



# Restaurant

MARKETING GUIDE FOR LOCAL



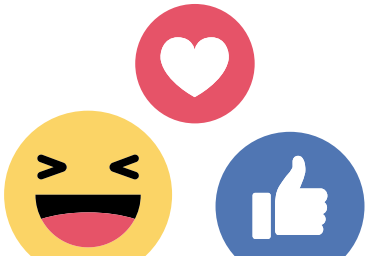
facebook

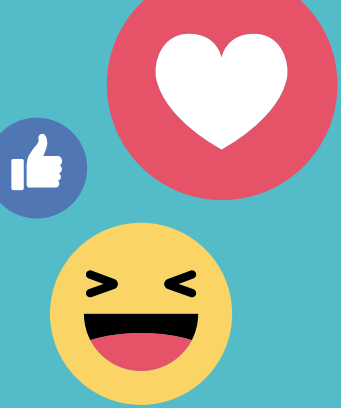




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## INTRODUCTION

# Facebook Value Proposition

Facebook's purpose begins with a few simple but incredibly powerful words:

“Give people the power to build community and bring the world closer together.”

In a world that has shifted to mobile at record speed, Restaurant Marketers have an unprecedented opportunity to connect with diners by reaching them at the point of decision making, with the right messaging to drive business results at a local level. The mobile-first world offers a unique opportunity for Restaurant Marketers to transfer traditional marketing virtues, like relevant storytelling designed to shift attitudes or change brand perception, into the new always-on world. And with 20% of people's time across mobile being spent each month on Facebook and Instagram, it makes sense to reach people where they're already spending their time.

So what are the keys to success for restaurant marketing in a mobile-first world?

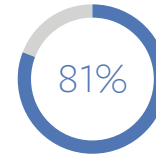
This guidebook is intended to help you get the most value from your Facebook partnership. Restaurant brands around the world are already accelerating their brand-building and driving their core business objectives by using Facebook, and this custom-crafted playbook will provide the key essential resources for learning how to run successful Restaurant campaigns.

Learn more at [facebook.com/business/industries/restaurants](https://facebook.com/business/industries/restaurants).

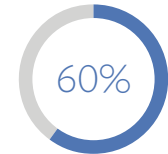


## THE ROLE OF MOBILE IN FAST FOOD DINING

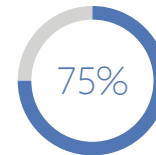
The consumers that  
are important to your  
restaurant brand are  
discovering and making  
decisions on mobile



of people said they have  
their phones near them  
nearly every waking hour.<sup>1</sup>



of people trying to  
decide where to eat use only  
their mobile device to help  
with their decision.<sup>2</sup>



of those people haven't  
decided where to dine when  
they start their search.<sup>2</sup>

Let's look at how mobile is  
impacting the industry and  
explore the opportunities  
to connect with more diners  
on their phones... ▶

<sup>1</sup> Gallup Panel survey via Web and mail, April 17 - May 18, 2015

<sup>2</sup> "Preparing for the Restaurant of the Future" by QSR, Feb 2017





## Mobile can help you meet your diners on their terms

### ❤️ Leverage mobile to bring visibility to reviews and ratings.

Diners turn to online reviews to vet potential places to eat: **44% of occasional diners** and **60% of frequent diners** check online reviews before going to fast-food restaurants.<sup>3</sup>

### 👍 Rely on visual imagery to inspire crave for consumers.

There's something about other people's fast food-related pictures that gets people hungry. Whether it plants the seed for future crave or grabs diners in the crave moment when they're ready to eat, mobile imagery is a key part of the crave experience that drives diners to your restaurants. **66% of frequent diners** and **41% of occasional diners** said it helps to see their friends' Instagram photos and videos of fast-food restaurants where they want to go.<sup>3</sup>

### 😋 Mobile can help build the social context for communicating ambiance to potential diners:

Compared to people who don't eat at fast food restaurants, Occasional Diners are **1.63x more likely** to say that the "ambiance" would encourage a future visit. By seeing a mobile image of a restaurant, diners may be more persuaded to visit your restaurant.<sup>3</sup> ▶

<sup>3</sup> "The Role of Mobile in Fast-Food Dining" by Facebook IQ (Qualtrics-fielded survey of 1,701 people 18-51 in the US), October 2016. Frequent Diners go to fast food restaurants at least 2x/week and have been in the last 7 days. Occasional Diners go to fast-food restaurants at last 1x/month and have been in the past 30 days.



### Consider Messenger to personalize the restaurant experience:

Mobile messaging apps are connecting people to businesses —providing a new, direct line to your restaurant. Nearly half of frequent diners agree that they would use Facebook Messenger to place an order for a fast-food restaurant.<sup>3</sup>

What this means for Marketers...

### Embrace the shift to mobile:

Consumer behavior has changed and mobile is the way to reach people at the point of hunger, the few hours leading up to a meal, when eating decisions are being made. Through mobile, your consumer is now essentially a moving target, so connect with the device that's always in their hands.

### Integrate your experiences:

The restaurant of the future will feature seamless integration of in-store and mobile experiences throughout the customer journey. Mobile can change the experience in-store: focus on ordering innovations on mobile and embrace messaging to improve customer service and feedback.



### WHY FACEBOOK FOR LOCAL?

Local Marketing is  
personalized marketing,  
and Facebook  
is personalized  
marketing at scale



The most common misconception is  
that Facebook is simply ‘social media’

Facebook is a content distribution platform and a media channel  
that can be added to all channels to maximize effectiveness across  
the full consumer journey, from creating crave to driving the visit  
to bringing customers back to your restaurant.

When thinking about how this relates to your own business,  
you need to shift your thinking from “social metrics” to  
“business metrics.”

### SHIFT FROM “SOCIAL METRICS” TO “BUSINESS METRICS”

#### FROM THIS:

“I need to increase shares, comments, and likes.”

“I need to grow fans.”

“What is a best-in-class social strategy?”

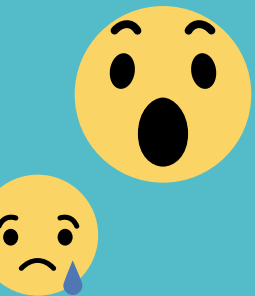


#### TO THIS:

“I need to drive awareness of my restaurant.”

“I need to drive leads.”

“I need to complement my TV buy with increased reach.”



## DEBUNKING MYTHS

# Debunking the myths: Fans



### Fans are only 1% of your consumers

Fans are high-value, but a small share of your overall sales. Engagement (likes, shares, comments, clicks) seems like a good way to measure campaign and creative success on Facebook. However, there is no correlation with sales lift, awareness growth or even branding.

Growth is driven by non-fans and competitor users who may not be aware of your restaurant or offerings. Therefore, restaurant brands should focus on extending their reach beyond fans and no longer have a fan acquisition strategy on Facebook.



### Why doesn't engagement (likes, shares, comments, clicks) = success?

Successful marketing requires persuasion. Content can be persuasive without resulting in a click. Content can result in a click without being persuasive. Aside from this, some people are just more likely to click on many things. Other people never "Like" an ad.

If your goal is to generate awareness or shift perceptions, it's important to recognize that people don't necessarily engage with content to notice it, or be persuaded by it. All of these events can occur without the person ultimately engaging with the content. ►



## Engagement (likes, fans, comments) FAQs

### 😬 Q) Is “engagement rate” going away?

A) Engagement rate is still available to view as a reported behavioral benchmark. With regard to Facebook specifically, you just cannot use it as an indicator of success. Our view is that brands can still use engagement rate, but with a high degree of caution and with a manual review on content to check if it's on brand. Engagement rate is not a predictor of creative that will drive sales or brand impact.

### ❤️ Q) What do I use engagement rate for, if not campaign or creative success?

A) It is not recommended you use engagement rate for anything other than a reference.

### 👍 Q) What should I use as the key KPI for campaign success, if not engagement?

A) Your KPIs should be determined by your business objectives. For example, if your KPI is to raise awareness, you might consider using a Brand Lift study or Facebook's Estimated Ad Recall Lift to measure awareness impact. If you are limited to behavioral benchmarks, Reach is the priority. If your goal is lower funnel, consider Store Visits or Conversions and optimize for leads or the metric that aligns best with your business goals, and utilize the Facebook Pixel or Offline Conversions to track impact.

### 😂 Q) Does this affect how my restaurant uses engagement on other platforms?

A) At this time, the evidence and recommendations are specific to Facebook and Instagram and should not change how you use engagement elsewhere. ►





## Why has organic reach declined on Facebook?

Thanks to devices like smartphones, people can now create and share content with just a few swipes of the finger. With more and more content being created and shared every day, competition in the News Feed is increasing and it's harder for any story to gain exposure.

Aside from this, Facebook believes that delivering the best experiences for people also benefit the businesses that use Facebook. Were we to move to a system of displaying all content in real-time, we would diminish the experience for people on Facebook. Additionally, given the sheer amount of content in the average News Feed, using a real-time system for content would actually cause Pages' organic reach to decrease further.



## FACEBOOK SOLUTIONS FOR RESTAURANTS

Facebook's ad  
solutions drive real  
business results  
because the ad  
units are engaging,  
informative and  
native to the  
mobile experience

Facebook provides solutions that benefit all Restaurant marketers at the National, DMA, and Restaurant level:



### Scale and Reach

We have over **2B people** on Facebook and **700M** on Instagram.  
**1 out of every 5 mobile minutes** is spent each day on Facebook.



### Real People

Because people log in to Facebook using their real names, and share real data about their lives, likes and loves, we know who people are and what kind of content—including advertising—they're likely to be interested in. We call this people-based marketing. It's why the average Facebook reach for broadly targeted campaigns is **93% accurate**, versus the 79% norm for online campaigns in general.<sup>4</sup>



### Personalization at Scale

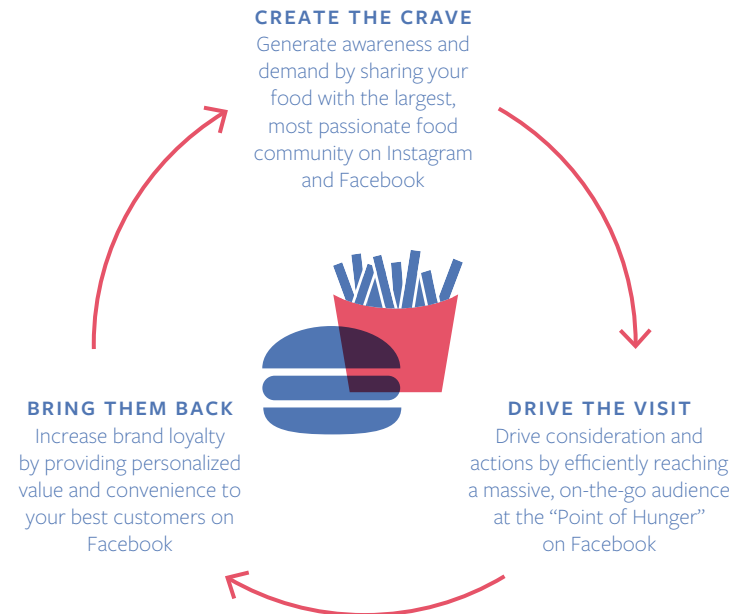
Mobile is the most ubiquitous and also the most personal device we've ever known. Unlike TV, people expect content on mobile—including advertising—to be tailored to their interests, context and needs. Facebook's people-based marketing allows us to provide relevant experiences for people at a scale that truly matters for business at a local level. ►

<sup>4</sup>Nielsen Digital Ad Ratings through 7/15/2015



## Full Funnel Solutions

Facebook provides solutions that drive your business objectives throughout the customer journey—from creating the crave, to driving the visit, and bringing them back.







## WHERE TO BEGIN ON FACEBOOK?

We've provided five key steps to help you get started on Facebook



## Focus on your business objective

When planning your campaign, you should start by thinking about your business objectives. While likes, actions and comments are all good, business results are even better. From driving awareness during a launch to increasing breakfast traffic to your restaurant, start by thinking about what your true business objective is.

We recommend that you start by asking yourself a few questions:

- What are the business goals I'm seeking to achieve and how do they map to the objectives I can drive on Facebook and Instagram? For instance, your business goals could be acquiring new customers, driving in-store sales, or increasing awareness for a new product.
- How will I measure and track results? Before launching your campaign, identify what KPIs will be measured so you and your partners can work towards the same goal.

The answers to these questions will define your strategy and help you measure the effectiveness of the Facebook Family of Apps and Services alongside other marketing channels. ►



## 2 Plan with your target audience in mind

Because the billions of consumers on Facebook are real people (not proxies), Facebook offers precise, accurate targeting and scale.

### RICH TARGETING CAPABILITIES



Demographic



Interests/intents



Lifestyle/life stage



Psychographic



Geographic



Your customer list



Your site visitors



3rd party data  
fast food spenders

## Get specific about who you'd like to reach with your Facebook ads:



### Core Audiences

Create audiences based on location, demographics, interests, behaviors and connections shared on Facebook. Core Audiences can help you reach the right people at scale with minimal waste.



### Multicultural Affinity Audience

The Multicultural Affinity Audience is a sizable, diverse, and important audience to connect with. Facebook allows you to connect with your specific audience and optimize your campaign to efficiently maximize your reach. Facebook currently offers three clusters of Multicultural Affinity Audiences in the US market including Hispanic, African American, and Asian American affinity.



### Custom Audiences

Sometimes the most valuable audience is the one you already have a connection with. Custom Audiences help you and your existing customers among all the people who are on Facebook. You can create a Custom Audience using a customer contact list, your website traffic or activity in your app in a privacy-safe way.



### Lookalike Audiences

Find more people on Facebook who share traits—like location, age, gender and interests—with your customers, so your ads reach even more people who'll care about your business. ►

### 3 Ensure media best practices align with your objectives

Buy and optimize ads on the Facebook Family of Apps and Services by choosing the right buying method and campaign objective to achieve your goals.

## Buying Methods

#### Reach and Frequency Buying

To run successful brand campaigns, you need to reach your audience often enough to get your message across. You can begin planning your campaigns with Campaign Planner, and then use reach and frequency buying to deliver your campaigns with predictable reach and controlled frequency.

#### TRP Buying

TRP buying allows you to plan a campaign across TV and Facebook/Instagram with a total TRP target in mind and buy a share of those Nielsen verified TRPs directly with Facebook and Instagram.

#### Auction Buying

Auction buying on Facebook, Instagram and the Audience Network offers more choice, efficiency and flexibility, with less predictable results. You purchase ads by creating an ad and submitting it to our ad auction. Using information you provide in the ads creation process, such as budget, bid and optimization, the auction shows your ad to the people most likely to be interested in it—for the price you bid or less, and never higher. ▶



## Campaign Objectives

### I. Create Awareness and Drive Discovery

#### Brand Awareness

The Brand Awareness Objective and optimization is a way for you to show ads to people who are more likely to pay attention to them. Brand awareness optimization helps you and audiences most likely to recall your ads, by balancing attention and reach—two factors that are positively related to brand awareness and ad recall.

#### Reach

Designed for advertisers who want to maximize how many people see their ads, and how often. You also have the option to maximize the number of impressions people in your audience see.

#### Video Views

Combine the power of sight, sound and motion with unparalleled reach, mobile engagement and fine-grained targeting capabilities across platforms. Using video views optimization you will reach people who are more likely to watch your video ads and get the most video views of 10+ seconds at the lowest cost. ►

## II. Generate Leads



### Lead Generation

Lead ads let people show their interest in your product or service by filling out a form in the ad with their details and allowing you to follow up with them. Lead ads can be used to collect sign-ups for email updates, product news and catering inquiries.

### Mobile App Installs

Our mobile app advertising solutions across Facebook, Instagram and the Audience Network enable you to connect with the people who are most likely to install your app.



### Traffic

A well-placed, informative ad can often encourage people to visit your website. You can send people to any section of your website—home page, online store, product page and more—or to a destination on Facebook, like a Canvas, from your Facebook ad.

## III. Boost Sales



### Conversions

You can track what people do on your website—like browsing web pages, registering or making a purchase—after seeing your Facebook ad. Add Facebook's conversion pixel to your website, and you'll get reports when people see your ad and take action.



### Product Catalogue Sales

Sell more by promoting your menu items to people likely to purchase. Automatically retarget and cross-sell to your website and app visitors or reach high-intent shoppers beyond your visitors to spark interest, generate demand and ultimately drive more sales.



### Store Visits

Drive more people into your restaurants to purchase. You can target people within a set distance of one or many of your restaurant locations with ads designed to help people navigate to or contact the location closest to them.



### Mobile App Engagement

Our mobile app advertising solutions across Facebook, Instagram and the Audience Network enable you to connect with the people who are most likely to install your app and repeat actions within it.





## Think about creative for a mobile-first world

The majority of your Facebook and Instagram impressions will be delivered on mobile screens. The goal is to develop creative that will stop people as they scroll through their Feed.

### Creative Considerations for Mobile Feed



#### Capture attention quickly

Across all mediums, but especially on mobile, people make fast decisions around what content they want to engage with. Capturing people's attention from the first second is key. Think about it as flipping the traditional story arc to grab their attention.

- Areas to explore: Start with your most captivating elements, consider fast motion and quick cuts, put your hero front and center, incorporate brand identity early and use engaging post copy. ►





- 15 seconds or less: By building ads that are 15 seconds or less, brands are unlocking the full potential of Facebook's Family of Apps and Services. Not only do these units give the advertiser more confidence that their message will be consumed in full, but it ensures placement eligibility across the growing number of video ad formats we're beginning to scale out across Facebook In-stream, Instagram Feed & Stories and Audience Network In-stream.

### 😄 Design for sound-off

Knowing that most people will consume video content in mobile feed without sound, design your video to communicate clearly in this environment. Think about the person watching video in line in a busy coffee shop, they aren't likely to want to have sound on, and even if they did turn on sound it would be hard to hear.

- Areas to explore: Tell your story visually, use text and graphics to help deliver your message and try captions to let people see, rather than hear, your core message.

### ❤️ Frame your creative to work in a mobile space

People watch videos on mobile just inches from their face and most often in vertical orientation. The way you tell a story visually matters.

- Areas to explore: Explore vertical video ratios, highlight key elements and create visual surprises. ▶



## 5 Measure the effectiveness of your Facebook campaigns

At Facebook, we want to ensure that your campaigns are driving results tied to your key business objectives. When launching a campaign, think about what are the important KPIs you need to measure to assess the effectiveness of your campaigns.



### Reach

Are we reaching the right audience at the right reach and frequency to achieve our business goals?



### Resonance

Is the campaign positively impacting brand metrics and wider perceptions?



### Reaction

Does the campaign result in an uplift in foot traffic, lead generations or sales?



INCREASE AWARENESS  
OF YOUR RESTAURANT

Put your restaurant at  
the center of discovery



Diners are shifting their attention from traditional media to digital and mobile, reshaping the path to purchase. Facebook and Instagram are at the center of that shift—it's where people spend time across their devices.

Traditionally, many restaurant marketers have leaned on traditional marketing tactics such as out of home placements to promote awareness for their restaurants and to reach diners when they're close in proximity to the restaurant's physical location. Today, Facebook can act in the same way as a billboard, giving you the ability to target your customers when they're within a certain radius of your restaurant's location.

However, rather than relying on customers to spot your advertising while driving down the interstate and to share their attention between your advertising and the road, Facebook and Instagram allow you to reach your diners on mobile where they're already spending their time and where they're already glued to their screens. ►





### ♥ Best practices for raising awareness of your Restaurant

- Build a comprehensive campaign strategy. Maximize reach to drive results.
- Deliver your message with video, carousel and link ads across Facebook, Instagram and the Audience Network.
- Ensure reach of 50-70% of your target audience.
- Target a frequency of 1.5-2X per week.

### 👍 Target for local restaurant awareness

Target audiences across Facebook and Instagram based on their demographics (and interests if needed)—but don't target too narrowly.

### 😬 Something to consider: Personalized content at scale

If you have multiple target audiences, consider creating relevant content tailored to the interests of those segments.



CREATE THE CRAVE:  
INSPIRING CONSIDERATION



Make the  
consideration  
list with the  
right audience



Capturing attention and delivering the right message to the right person at the right time is critical for driving consideration for your restaurant

Generate awareness and demand by sharing your offerings with a huge and hyper-engaged food community on Instagram and Facebook.



#### Best practices for driving consideration

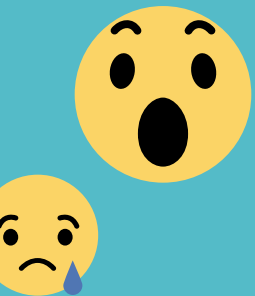
- Think about relevant messaging by aligning your products to the interests of your audience—but make sure not to target too narrowly.
- Leverage Facebook's creative options to tell richer stories.
- Ensure a minimum reach of 50-70% of your target.
- Target a frequency of 1.5-2x per week.



#### Targeting options for driving consideration

- Broad audience (e.g. women 18-54) as you would target in other mediums.
- People interested in the lifestyle pillars you're targeting.
- Those that previously viewed your videos or messages on Facebook.





## DRIVE THE VISIT: DRIVE VISITS & ACTIONS

The shift to mobile  
is reshaping how  
we think about  
restaurant marketing



We know that the world has gone mobile and that this shift in behavior has created new opportunities—and challenges—for all businesses, including restaurants. In a world in which over half of diners are making decisions about where to eat using only their mobile device, we have to think about how to deliver information that matters to them in the personalized, curated format they've come to expect on mobile. And Facebook is the best way to reach them to drive action.

To be competitive, you must think about your marketing beyond the top of the funnel and to look at the mobile device as a means to driving direct sales.



### Best practices for reaching diners

- Option 1: To maximize for site actions, buy media via the Facebook Auction and optimize for conversions with oCPM.
- Option 2: To maximize your audience, buy media on a Reach and Frequency basis.



### Targeting in-market diners

- Target existing diners using Facebook's real people.
- Remarket to people coming to your site or using your app.
- Leverage 3rd party in-market data such as Oracle and Acxiom where available. ▶



## Three creative platforms that drive action



### Video Ads

Video Ads can bring brands to life through sight, sound and motion on mobile. Create videos that show behind-the-scenes footage, product launches or consumer stories to raise awareness about your brand.



### Carousel Ads

Carousel Link Ads allow you to tell a deeper story to diners with more creative real estate in News Feed. You are able to feature multiple images, videos and include an optional offsite link or CTA button to direct diners to after they've scrolled through your ad and/or product.



### Link Ads

Link Ads include a call-to-action within the ad that can direct diners off of Facebook and Instagram from any device to a specific destination on your website. ►

## Geo-Targeting and the Facebook Store Visit Objective

Efficiently reach a massive, on-the-go audience at their “point of hunger”—in the few hours leading up to when they make decisions about where and what to eat—with Facebook’s geo-targeting and Store Visit Objective.

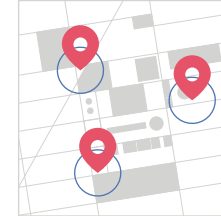


### Target people near a few or all of your business locations

Once you set up Locations on Facebook, store locations are automatically populated in ads targeting. Select the geography that you care about and we’ll show you how many store locations you’ll be running ads for in that area.

- Radius-based targeting: Specify the targeting radius around all your business locations, or choose a different radius for each—a great solution if your restaurant locations are far apart.
- Area targeting: Target a Zip Code, City, DMA, State or Country.

#### RADIUS-BASED TARGETING



#### AREA TARGETING



### Refine the audience in specific locations

- Everyone in this location: People whose current city from their Facebook profile, or most recent location, is within that area.
- People who live in this location: People whose current city from their Facebook profile is within that location.
- Recently in this location: People whose recent location is the selected area.
- People traveling in this location: People whose most recent location is the selected area. ▶



## Drive Store Visits

Facebook's Store Visits objective bridges the gap between the online and offline worlds, helping restaurant marketers to achieve the end objective of driving diners into their restaurants. Using the Store Visits Objective, you can create ads with location-based relevance for people who are nearby your restaurants.

- Ad formats including **image**, **video**, and **carousel** can generate instant awareness of the nearest business location and provide information the customer needs to get there.
- A native **store locator** is available for carousel. The store locator makes ads more useful for diners by putting contact information and openings hours of nearby restaurants only one tap away.
- Powerful call-to-action button options allow people to interact with businesses directly from their News Feed—people can get directions, call or send a message to your business, right from your ad.

The versatile geo-targeting offered with the Store Visits Objective allows you to set boundaries automatically based on population density and desired audience size or specify a precise radius, down to decimal point, around each one of your stores. You can also show every person the address or phone number of the location nearest to them, even as part of a large regional or national campaign.





## BRING THEM BACK: BOOST BRAND LOYALTY

Bringing your  
customers back is all  
about personalization  
and precision



Boost brand loyalty with  
personalized messaging and by  
providing personalized value, offers  
and convenience to your customers

To keep your most valuable audiences engaged, you need  
to leverage data to inform your media buys. There are a few  
ways to tap into data that you may either have or need...



### Data people share across the Facebook Family:

Like demographics, interests, behaviors, location, and connections.



### Audience data:

- From your CRM: Loyalty members, email subscribers, recent diners.
- From 3rd party partners: based on offline behaviors such as purchase history. ►





Once you have those audiences set up, building brand loyalty has really become about expanding on that personalized value people expect. Here are some examples of just how personal we can get to keep the conversions coming...

- Interests (e.g., sports)
- Multicultural (e.g., Spanish language)
- Interactive bots on Messenger

Consider opportunities to keep your diners more deeply engaged. Then there are actions your existing customers are more likely to take that can help them further engage with your business to increase the frequency of their visits. Examples include...

- App installs
- Online orders
- Rewards, loyalty programs and contests
- Lead Ads to build a customer data base



## GENERATING EXCITEMENT

Facebook provides tools to amplify the excitement of tentpole events and product launches



Whether hosting an event or building excitement around a new product on the menu, Facebook and Instagram provide you with tools to amplify your messaging

Deliver your video, Live Video, 360 video, Canvas or other creative to targeted audiences including geo-targeted audiences in your restaurant's city or in-market shoppers for special events and promotions.



### Facebook Live

You can broadcast to the largest audience in the world with Facebook Live. It is a fun, powerful way to connect with your fans and create new ones along the way. Facebook Live is perfect to drive excitement around a much anticipated LTO or new menu item.



### Canvas

Create a Canvas unit that provides in-depth videos and photos of your menu items. ►



😄 Local Awareness - geo targeting

The “Reach” objective gives you the chance to connect with local audiences and drive traffic to your restaurant.

STEP 1: BUILDING UP MOMENTUM	STEP 2: 1 WEEK BEFORE PRODUCT LAUNCH	STEP 3: DURING PRODUCT LAUNCH
Photo/Video Ad (teaser)  Canvas Ad	Facebook Live  360 Video  Canvas Ad  Photo/Video Ad  Reach Ads/ Local Awareness	Reach Ads/ Local Awareness  360 Video  Facebook Live  Photo/Video Ad  Carousel Ad  Lead Ads



## APPENDIX

# Case studies, creative formats and checklists







## APPENDIX

# Restaurant Case Studies



## Ruby Tuesday: Dining out with dynamic local awareness ads



### Objective

Attracting diners to the closest location: Ruby Tuesday wanted to get more people to visit its many restaurant locations across the US, with the goal of increasing guest count and boosting in-restaurant sales.



### Solution

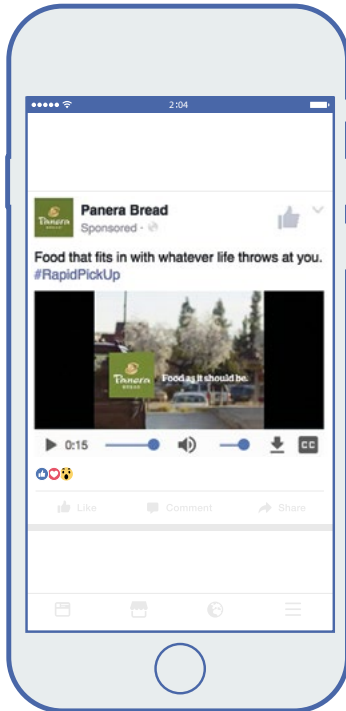
Over a week-long campaign, the restaurant chain ran dynamic local awareness ads on Facebook within a 3-mile radius of its 734 U.S. locations.

Ad creative for both groups featured mouth-watering images of the restaurant's entrées, highlighting Ruby Tuesday's variety dishes—from juicy cheeseburgers to the fresh garden bar. The call to action for the test group ads urged people to come into Ruby Tuesday because the restaurant was just 1 to 3 miles away. A lot closer than most diners thought.



### Results

Ruby Tuesday saw a **3.1 percent increase in guest count** and a **2.6 percent increase in sales**, demonstrating the impact of serving mobile ads at the right time, and in the right place.



## Panera Bread: Rapid awareness for pick-up program

### 📍 Objective

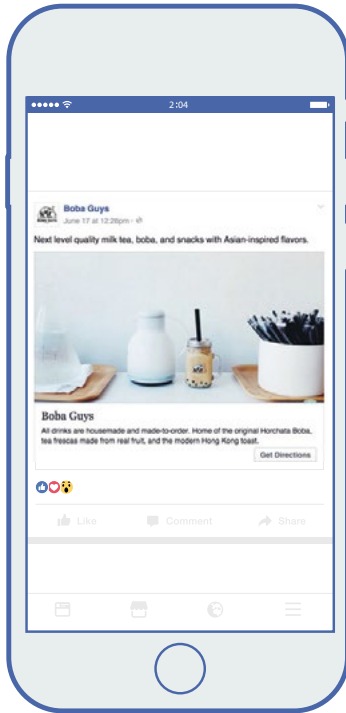
Panera Bread wanted to increase awareness and consideration intent for its Rapid Pick-Up program, which enables people to order and pay online, then quickly pick up their freshly made food in store.

### 👍 Solution

Panera Bread supplemented its TV commercials with a video ad campaign that relayed a consistent message over Facebook and Instagram. To reach people most likely to take advantage of the Rapid Pick-Up program, Panera Bread used Facebook's core targeting to direct the ads to people who have liked the company's Facebook Page, as well as health and fitness advocates, parents and people interested in competitor brands.

### 😄 Results

In the two months that the ad ran, Panera reached **10 million people**, saw a **12-point lift in awareness** of the Rapid Pick-Up program, and a **6-point lift in consideration intent** of the Rapid Pick-up program.



## Boba Guys: Gauging local interest in a new storefront

### Objective

Getting more locals in the door: To test local interest in a potential new location and to drive more foot traffic to its current location, Boba Guys needed to target ads to people who lived in close proximity to its brick-and-mortar locations.

### Solution

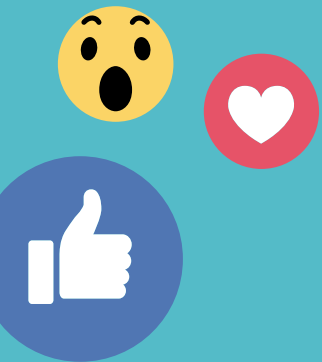
Before even having a storefront, Boba Guys used Facebook to engage and retain new and loyal customers in the conversation around boba and tea and update its audience with news about future pop-up shop locations.

To test interest in a potential new location and drive foot traffic to existing locations, the team ran a local awareness ad campaign on Facebook. They leveraged Local Awareness ads to find new customers by showing ads to groups of people who are near that business's neighborhood.

Boba Guys's local awareness campaign featured clear boba tea images with a "Get Directions" button linking to directions to an existing location. The team targeted the ads to people living within one mile of a potential storefront location to gauge local interest.

### Results

As a result, Boba Guys saw a **9X return on ad spend** (local awareness ads).



## APPENDIX

# Creative Formats



### Link Ads

A type of Facebook ad that incorporates a call-to-action button alongside the image/video and text to send people to important areas of your website.



### Carousel

A type of Facebook/Instagram ad that lets you incorporate 3-5 images and/or videos, headlines and links or calls to action in a single ad unit. People can scroll through the carousel cards by swiping on their mobile devices or clicking arrows on a desktop.



### Canvas

A type of Facebook ad that provides immersive and expressive experience combined with videos, still images and call-to-action buttons to tell your stories and showcase your product. You have complete creative control to achieve any objective, such as telling brand story, promoting and showcasing a new menu item.



### Lead Ads

A type of Facebook ad that incorporates a call-to-action button alongside the image and text to allow people to fill out a lead form directly in the native Facebook ad, using existing data pre-populated in the form.





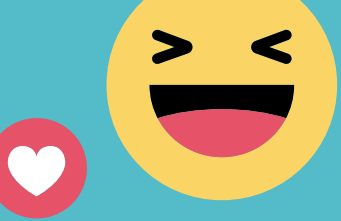
### Offer Ads

An ad unit you can create and extend discounts and promotions to users you want to reach to encourage them to shop. Includes a call to action button that claims the offer for the user. The offer claim is stored in a user's Facebook saved offers tab, and the user is reminded of the offer by Facebook until redeemed.



### 360 Video

A stunning and captivating way for publishers and content creators to share immersive stories, places and experiences, allowing people to witness an experience in a 360 degree perspective.



## APPENDIX

# Campaign Checklist

## Recipe for Success

### Solve for a business objective

- ☐ Design the campaign to resolve a specific business challenge and not to drive social or engagement objectives.

### Personalized creative

- ☐ Harness the unique power of FB targeting and Insights to make the campaign sharply relevant but still reach large audiences of the right people.

### Create mobile first

- ☐ Design mobile first, with your target's mobile mindset and behaviors in mind as well as the unique creative canvas that Facebook mobile offers (perhaps it's feature phone creative that's needed).

### Measure to test and learn

- ☐ Commit to using Offline Conversions and the Facebook Pixel to evaluate the business impact of the campaign vs. using social measures such as likes, comments and shares.

### Big bets

- ☐ Are you planning your investment behind big bets? Look at your calendar year and determine your big bets for the year.

### Optimal buying solutions

- ☐ Are you focusing on the metrics that matter for your business, or are you still using engagement metrics?

### Media sufficiency

- ☐ Are you optimizing for the objective that meets your goals, and are you utilizing the Facebook Pixel to track this?  
Are you reaching 50-70% of your audience at 1-2 times per person a week?

### Optimal targeting

- ☐ If you are segmenting your audience for personalized creative, ensure your overall reach is meaningful.  
Make sure micro-targeting doesn't hurt your reach potential for quality conversions.

### Supporting Direct Mail

- ☐ Are you exploring how Facebook can drive efficient incremental reach? Consider how you can leverage custom audiences to retarget users online to pair with your direct mail efforts, and increase your reach by leveraging lookalike audiences from those custom audiences.

### Sequential storytelling

- ☐ Are you sequencing creative to your high value audiences to drive customers down the path to purchase?

### Competitor response

- ☐ Are you leveraging Facebook to respond quickly to your competitors?

### Instagram

- ☐ Are you extending your campaign onto Instagram's visually-inspiring platform which affords the same targeting capabilities as Facebook?





## APPENDIX

# Creative Checklist

### Build brand benefit and equity

- ☐ Does the ad clearly communicate and/or dramatize a brand benefit?
- ☐ Does it intuitively fit with the brand promise?

### Catches attention

- ☐ Does the ad make me stop within the first 3 seconds?
- ☐ Is it unique, graphic, impactful, beautiful, surprising and/or does it stand out in the context of my feed?
- ☐ Does the image or video fill the screen and create maximum impact with a 1:1 aspect ratio?

### Simple

- ☐ Is the ad light, snackable, and easily digestible for my on-the-go Facebook mobile mindset?
- ☐ Do I get the point from just the image or does it require I read more or go off Facebook to another site?
- ☐ Is it edited for a fast-paced mobile mentality?

### Use recognizable assets

- ☐ Is the visual identity and point of view so unique and recognizable that I can immediately associate it with the brand?
- ☐ Is the message memorable?
- ☐ Can I recognize it as part of a larger campaign in other media?



## Connects

- ☐ Does it make me smile, laugh, think or learn something?
- ☐ Does reading the text add new information or just repeat it?
- ☐ Is the creative concept, image quality, writing style and production value high?

## Single Image

- ☐ Does the image fill the screen and create maximum impact with a 1:1 aspect ratio?
- ☐ Is there a clear focal point? Is the camera pointed at what the brand is trying to call attention to?
- ☐ Are logos, make, model and/or feature visible?
- ☐ Is the image artfully shot, styled, lit, framed and/or composed?

## Carousel

- ☐ Does the first image work on its own?
- ☐ Are all the images closely related in look and feel so they work well together?
- ☐ Is there a reward for scrolling through all images? Is the CTA button leading to a relevant asset or lead gen form?
- ☐ Do the images have to be separate or can they be united into a single panoramic image or pairs of images to create more interest?

## Video

- ☐ Does the video fill the screen and use a 1:1 aspect ratio?
- ☐ Is the video branded within the first :03? Is it branded throughout?
- ☐ Does it tell the story without sound?
- ☐ Is it only as long as it absolutely needs to be to tell the entire story?
- ☐ Would 3D or spherical video make this better? How does 360-degree video set you apart from competitors?

## Canvas

- ☐ Is the navigation clear enough to let users view through contents? Are arrows/CTA buttons displayed at the right place to lead to a relevant asset?
- ☐ Is the ad (with video or photo) on News Feed appealing enough to call attention?
- ☐ Does it tell the story without sound?
- ☐ Is there a reward for scrolling through all video and images?



## APPENDIX

# Facebook Page Setup Checklist



## Facebook Page Setup

- ☐ Have you created a Facebook Page for your business?
- ☐ Is your company information filled out in the “About” section?
- ☐ Have you added a cover photo and profile picture?
- ☐ Is your Instagram Account attached to your Facebook Page?

## Instagram Account Setup

- ☐ Have you set up your Instagram Account for your business?
- ☐ Is your business account set up as a business profile?
- ☐ Have you filled out the company info section on your Instagram business account?
- ☐ Does your account have a profile picture?

## Ad Account Setup

- ☐ Have you accessed your ad account and filled out the account information?
- ☐ Have you added a payment method to your ad account?
- ☐ Have you assigned ad account roles to all applicable parties?
- ☐ Have you created your pixel in your ads manager to add to your website?



### Business Manager Setup

- ☐ If applicable, have you created your business manager?
- ☐ Have you added all the pages you manage in your business manager?
- ☐ Have you added all your ad accounts you currently work in to your business manager, or created ad accounts for pages you currently do not have ad accounts for?
- ☐ Have you assigned business manager roles to all applicable parties?
- ☐ Have you added your payment method to business manager?
- ☐ Have you switched your ad account payment methods to have the business manager payment method listed as the primary payment method?
- ☐ Have you set up your offline events for each ad account (optional, but recommended)?

