

A simple guide to reaching smokers using Facebook

1 Do your research

Before you even think about advertising on Facebook, take some time to find out who your audience is. This is answering the 'Who smokes question'. Is it mainly men or women? Or perhaps it is both? How old are your smokers? We know that people smoke between the ages of 9 and 99 but if you have limited resources, it is best to target age ranges – for example, 25 to 45 years old.

Can you find out more? Do your smokers have children? What do they do for work or a job? What is their average household income?

When you know who, find out 'where your smokers' live. What geographical areas have higher numbers of smokers? On Facebook, you can target geographical locations so if you know that you have higher numbers of smokers in certain towns and cities this is very useful.

2 Create 'personas'

You should at this point have some basic information about your smokers. Ideally, you will have conducted much more research and generated some insight about your smokers that goes beyond who they are and where they are. Ideally you will understand their motivations to smoke, their behaviours and their attitudes towards smoking.

Gather as much information as possible and sketch out some personas. Personas are fictional, generalized characters that encompass the various needs, goals, and observed behaviour patterns of smokers. They help you understand your smokers better and will help you to reach real smokers. By undertaking this exercise you can really get to know your smokers because no two smokers are the same so how you target them using Facebook will be different. Here are three personas we have created for smokers in Lincolnshire.



"Lee and Teri"
Parent Smokers

Smokes outside the family home - several attempts to quit made in the past. Worried about the effects of smoking on their children



"Jane"
20-something Career Smoker

Started smoking at university, smokes more when out socialising with friends. Wants to quit to save money for first home.



"Jean"
45+

Smoking for more than 20 years partner or friends smoke too. Likely to have grandchildren. Works in a low income job - minimum wage.

You may develop as many personas for smokers as you like but limit yourself to working with a maximum of three or four personas at any one time. The goal of personas is not to represent all smokers or address all needs but instead to focus on the needs and pay attention to the wants and needs of just a few smoker groups. Remember: One size does not fit all!

3 Budget

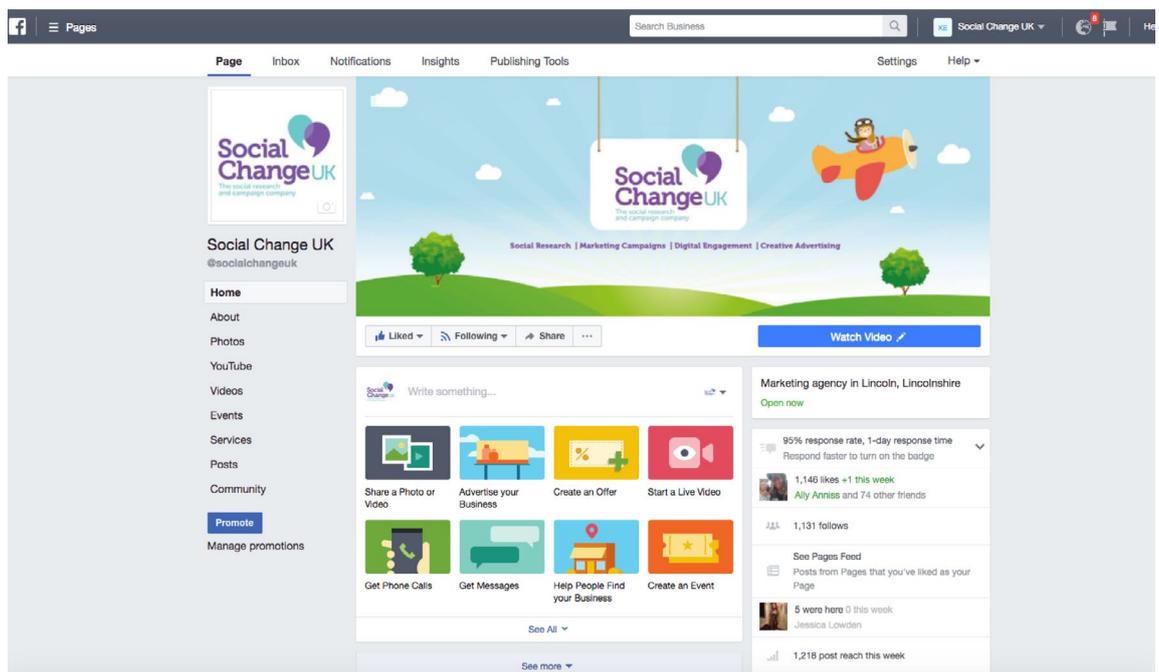
It is difficult to tell you how much budget you should dedicate to Facebook advertising. This depends on the number of personas you wish to target and the size of the location you are targeting. If you are targeting one small town, the budget requirement will be less than targeting a large city such as Manchester. But it also depends on the length of the campaign. If you want to stretch this over several months you will need a larger budget. Talk to our team who can guide you on how much you should spend – we have done this for several clients now and can give you a rough indication on the investment you should make and what the likely Return on Investment will be (RoI).

4 Set up your Facebook Page

We are assuming that you have a Facebook page set up. If you don't, set up a page. You can find out how to do this by going to:

www.facebook.com/help/104002523024878?helpref=about_content

Your page should look something like this:



5 Decide on the 'call to action'

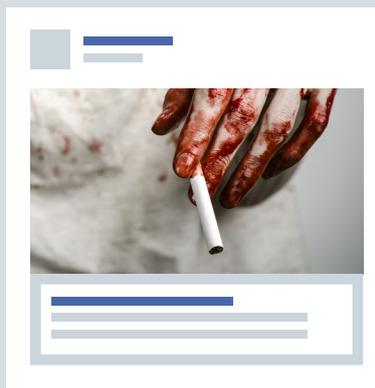
Now your page has been set up, you need to decide on the 'call to action' – this is what you want smokers to do. Do you want them to call you? Do you want them to come through to your website? Do you want them to pop into their local pharmacy?

For this example, I have picked Lee and Terri – my parent smokers. I want them to engage with the local stop smoking service – but I am also aware through research that they might prefer to quit independently – with support from their local pharmacy. My call to action will be to direct them through to my website which sets out a number of options to help them quit. The message I will give Lee and Terri will be motivational (I am avoiding shock tactics) and will focus on the health benefits to their children because my research has also discovered that they respond to messages about the harms and effects on their children more than the effects on their personal health.

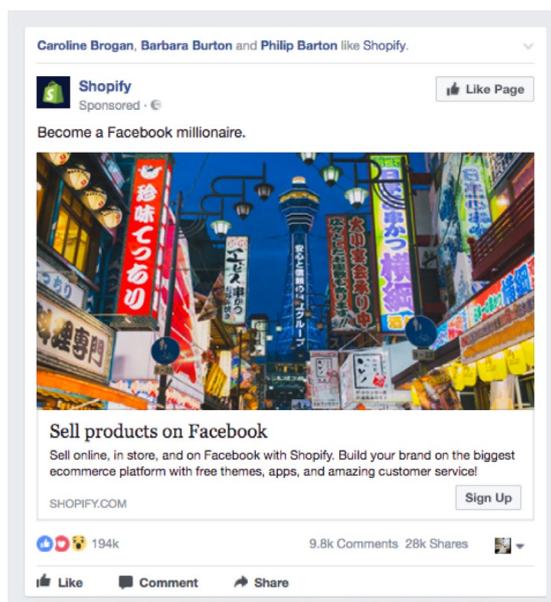
What are you going to say to smokers?

This is not time for War and Peace. People scroll through their Facebook newsfeed very quickly so the image and the words need to stand out. We apply behavioural science to our messages. Informing smokers of what other smokers are doing, or including a sense of urgency in the tone and message works well. For parent smokers we have focused on the needs of their children – for example: 'Quit for you and quit for your children'. The message needs to work for your chosen persona.

Remember: One size doesn't fit all. Consider testing your messages with a real smoker that represents your chosen persona.



Please note: Shock tactics do not work well on Facebook and will reduce your reach as many people turn off notifications on adverts that people do not want to see. Here is an example. In my Facebook timeline an advert for 'Shopify' appeared. By clicking on the advert in the top right hand corner I can tell Facebook to hide or replace the advert.



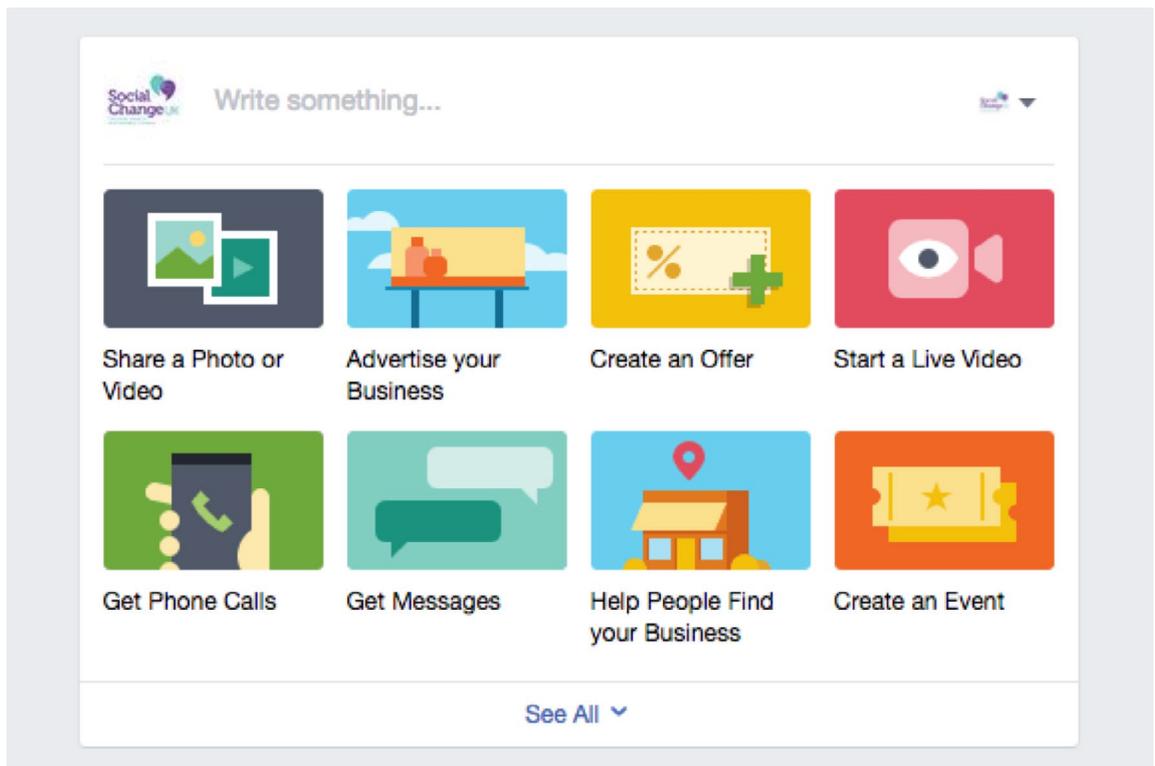
6

Set up your advert

Your page should give you some options towards the top of the page including the options to:

- Share a photo or video
- Advertise your business
- Create an offer
- Start a live video
- Get phone calls
- Get messages
- Help people find your business
- Create an event

And should look something like this:

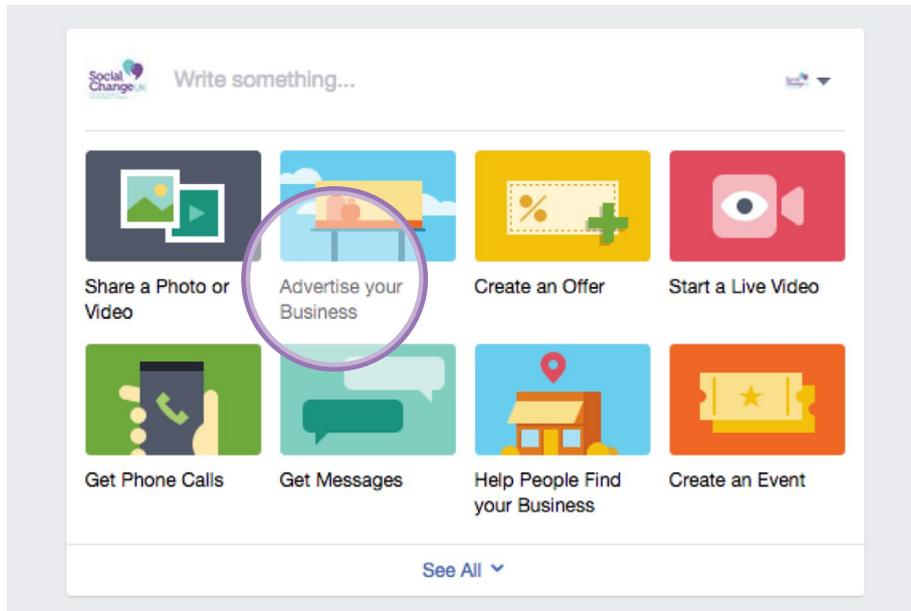


If you have a really good video that you want smokers to watch then the first option will help you attract smokers to watch your video. If you want to make people aware of your local NHS stop smoking service you could pick the second option – advertise your business or ‘get phone calls’ or ‘help people find your business’.

A note about video

Video over 30 seconds do not work well on Facebook. However, our research has shown that using video, animation or moving image in adverts and in the content of your regular posts boosts engagement and has a higher return on investment so it is worth considering using video to get your message across to smokers. We will shortly promote a guide to using video on Facebook. To ensure you don't miss it - sign up to our emails on our website.

Assuming you are clear on your message, you have either a video or some good visuals, it is now time to set up your advert. Click on the option you have chosen. In this example, I have decided to advertise my stop smoking service so I have chosen to advertise my business.



Once clicked, you should see the following options:

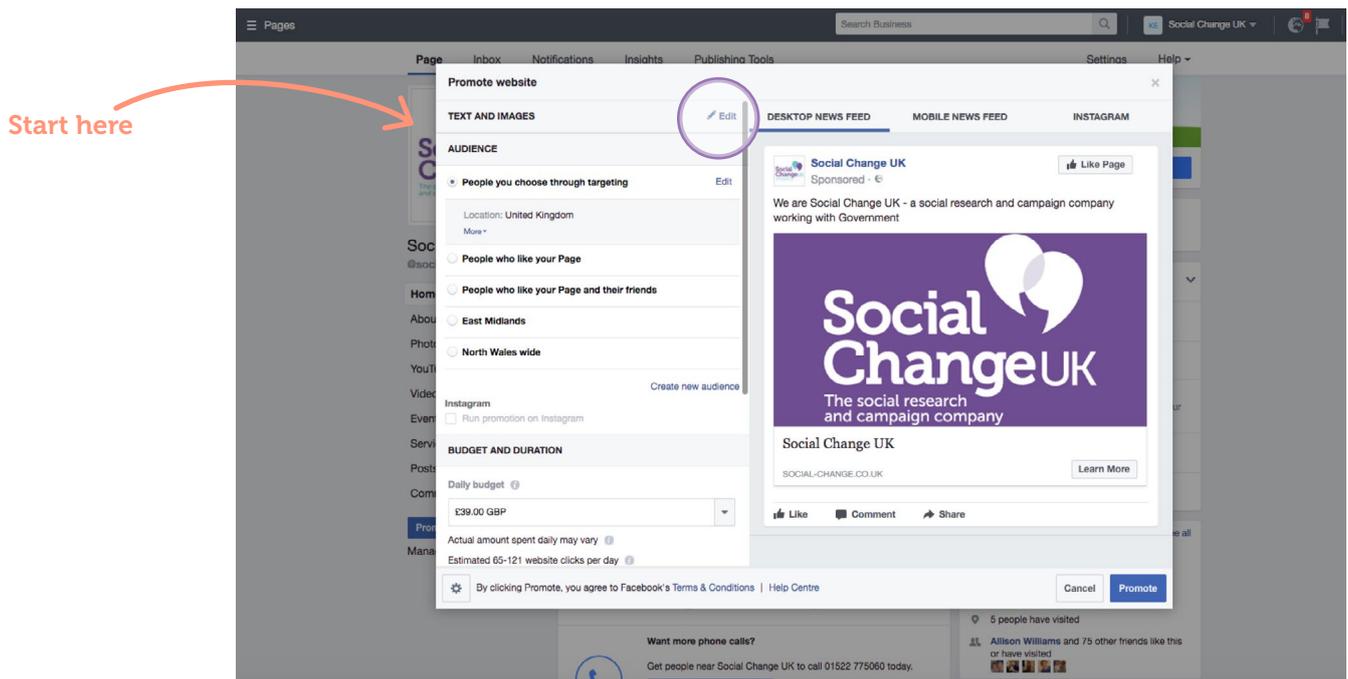
The image shows the Facebook 'Advertise your business' menu for Social Change UK. The menu is highlighted with a red box. A blue arrow points from the text 'I have chosen to get more website visitors' to the 'Get more website visitors' option. The menu includes options like 'Get more video views', 'Get more website visitors', 'Promote your business locally', 'Promote your Page', and 'Share Page with friends'. A 'This week' summary shows 1,218 Post Reach, 0 Website clicks, and 0 Watch Video. A 'Community' section shows 1,146 likes and 1,131 follows.

I have chosen to get more website visitors

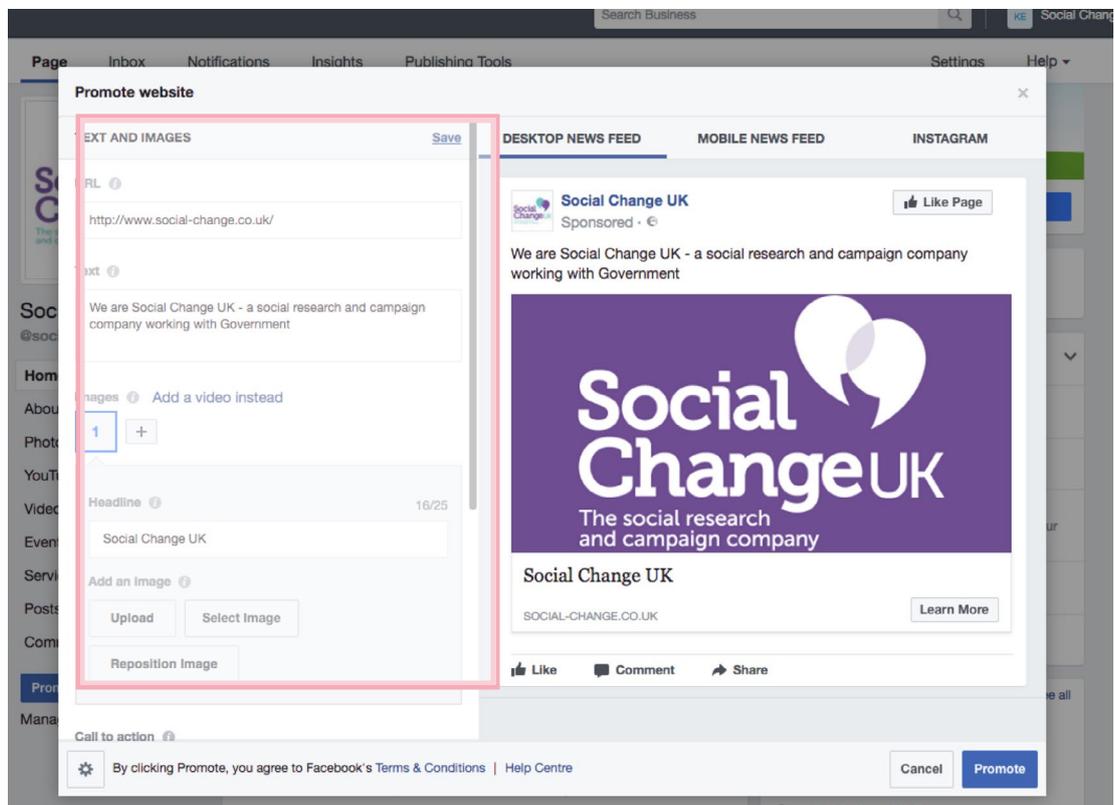
I am trying to reach Lee and Teri, my parent smokers. I know the following:

- They are aged between 25-45
- They have children aged between 0- 18 years (dependent children)
- They smoke between 10 and 30 cigarettes a day
- They have attempted to quit a few times but have not succeeded
- They live mainly in urban centres and because I am targeting Lincolnshire I have chosen to Lincoln City, Boston, Grantham and Gainsborough.
- I want to bring them to my website page which will give them options on ways to quit.

I have already decided that I want smokers to come to my website page which sets out the many options to quit. I click on 'Get more website visitors'. **The following should pop up:**



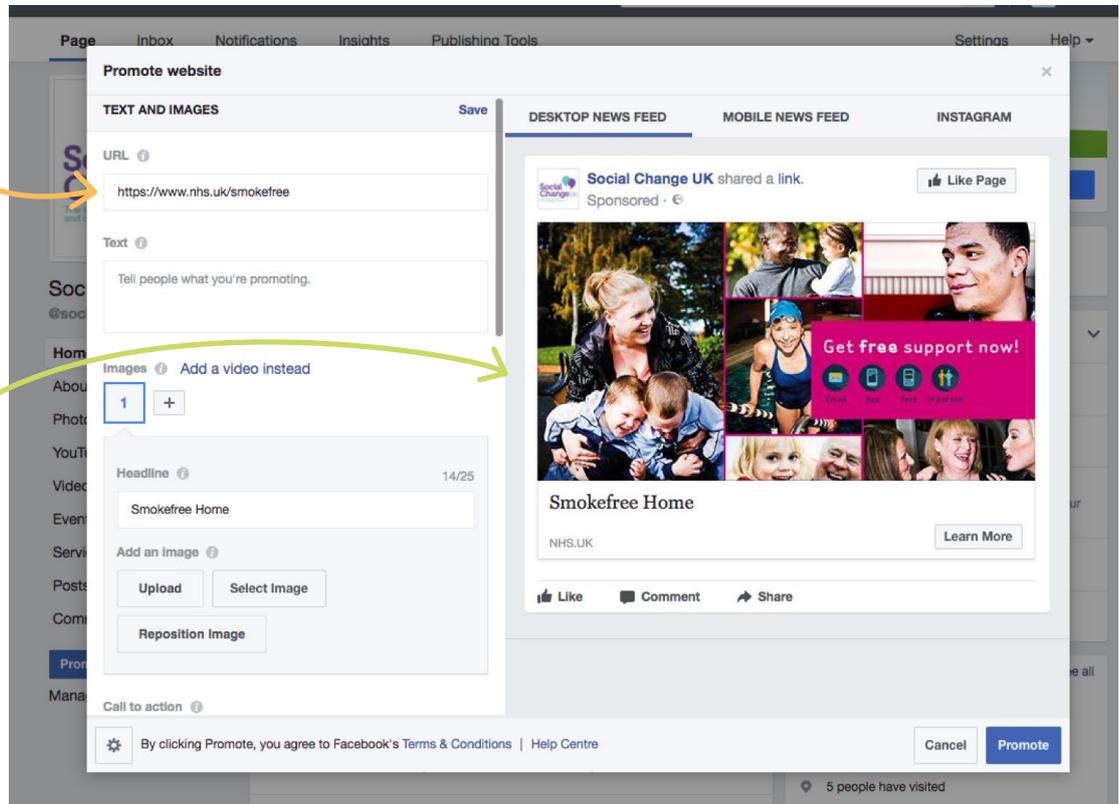
This is the Social Change UK Facebook page but you will see your Facebook page. This is currently showing what an advert might look like in the newsfeed. You need to do a number of things at this point – starting at the top where it says 'Text and Images'. Press edit. You should see the following:



Here, you need to tell people what website you want to send smokers to. In this example, I am going to add the website details for NHS Smokefree (the national website: www.nhs.uk/smokefree) but you can send smokers to the website of your choice – this could be your local stop smoking service, pharmacy or a page on the local authority website. Because I have added this website, the image automatically changes. Facebook pulls through an image from this website. It now looks like this:

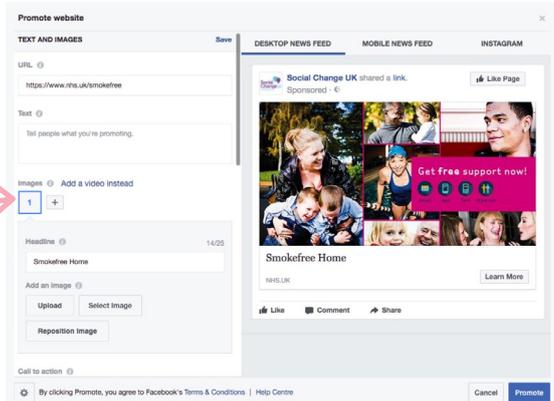
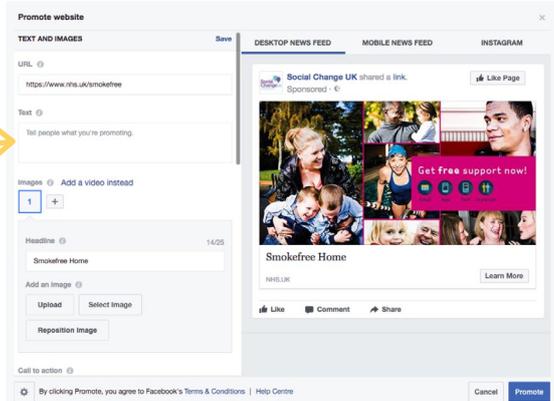
I have changed the website address to www.nhs.uk/smokefree

Notice how the image has changed.



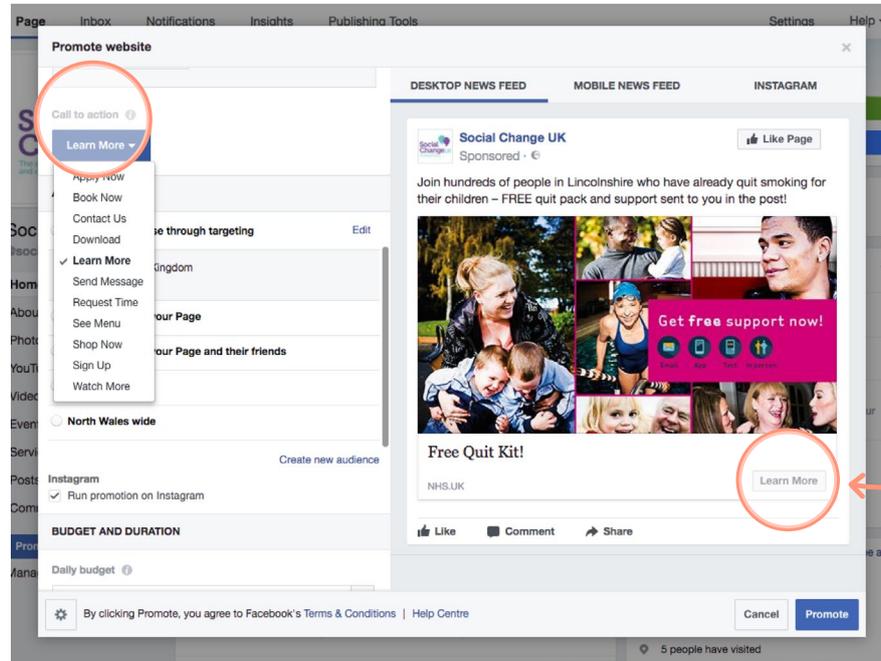
In the text box under the URL, write the message you are sending to smokers. In this example my message is going to be: **'Join hundreds of people in Lincolnshire who have already quit smoking for their children – FREE quit pack and support sent to you in the post!'**

If you want to change the image you can press the + sign and upload a picture. You can add more than one picture.



I also have the option of changing the headline. Currently it says 'Smokefree home' which is the homepage for the Smokefree website. I decide that I want to change this so I tell my audience that there is a free quit kit for them. This has to be short – you only have 25 characters to use!

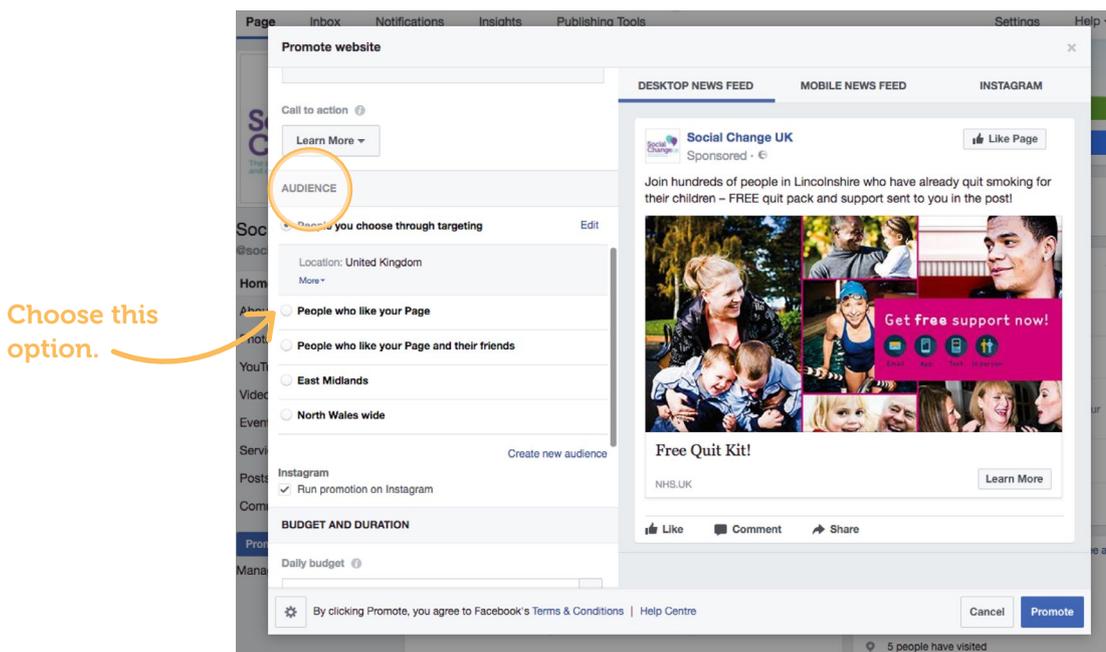
Next – choose your call to action. This is a button that people will press in your advert. I have told smokers that they can get a free quit kit so I choose 'learn more'. Once clicked, this will take people through to your website where they can learn more and apply for a quit kit. You can choose a number of buttons such as 'contact us' or 'Book now'.



This is where it will appear.

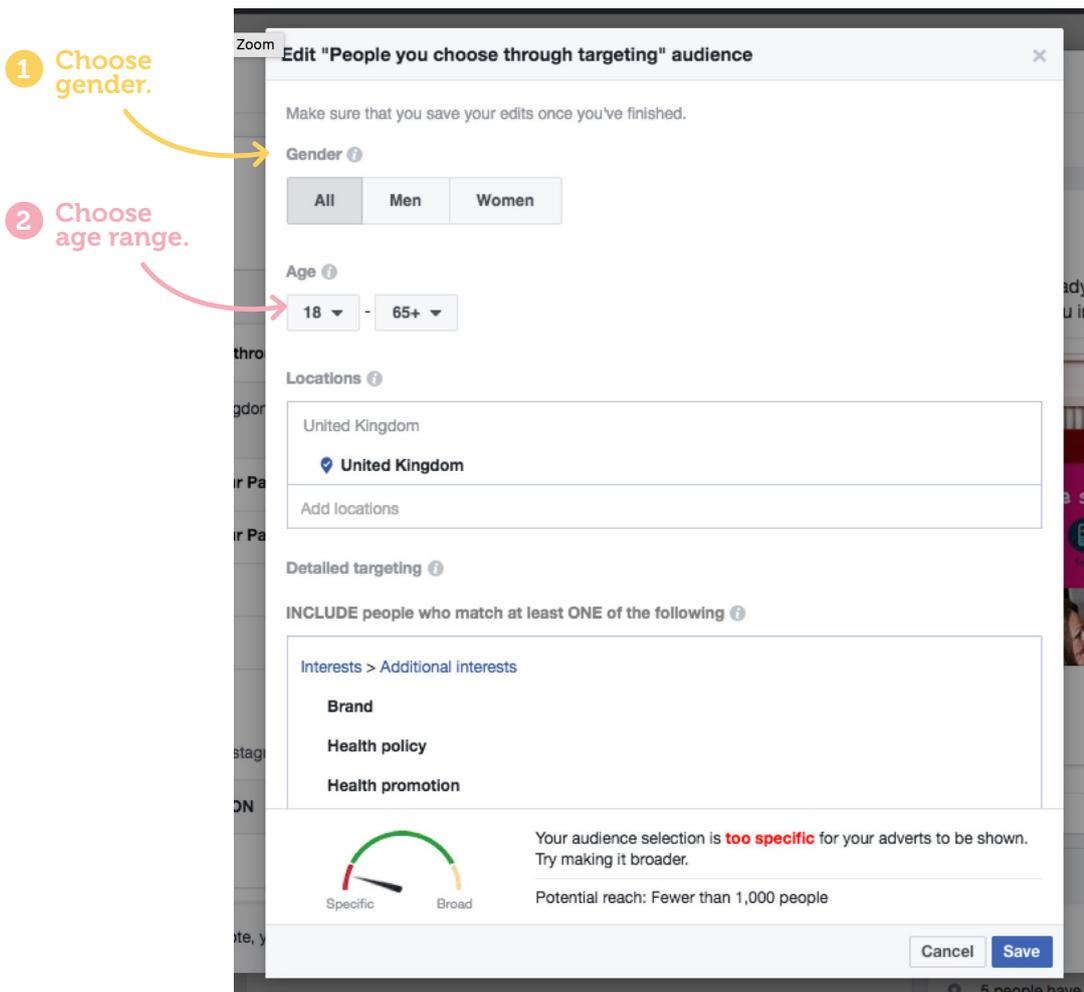
After call to action, you will see a section called 'Audience'. This is when it starts to get interesting. If you have done your research and followed the first two steps of this guide you should have enough information to give Facebook to target smokers.

Under audience you should see this:



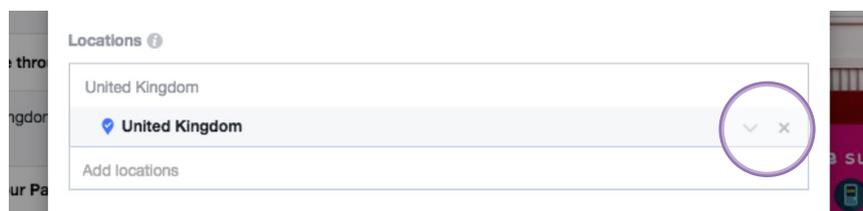
Choose this option.

If you have a lot of people liking your page you might want to just target these people but in most cases you are best to choose the first option – ‘people you choose through targeting’. Click edit. This will pop up.

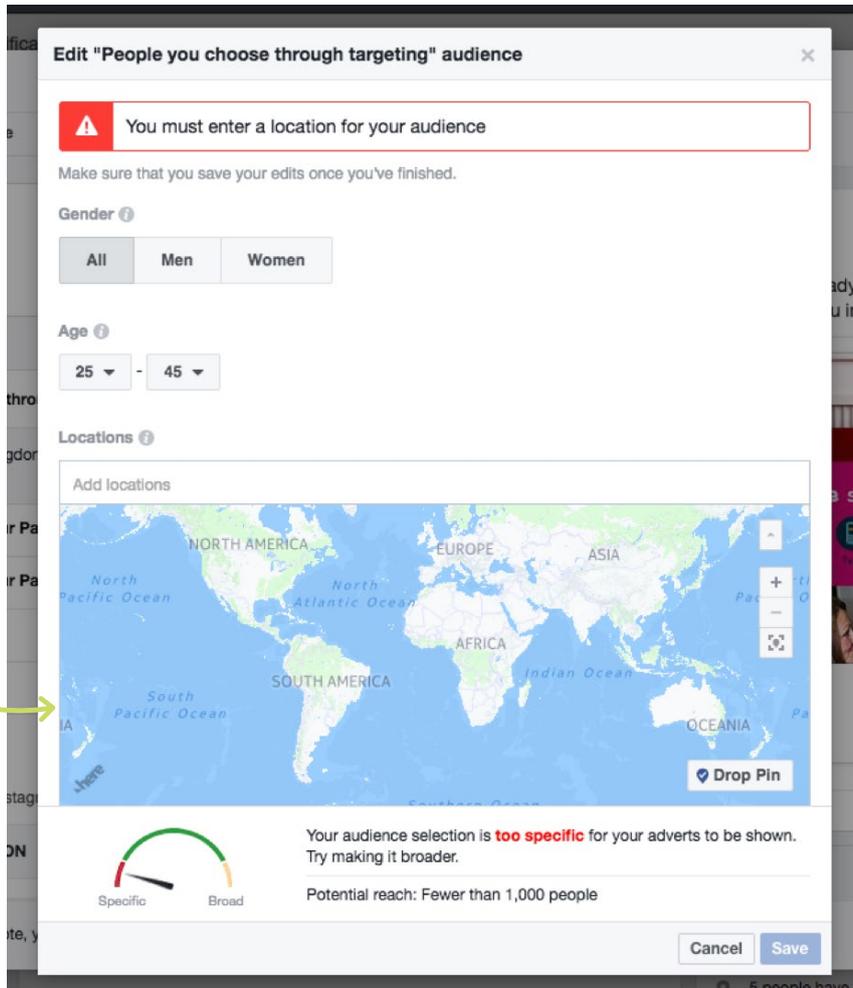


Facebook will have populated some 'default options'. You need to change these. Start by deciding if you want to target men or women. In this example, I am targeting Lee and Teri – my parent smokers so I opt for 'all'. However, I know that they are aged between 25 and 45 years so I set the ages to 25-45.

Currently, the location is set to United Kingdom. I am working in Lincolnshire and I have identified 4 geographical places to target. Hover your mouse over 'United Kingdom' to the right of the word and you will notice a 'X' appear. Click this X.

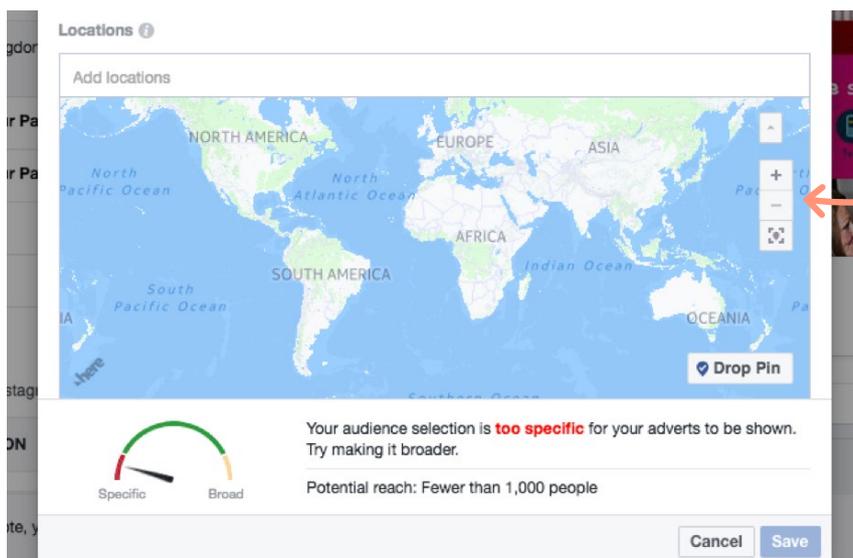


Facebook will tell you that you must select a location and a map of the world will appear.



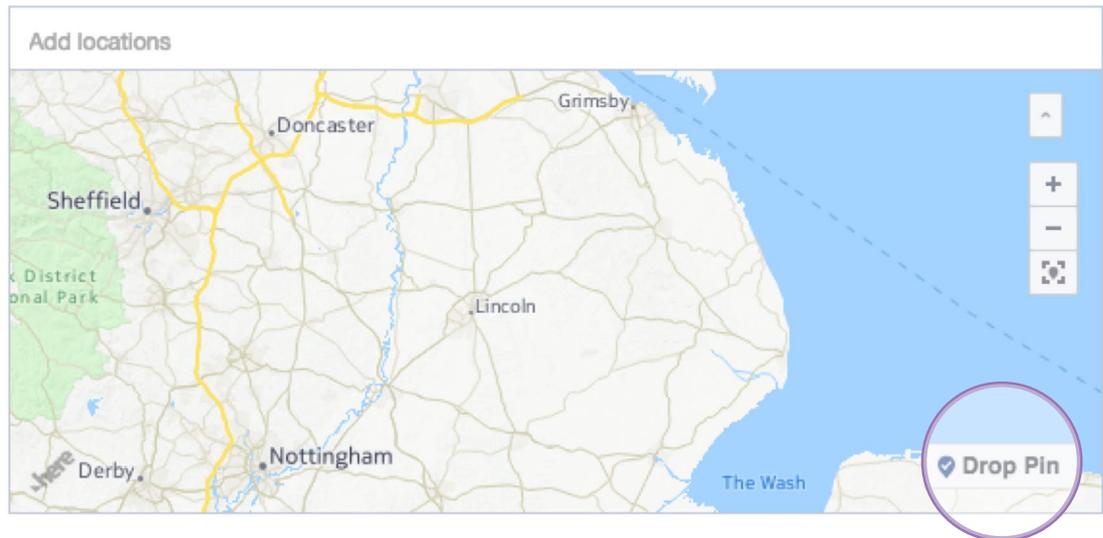
If you don't choose a location it will come up with a map.

Start typing in your location. If it doesn't appear, zoom into the map until you find your area. I prefer to zoom into my area so I know that it is the area that I wish to target. There are so many places with the same name! I have zoomed into Lincolnshire in the United Kingdom. It looks like this.

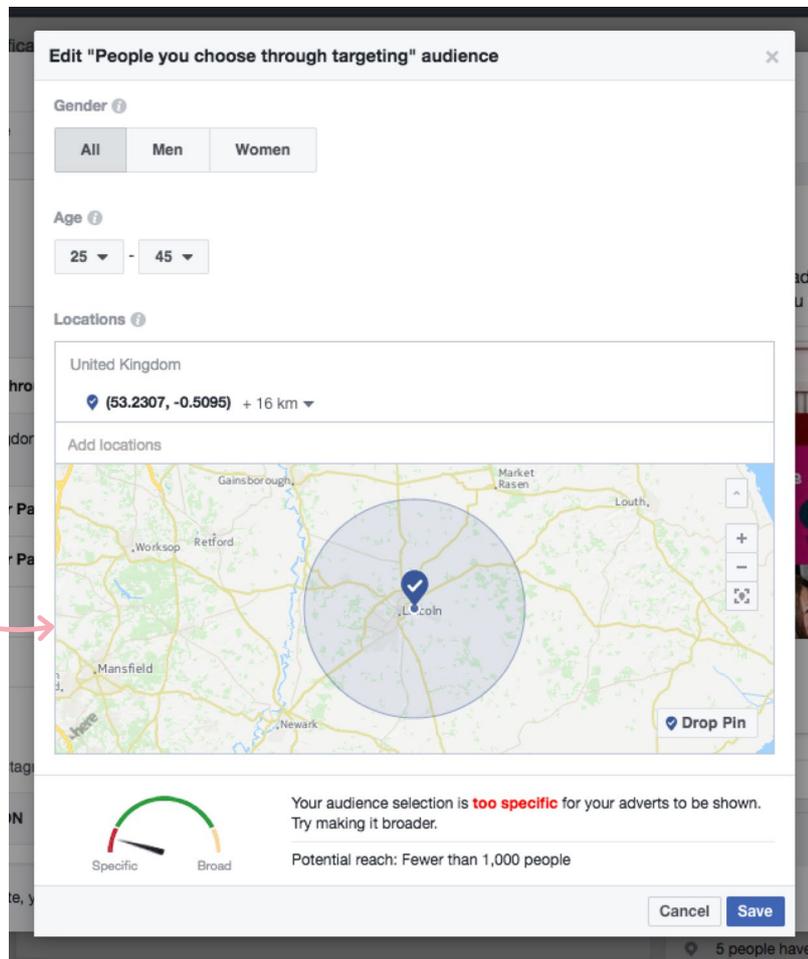


Zoom in here.

I need to tell Facebook the location I want to target so I use their amazing 'drop pin.'



A little blue pin will appear and you need to drop that in a location of your choice. I have chosen Lincoln.

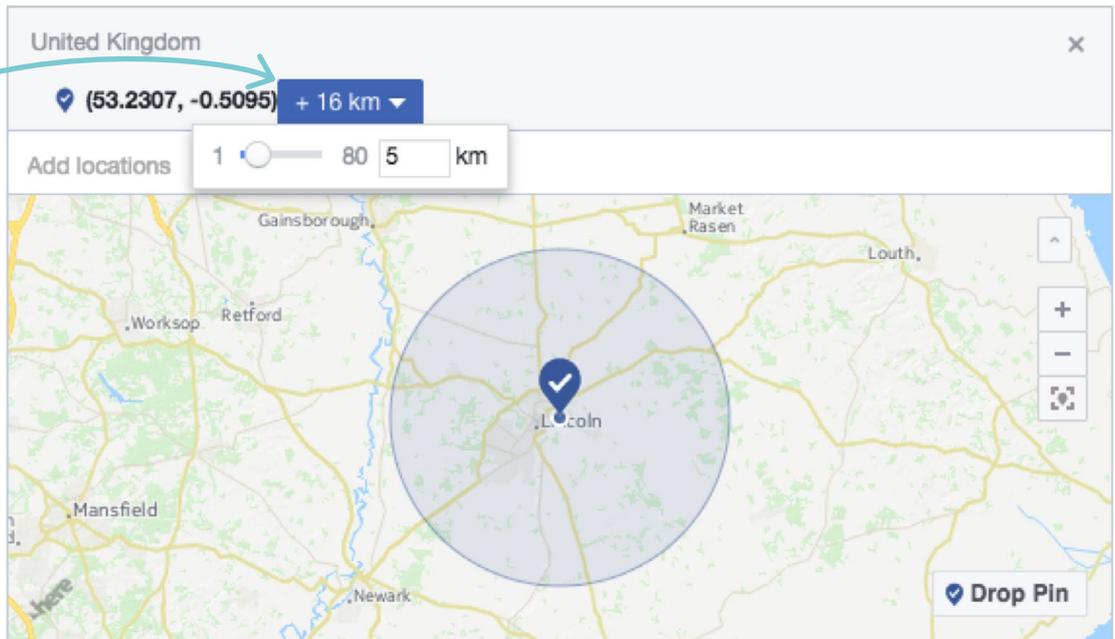


I drop the pin in my chosen location.

Facebook have placed the pin in Lincoln and added the default of Lincoln and '16km' around the dropped pin. A circle appears. If I do not change this it will ensure that men and women aged 25-45 in Lincoln and the 16km surrounding Lincoln will be targeted with this advert. I decide that I want to make this just 5km surrounding the city so I change this by clicking on the 16km and making the change. You will see that you have the option of increasing or decreasing the km radius where you dropped your pin on the map.

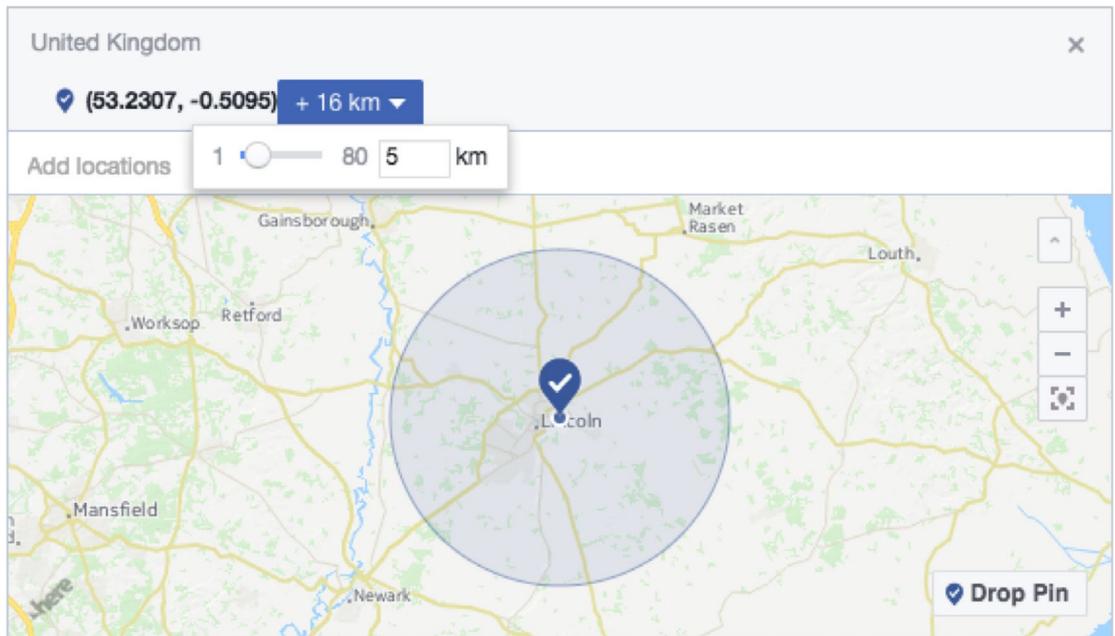
Locations

Select the radius.



My 5km radius now looks like this:

Locations



I said earlier that I also wanted to target Boston, Gainsborough and Grantham. I can do this on the same map. I zoom out and locate the locations on the map and follow the same process I did for Lincoln. **Your map should look like this:**

Edit "People you choose through targeting" audience

Age ?

25 - 45

Locations ?

United Kingdom

- 📍 (52.9147, -0.6310) + 5 km
- 📍 (52.9817, -0.0343) + 5 km
- 📍 (53.2307, -0.5095) + 5 km
- 📍 (53.3964, -0.7869) + 5 km

Add locations



I can choose to increase or decrease the radius around each location here.

When you have set your location you can make things even more targeted by adding demographics, interests or behaviours. Facebook knows everything! So if you know a smoker reads a certain magazine or likes bingo you can add these into the search box and include these in your targeting. If you want to target people in a specific occupation or income bracket you can also do this here. As I know Lee and Teri are parent smokers I have added parents and smokers. Facebook also gives me some suggestions based on that search term that I can choose to include or not.



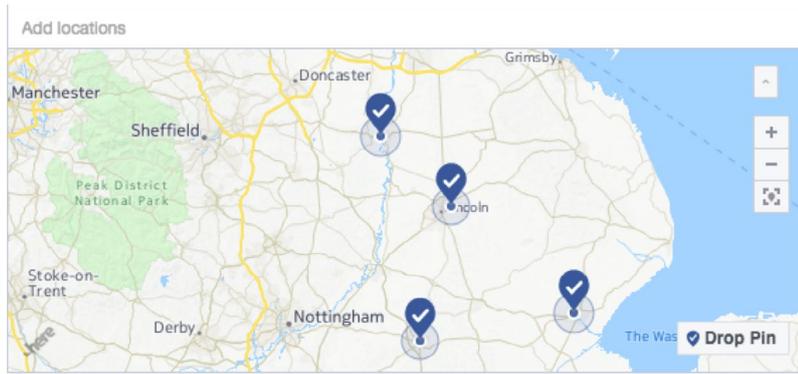
Type in search terms related to your audience. Facebook will also make suggestions.

Detailed targeting ?

INCLUDE people who match at least ONE of the following ?

smoker	Suggestions	Browse
Smoker		Job Titles <
Smoking		Interests
WEED SMOKER		Job Titles
Non smoker		Employers

I have also selected parents. I might also choose to select "working parent" or any other related suggestions by Facebook.



Detailed targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

parent	Suggestions	Browse
Parent	Interests	
House Parent	Job Titles	
Working parent	Interests	
Parent-Teacher Association	Interests	

This could be a good idea!

Take full advantage of this. It will make sure that your advert falls into the newsfeed of people **YOU** want to see it. We have had huge success using this feature. I have been able to target gamblers, men who are likely to have anxiety, new mothers, women getting married in less than 6 months and so on.

Facebook also give you the option of **EXCLUDING** people. I take this opportunity of excluding non smokers and also people with an income over £100,000 (as it is the case that fewer people in this income bracket smoke). I could also choose to exclude people with a masters degree or educated to a certain level or I could exclude people who choose to vape. Make sure that you base your decisions on evidence and insight.

When you are happy with your audience click 'Save'. You will be back at this screen.

You can also see what your ad will look like on a mobile and how it will appear on Instagram.

Next, you need to decide if you want to run this advert on Instagram too. Facebook owns Instagram and you can set up your adverts to run on both from the one place. I decide 'yes' because I know a lot of women smokers in this age range use Instagram. I would untick if I was targeting men and women over 45.

Tick or untick.

Click on the arrow to decide how much you want to spend.

The screenshot shows the 'Promote website' interface. On the left, the 'Instagram' section has a checked box for 'Run promotion on Instagram'. Below it, the 'BUDGET AND DURATION' section is highlighted with a red box. The 'Daily budget' is set to £39.00 GBP. The 'Duration' is set to 7 Days. The 'Run this advert until' date is 28/7/2017. On the right, a preview of the ad is shown for 'Social Change UK' with the headline 'Free Quit Kit!' and a 'Learn More' button. The ad features a collage of images of people, including a woman with children and a man. At the bottom of the interface, there are 'Cancel' and 'Promote' buttons.

This is when you need to decide on how much to spend. If this is your first time, do a test. I have picked the suggested £193 for 7 days. You can choose your own budget and the length of time you want it to run – you are in full control. **You should see this:**

Choose how long the ad will run for.

The screenshot shows the 'Promote website' interface with a different budget and duration. The 'Daily budget' is now £193.00 GBP. The 'Duration' is still set to 7 Days. The 'Run this advert until' date is 25/7/2017. The ad preview on the right is the same as in the previous screenshot, showing the 'Free Quit Kit!' ad for 'Social Change UK'. At the bottom of the interface, there are 'Cancel' and 'Promote' buttons.

Under tracking conversions, it gives you the option of Choosing a pixel. This is a bit more complex to describe in a simple guide to setting up an advert but it is something you should do to get a better return. A guide to setting up your pixel (which is a form of tracking from Facebook to your website) is here: www.facebook.com/business/help/952192354843755 Talk to our team if you need help with this.

Finally, you need to select the payment. This might not appear if you haven't set up an advert account. You or your organisation must set this up before you can make this advert live. Instructions on how to do this are here: www.facebook.com/business/help/1428785834029669

Set this up if you are directing people to a website

Promote website

Create new audience

Instagram

Run promotion on Instagram

BUDGET AND DURATION

Daily budget

£193.00 GBP

Actual amount spent daily may vary

Estimated 386-717 website clicks per day

Duration

7 Days 14 Days 28 Days

Run this advert until 25/7/2017

TRACKING CONVERSIONS

Choose a Pixel (Optional)

PAYMENT

Account

Quit for Them (108435816031239, +)

By clicking Promote, you agree to Facebook's Terms & Conditions | Help Centre

Cancel Promote

Social Change UK
Sponsored · €

Like Page

Join hundreds of people in Lincolnshire who have already quit smoking for their children – FREE quit pack and support sent to you in the post!

Get free support now!

Free Quit Kit!

NHS.UK

Learn More

Like Comment Share

GO LIVE!

In a nutshell, your card details attached to that advert account will show up (or you can press to choose the account you wish the payment to come out of if you have several accounts for your organisation). If it appears, you can press promote! You are almost live... Facebook need a few hours to approve the ad. If they do not approve it, they will send you a link to their guidelines to follow. Obviously some words and images are not allowed on Facebook and that is why there is an approval process.

7 You are Live

In a nutshell, your card details attached to that advert account will show up (or you can press to choose the account you wish the payment to come out of if you have several accounts for your organisation). If it appears, you can press promote! You are almost live... Facebook need a few hours to approve the ad. If they do not approve it, they will send you a link to their guidelines to follow. Obviously some words and images are not allowed on Facebook and that is why there is an approval process.



But that is not the end. You should definitely monitor the advert and make sure that you are answering comments that people might be writing. Engagement with your audience is key! Make sure you are looking at your Facebook insights – available in the Facebook Business Manager. We have produced a guide 'Targeting smokers using Facebook – how to measure success'. To get your hands on a copy make sure you sign up to our news on our website and email our team on hello@social-change.co.uk and we will send this to you.

Kelly

Content carefully created by Kelly at
Social Change UK


**Social
Change UK**
Research and
marketing that matters

