

# Laser target your social media audience

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Wikimedia CEE Meeting 2019

# Overview

1. introduction + theory
2. practical work
  - set up your ad account now (if you do not have)!
3. if time permit, additional stuff

# What is this workshop about?

- targeting your social media audience for paid ads
- some related pitfalls (not many)
- getting your hands dirty

# What is this workshop NOT about?

- one-way talk
- paid social media A-Z
- organic social media audience
- strategic marketing campaigns

# Paid ads?

- rare resources
  - donors' money, CentralNotice / email attention...
- better use of money?
  - maybe yes! you decide on your context!
- it is tool
  - add it to your tool box

# Mindsets

1. Use growth mindset (“Mindset”, Carol Dweck)
2. Everything is a test!
  - see Asaf’s Learning Day’s session on Experiments!
3. You are helper, friend
  - visualisation exercise :-)
  - bulb vs. laser
4. Know your outcome
  - monkey and the basket

# Ad account

- <https://www.facebook.com>
- use page (not your personal profile)
  - <https://www.facebook.com/pages/creation/>
- create an ad account
  - <https://www.facebook.com/ads/manager/accounts/>
  - maybe <https://business.facebook.com/settings/>

# Avatar

- “Empathy is the most profitable business skill” - Eben Pagan
- mental model of your average “human of interest”
  - only common features
  - Wikipedian, Commoner, bot operator, organiser etc
  - feel into your avatar!

# We have time!

- remarketing / retargeting
- email list, autoresponder
- landing page
- another questions?

Good ~~luck~~ tests!

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