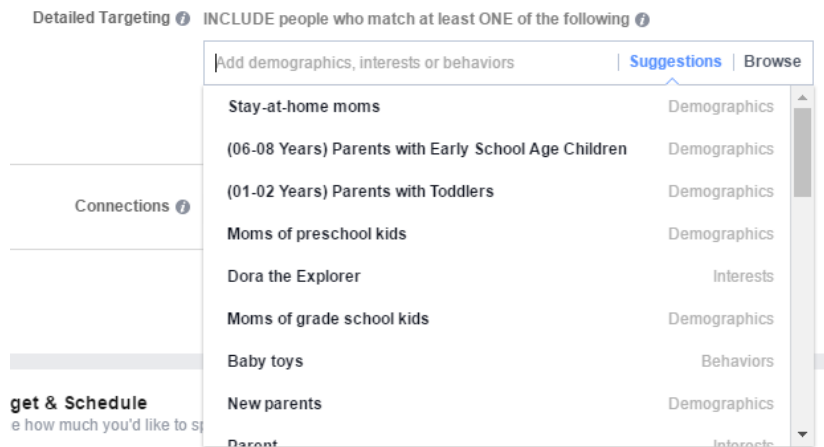
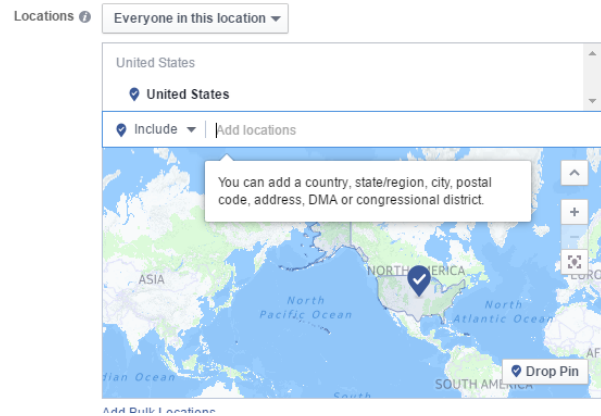
We recommend using three standard audiences (the video's go through how to setup each of these) –

- Website Visitors – Using our Pixel, we can setup a specific target audience of people who have visited our site.

- Page Likes & Friends of Page Likes – People who have either liked our pages or friends of people of have liked our page. All of our pages currently have over 1,000 likes and as such, the potential reach of this group may be upwards of 50,000 people.
- Mom– This is the one target audience group that we will reach out to that may not be associated with Monkey Bizness. It should be comprised of females ages 25-45. You should use the Facebook map to identify the zip codes within at least 10 miles of your location and add them to this audience. We highly recommend using the map and not just putting in a radius so that you can specifically target areas that are residential.

Lastly, under “Detailed Targeting” you will want to search for parents with kids in our target demographics. Facebook has three target demographics that you should select:

- (01-02 Years) Parents with Toddlers
- (03-05 Years) Parents with Preschoolers
- (06-08 Years) Parents with Early School Age Children



In this dropdown area, you will see other demographics, many of which may be appealing to add to this subset. However, if you choose to add additional demographics, we recommend that you setup a separate target audience. This will make results easier to track.

## 4.2 Ad Placements

Facebook generally gives 5 different areas for which you can place your ads throughout their network. The following options are available to you when setting up your ads:

- Desktop News Feed
- Desktop Right Column

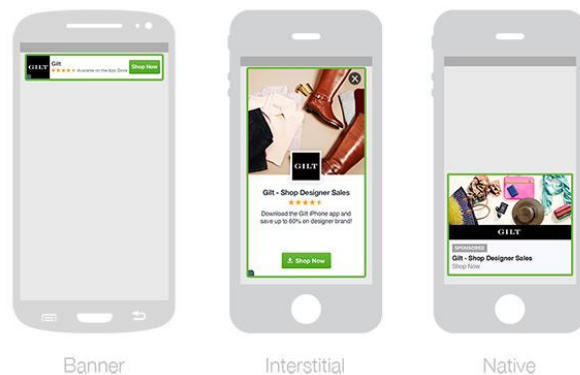
- Mobile News Feed
- Audience Network
- Instagram

A quick note on Instagram – in order to advertise through the Instagram network, your photos must be a certain size. There will be an error prompt when you are setting up your ads if your photos do not meet the requirements for Instagram. In many cases you may ignore this error prompt as we will not be utilizing Instagram.

The most successful experiences we have had has been through the Facebook Audience Network. The Audience Network enables advertisers to extend the scale of their Facebook campaigns beyond Facebook and into other mobile apps. Even though these ads aren't running on Facebook, they take advantage of all the targeting, measurement and the other tools that work.

### 4.3 Campaigns

Throughout the year, you may have multiple campaigns running. Technically, Facebook considers it a campaign each time you boost a post. However, we do believe that you should have two basic campaigns running throughout the year; Birthday Party and Open Play. This section will briefly describe each of these campaigns as well as a couple specialty campaigns for you to consider.



#### Birthday Parties

Birthday party campaigns should link back to your individual page where the details for your parties are listed (*i.e. location.monkeybusiness.com/location/parties-and-pricing/*). The *Objective* to select for this type of campaign is "Website Conversions". At a minimum, we would suggest building two separate ad sets to target both the Moms and Page Likes & Friends of Page Likes audiences. We recommend setting the minimum budget for each of these ad sets at \$5.00 per day.

While the text of the ad was only found to have a 16% impact, we do highly recommend that you have a shorter text. For instance, our best performing text said the following:

*Are you planning a birthday party for your son or daughter? We provide a personal party host, all plates, and utensils, and we clean up. Sit back and enjoy your child's birthday.*

Another higher performing ad had the following text:

*Give your child a party they will remember. With giant slides, obstacles course, and a rock wall they will be talking about their Monkey Bizness party for years to come.*

Another text we had that did not perform as well said the following:

*The rules of the jungle say you must try the big slide at least once during a birthday party...just sayin'. We also have our new video floor, a rock wall, and a giant obstacle course. And you don't need to clean up. Now that's what I call a birthday party*

The first two texts had CTRs of almost 25% better than the last.

We used a variety of images, from kids using the equipment, birthday party images, and kids just having fun. None of the images differed greatly in the success of the ad. Facebook will let you upload and use up to 6 different images for one ad. This will add variety so that the same image is not being used all of the time. We highly recommend using six different images.

Lastly, the headline used had almost no impact. We had minimal difference between the following two:

*Monkey Bizness is Your Party Headquarters*

*Birthday Party at Monkey Bizness*

## Open Play

The second on-going ad we recommend is for open play. The purpose of this ad is to build brand awareness in your community. The conversion tracking on this ad will merely be visits to the website since it is virtually impossible to track the monetary results of this ad. This campaign can link to many places on your site, including your home page, picture gallery, or open play information page.

The *Objective* to select for this type of campaign is "*Clicks to Website*". At a minimum, we would suggest building two separate ad sets to target both the Moms and Page Likes & Friends of Page Likes audiences. For this campaign, we did try an ad set aimed at a specific demographic of "Nanny" which had little success. We recommend setting the minimum budget for each of these ad sets at \$5.00 per day.

As mentioned above, images were more important for this ad set. The following images performed the best in our testing:



The cost per click (CPC) on all of these images was within 10% of each other. The images have common traits such as showing kids using the equipment and the equipment itself. Meanwhile, the CPC of the following picture was between 85%-100% more than the images above:



For the text, we recommend using a descriptive summary of your facility. Our best performing text was:

*We have a giant slide, 46ft. long obstacle course, climbing structures, toddler areas, interactive video floors and more to keep your kids entertained and having fun.*

Meanwhile, we had a much shorter text that had a CPC that was 35% higher:

*When was the last time you saw a 25 ft. tall slide?*

Lastly, the headline used had almost no impact. We had minimal difference between the following two:

***Giant Indoor Playground***

***Kids Fun @ Monkey Bizness***

## Special Events

We have been spending between \$5-\$10 to boost our Family Night and other special activities. We find this to be a very economical way to advertise. Generally, if we just attract one more customer due to this advertising we break-even on the campaign.

Over a four-month period, we advertised our Family Night on Facebook. We would boost a post either on Monday or Tuesday mornings (for our Wednesday night Family Night). Overall we saw a 160% increase in our attendance at Family Night. Initially, within the first few weeks, we saw an increase of over 325% in our attendance at our Family Night.

We do not create separate campaigns for this, rather, we boosted a post. Our typical post is very simple and generally setup as an "event". The text generally reads similar to this:

*Let the kiddos enjoy our big slide...Join us for Family Night this Wednesday. We have discounted admission, open rock wall, and pizza available to order.*

Other special events we have advertised with success are party sales and special open play hours. With party sales, we generally start to discount party slots 2 weeks from the day we have openings. We will do a Facebook post and boost it, generally with a \$15-\$20 budget. This is justifiable since if we book one party at a time that we would not have otherwise been able to, we have a return close to 130%.

## **5 Assistance**

The process of beginning your advertising on Facebook can be daunting, especially if you are unfamiliar with Facebook in general. However, we have put together videos and designed this guide to hopefully help you familiarize yourself with the tools available. If you find yourself needing additional assistance, please don't hesitate to contact us. In addition, there are wonderful tools that both Facebook and other people have made available on the internet.

Facebook Business Tools <https://www.facebook.com/business/learn/>