



## Episode 61

# Facebook ads 101: for Interior Designers





## Maria: [00:00]

Hello and welcome to Designer Discussions with Miriam, Jason and Maria. Today we're going to be talking about Facebook ads for your interior design business.

## Intro: [00:08]

Welcome to the Designer Discussion Sessions podcast. Tune in each week where we discuss marketing, branding, PR and business advice for design professionals.

Are you ready to get serious about your marketing? We're opening the Designer Discussions Marketing Studio, a monthly series of indepth actionable content to guide your marketing, PR, and business development. We want to help you transform your business and elevate it to work with your dream clients.

## Jason: (00:46)

We just did our monthly webinar on the same topic on Facebook ads, one on one. And I get asked by a lot of designers that do Facebook ads that say they don't work. And a lot of times there's many reasons why, but they don't really have in mind what they're trying to do or have a clear goal on what the outcome is. And so they get turned around and waste a lot of money. So I'm going to head over three of the tips we have went over in the webinar, which I'll have a link to that webinar in the show notes. But to start, Facebook is one of the best platforms to advertise on, even though you have a lot from tick tock now, and you have a lot from all these other platforms that advertise. Facebook has 2.91 billion active users. There are very few platforms that can compete with that. The only one that can is Google, and that's why that's number one in terms of ads. But right after that, you have Facebook, which also adds in Instagram. And so that's positive as well. When you advertise on Facebook, you can also, in conjunction, also advertised on Instagram as well.



## Jason: (02:06)

You need to always start on what is your objective. And in the Facebook platform, when you're on there, you have several options. You have where you can do either an awareness campaign, you could do the coordination, or you can do what is called conversion. With the awareness, you have a few options. You have the brand awareness and you have to reach where you're just really the main objective here is just trying to draw more traffic to your offer or to your site or to whatever it is that you're trying to draw traffic to. So the next one you have is the consideration. And that one is where you're either trying to draw traffic, you're trying to increase the engagement either on a post or website pages or your Facebook pages. You have the app installs, where if you have an app, you're trying to get more app users. You have the video views, you have the lead generation, and then you have the messaging campaign. So those are all campaigns that are aimed at an objective of either trying to get either more leads or video views or messages to your page. And so each of those have each of their own parameters. I'm going to stay high level here. Like I said, I have a training on all this and we'll have future episodes on each of these. But just to stay high level, knowing what each of these are helps you out. And then the last one is conversion. So this is when you want to actually have end user or somebody take an action or whatever that is. Whether that could be more traffic is one of the ones that a lot of remodelers use if they have a showroom, if they want to drive foot traffic into the showroom, they'll do Facebook ads aimed at that also have the conversions where if you want to have somebody taking action on your website. So you want to either have them join a newsletter, you want to have them enter in their information to do a downloadable asset or whatever that is you're trying to have somebody take an action, and that is all tracked in the conversion objective. So within there, when you know your objective and what you're trying to do, the next tip is you want to use the audience insight to Facebook. Audience insight twos is one of the most apprehensive insight twos out there.



## Jason: (04:36)

Most of the inside twos you see on the market now, like the Pinterest of the world tiktok whatever they derive from what Facebook has, because you could get detailed in granular to see what is your audience interests, what the demographics are, what they're looking for, what they like to click on all of that information. So you can get a lot of information from the inside tools to define your audience and to help you target the right individual for whatever your offer or your objective is. So using the audience insight tools, it's a lot in there. Look at the training where we went over that. But you can spend hours just on that to understanding your audience. But you need to understand your audience. Because one of the ways when I started talking, I said a lot of designers waste money. That's one of the ways a lot of designers waste money is they don't really know who their audience is or how to target them the right way. And you'll hear me say this all the time, if you're trying to market to everybody, you're actually marketing to no one. So when you know your audience and you know how to target them the right way, now you can really drill into what they're after and have that CTA, that call to action for what they're after as opposed to what you believe they're after. Okay? So using the audience inside too is vital. Last tip we have is the budget, making sure that you set your budget correctly. This may seem like a simple tip, but we find this a lot that a lot of designers don't know how to really set it the right way. But you need to set it in terms of how much you want to spend per day and then monitor that. Because we've had clients say they want to spend \$100 a month, which is unheard of, that's not even realistic, but that's what they thought. They said 100 per month, but they actually put 100 per day at the end of the month. They had a very large bill which they were amazed at, but they didn't know how they set that. And one of the things that they learn from that and you need to learn is you never set it and forget it. That is not what you want to do with any type of ad, any ad platform you do, you need to monitor it at least every three days because what happens on most of the platforms after a few days, it optimizes.



## Jason: (07:36)

It based on what's happening with the clicks and you need to see what's working and what's not so you can change and optimize accordingly. If you set an ad and you say about two to three weeks later you're going to look at it, you're going to waste a lot of money because after about two to three days, you would have seen some issues with the ad. You would have seen where they may have been clicking here, not there. They may have been trying to do XYZ and you're not following it enough to actually see where you can make changes. And after two to three weeks, if you haven't looked at the ad, you would have wasted a lot of money on clicks that you shouldn't have needed to pay for if you're just monitoring it. So this is where a lot of designers get in trouble also, is by setting up the ad but not monitoring it accordingly. And so this is why a lot of designers either hire out or they hire somebody in house to actually help them with ad because a lot of designers do not have the time to monitor the ad to see what's working and what's not. But if you do not monitor it, you're going to waste money.

## Maria: (08:17)

I did want to say one thing. You are correct that most people in the design industry would think that they would just run the ad and then see what the results are later in the game and they don't understand that they need to babysit it. So if you are taking on doing Facebook ads for your business, you really need to look at that as like taking on a toddler in your life and that you would need to dedicate some time to check in on it, see how it's doing, if it's doing something wrong, change it, help it out, make sure you're doing everything the way that it should be done. And that if you don't have the time and energy to do that, you should consult a professional to help you with your Facebook ads. I do see a lot of people running facebook ads whenever they have something going on with their business. And realistically, if you're not doing it with a plan and a strategy, it's probably not going to result in what you're looking for anyway. So just remember, Facebook ads are going to be like a toddler and they are going to require that amount of maintenance and care.



### Jason: (09:36)

And that's one of the things we hear from a lot of designers is the maintaining aspect of following up on ad is what they do not like to do. But you have to if you are going to do ads on your own.

### Mirjam: (10:07)

And I think that's a really good point that both of you made. I just want to say it's not just the operations and the monitoring part, but creating the ad really is a science. You can't just take a regular post that you have, but you have to think through, like you said Jason, the objective and the messaging and you have to really be almost a specialized copywriter to do this effectively and to make it worthwhile the investment that you're going to make for the ad. And once you have a really good ad, then you want to spend the money on it. But I really think you have to take time and effort and probably the help of a professional to create the ad.

### Maria: (10:13)

Because you have to take into consideration that such a large chunk of the people who are on social media are not your ideal client. And so when you're thinking about running an ad to a group of people, you really need to hone down on who that group of people would be and what would they find valuable from you. Since typically interior designers don't have \$100 item that you can just buy, they don't have like even a \$300.01 time consult, you're talking five hundred dollars to one thousand dollars for an initial investment. Even connect and work with an interior designer that your Facebook ads are going to have to be giving something to a really large audience that they would find appealing enough to then give you their email or want to contact you in the future. So I would look at it like I would probably run Facebook ads if I was doing business to business and I wanted to hit up all the realtors that lived and worked in a specific area as a way for them to have awareness of my brand and my business over just wanting to blanket market to as many people as possible and interior design business.



## Jason: (11:36)

Just to add in there what you have talked about with your audience. And I had talked about the top 2.91 billion active users for the majority of designers out there. You do not want a lot of individuals to look at your ad because you're paying per click. And so that's why you need to take time on audience insight too, so you can have the audience manageable enough that they are interested in what you have to offer as opposed to sending your ad out to everybody and you're getting clicks for all these ads. And then at the end of the day, that's when I hear Facebook ads don't work because you haven't delved in on the audience to understand who your target audience is, to target them the right way and copywriting what you said, Miriam, is vital. There are ways that you can look at the competition to see what is working, what's not working. So you can develop an ad that will resonate with your audience, but copywriting the images you use, the videos you use, all of that is an aspect that you need to take into consideration and also knowing that the platform changes. So you need to be up to date on what's happening with the platform as well. So there's a lot of intricacies that we're not going to get into now. We just want to be high level. Like I said, we actually have the training. It will be in the show notes and we are going to have future topics on this. And we hope to see you all here next week on Designer Discussions.

## Outro: (12:53)

Are you ready to get serious about your marketing? We're opening the Designer Discussions Marketing Studio, a monthly series of in depth actionable content to guide your marketing, PR and business development. We want to help you transform your business and elevate it to work with your dream clients.

We hope you enjoyed this episode of Designer Discussions. What was your takeaway care to share your thoughts and tag Jason, Maria and Miriam on social media. You can find them on all platforms@designerdiscussions.com. Don't forget to, like, subscribe and leave a review or comment for this episode. Episode from wherever you are listening.

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