



GUIDE TO

Facebook marketing for Online Dating Services





Online dating services

Online dating is a billion dollar industry worldwide and the sector expansion is growing massively with increasing user demand

Traditionally online dating marketers have been investing heavily in search engine and email marketing campaigns

Facebook advertising helps boost these campaigns, by reaching out to audiences through advanced targeting and retargeting techniques to build, engage and amplify your target audience reach



Key Benefits

- **Target better** – more options are available for differentiated targeting(interest, demographics, lookalike audiences etc.)
- **Gain deeper insight** on your user base (demographic, creative, interests, geo-location, platform)
- **Boost your email campaign effectiveness** with data entry custom audiences
- **Maximize your search engine campaign dollars** with remarketing campaigns on custom web and mobile audiences



Pre-setup considerations

- **Define your campaign objectives**
 - Define what actions will have the most impact on your business
 - Define the results related to each action defined
- **Identify your audience**
 - Use custom audiences to identify your existing customers
 - Layer in additional native Facebook targeting options to further segment your audience
 - Ensure your audience size is large enough
 - At least 100k users for custom audiences
 - Minimum 30k users for any single campaign
 - Minimum 1000 users per adset



Pre-setup considerations

- **Create ads that speak to your audiences**
 - Keep your ad copy and images simple, engaging and authentic
 - Tailor your message to your audience
 - Test multiple sets of creative
 - Ensure that your ads are compliant with [Facebook's Ad Policy and Guidelines for Dating](#)
- **Measure effectiveness**
 - Closely measure traffic to your app
 - Continually conduct a/b testing on your ad copy and creative for different target audiences



Campaign objectives

- **Clicks to Website:** Get people to visit your website.
- **Website Conversions:** Promote specific conversions for your website. You'll need a [conversion pixel](#) for your website before you can create this ad.
- **Page Post Engagement:** Promote your Page posts.
- **Page Likes:** Get Page likes to grow your audience and build your brand.
- **App Installs:** Get people to install your mobile or desktop app.
- **App Engagement:** Get people to use your desktop app.
- **Offer Claims:** Create offers for people to redeem in your store.
- **Event Responses:** Increase attendance at your event.



Define your audience

- **Data entry custom audiences**
 - Utilise the power of your email database to boost engagement on current active users and to incentive inactive users with customised offers
 - Exclude your current customers so you don't waste money advertising to people who have already signed up
 - Target prospects who never open your emails
- **Website and mobile custom audiences**
 - Use this technique to retarget people who have reached your signup page(via other online marketing channels) but have not converted



Scheduling

- Timing
 - Morning posts/updates gain more social engagement than posts made later in the day. Peak Facebook activity occurs early in the morning, at noon, in the evenings and on weekends (ie: off-work hours).
 - interest in online dating wanes as the weekend approaches. On the weekend, many people go out socially and therefore have their best chance at finding romance Friday and Saturday nights. Those who were disappointed in their weekend dates and festivities may choose the internet as a source of potential romance when the wait until another weekend is the longest.



Ad Policy for dating

Ads for adult friend finders or dating sites with a sexual emphasis are not permitted. Ads for other online dating services are only allowed with prior authorization from Facebook. These must adhere to the image, targeting, and language requirements:

Image

Dating ads and sponsored stories may not use images that imply nudity or are otherwise provocative or sexually suggestive. Images may not show excessive cleavage or skin or otherwise inappropriately dressed people.

Acceptable



Not Acceptable





Ad Policy for dating

Targeting:

- The "Relationship" targeting parameter must be set to "Single" or "Not Specified"
- The "Sex" targeting parameter must be set to either "Men" or "Women" and cannot be both
- The "Age" targeting parameter must be set to a minimum of 18 years
- The "Interested In" targeting parameter must be set to either "Men" or "Women" and cannot be both

These targeting requirements must be met in order for dating ads to be approved to run on Facebook. Please note that you'll need to create separate ads in order to target both men and women.

Note: ads targeted to France will not have the ability to be targeted by sexual preference. Dating ads targeted to this country must abide by all other guidelines.

Ad Policy for dating

Language:

Ads and sponsored stories may not use vulgar, profane, or insulting language. Ad texts or images must clearly state and represent the product or company that is being advertised. Ads and sponsored stories may not indicate that people will meet or connect with fictitious or specific individuals. Ads and sponsored stories may not suggest that a person may be, will be, is, or has been searched for or interacted with in any way.

Dating ads must include the name of the site or service in the ad text.

Acceptable:

"Looking for a Girlfriend?"

"Find a Date Today!"

"Looking for Love? We've got the answers"

Unacceptable:

"Chat with Boys on Facebook"

"(1) Message For You"

(These imply that there is a connection between the Facebook chat and message products and your service.)

"Single and Lonely?"

(This statement implies a negative sentiment for the person.)

Ad Policy for dating

Restricted:

Ads and sponsored stories for dating sites with a primarily sexual emphasis such as sites with "couple" or "group" options, or that promote casual dating, hook-ups, or affairs are not allowed.

Ads and sponsored stories may not promote "mail-order bride" services. Please see the below examples of unacceptable ads:

Mail Order Bride Service



Date a perfect Russian bride! Click here to meet your future wife!

Creative best practices

Create ads that speak to the audiences you want to reach

– Keep it simple, engaging, and authentic

Ad Copy

- Tailor your message to your audience and the goal you're looking to achieve
- Detail prices, special offers, and discounts in the ad text to call out promotions
- Select the call-to-action that most aligns with your business goals
- Adhere to 90 character maximum: Your ad copy will be truncated after 90 characters (3 lines of text)

Ad Image

- Customize images to target audience and their interests
- Test multiple sets of creative and invest in the ones with best performance
- Use lifestyle or product images along with in-app screenshots in mobile ads
- Limit text overlay to no more than 20% (Facebook ads guideline)
- Test images of different quality types: brightness, contrast, color saturation
- Add bright borders to stand out more

Creative best practices

Different methods of testing Ad images



-VS-



-VS-



Upright



-VS-

Angled



Original Image



-VS-

Mirror Image



-VS-





Ad measurement

Measure consistently, learn what works, and optimize for better performance

- Invest in ads that are performing best
- Enable tracking on all ads to see which audience converts best for you
- Calculate insights (e.g., ROI, lifetime value) or if you want performance analysis across channels
- Continually refresh and test creatives and measure performance rigorously

A blue background with a pattern of white social media icons including a pie chart, speech bubbles, thumbs up, and various communication symbols.

Why use SocialAdsTool

SocialAdsTool (technology developed and owned by 77Agency) is an advanced Facebook Ads Platform offering a unique solution to everyone's needs.

Our technology has been built with an insight of an experienced digital agency specialized in managing **DR** and **Performance media campaign**.

Time saving and **campaign optimization** are the 2 main pillars that drive our development.

How can clients benefit from our solution?

Although most of our clients choose our service on a licensing model we still offer a free campaign management strategic support to help them achieving their desired objectives.

Furthermore we offer **free ad-hoc** functionality development to trusted clients.

Contact us info@socialadstool.com