

MINI GUIDE TO FACEBOOK ADS



WHY ADVERTISE ON FACEBOOK?

The benefits of advertising on the site are clear:



of social media marketers stated Facebook gave the **best return of investment** out of all other social media platform.



You can **target audience by location**, gender, interests and much more.



Facebook ads **cost less than other online marketing channels**, with a min spend of \$1 per day.



Its cost effectiveness coupled with its customer targeting makes it an excellent resources

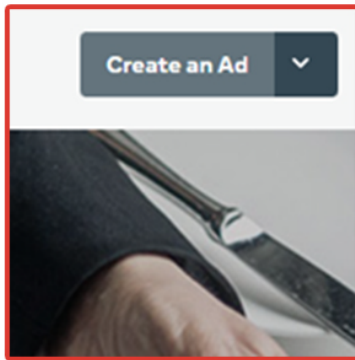


So let's get you set up...

YOUR FOOLPROOF GUIDE TO FACEBOOK ADS



STEP 1 Selecting your marketing objective

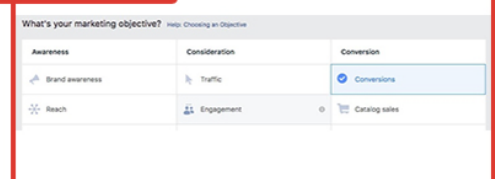


◀ From this link, <https://www.facebook.com/business/learn/facebook-create-ad-website-conversions> you can **"Create Ads"** from the drop down menu in the top right hand corner."

Enter your
"Campaign Name"
and select your
"marketing objective."



Campaign Name ⓘ





Your marketing objective is **what you want people to do** when they see your ads. There are three types:



Grow sales



Get people to complete transactions on your website.

Prompt an action



Define the action that you want people to take – from visiting your site, to adding something to their basket.

Increase traffic

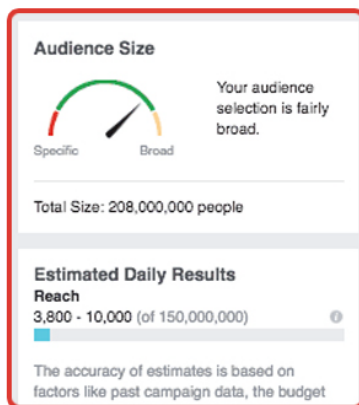


Encourage people to visit a specific page or explore your whole website.



STEP 2 Defining your audience

Finding the right audience is critical for a successful campaign.



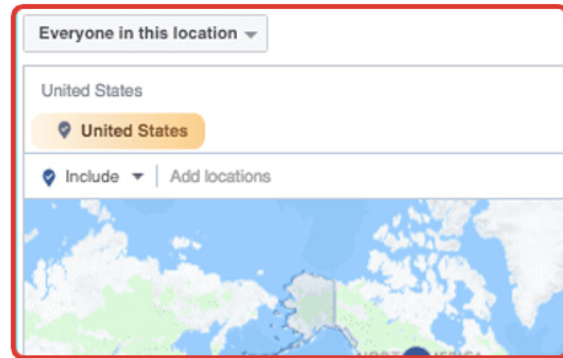
It's beneficial to be as specific as possible. aiming for an audience between **50,000 - 100,000** people when targeting the US.



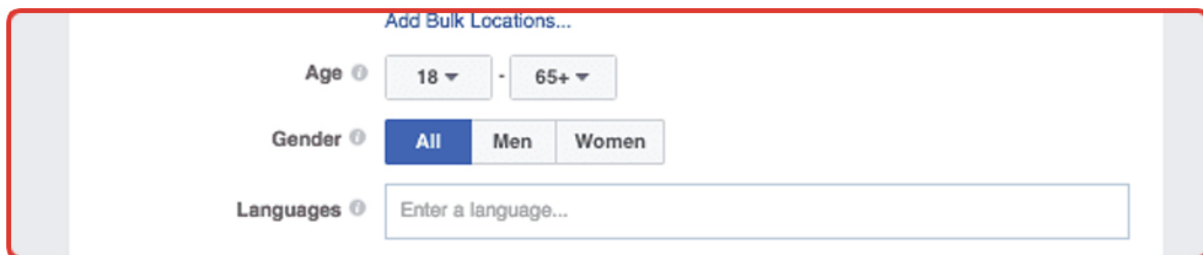
Avoid using generic interests such as nature and food. It's better to choose brands, books, sites and even other Facebook pages when they are available.

Location

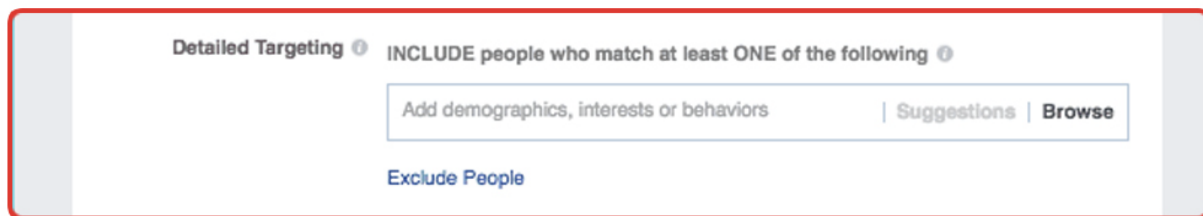
You can select entire countries, state/region, city, zip code, address or congressional district.



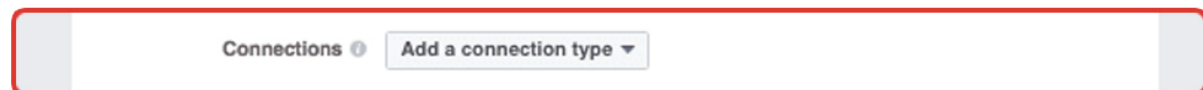
- ▼ You can condense more by age, gender and languages.



- ▼ To go even further, target your audience based on demographics, interests, behaviors and more under "Detailed Targeting".



- ▼ Finally, use "Connections" to reach people who have a specific kind of connection to your page, app or event.



Once you've made your selections, press Save Audience and you'll be prompted to give your audience a name.



STEP 3 Setting up your budget and schedule

You need to define how much you'll spend either daily or over a lifetime.



DAILY BUDGET

Work out the average you'll spend every day. Some days you'll spend more, other days less. Keep it simple with an average daily budget.



LIFETIME BUDGET

Work out the maximum you plan to spend in total on the advert set. Facebook will automatically spread the amount you spend across the live period.

You can schedule to run your advert continuously, or within a start and end date

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ \$5.00

Daily Budget 5.00 USD

Lifetime Budget Daily may vary. ⓘ









Schedule ⓘ Run my ad set continuously starting today

Set a start and end date



STEP 4 Designing your advert

- ▼ Choose the format you want from the options below, depending if you have multiple images or videos you'd like to use.

  Carousel Create an ad with 2 or more scrollable images or videos	  Single Image Create up to 6 ads with one image each at no extra charge	  Single Video Create an ad with one video	  Slideshow Create a looping video ad with up to 10 images
--	--	---	--



When choosing an image, the recommended size is **1200 x 628 pixels**. You can either upload your own, or add one from free stock images the Facebook offers.

There are five essential parts to your ad.



1. Image area (cat and mouse)

2. Text area (Take an EXTRA 30% off now!)

3. Headline area (SURPRISE DEAL! Take 30% off, on cat supplies)

4. Call to Action button (Contact Us)

5. Footer area (CATSUPPLIES.IO, Like, Comment, Share)

- 1 Image** - They will have a big impact on how people respond to your ad.
- 2 Headline** - Your headline should grab people's attention and tell them what the ad is about. Keep it to 25 characters.
- 3 Text** - Tell a bit more about your URL and what you're promoting. Keep it to 90 characters.
- 4 Call to Action** - Include a call to action button to tell people what you'd like them to do.
- 5 News Feed link description** - Tell customers where they're clicking to.

You'll be prompted to enter the information on the page. You can preview how the ad will look on a desktop, mobile, feature phone and Instagram feed.



Don't forget to add your website URL.

Add a website URL

Website URL

Display Link ⓘ

Headline ⓘ



STEP 5 **Understanding Facebook Ad Reports**

Once our advert is up you can analyze its performance. You can find this under Facebook Ad Reports.



There is a wealth of data you can filter through to find out what's important for you to measure.



COLUMNS

Shows things such as performance, engagement and clicks.



BREAKDOWN

Shows results by age, location, video view type or day, etc.

This is a mini overview of Facebook ads. If you want help with some strategy tips and guidance, please contact us at www.engage2engage.com



www.engage2engage.com

