

# NFIB UPDATE

## COVID-19 WEBINAR SERIES FOR SMALL BUSINESS

with Beth Milito and Holly Wade, NFIB



**December 1, 2021**

**Special Guest – Donna Botti, owner of Delos Incorporated**

**Topic – How Do Facebook and Google Ads Work?  
Marketing Boot Camp for Small Business**



# DISCLAIMER

- The materials and information provided in this webinar and on NFIB's website are for informational purposes only and not for the purpose of providing legal or tax advice. You should contact your attorney and/or tax professional to obtain advice with respect to any particular issue or problem.
- This is based on information available by 11/30/21.

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# End of the Year Webinar

with Beth Milito and Holly Wade



**Wednesday, December 15**  
**12:00 PM EST**

**Beth and Holly will devote the entire hour to answering  
your questions on the Covid-19 federal programs  
(PPP, ERTC, EIDL, FFCRA)**

# Agenda

- 
- Updates
  - NFIB Covid-19 Small Business Resources
  - **GUEST SPEAKER:** Donna Botti, Delos Inc.  
How Do Facebook and Google Ads Work?  
Marketing Boot Camp for Small Business
  - Q&A
  - Send questions to [info@nfib.org](mailto:info@nfib.org)

# COVID-19 Resources

- 
- Economic Injury Disaster Loan - ***still open!***
  - Employee Retention Credit - ***still open! (retroactively)***
  - Paycheck Protection Program (forgiveness)
  - SBA Updates – [sba.gov/updates](https://www.sba.gov/updates)
  - NFIB Coronavirus Resources (including past webinars)

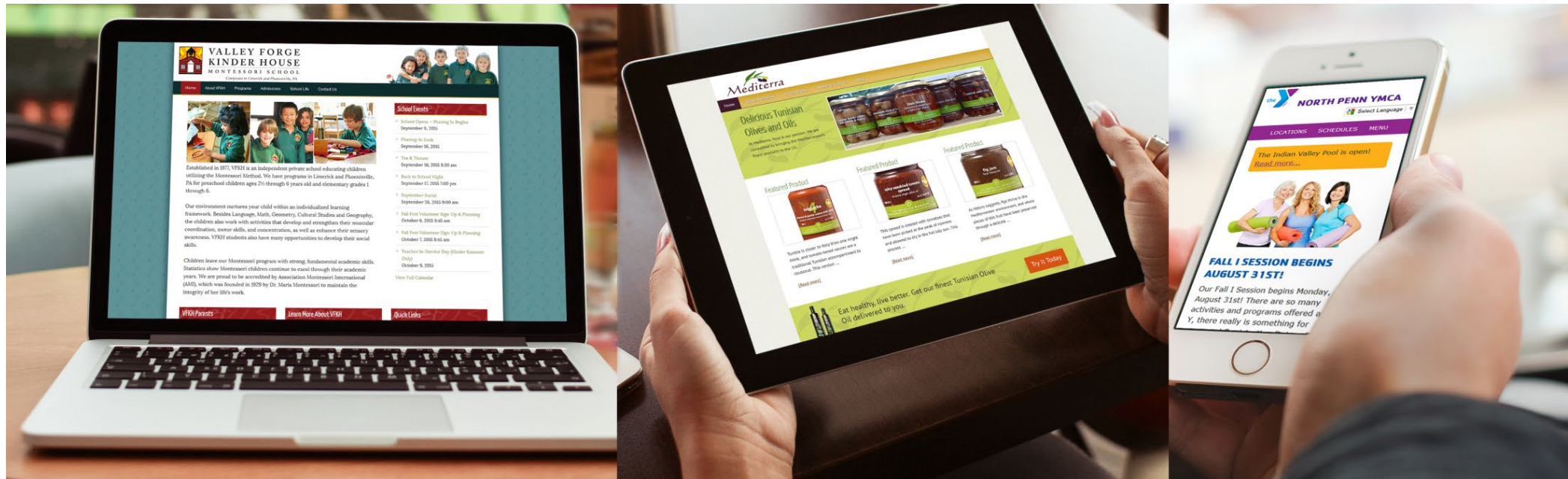
# How Do Facebook and Google Ads Work?



Donna Botti, Delos Inc.



We make the web work for you



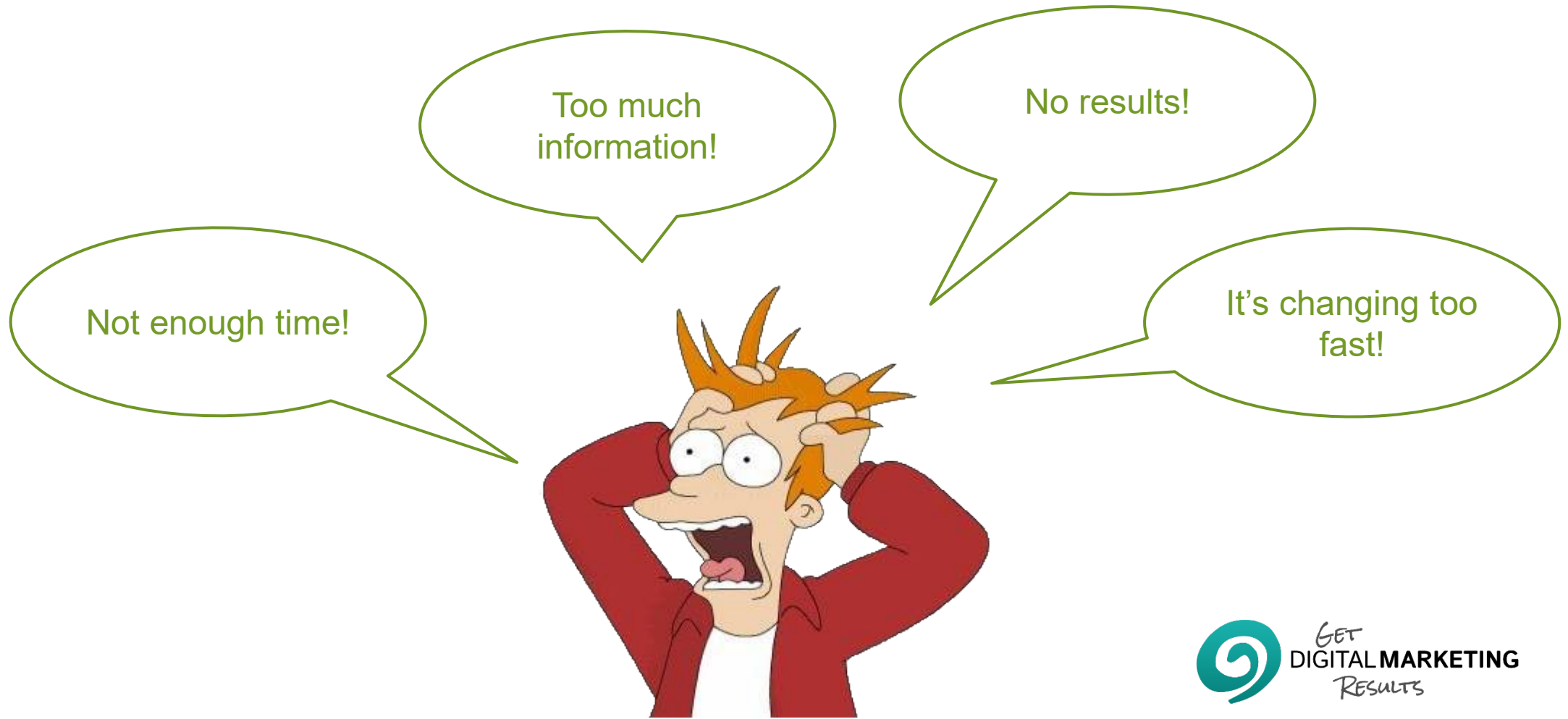
[www.delosinc.com](http://www.delosinc.com)





We get a lot of questions  
about advertising on social  
media

# It can be overwhelming

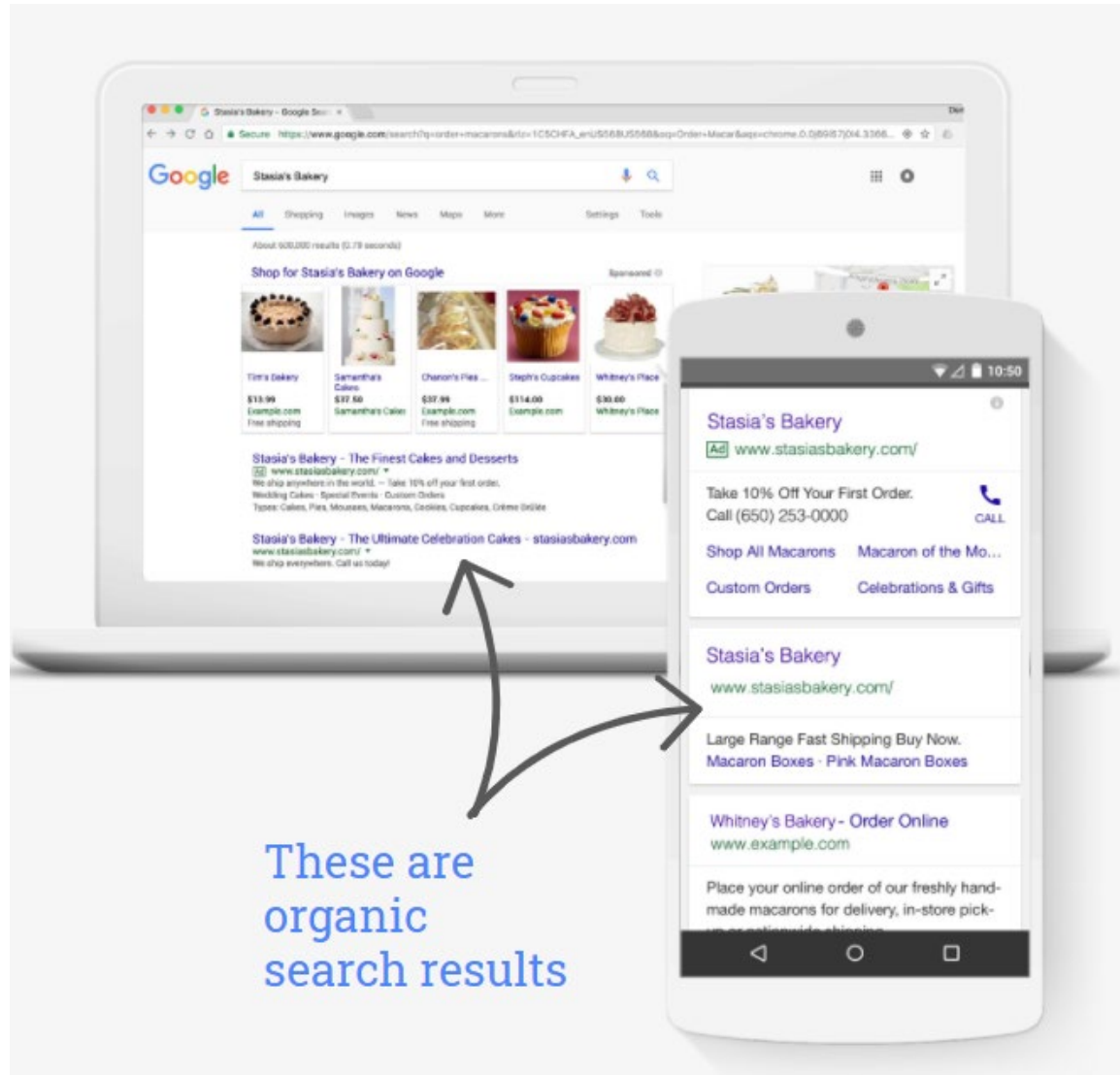


# How Do Google and Facebook Ads Work?

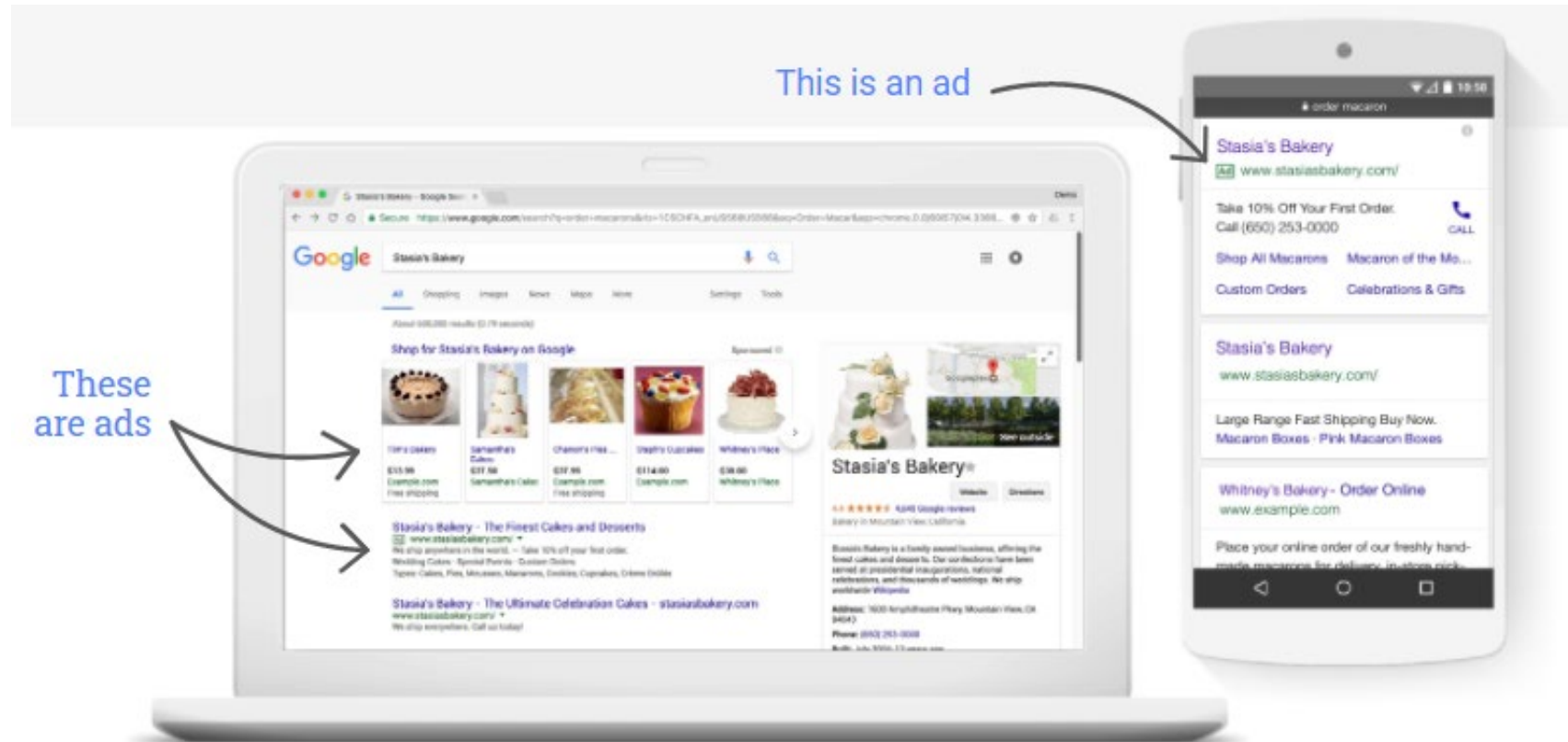
## ❖ Part 1:

# Organic Traffic vs Paid Traffic

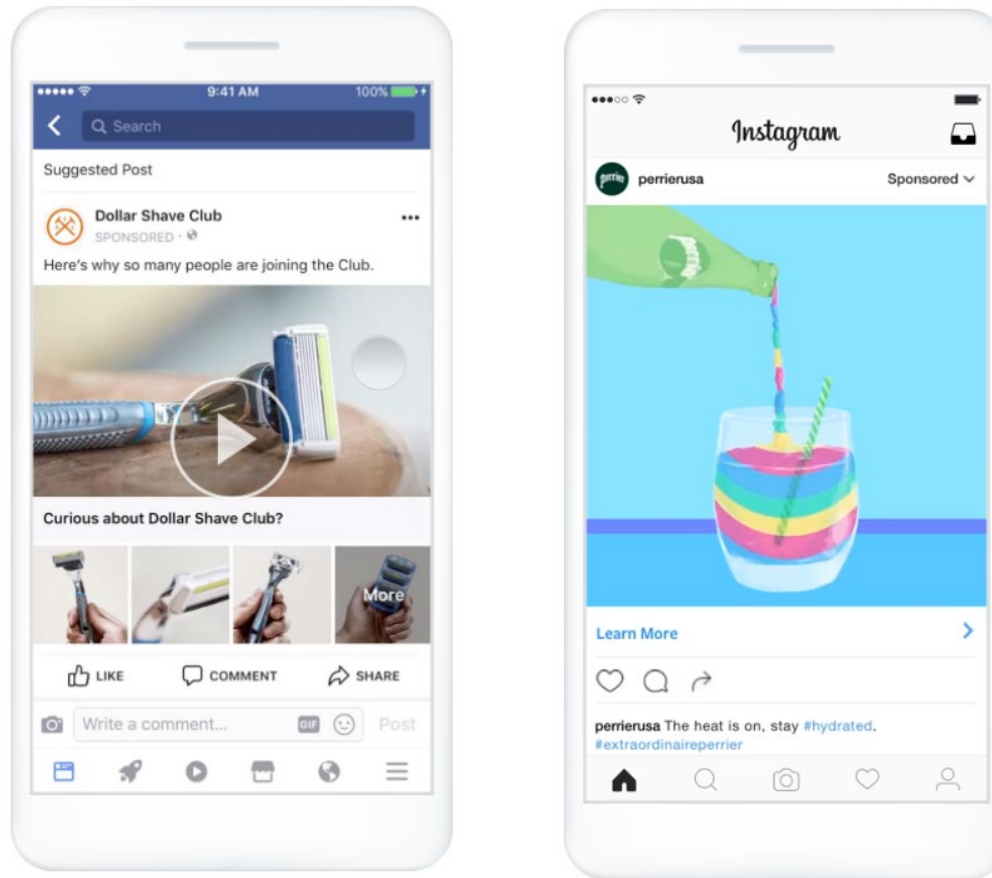
# Google Search - Organic



# Google Search - Ads



# Facebook and Instagram Ads



# Where Do Ads Fit?





## ❖ Part 2:

# How Do Paid Ads Work?

# The basics

- ❖ What are you offering?
- ❖ What is your call to action?
- ❖ Who are you targeting?
  - Location
  - Other Demographics
- ❖ What is your budget?

# Auction

- ❖ No fixed price
- ❖ Pay-per-click (PPC), per impression, per conversion
- ❖ Cost depends
  - Competition
  - What you are offering
  - Quality of your ads

# Is it expensive?

- ❖ Broad market > Narrow Market
  - Geographic
  - Keywords and Audience
- ❖ More competitors > Less competition
- ❖ Higher value offering > Lower cost
- ❖ Urgent Need > Brand Awareness
- ❖ Cold Audience > Warm Audience

# Is it worth it?

## ❖ Measure

- How many impressions?
- How many click?
- How many become a lead?
- How many buy?

## ❖ Know the lifetime value of a customer

# Keeping your costs down

- ❖ Be specific
- ❖ Ad quality
  - Targeting
  - Your copy and creative
  - Your landing page

# Ad placements

## ❖ Google

- Search
- Maps
- YouTube
- Display Network (Gmail, other websites, mobile apps)

## ❖ Facebook

- Newsfeed
- Stories
- Instagram
- Marketplace
- Messenger inbox
- External apps

## ❖ Part 3:

# Search vs Social Media



# User Intent

## ❖ Search

- Specify keywords and phrases

## ❖ Social

- Target people based on interests and demographics

## ❖ Part 4:

# Traffic and Audiences – Warm vs Cold

# Retargeting

## ❖ Cold Audience

- Has not had any previous relationship with you

## ❖ Warm Audience

- Has already engaged somehow
  - Visited website
  - On email list
  - Watched video
  - Engaged social media

# Build Know Like and Trust

- ❖ Communicate regularly – it takes multiple touches



## ❖ Part 5:

# What Do You Need to Get Started?

# A platform you own



# Google

- ❖ Ads.google.com
- ❖ Google account (doesn't have to be Gmail)
- ❖ Helpful if tied to Analytics, Search Console, Google Business Profile

# Facebook

- ❖ Business.facebook.com (Ads Manager)
- ❖ Personal Facebook Profile that manages a Business Page
- ❖ Boosting vs Ads Manager



## ❖ Part 6:

# Set Yourself up for Success

# Have a plan

- ❖ Define your objective or goal
- ❖ Who are you trying to reach?
- ❖ Set your budget
- ❖ Create your message
- ❖ Measure and test

**WHAT TO POST**



**WHEN YOU DON'T KNOW**



**WHAT TO POST**

The Who, What, When, Where and Why of content creation that is manageable and grows your business. You can do this!

[www.DelosInc.com/ContentHelp](http://www.DelosInc.com/ContentHelp)

# January 7 – 8 – 9, 2022

## DigitalMarketing.Live/



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# Questions?

Contact info:

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@DonnaBotti (Twitter and LinkedIn)

[www.delosinc.com/contenthelp](http://www.delosinc.com/contenthelp) - what to post

[digitalmarketing.live/](http://digitalmarketing.live/) - Digital Marketing Bootcamp Jan 7-8-9