Facebook for credit unions
Who uses facebook?

• Teenagers
Who uses facebook?

• Teenagers
• Young Adults
Who uses facebook?

- Teenagers
- Young Adults
- Older People
Who uses facebook?

- Teenagers
- Young Adults
- Older People
- Men and Women 47:53
Who uses facebook?

- Teenagers
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- Businesses - From small and local to global giants
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Bank vs Credit Union
Organic (free) vs Paid (ads)

**Organic**
- Only costs time and effort
- Does not reach everyone
- Good for keeping a strong presence on social media.
- Excellent for brand building
- Community focus
- Real time marketing/reaction

**Paid**
- Requires spend
- Targetted reach
- Campaign mentality - better for product posts
- Also excellent for brand
- Community focus (customer personae)
Who is your community?
THE
"IT FEELS BETTER WHEN YOU OWN IT"
LOAN

Credit Union
CAR LOANS

WE LOOK AT THINGS DIFFERENTLY
What ELSE do you know about him?

What is his day like?
What makes him laugh?
What does he eat/drink?
What does he need?
What does he want?
What problems can you solve?
“You sell more Rolls Royce at a boat show than a car show.”
## What's your marketing objective?

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness</td>
<td>Traffic</td>
<td>Conversions</td>
</tr>
<tr>
<td>Local Awareness</td>
<td>Engagement</td>
<td>Product Catalogue Sales</td>
</tr>
<tr>
<td>Reach</td>
<td>App Installs</td>
<td>Store Visits</td>
</tr>
<tr>
<td></td>
<td>Video Views</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lead Generation</td>
<td></td>
</tr>
</tbody>
</table>
Detailed targeting:

INCLUDE people who match at least ONE of the following:

- Newly engaged
- Newly engaged (1 year)
- Newly engaged (6 months)
- Friends of Newly Engaged
- Newly engaged (3 months)
- Engaged
- Newlywed (1 year)
- Newlywed (5 months)
- Newlywed (3 months)

Connections:

Audience definition:

Your audience is defined as:
- Specific:
  - Location – Living in:
    - Ireland: Cabra (+17 km) Dublin
  - Age:
    - 18-65+
  - Placements:
    - Facebook Feeds and Instagram Feed

Potential reach: 1,200,000 people

Estimated daily reach:

- 4,000-11,000 people on Facebook
- 4,500-12,000 people on Instagram

The accuracy of estimates is based on factors such as past campaign data, the budget you’ve entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don’t guarantee results.

Were these estimates helpful?
Budget & schedule
Define how much you’d like to spend, and when you’d like your adverts to appear. Learn more.

Budget
- Daily budget: €5.00
- Lifetime budget

Schedule
- Run my advert set continuously starting today
- Set a start and end date

You’ll spend no more than €35.00 per week.

Optimisation for advert delivery
- Reach

Frequency cap
Number of days before your advert is shown to the same person again
- 7

Bid amount
- Automatic - Let Facebook set the bid that helps you get the most reach at the best price.
- Manual - Enter a bid based on what 1,000 impressions are worth to you.

When you are charged
- Impression

Advert scheduling
- Run adverts all the time

Potential reach: 1,200,000 people

Estimated daily reach
- 4,000-11,000 people on Facebook
- 4,600-12,000 people on Instagram

The accuracy of estimates is based on factors such as past campaign data, the budget you’ve entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don’t guarantee results.
Page and text
Enter the text for your advert. Learn more.

Facebook Page
Breffi Digital

Instagram Account
@breffidigital
Connect your Instagram accounts in Business Manager.

Text
Enter text that clearly tells people about what you’re promoting

Add a website URL

Hide advanced options -

Pixel tracking ☐
- Track all conversions from my Facebook pixel
- Do not track conversions

Offline tracking ☐
Audience
Define who you want to see your adverts. Learn more.

Potential reach
63,000 People
This is the total number of people in your selected audience who we estimate will be in your area based on their activity on Facebook.

Estimated daily reach
- 980-2,600 people on Facebook
- 1,100-2,900 people on Instagram

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?
<table>
<thead>
<tr>
<th>Publication</th>
<th>Circulation</th>
<th>S.C.Cm</th>
<th>Page Mono</th>
<th>On Shelf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dublin Gazette Newspapers: Luican / Blanch / Dublin City / Dundrum / Dunlaoghaire / Clondalkin / Fingal Gazettes (Combined)</td>
<td>52,958 (ABC Jan-Dec 2015) ROI MFD Distribution</td>
<td>€26.00 (all 7 titles)</td>
<td>€6,400 (all 7 titles)</td>
<td>Thursday</td>
</tr>
<tr>
<td>Dublin People Group: Northside People East / Northside People West / Southside</td>
<td>120,000</td>
<td>€70.78 (colour - group rate)</td>
<td>€13,802.10 (colour - group rate)</td>
<td>Wednesday</td>
</tr>
<tr>
<td>Dublin Voice: Dublin Voice North / Dublin Voice South (combined)</td>
<td>100,000</td>
<td>€34.28 (colour - group rate)</td>
<td>€7,000 (colour - group rate)</td>
<td>Friday (Fortnightly)</td>
</tr>
<tr>
<td>Clondalkin News</td>
<td>10,000</td>
<td>€26.00 sci (colour)</td>
<td>€950 (colour)</td>
<td>Formightly (Monday)</td>
</tr>
<tr>
<td>The Echo (Tallaght, Clondalkin, Ballyfermot &amp; Lucan)</td>
<td>7,486 *</td>
<td>€18.00 (colour)</td>
<td>€2,950 (colour)</td>
<td>Thursday</td>
</tr>
<tr>
<td>Fingal Independent</td>
<td>3,319</td>
<td>€15.00</td>
<td>€2,970</td>
<td>Tuesday</td>
</tr>
<tr>
<td>The Local News</td>
<td>119,000</td>
<td>€6.90</td>
<td>€1,250</td>
<td>Weekly (Thursday)</td>
</tr>
<tr>
<td>Lucan News</td>
<td>15,000</td>
<td>€26.00 sci (colour)</td>
<td>€1,250 (colour)</td>
<td>Formightly (Monday)</td>
</tr>
<tr>
<td>North County Leader</td>
<td>30,000</td>
<td>€14.00 (colour)</td>
<td>€3,696 (colour)</td>
<td>Tuesday</td>
</tr>
<tr>
<td>Portfolio</td>
<td>10,000</td>
<td>On Request</td>
<td>€1,500 (colour)</td>
<td>Monthly</td>
</tr>
<tr>
<td>The Rathcoole &amp; Saggart News</td>
<td>5,000</td>
<td>€26.00 sci (colour)</td>
<td>€750 (colour)</td>
<td>Formightly (Monday)</td>
</tr>
<tr>
<td>The Tallaght News</td>
<td>30,000</td>
<td>€26.00 sci (colour)</td>
<td>€1,850 (colour)</td>
<td>Formightly (Monday)</td>
</tr>
</tbody>
</table>

Circulation Sources: *ABC January-December 2013, independent audits & publishers statements
Custom Audiences

Using data you have
Your E-Mail Database
sasha.mclean@email.com
john.smith@email.com
natalie.jones@email.com
mike.burns@email.com
stephanie.cole@email.com

facebook

Inclusion / Exclusion Targeting

Travel Company
Travel with us again and save 15% off the listed tour price!

MATCH

LOOK-A-LIKE AUDIENCES
LOOKALIKE AUDIENCES
Facebook Checklist

- Strategic Objectives
- Quality content
- Network & build community
- Understand the customer/member
- Timing and Consistency
- Monitor engagement
- Budget carefully in testing stages
- Measurement is key to ROI
Thanks for listening!

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- **TWITTER:** twitter.com/breffnidigital