

Marketing MVPs



TEACHING**ENTREPRENEURSHIP**.ORG

Marketing MVPs

Testing Demand on Social Media



TEACHINGENTREPRENEURSHIP.ORG

Why?

1. **Powerful** skill

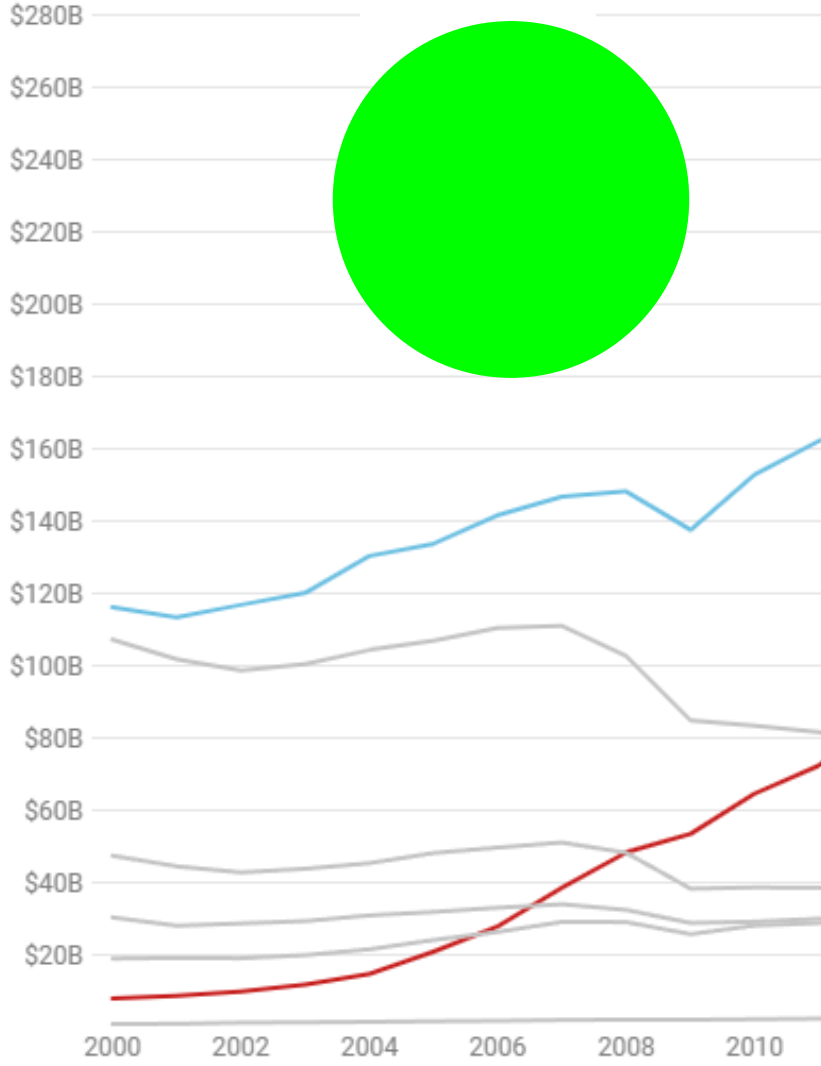
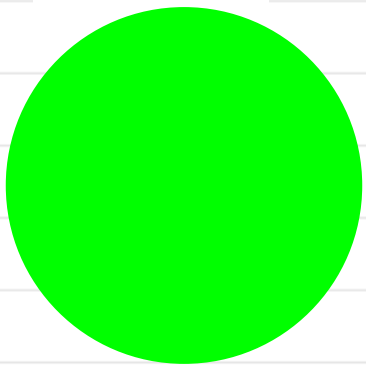
2. **They are the**
product

3. **Test** demand

Agenda

1. Exercise

2. Q&A

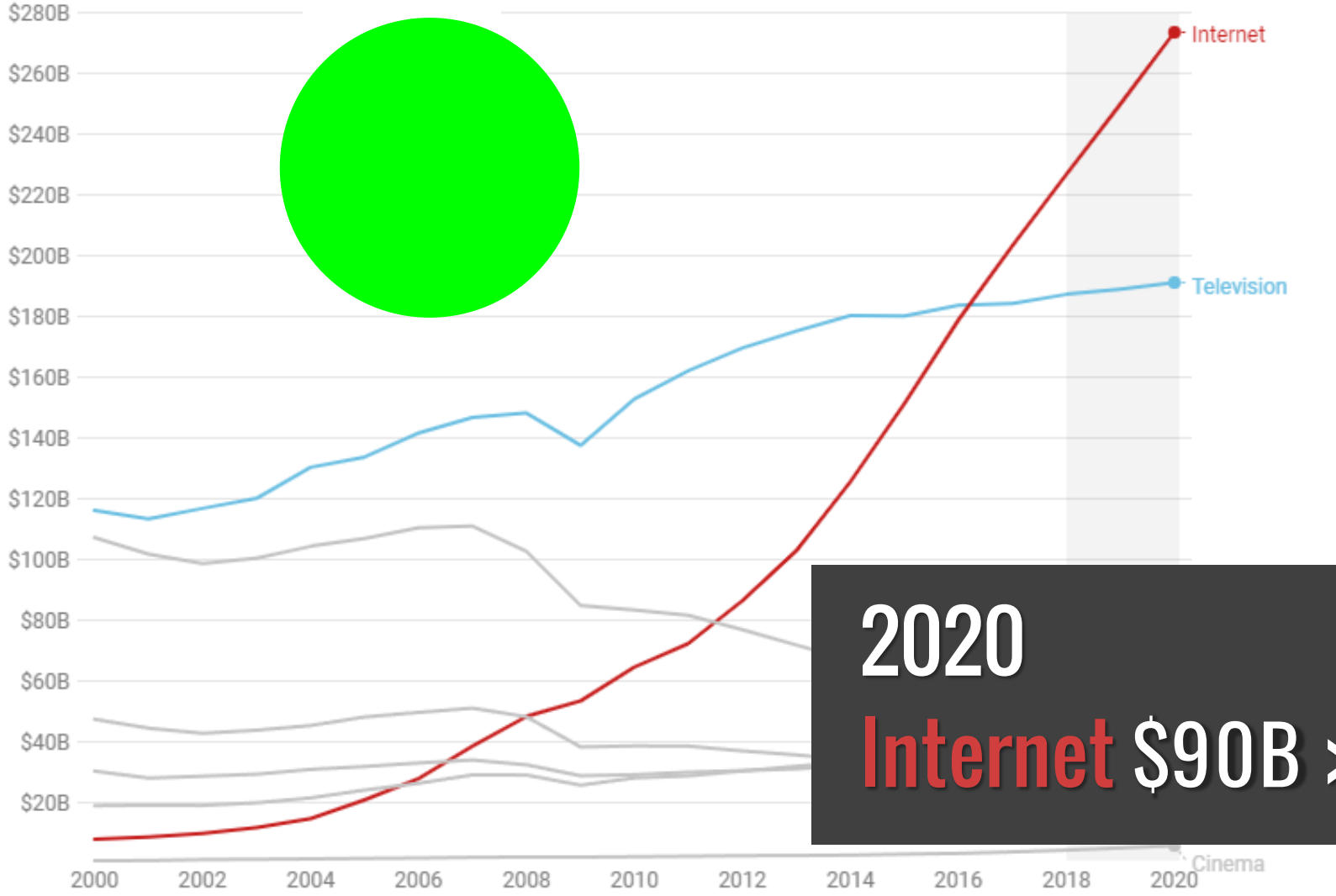


Global Ad Spend

TV vs Internet

2011

TV \$90B > Internet



2020
Internet \$90B > TV

Why?

3 Reasons ...

Online > TV

Why?

3 Reasons ...

Online > TV



Social Media



Social Media

Targeting

WordStream

ALL OF
FACEBOOK'S
AD TARGETING OPTIONS

👍 IN 1 EPIC INFOGRAPHIC 👍

With more than 1 billion daily active users, Facebook offers up mind-blowing ad targeting options you simply won't find anywhere else. With what seems like endless combinations of demographics, interests, behaviors and more, you can get as creative as you need to in order to reach your target market on Facebook.

Here's your cheat sheet to all of Facebook's targeting options in one epic infographic ...

DEMOGRAPHICS

LOCATION	AGE
<p>Enter one or more countries, counties/regions, cities, ZIP/postal codes, addresses or designated market areas to show or exclude your ad to people in these locations. Location targeting is not available in all countries.</p> <p> Everyone in this location</p> <p> People recently in this location</p> <p> People traveling in this location</p> <p>Note: You can even drop a pin in a location anywhere in the world.</p>	<p>Select the minimum and maximum age of the people who will find your ad relevant.</p> <p>13 65+</p>
	GENDER
	<p> All</p> <p> Men</p> <p> Women</p>

Social Media

Pick 3 ...



Surprising /
interesting ways
to **target** people



Social Media

Breakouts - 10 min

1. Intro

2. Share your 3

**3. How does FB
know?**

Making Your 1st Social Media Ad



Demographics

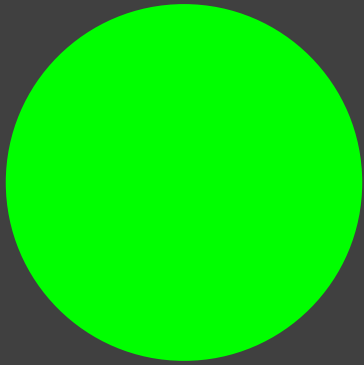
1. **Social Network**

2. **Age**

3. **Gender**

4. **Income**

5. **Region**




Customer Interviews

“Frustrated battery
doesn’t last all day”

“Anxious calling an Uber
with low battery”

“Excited about renewable
energy”

Social Media Ad Generator



Social Media Ad Generator

Created by TeachingEntrepreneurship.org ©

1. Social Network

Facebook	<input type="checkbox"/>
Instagram	<input checked="" type="checkbox"/>

2. Age Range

Min. Age	18
Max. Age	65

3. Gender

All	<input type="checkbox"/>
Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

4. Income

Bottom 10%	<input type="checkbox"/>
10% - 25%	<input type="checkbox"/>
25% - 50%	<input type="checkbox"/>
Top 5%	<input type="checkbox"/>

5. Region (All Optional)

Continent	
Country	
State/Province	
City	
Zip Code	

7. Ad Primary Text (i.e. "Never be without your phone.")

8. Describe Ad Image (i.e. "low battery symbol")

9. Image Resources

Free images: [Pixabay.com](https://www.pixabay.com)
Free image editor: [Canva.com](https://www.canva.com)

10. Your Ad

Your Image URL	
Your Company	
Primary Text	Sponsored

Demographics

1. **Social Network**

2. **Age**

3. **Gender**

4. **Income**

5. **Region**

Interests & Behaviors

Box #6

WordStream

ALL OF FACEBOOK'S AD TARGETING OPTIONS

IN 1 EPIC INFOGRAPHIC

With over 1 billion active users, Facebook is one of the most powerful advertising platforms in the world. It's also one of the most complex. With so many targeting options, it can be difficult to know where to start. This infographic is a guide to help you understand all of Facebook's targeting options in one place.

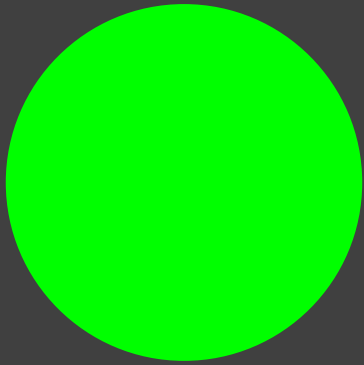
Here's your cheat sheet to all of Facebook's targeting options in one place. It's yours for free.

DEMOGRAPHICS

LOCATION Get more reach by targeting specific regions, cities, ZIP codes, or even at the ground level like schools or businesses. You can also target people based on their current location or where they live.	AGE Select the minimum and maximum age of the people you want to reach.
INTERESTS Target people based on their interests, hobbies, and activities. You can also target people based on the pages they like or the apps they use.	GENDER Target people based on their gender.
LANGUAGES Target people based on the language they speak or the language they understand.	RELATIONSHIP Target people based on their relationship status.

7. Describe Image

Evoke emotions



Customer Interviews

“Frustrated battery
doesn’t last all day”

“Anxious calling an Uber
with low battery”

“Excited about renewable
energy”

7. Describe Image



Evoke emotions

Describe image



8-9. Build Your Ad

Demo



Collaborate

1. **Intro**

2. **Share & help**

3. **Discuss: Which
will get the most
clicks?**

10 Minutes

1. **Intro**

2. **Share & help**

3. **Discuss: Which
will get the most
clicks?**

After Breakouts

1. **Students share**

2. **Which will get
the most clicks?**

3. **A/B Testing**

Customize Lesson

1. **Spreadsheet Ad**
2. **Draft Facebook Ad**
3. **Run Facebook MVP Ad**
4. **Run A/B Tests**

Next: Lesson Plan

Creating Facebook & Instagram Ads

Demographic Targeting

Trait	Values	
Age Range (13 - 65+)	Minimum Age:	Maximum Age:
Gender (leave blank for all)	<input type="checkbox"/> Men	<input type="checkbox"/> Women
Income (US income levels)	<input type="checkbox"/> Bottom 10% <input type="checkbox"/> 10% - 25%	<input type="checkbox"/> 25% - 50% <input type="checkbox"/> Top 5%
Region (continent, country, state/province, city, zip code, etc.)	People living in:	For example, people living in: <ul style="list-style-type: none">• North America• United States• California• San Luis Obispo• 93401

Personal Targeting

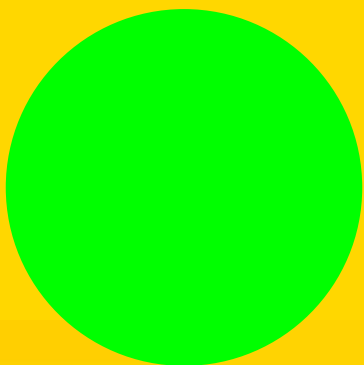
Trait	Values
Interests, Behaviors, and Job Titles	For example: <ul style="list-style-type: none">• Job title: barista• Interests: climate change, the Gucci brand• Politically: liberal• Living: away from home/family• Relationship: In a long-distance relationship• Personal events: Anniversary within 30 days

Run Lesson After

1. Problem Interviews

2. Marketing Plan

3. MVP

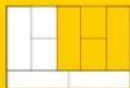
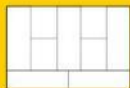


Structured Curriculum

EXEC

Find a Problem Worth Solving

Find a Solution Worth Building



Weeks

1 - 2

3 - 4

5 - 6

6 - 8

9

10

10

11

12 - 13

14 - 15

Skills

Growth Mindset

Leveraging 1st Failure

Ideation Generation

Customer Interviewing

Problem Validation

Creativity & Design Thinking

Financial Modeling

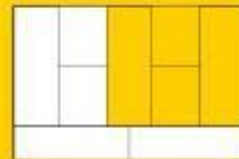
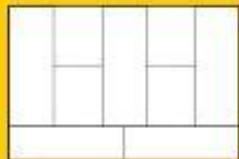
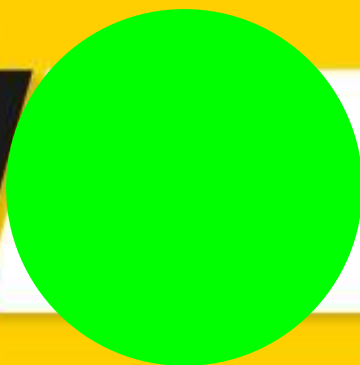
MVPs & Prototypes

Running Experiments

Pitching & Storytelling

EXEC

Find a Problem Worth Solving



Weeks

1 - 2

3 - 4

5 - 6

6 - 8

9

Skills

Growth
Mindset

Leveraging
1st Failure

Ideation
Generation

Customer
Interviewing

Problem
Validation

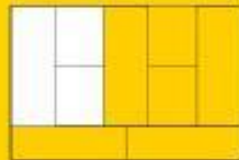
C

Find a Solution Worth Building



9

10



10

Here

11



12 - 13

14 - 15

Problem
Validation

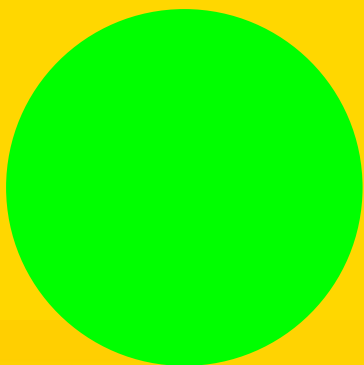
Creativity &
Design
Thinking

Financial
Modeling

MVPs &
Prototypes

Running
Experiments

Pitching &
Storytelling

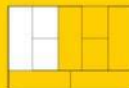
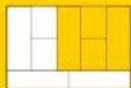
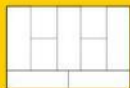


Preview: TeachingE.org

EXEC

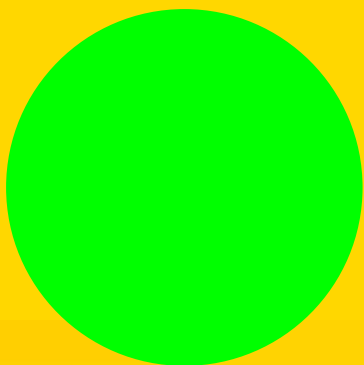
Find a Problem Worth Solving

Find a Solution Worth Building



Weeks 1 - 2 3 - 4 5 - 6 6 - 8 9 10 10 11 12 - 13 14 - 15

Skills Growth Mindset Leveraging 1st Failure Ideation Generation Customer Interviewing Problem Validation Creativity & Design Thinking Financial Modeling MVPs & Prototypes Running Experiments Pitching & Storytelling

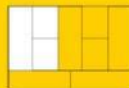
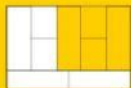
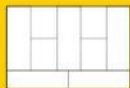


New: Student Experience

EXEC

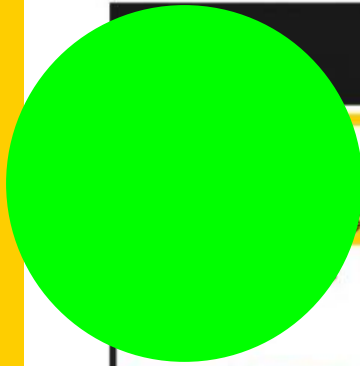
Find a Problem Worth Solving

Find a Solution Worth Building



Weeks 1 - 2 3 - 4 5 - 6 6 - 8 9 10 10 11 12 - 13 14 - 15

Skills Growth Mindset Leveraging 1st Failure Ideation Generation Customer Interviewing Problem Validation Creativity & Design Thinking Financial Modeling MVPs & Prototypes Running Experiments Pitching & Storytelling



BUSINESS

Key Activities

- Software development
- Homeowner support
- Traveler support
- Legislation

Experience creators
Airlines

Diffusion of Innovati

Early Adopter %

Early Majority %

EM to EA Ratio

Annual Revenue

Annual Expense

Difference

Difference %

Annual Revenue

\$600,000

\$400,000

\$200,000

\$0

Step 5

Build Your Presentation

Once you have answered all the previous questions, click the "Create/Update Your Presentation" button below, and a slide deck will be created for you.

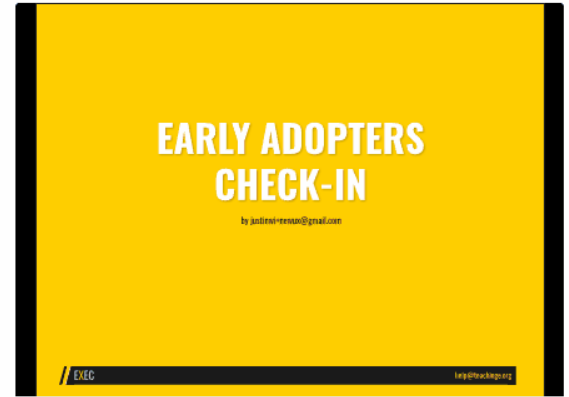
✔ Your presentation is updated!



OPEN



DOWNLOAD



< 1 > ⋮

Google Slides

Note: If something looks broken, you can [REBUILD IT](#)

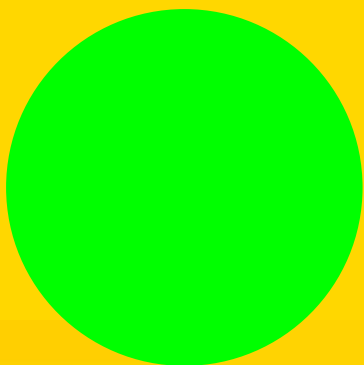
My Ideal Customers are  who

feel  when 

because , and I

want to help them feel 

EXEC

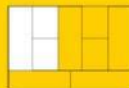
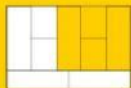
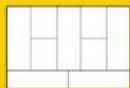


Preview: TeachingE.org

EXEC

Find a Problem Worth Solving

Find a Solution Worth Building



Weeks 1 - 2 3 - 4 5 - 6 6 - 8 9 10 10 11 12 - 13 14 - 15

Skills Growth Mindset Leveraging 1st Failure Ideation Generation Customer Interviewing Problem Validation Creativity & Design Thinking Financial Modeling MVPs & Prototypes Running Experiments Pitching & Storytelling

Lesson Plan

Creating Facebook & Instagram Ads

Demographic Targeting

Trait	Values	
Age Range (13 - 65+)	Minimum Age:	Maximum Age:
Gender (leave blank for all)	<input type="checkbox"/> Men	<input type="checkbox"/> Women
Income (US income levels)	<input type="checkbox"/> Bottom 10% <input type="checkbox"/> 10% - 25% <input type="checkbox"/> 25% - 50% <input type="checkbox"/> Top 5%	
Region (continent, country, state/province, city, zip code, etc.)	People living in:	For example, people living in: <ul style="list-style-type: none">• North America• United States• California• San Luis Obispo• 93401

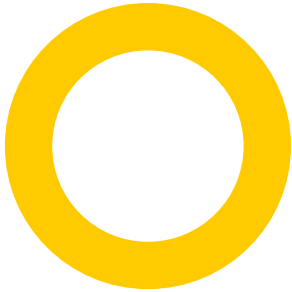
Personal Targeting

Trait	Values	
Interests, Behaviors, and Job Titles		For example: <ul style="list-style-type: none">• Job title: barista• Interests: climate change, the Gucci brand• Politically: liberal• Living: away from home/family• Relationship: In a long-distance relationship• Personal events: Anniversary within 30 days

Next:



Takeaways





TEACHING
ENTREPRENEURSHIP
SUMMIT
WINTER 2021

Feedback

Questions



Marketing MVPs



TEACHINGENTREPRENEURSHIP.ORG

Marketing MVPs

Testing Demand on Social Media



TEACHINGENTREPRENEURSHIP.ORG

THANKS FOR ATTENDING



TEACHING**ENTREPRENEURSHIP**.ORG

