

Facebook Test & Measure



Key Points:

- Need to be in a perpetual state of test and measure
- The market will tell you the truth
- We need to spend little bits on lots of different models of content
- Once we find what works then we invest more money in it to make sure it scales

Discussion Questions:

(Make it a safe place where people understand that they do not have to share if they don't feel comfortable with sharing private / sensitive information but emphasise the importance of them still answer the question and writing it down for themselves.)

1. What are three (3) different pieces of ad content you can create for each of the following content models?
 - a. Video (what is the video about?)
 - b. Text (what does the text say?)
 - c. Image (what is the image?)

Business Building Activity:

Start testing small ads.

N.B. Please do not hand these out, these are for you to guide / facilitate conversation. We suggest you ask the question and open it for discussion. If there is a void in conversation, or it is hard to get the conversation going, share your answer then ask the others if they have any thoughts. The questions are a guide only, allow discussions to carry on as long as it is still on topic. Ensure the activity is given as "homework" so people are getting value and making progress.