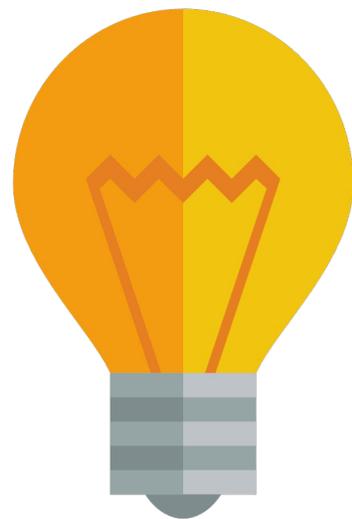# Digital Advertising

The Technical How-To's

This Guide Will Cover

1. Granting Facebook Page Access

2. Granting Google Adwords Account Access

3. Granting Google Analytics Access

4. Installing tracking codes on the website

Not every campaign will require any or all of these steps. It will depend on the type of campaign.

Granting Facebook Page Access

If you have ordered a campaign that includes advertising on Facebook, we will need access to the Facebook Page to be able to run the campaign. Here's how:

1. Our team will send a request from our Facebook Business Manager.

2. The admins of the Facebook Page will receive a notification that "Digital Agency" Business Manager is requesting access. Here's what that looks like:
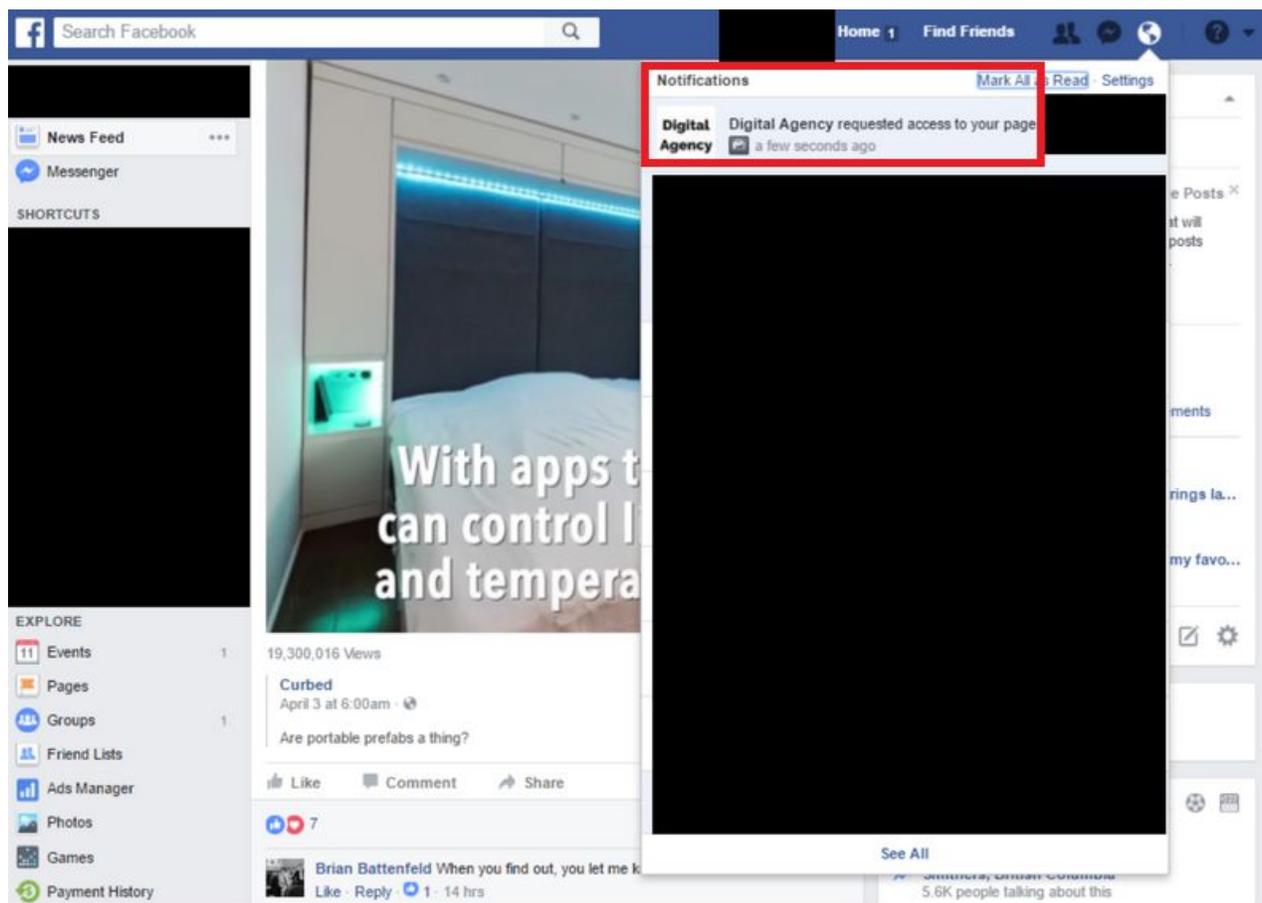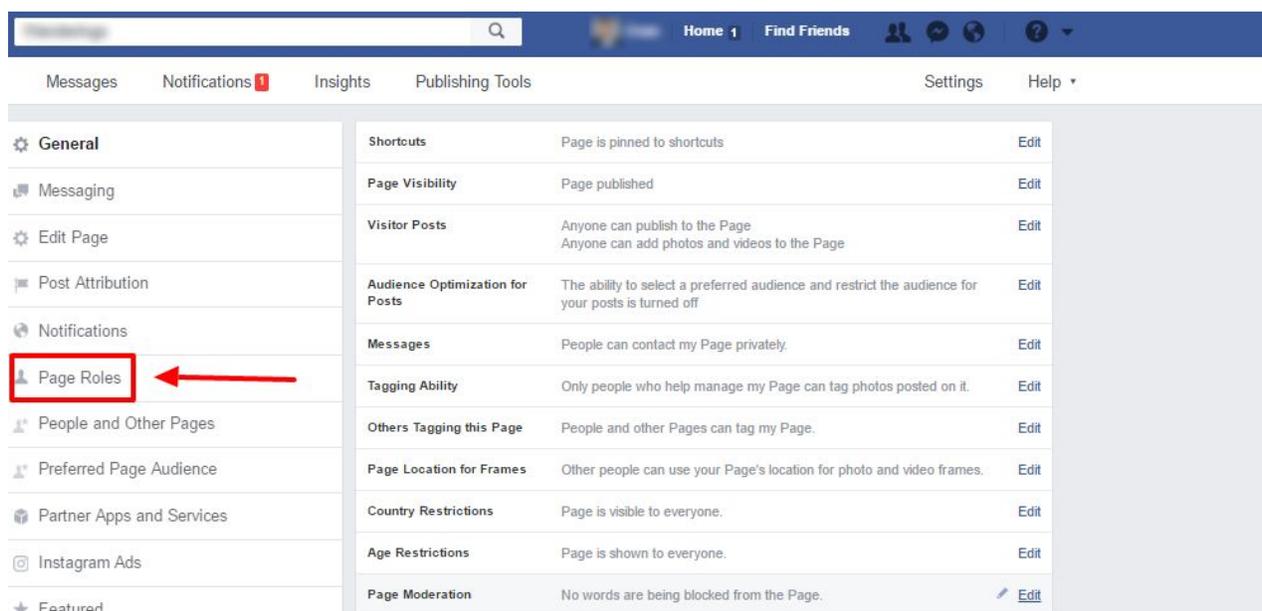
Granting Facebook Page Access

If the page admins do not see a notification they will be able to find the request and approve it in the **Page Roles** menu of their Facebook Page. Here are the steps to do that:

1. Navigate to the page
2. Click "**Settings**" in the top bar menu
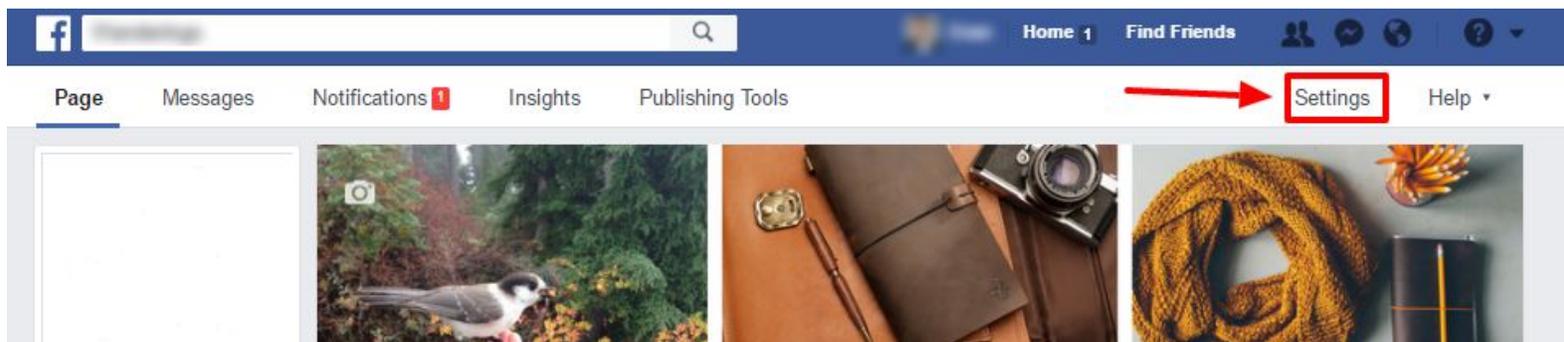
3. In the **Settings** menu select Page Roles on the left-hand side of the page

Granting Facebook Page Access

4. Once in the Page Roles Menu, the admin will see the request in the center of the page. They need to click "**Respond To Request**", "**I Give Digital Agency Access To My Page**", "**Approve Request**", then enter their Facebook Password and click "**Submit**".
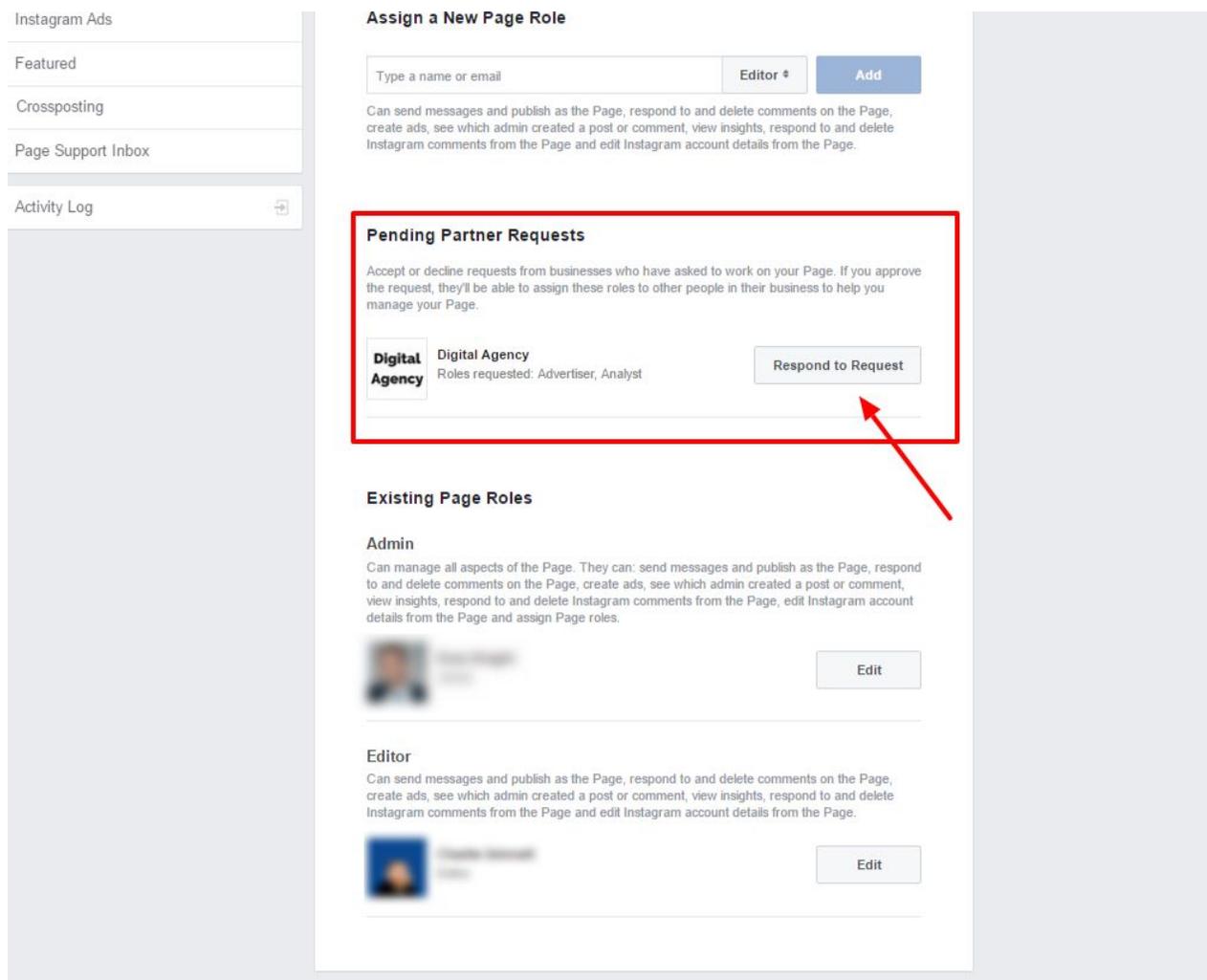

5. Done! We now have access to run advertisements for you on Facebook

   Note: Once sent, the request may take up to a day to be transmitted

Granting Google Adwords Account Access

If you have ordered a campaign that includes advertising on Google Adwords AND you have an existing Google Adwords Account, we will need access to your account to run the campaign. Here's how:

1. Navigate to your Google Adwords Account
2. On the **top left hand side** of the page you will see your **Account ID** number or "**CID**".
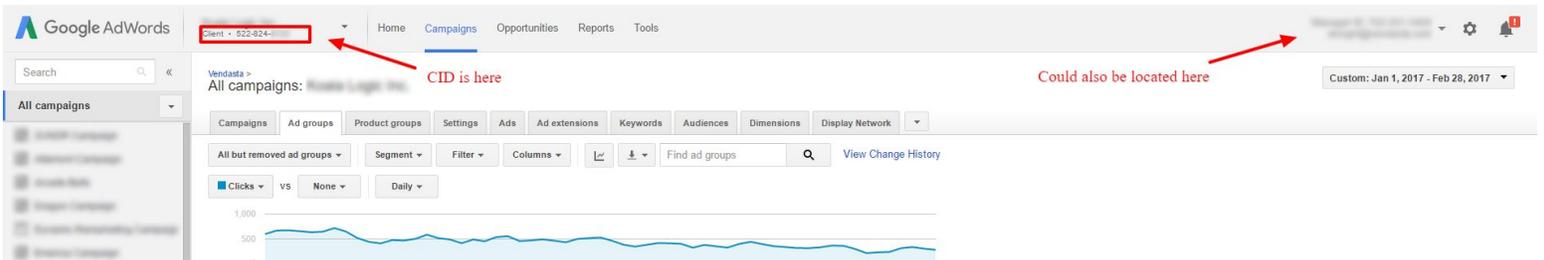
3. Provide us with your CID.
4. We will send you an **access request**.
5. You will receive an email from Google with simple instructions on how to approve the request.
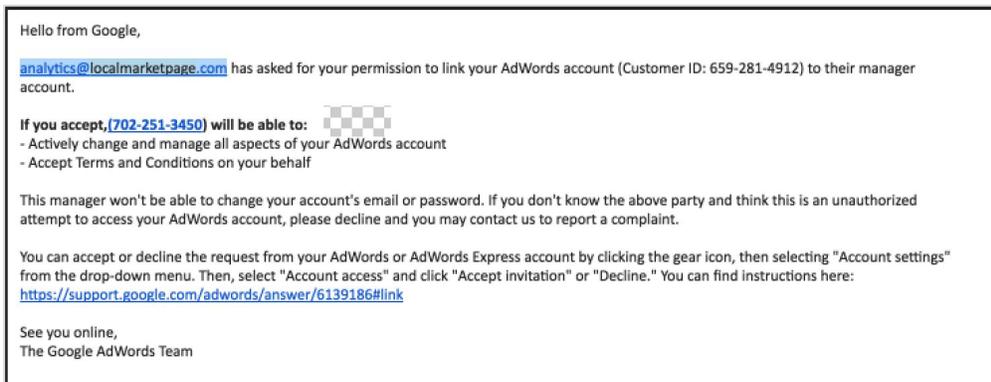

6. Accept the request
7. Done!

Granting Google Adwords Account Access

What if I don't receive an email?

1. If you do not receive an email, and have checked your spam folder, there is another way to achieve this task. Navigate to your Google Adwords Account and, on the **top right hand side** of the page you will a **GEAR ICON.** Click this and go to "**account settings**" . On the following page click "**ACCOUNT ACCESS**"
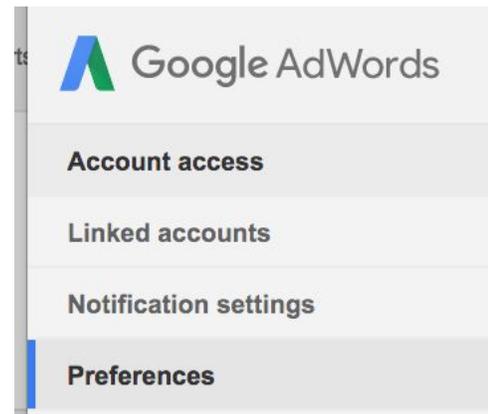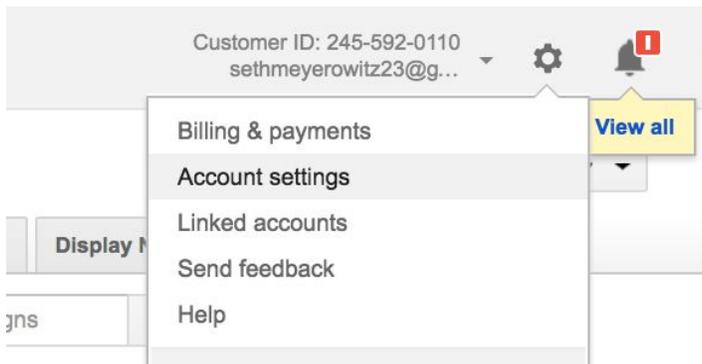
3. On the account access page you will see a request that needs to be approved.
4. Please "**ACCEPT REQUEST**"

2
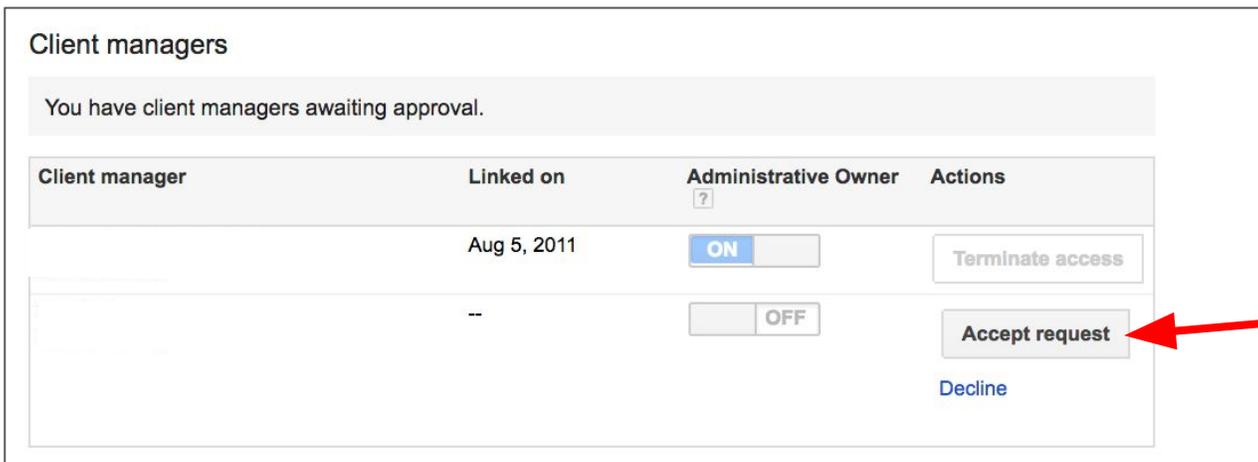
Granting Google Analytics Access

If we are sending traffic directly to your website we will need to access Google Analytics to understand the actions people are taking once they arrive. Here's how:

1. Log into your analytics account at analytics.google.com
2. You may need to hit the (>) to expand the side panel (Image 1 below)
3. Find the **ADMIN / GEAR** icon on the left side panel (image 2)
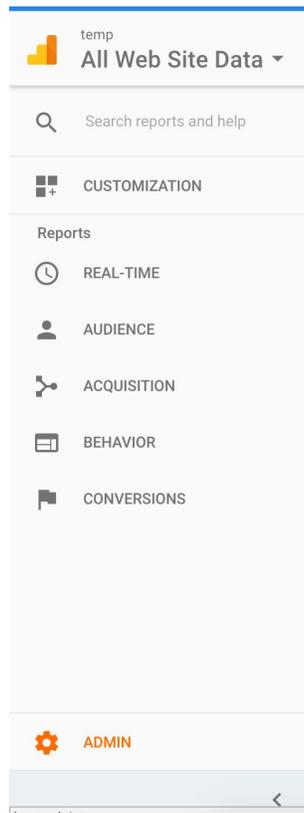4. Find and **Click User Management**
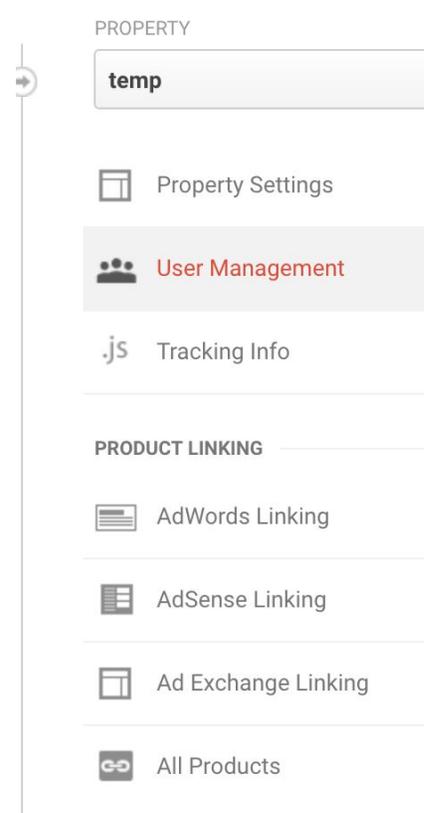
Image 1   Image 2   Image 3

3

Granting Google Analytics Access

4. Please then enter **analytics@localmarketpage.com** choosing **EDIT** under the access level drop down box and also please choose **NOTIFY** so we know this is done. Then click **ADD**.
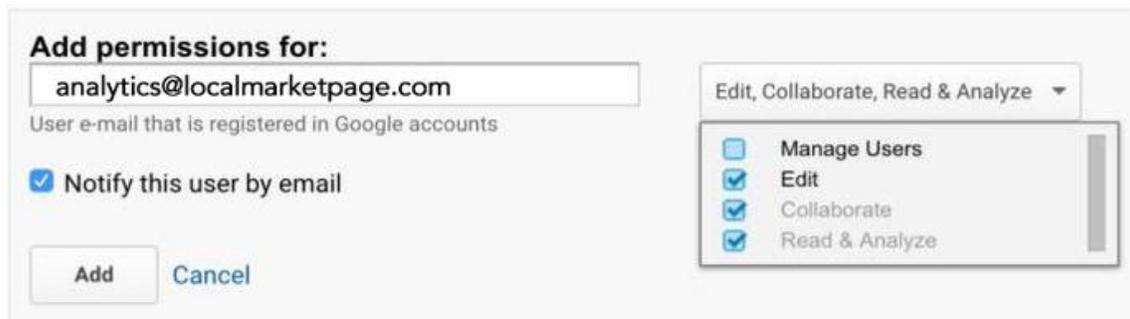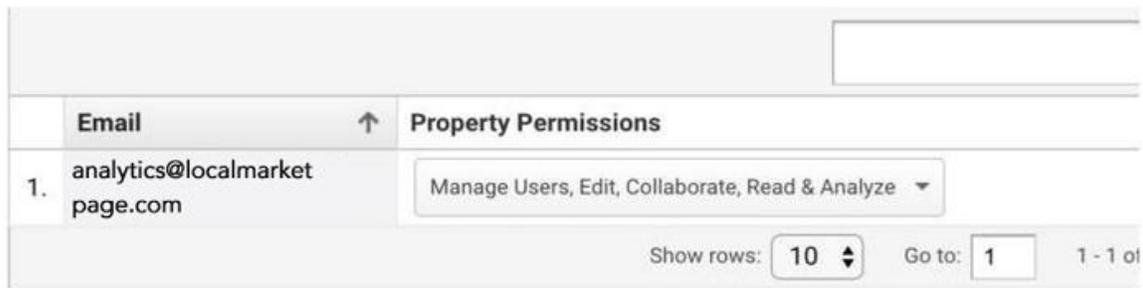
5. Done!

Note: If you have never setup Google Analytics for your website we will send you a code snippet to install on your website that will allow us to gather data. Please see the next section for details.

Installing Tracking Codes on the Website

Depending on the goals of the campaign, we may need to install several snippets of code on your website. This will allow us to use tracking phone numbers, track conversions, and more. These may look intimidating, but any webmaster will be able to install them with these simple instructions.

Google Adwords Code:

This will allow us to track conversions from traffic we send using Google Adwords.

1. We will provide you with the code snippet prior to campaign launch
2. Your webmaster should install the code snippet just after the opening body tag **(<body>)** on the "**Confirmation Page**" or "**Thank You Page**" that a user reaches after filling out the form on your website.

Dynamic Number Code:

This code makes it so that traffic sent to your website (ONLY VIA) our campaign will see a call tracking phone number instead of the usual business phone number. All calls will be re-routed automatically to your business phone number.

1. We will provide you with the code snippet prior to campaign launch
2. Your webmaster should install the code snippet just before the CLOSING body tag (**</body>**) on every page of the website.

Retargeting Code:

This code allows us to serve ads to people that have already visited your website.

1. We will provide you with the code snippet prior to campaign launch
2. Your webmaster should install the code snippet in the website header (between **<head> </head>**) so that it appears on every page of the website.

4

Installing Tracking Codes on the Website

Depending on the goals of the campaign, we may need to install several snippets of code on your website. This will allow us to use tracking phone numbers, track conversions, and more. These may look intimidating, but any webmaster will be able to install them with these simple instructions.

Google Analytics Code:

This will allow us to track actions taken on your website even if you don't have a Google Analytics account.

1. We will provide you with the code snippet prior to campaign launch
2. Your webmaster should install the code snippet in the website header (between **<head> </head>**) so that it appears on every page of the website.

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