

**ÖMNES**

**How to Reach & Engage  
Tech Talents on Facebook**

## INTRODUCTION

# Why Facebook?

With over **2.32 billion monthly active users**, Facebook is the largest (and most powerful) distribution network. That means that there are a lot of tech talents scrolling around Facebook, waiting for something that will draw their attention.

You probably believe that LinkedIn is the best social media platform for B2B marketing, but Facebook is much cheaper than LinkedIn, you can easily target your audience, and engage them with your brand. While most people use LinkedIn only when they want to find a job, Facebook is a social media platform where tech talents spend most of their time. Often the best employees already have jobs, so they don't spend as much time on LinkedIn as they do on Facebook.



However, posting on Facebook is simply not enough. Your organic reach on Facebook is limited, so you have to start advertising on Facebook. Successful marketers know that there is no effective social media strategy without advertising. What you have to be aware of is that advertising isn't a cost, but an investment.

This ebook will help you use the full potential of Facebook and grow your talent pool. Whether you want to build your brand image or to improve it, this ebook will help you get into people head and make them want to interact with you. From targeting the right audience to building employer branding, getting more followers and click on your career page - you will know all of these things by the end of this ebook.

**Let's take your social media marketing to the next level and engage tech talents!**

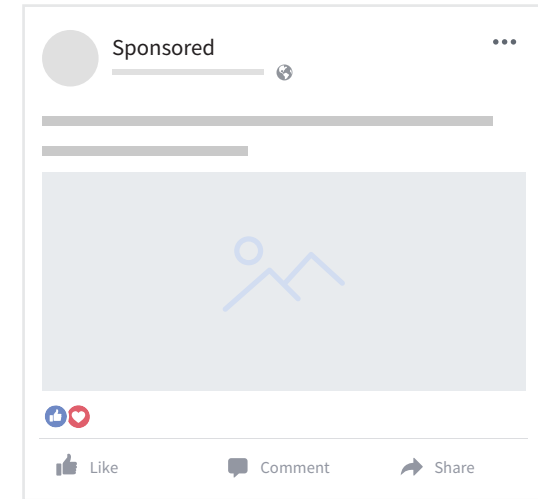




# Facebook Ads: Why Should You Use Them?



Have you ever visited some website and the ads from the same websites kept showing on your Facebook profile after that? Or you googled something just to realise that you're getting similar content served to you on Facebook? It sounds scary, but it's actually very simple to explain this - you can thank Facebook Pixel, remarketing, and targeting tools that are a part of Facebook Business Manager.



Facebook understands people habits, interests, location, which can help you reach tech talents. Moreover, you won't reach just any tech talents. If you want to target only Java developers, you can do it! If you wish to get the best talents to apply for a job, or to get more clicks on your new blog posts, it's easy to reach people who might be interested in your posts. Facebook is able to make incredibly accurate predictions about what people might be interested in, so use the power of this social media platform in order to achieve your goal.

## **Before we start, you have to think about three things:**

1. Who is your target audience?
2. What you want to present to them and how?
3. What is your budget?
4. What do you want to achieve with an ad?



## What's Wrong With Organic?



Facebook algorithm is constantly changing. A few years ago, it was easier to reach more people by just posting organically. However, we are overloaded with information, more and more businesses are using Facebook ads, so it's harder to get new followers and better engagement.

Yes, you can encourage your employees to share job openings on their Facebook page, but this won't be enough.

Facebook is connecting people to meaningful posts from their friends and family in News Feed which means that brands can reach dramatically fewer people. What is the solution? You will have to pay if you want to get better reach and grow your business.

Luckily, it has never been easier to narrow your audience and engage with people who are the most likely to take action on your website. We will help you target A-level developers and make your content stand out in the crowded market of IT industry.



**"I'm changing the goal I give our product teams from focusing on helping you find relevant content to helping you have more meaningful social interactions," Mark Zuckerberg."**



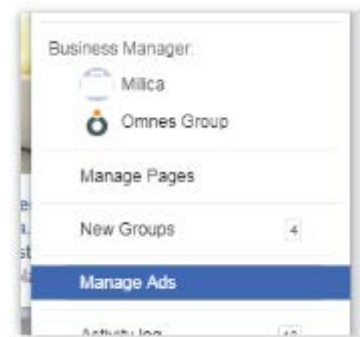
# Creating a campaign



First thing you have to do is to install Facebook Business Manager and set your account. When you do that, you should go to settings, change a time zone and currency, add billing method and details about your business.

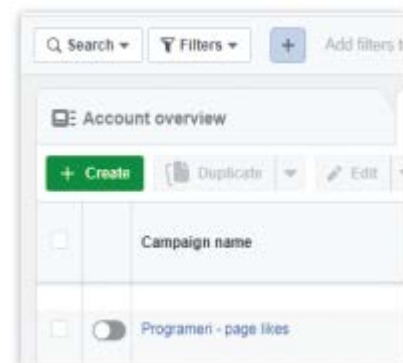
## How to create an ad

1. Click on the drop-down arrow in the upper-right corner of any Facebook page and choose **“Manage Ads”**.



2. Choose an account that you want to manage (if you have more than one)

3. Click the prominent green **“Create Ad”** button in the upper-right corner of your Facebook Ads Manager.





# Creating a campaign

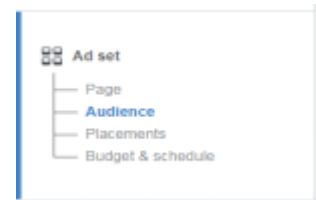


## 4. Choose your campaign objective

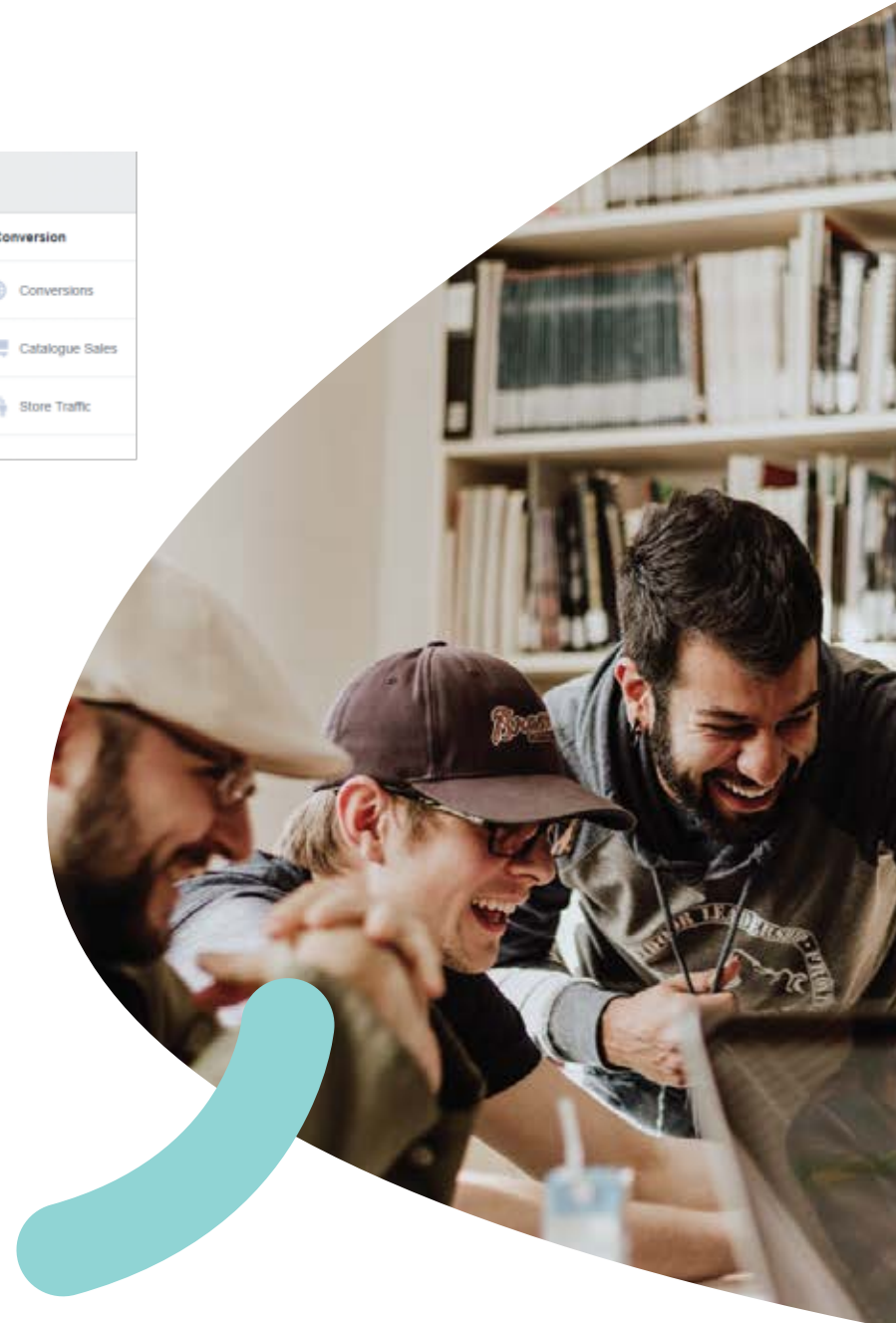
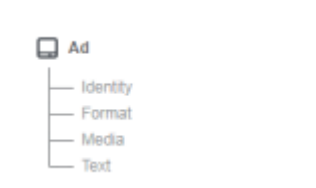
What's your marketing objective? [Help](#) [Choosing an objective](#)

Awareness	Consideration	Conversion
<input checked="" type="checkbox"/> Brand Awareness	<input type="checkbox"/> Traffic	<input type="checkbox"/> Conversions
<input type="checkbox"/> Reach	<input type="checkbox"/> Engagement	<input type="checkbox"/> Catalogue Sales
	<input type="checkbox"/> App Installs	<input type="checkbox"/> Store Traffic

## 5. Add details about your ad set



## 6. Make your ad





# Finding Tech Talent



Facebook lets you target specific groups of people based on interests, behavior, and more. You can build custom, lookalike, and saved audiences. This is a very powerful asset, so define your target audience and use Facebook to get to them.

## Location

You can target tech talent from specific communities, cities, countries, people who live in some location or who were recently there. You can also exclude cities that you don't want to target. This is a handy option for job ads that require working from the office. You can target people who live on your location and spend less money on a job ad.

## Detail targeting

This option allows you to include or exclude people based on their demographics, interests, and behaviour. You can just type "java developer" or browse job title, education level, or something else that is relevant to the ad. If you continue adding some of these things, you will include people who match at least ONE of the following requirements. However, if you want to target java developer who knows some specific framework, or who is skilled in JavaScript as well, you can click on NARROW AUDIENCE. The same is with excluding people. However, if you're too specific, the number of people you will reach might be below average. That's why you have to be careful and test this option.

## Demographic

Work (job titles) and education in the demographic section might be the most important for you if you want to reach people who work in the tech industry. Make sure that you find variations of job titles such as java developer, java engineer, java programmer, etc.

## Interests

You can target people based on what they like or what they want. If you know who your target persona is, you can easily target them based on their interests. For example, you want to promote a blog post for game developers, so you can just type game development tools, video game development, etc. While software development might be too broad for targeting your persona, JavaScript and React might work perfectly for you.

## Connections

If your goal is to gain more followers, you can exclude people who like your page. However, if your ad is for people who are familiar with your business, you can target people who had already followed your page (or their friends)

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As you can see, Facebook's ad targeting is mind-blowing. But there is more! You can target people who had already visited your website, or you can make a lookalike or custom audience. Let's learn how!

**What is Facebook Pixel and why do you need it?** This is a piece of code added to your website that will help you track and measure user activity on your website and target audience who visited your website. You can target people who already have an interest in your company, so learn more about [how to create it here](#).







# CUSTOM, LOOKALIKE, AND SAVED AUDIENCES

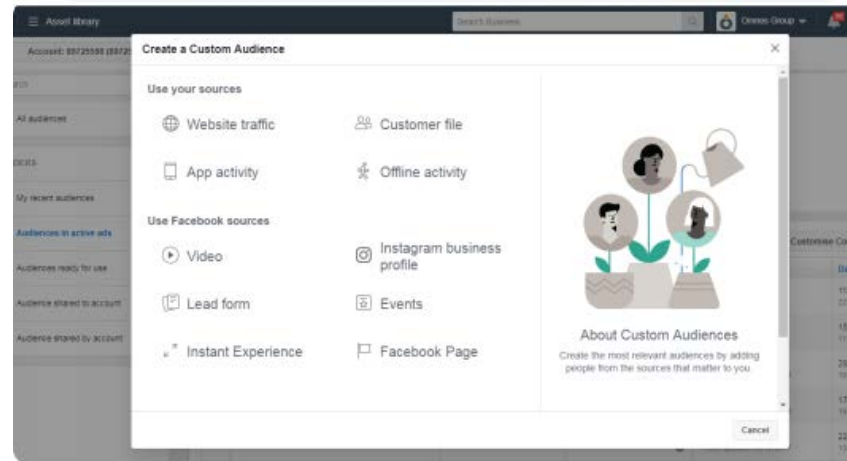


By using ads manager, you can build audience on your own and target tech talents. Here is a guide for making custom, lookalike, and saved audiences.

## 1. Custom Audiences

To form your custom audience, you have to click on the audience icon in ads manager menu. For example, you can use web traffic, custom files such as email list, or Facebook as a source to build it. It won't work straight away because Facebook needs time to collect the data, but once it's done, you can run effective campaigns that specifically target these people. Just make sure that your Facebook Pixel is active if you want to target people who had some action on your website or Facebook page.

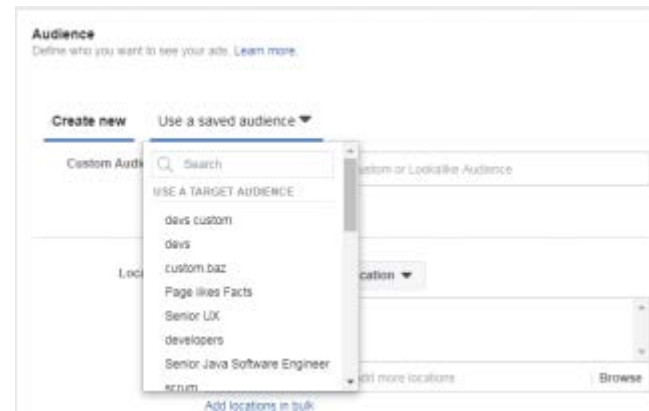
Once you build a custom audience, you can use it for retargeting, include or include it from your campaign, and make sure that your ad only reaches people who have (not) taken some action in the past. Moreover, you can set up a few audience groups and use them whenever you want. Facebook Pixel will keep running so new visitors of your page will be included. This is also an excellent way to reach potential clients who visited your website.



## 2. Lookalike Audiences

Facebook Pixel understand your audience, which means that it's able to target relevant people similar to your visitors. You can also select audience size and location. This is a powerful tool for reaching new audience from IT industry that might be interested in your business.

Furthermore, you can make a lookalike audience based on your custom audience. It's also possible to target both custom and lookalike audiences in your ad. As you can see, there are a lot of options that can help you reach people who are likely to be interested in your content. Just keep remembering who your target persona is, and choose which of these options is the best for you.



## 3. Saved Audience

Facebook Pixel understand your audience, which means that it's able to target relevant people similar to your visitors. You can also select audience size and location. This is a powerful tool for reaching new audience from IT industry that might be interested in your business.

Furthermore, you can make a lookalike audience based on your custom audience. It's also possible to target both custom and lookalike audiences in your ad. As you can see, there are a lot of options that can help you reach people who are likely to be interested in your content. Just keep remembering who your target persona is, and choose which of these options is the best for you.



--- part two--

## Reaching Tech Talent

You've defined your audience, so it's time to create your ad and decide which type of campaign is the best for you. While awareness will help you reach as many people as possible, consideration and conversion objective will make people take some action on your ad. As you can see, there are many options, but we will explain those which will be the most helpful for targeting tech talents - website click and engagement.





# Website Click Ads



Do you want to get more traffic on your website or promote some specific page such as careers landing page, or you want to drive overall awareness of your business? If your answer is yes, then this is a type of campaign for you.

Since you can choose a format and call to action icon, make a new headline and text for links, there is plenty of room for customisation. You can also add different links if you choose carousel format or use video templates and make a slideshow.

## WHAT METRICS TO WATCH

Once your campaigns are finished, you will be able to see which one draw people's attention the most. You will have to analyze the reasons why that happened - maybe your copy wasn't good enough or maybe you've chosen the wrong type of campaign. Link click is the most common type of campaign so you will have to fight for user's attention. Here are the most important metrics that will help you analyse your ad:

**CTR (click through rate)**

**CPR (cost-per-result)**

**Impressions**

For example, if you CPR is 0,20\$ for one campaign, and 1,20 for another, that means that something was more appealing for tech talents in the first one, but your job is to figure out what. There is no simple answer, you will have to compare them.

Define what success really means for your business before you start. You have to listen to your audience and analyse what they want to see and read. To get there, you will have to experiment with ads at the beginning.

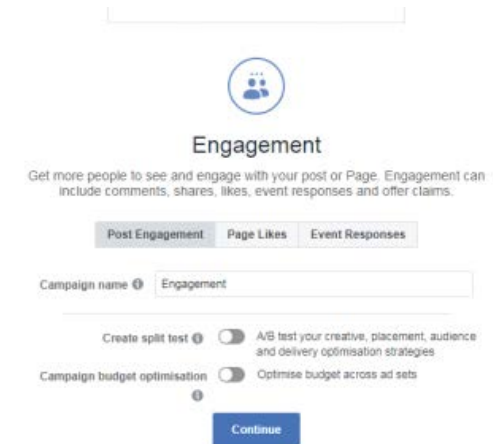


## Engagement



Since you're reading this ebook, your goal is to engage developers and make them have some interaction with your business. You can use engagement to extend your page posts beyond your page and inspire people to take action. You have three options that can be very beneficial for you. While post engagement will help you reach tech talent who are likely to share, like, and comment, page likes will help you gain more followers. Event response might not be interesting for you unless you're organising some meetup or conference.

**What you have to know** before you choose engagement as an objective is that you can use a single image or video as a format and you won't be able to add links and call to action button. Next, if you choose page likes as your goal, this ad will exclude your followers. So, if link clicks aren't crucial for you, but communication with your audience, then you're on the right path. .



### METRICS TO WATCH

Frequency - When you choose engagement as objective, it means that the post will be shown to some people a few times. You can track how many times people saw your ad.  
CPR (cost per result) - Whether your goal is post engagement or page likes, you can see which ad was the most appealing for users and make them take some action.  
Page likes - if your goal is to gain more followers, than you should focus on this metric.



## Conclusion

Nowadays, having interesting posts on Facebook is simply not enough. You might have a great copy and appealing visual content, but what's the point if only a small number of people can see it? Facebook advertising is still pretty cheap, so use these tips wisely and deliver your unique posts to tech talents that will love it. You won't only build brand awareness, but you will actually interact with likeminded people from IT industry.

Whether you're a marketer or not, Facebook Ads Manager isn't that complicated. We believe that you can handle it if you start thinking about your goals and your target audience. Invest a bit of your time and money, and the results will come. We wish you all the best on your way to **success on Facebook!**

