

Digital Marketing Strategy

MKT711

Dr. Perihan Salah

5th Lecture



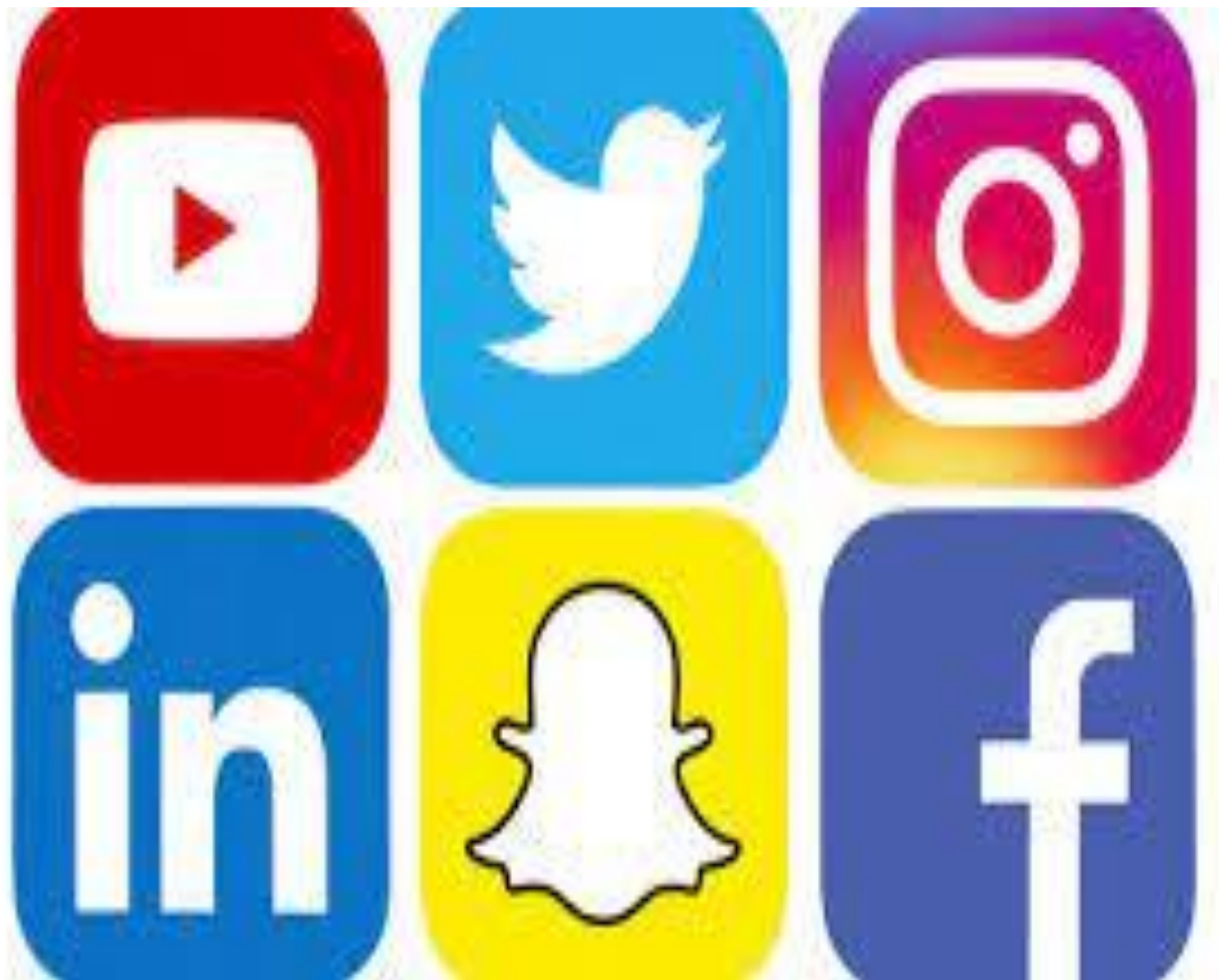
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How to Advertise on Social Media Platforms!(con't)

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How to Advertise on Social Media Platforms!



You will learn:

- How to set up your first Facebook Ads campaign
- Tips on setting audiences, targeting, placements, and more
- Exact specs for creative – image sizes down to the pixel
- The ROI you can expect to achieve with Facebook Ads
- Apply the same steps on LinkedIn, Snapchat, Twitter

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Create your ad.

Now the fun part—creating your ad! The possibilities here are endless, but if you need a little inspiration, check out these [Facebook ad examples](#).

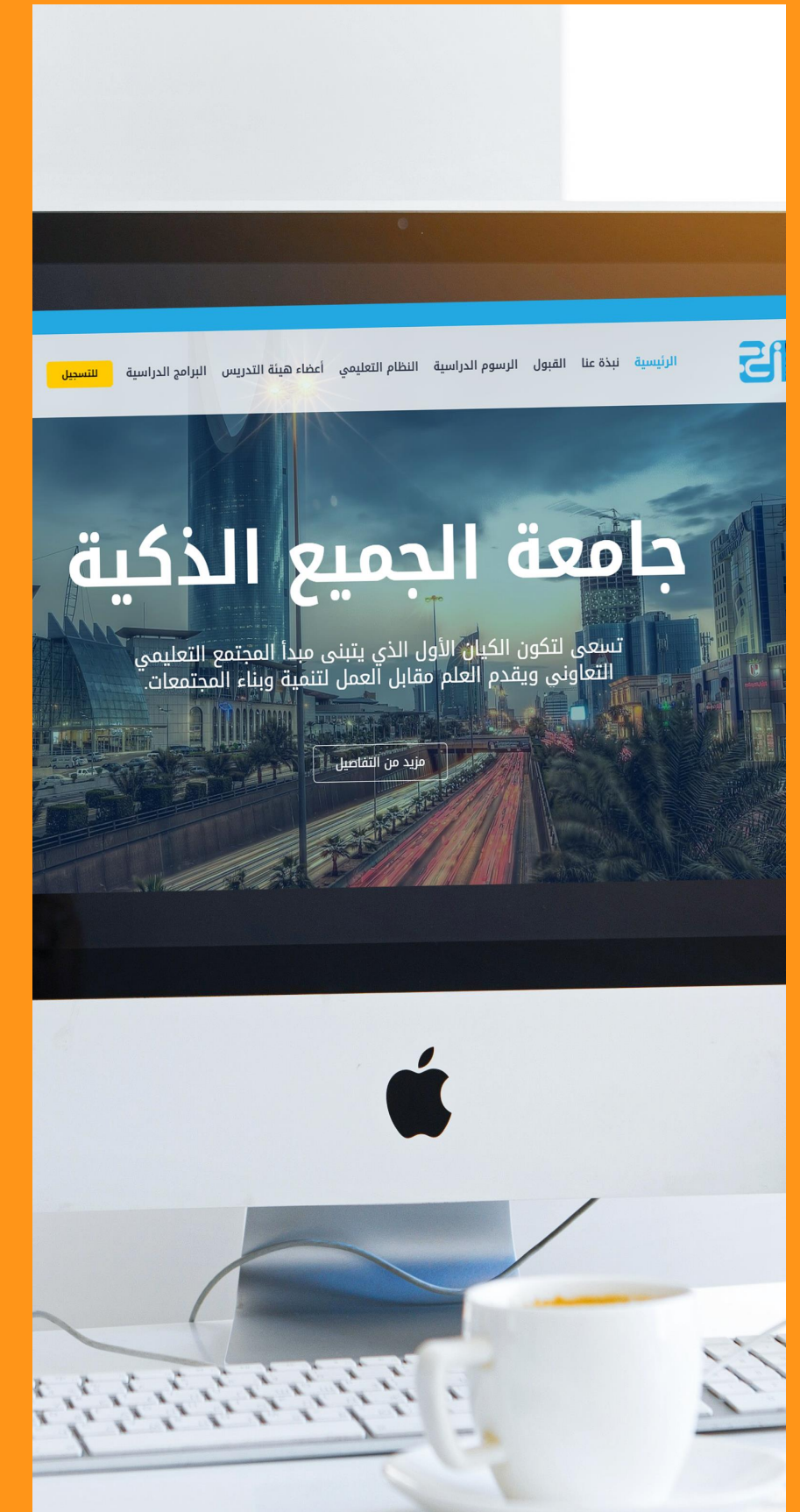
- What do you want your ad to look like? It all depends on your original objective.



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Create your ad.

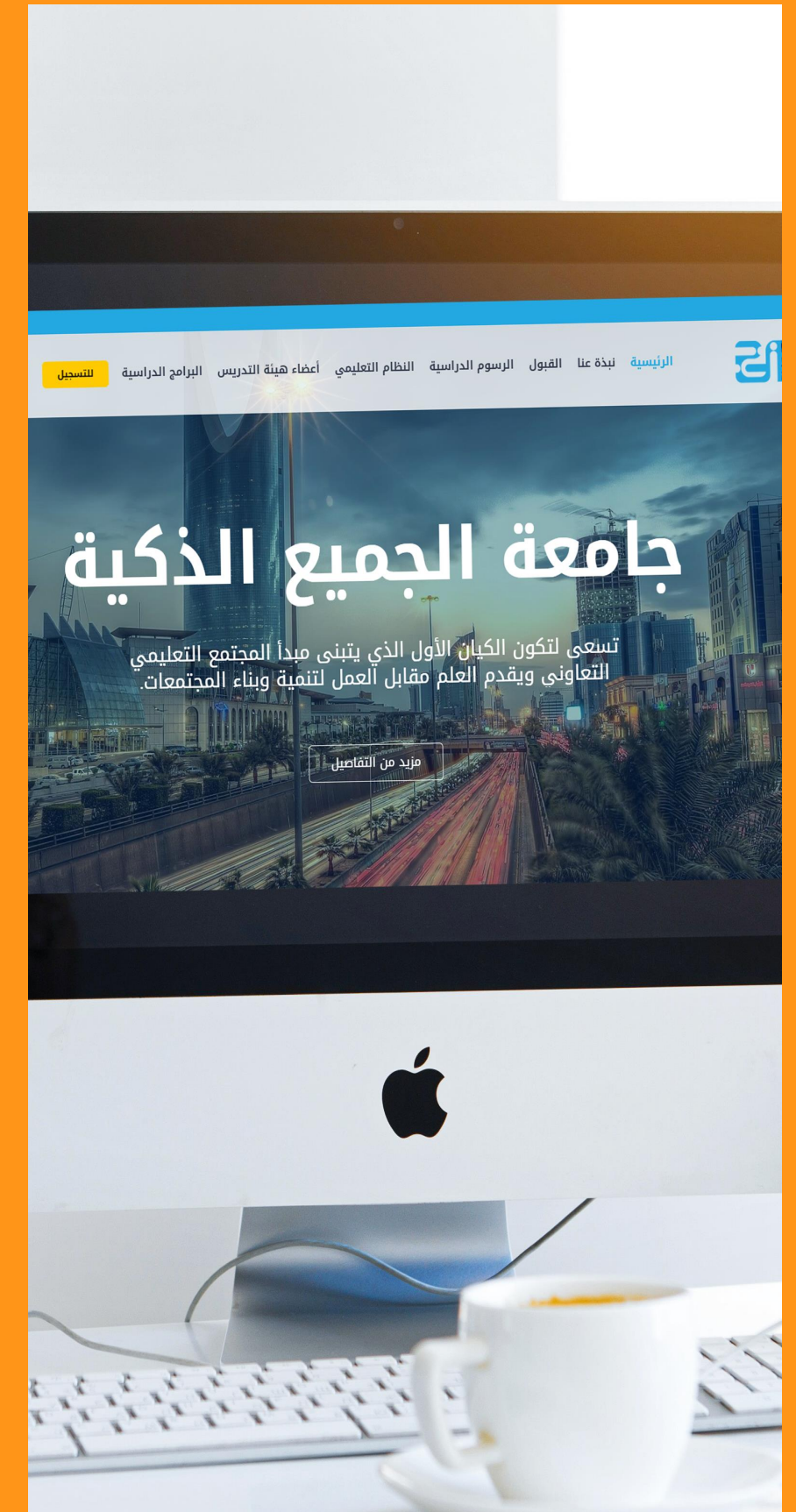
- If you're looking to increase the number of clicks to your website, Facebook Ads Manager will suggest the **Clicks to Website** ad options.



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Create your ad.

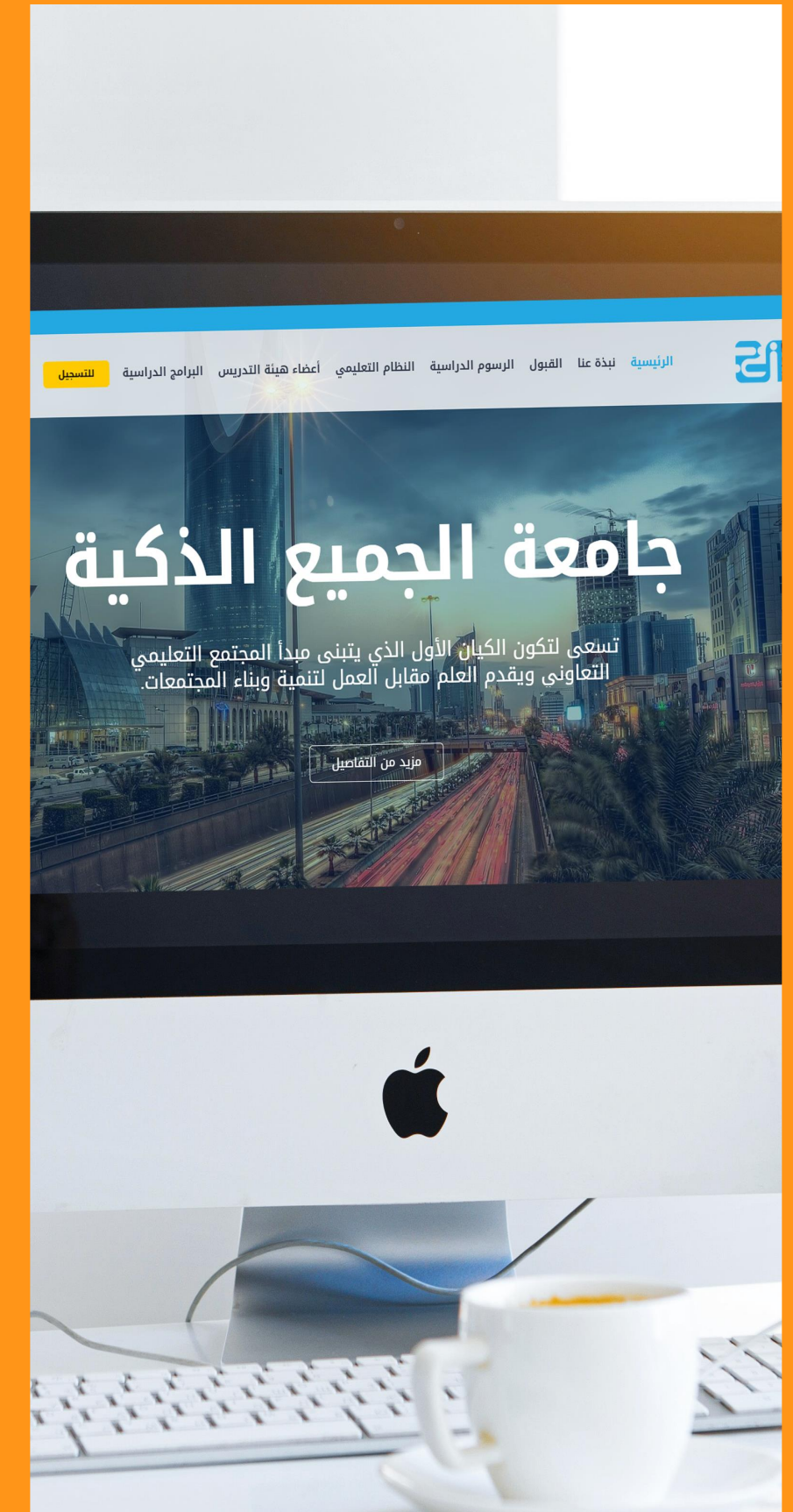
- If you'd like to create your ad from a blank canvas, the first task is to select a format.



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Create your ad.

- You've probably seen many of the Facebook Ads formats on your personal feed, but your choices will vary based on the objective you set for your ad.



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Create your ad creative

The creative refers to the visual part of your ad, and this should be the focal point of the ad. Facebook supports three ad formats: single image and video ads, carousel ads, and collection ads, and you have three creation options: use an existing post, a Creative hub mockup, or upload your own design.



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Ad setup

 See recommendations

Create ad

Creative source

Choose how you'd like to provide the media for your ad.

- ☒ Manual upload
Manually upload images or videos.
- ☐ Catalog
Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.

Format

Choose how you'd like to structure your ad.

- ☒ Single image or video
One image or video, or a slideshow with multiple images
- ☐ Carousel
2 or more scrollable images or videos
- ☐ Collection
Group of items that opens into a fullscreen mobile experience

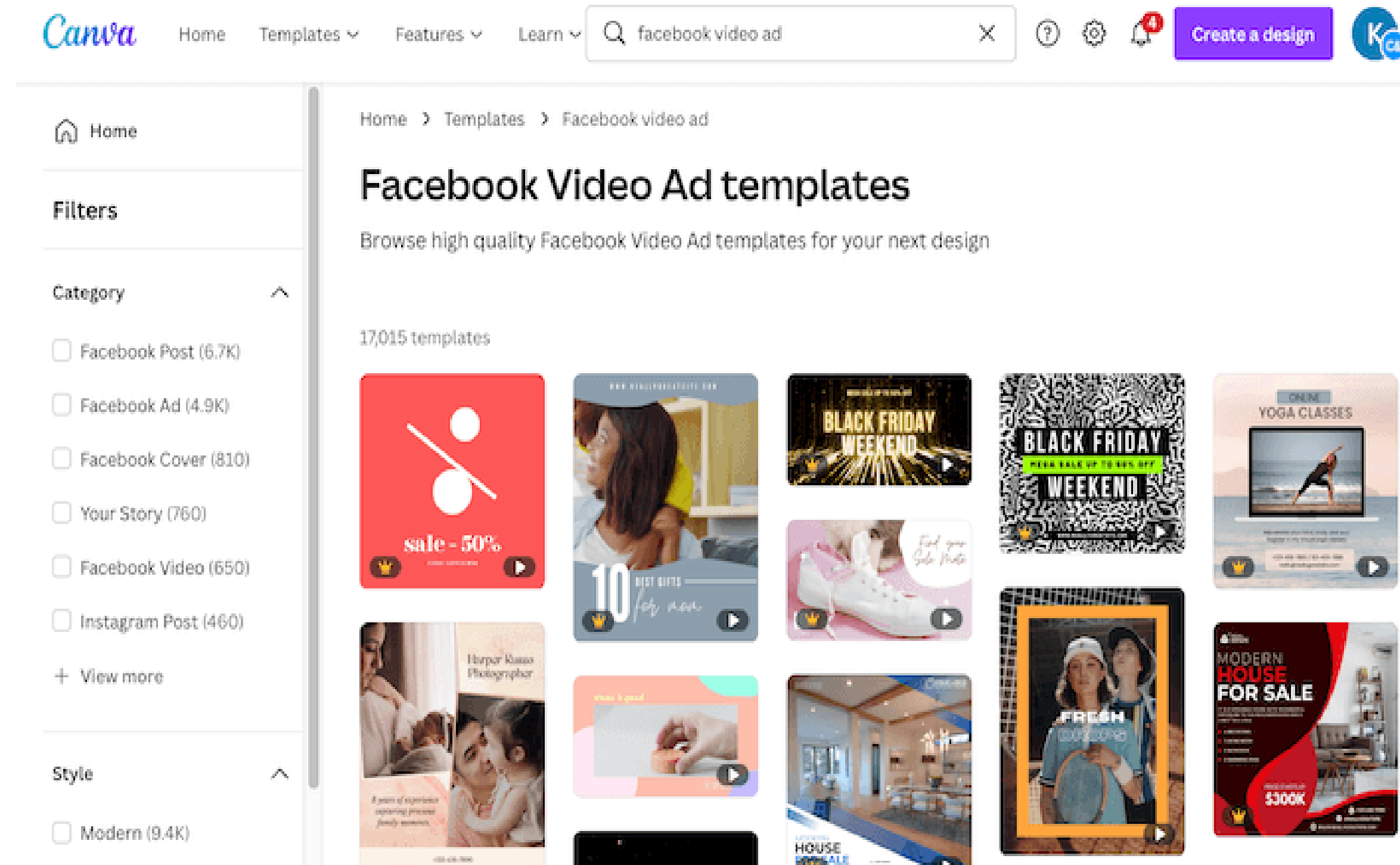
Fullscreen Mobile Experience

- ☐ Add an Instant Experience

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Create your ad creative

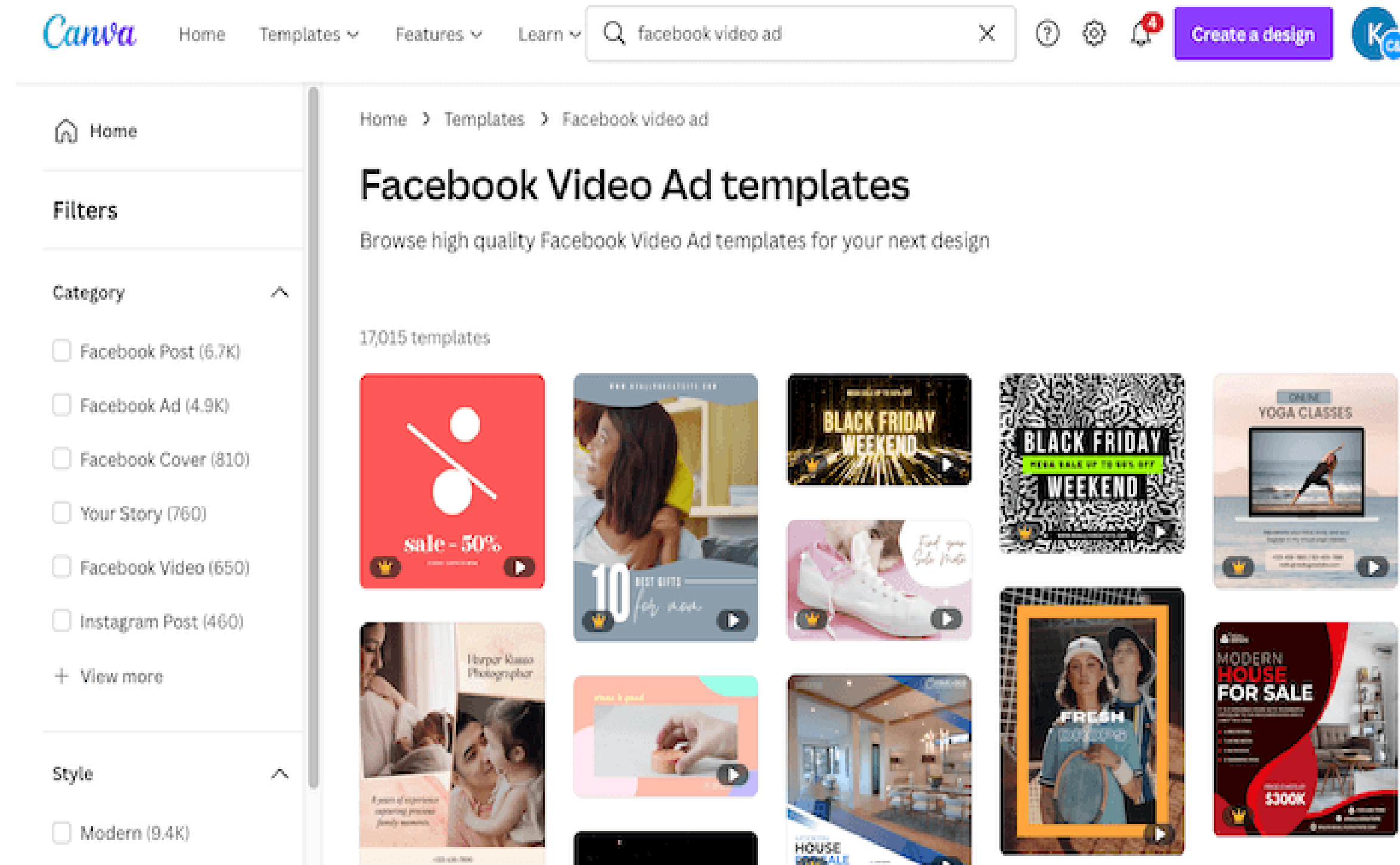
This ad option is broken down into two formats: Links and Carousels. Essentially, this means that you can either display a single-image ad (Links) or a multi-image ad (Carousel) with three to five scrolling images at no additional cost.



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Create your ad creative

The choice is entirely yours, and there are all kinds of [free tools to design Facebook ads](#).



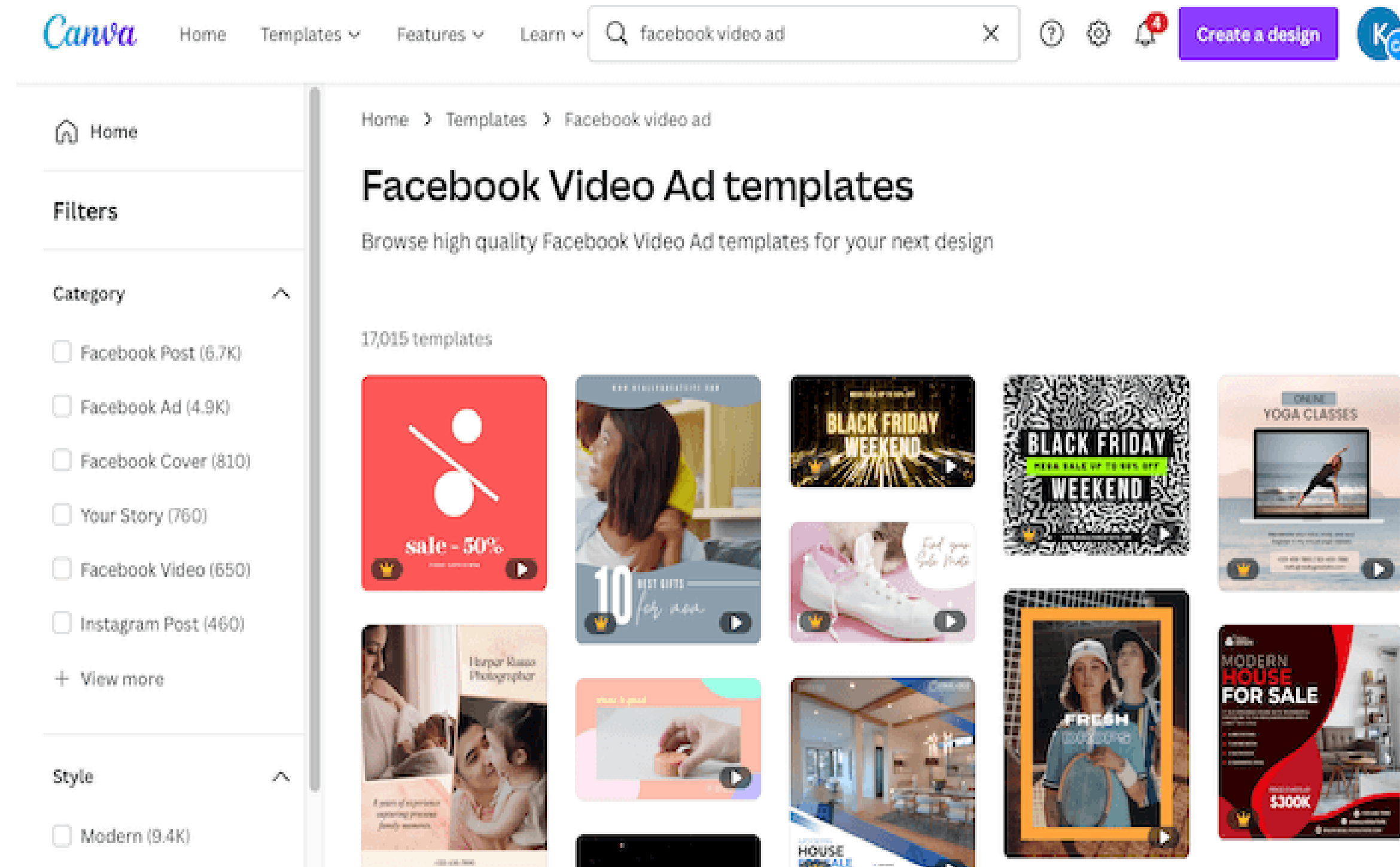
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Create your ad creative

Facebook has eight [ad formats](#), and it will recommend one or more to you based on your campaign objective.

Those are:

1. Photo
2. Video
3. Stories
4. Messenger
5. Playables (games)
6. Collection
7. slideshow
8. Carousel

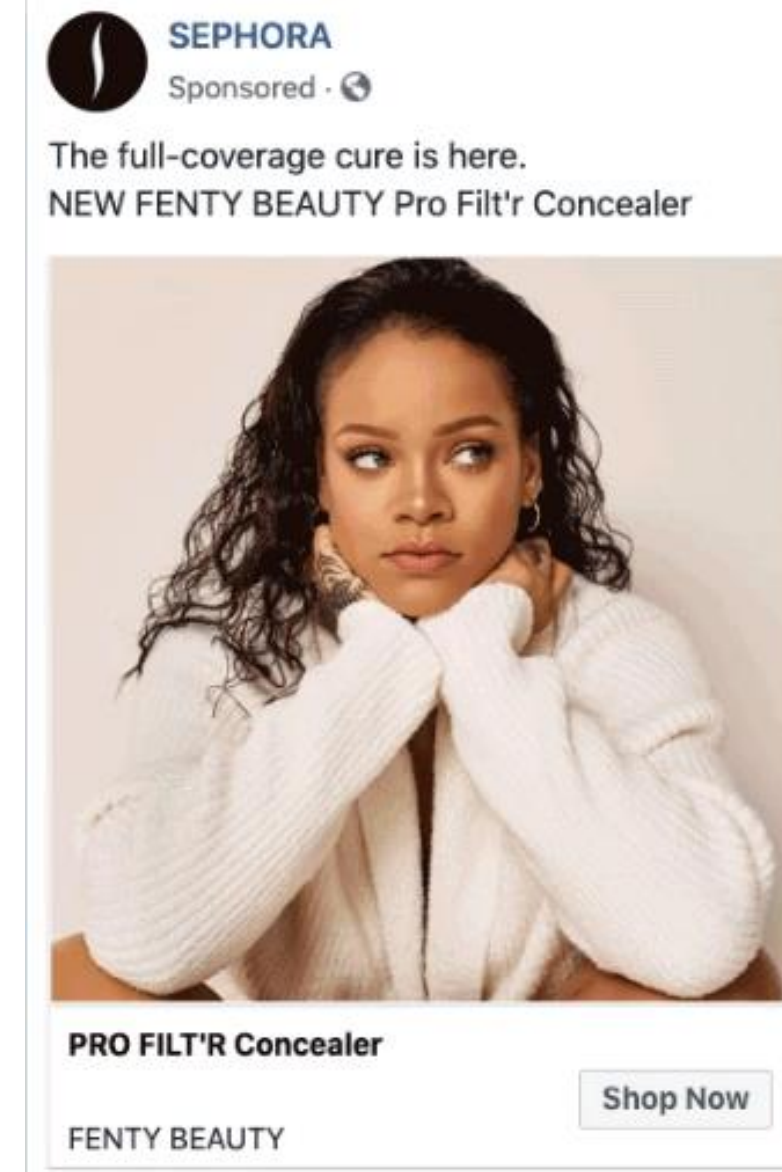
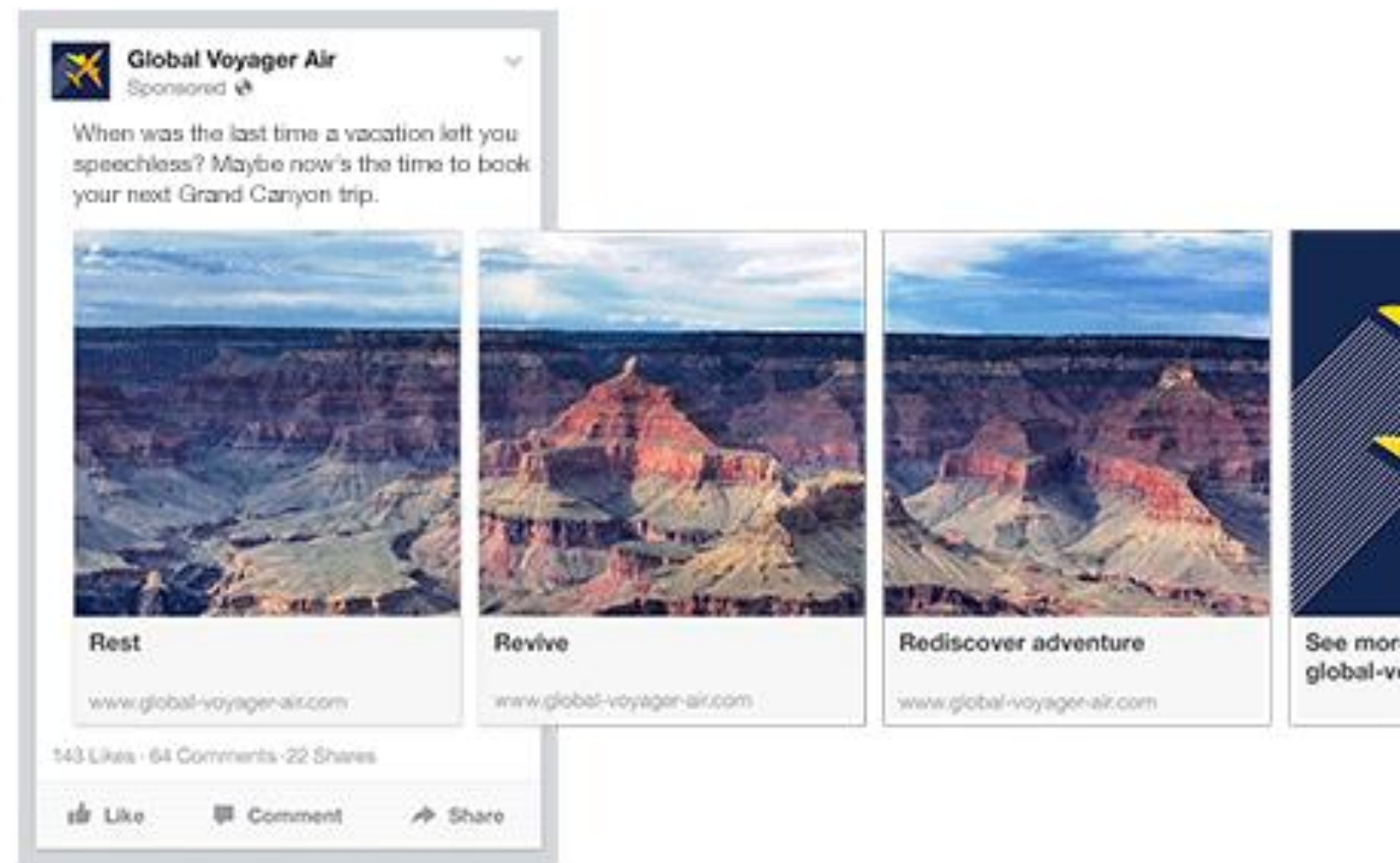


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Create your ad creative

- A Links ad will be displayed like this.

- A Carousel ad will be displayed like this.



Create your ad creative

Once you decide between the two, you'll need to upload your creative assets. It's important to note that for each type of ad, Facebook requires users to adhere to certain design criteria. For single-image ads, [Facebook asks that users adhere to the following design recommendations:](#)

- Text: 125 characters
- Ad headline: 25 characters
- Image ratio: 1.91:1
- Image resolution (including CTA): 1080 x 1080 pixels



Create your ad creative

For multi-image ads — also known as Carousel Ads — Facebook provides the following design recommendations:

- Recommended image size: 1080 x 1080 pixels
- Image ratio: 1:1
- Text: 125 characters
- Headline: 40 characters
- Link description: 20 characters



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Create your ad creative



Remember that these are the ad options for the “Traffic” objective.

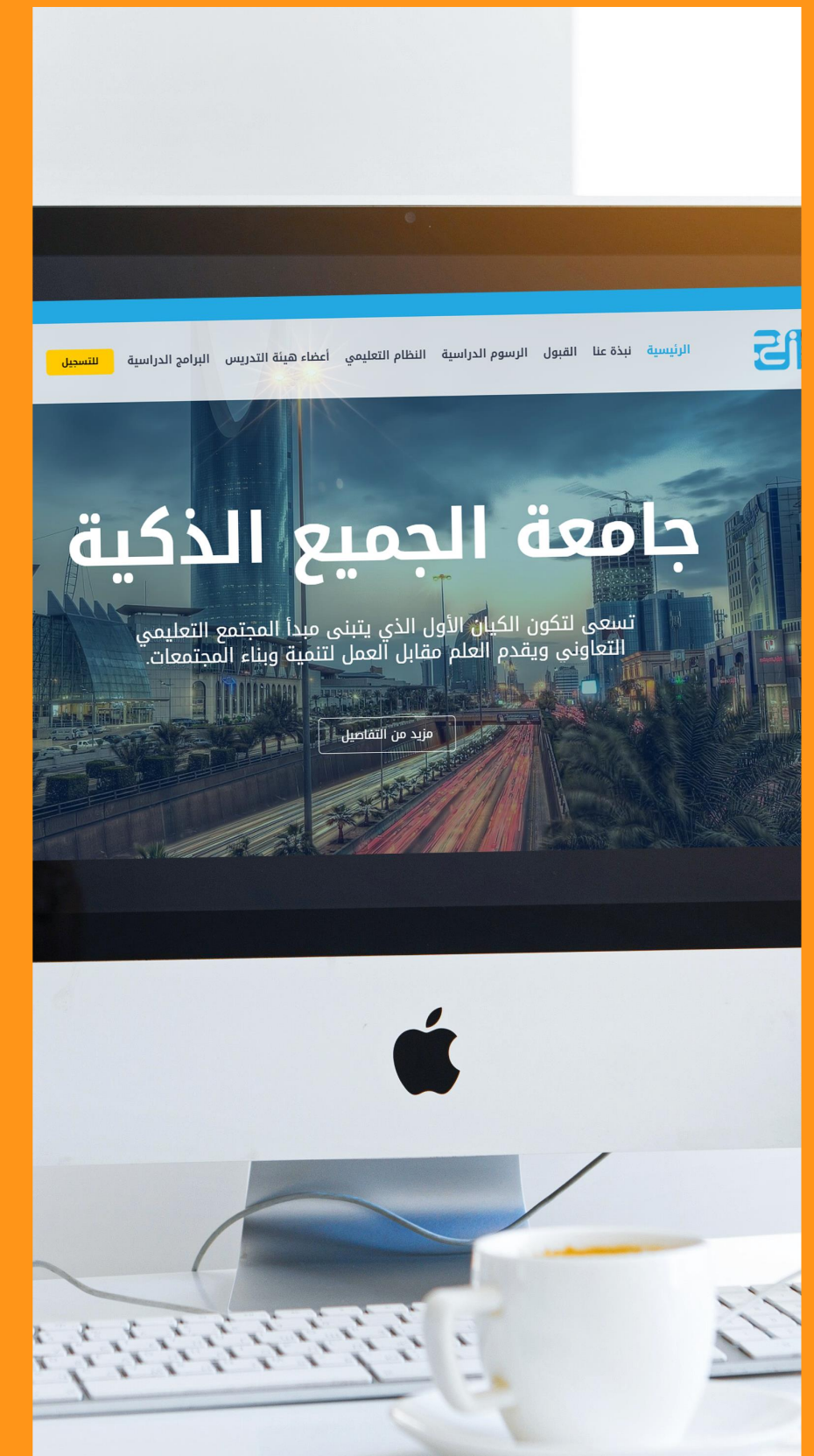


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Create your ad creative

If you selected “boost your posts,” you’d be presented with different ad options like the [Page Post Engagement: Photo ad](#).

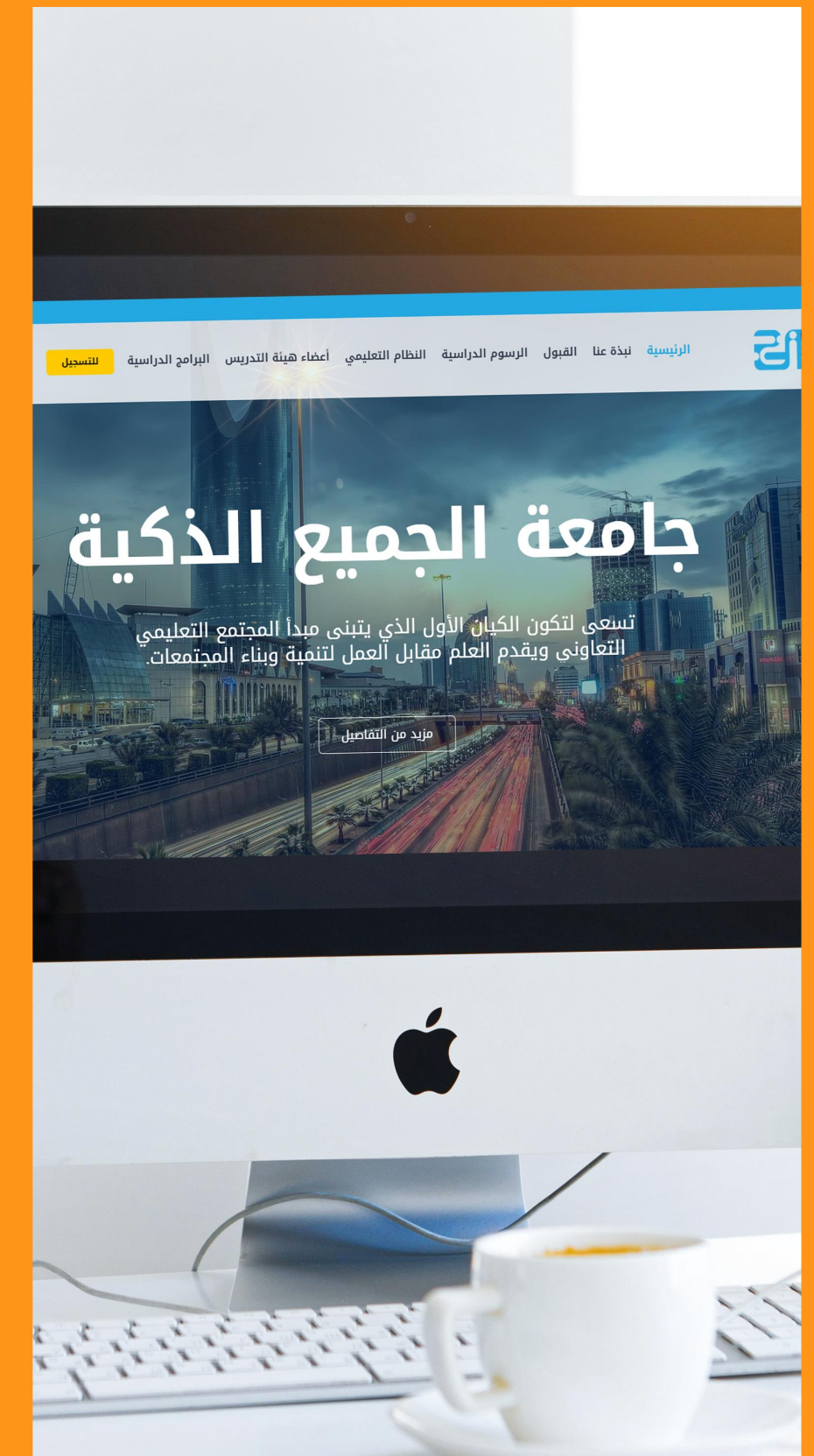
This ad has a unique set of design recommendations.



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Create your ad creative

Once you select an ad type, the Ads Manager will prompt you to identify how you'd like to display your ad. The options they provide are as follows: Desktop News Feed, Mobile News Feed, and Desktop Right Column.



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Here's how each ad would appear.

Desktop News Feed

laurel & wolf Sponsored · Like Page

Refinery29: See how this recent grad was able to afford professional interior design



REFINERY29

I Hired An Interior Designer Without Going Broke (& I'm Only 23)

I moved in with my boyfriend a little over a year ago. Our new home is a gorgeous, 1939 Art Deco-style building in the heart of West Hollywood; it's twice as lovely...

WWW.REFINERY29.COM

109 Likes · 8 Comments · 13 Shares

Like Comment Share

SPONSORED · Create Ad



GrubHub
www.grubhub.com
Find and order delivery from local restaurants on GrubHub.

Mobile News Feed

Verizon 11:29 AM 87%

20 Likes · 2 Comments

Like Comment Share

Ginny Soskey likes Wistia.

Wistia
Sponsored · Like

Everyone is so busy around here that no one's thrown the ball in a while. You want to work here? Maybe throw that ball?



Work at Wistia, Boston MA
We are on the lookout for highly motivated, curious...
<http://wistia.com/jobs>

3 Likes

News Feed Requests Messenger Notifications More

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Creating a new ad

Slideshow Ads: This ad format takes several images and makes them into a quick slideshow. They can be a great alternative for people who don't have the time or expertise to make videos.



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Creating a new ad

Collection Ads: This format is also mobile-only and allows users to discover and shop for products.



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Creating a new ad

Stories Ads: These ads pop up when someone is watching Stories on Facebook, Messenger, or Instagram. Creatively, there is a lot of freedom with these ads.



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Creating a new ad

Messenger Ads: Send your message directly to your target audience with Meta's Messenger app.

Playable Ads: These ads allow potential users to try an app before they buy it.

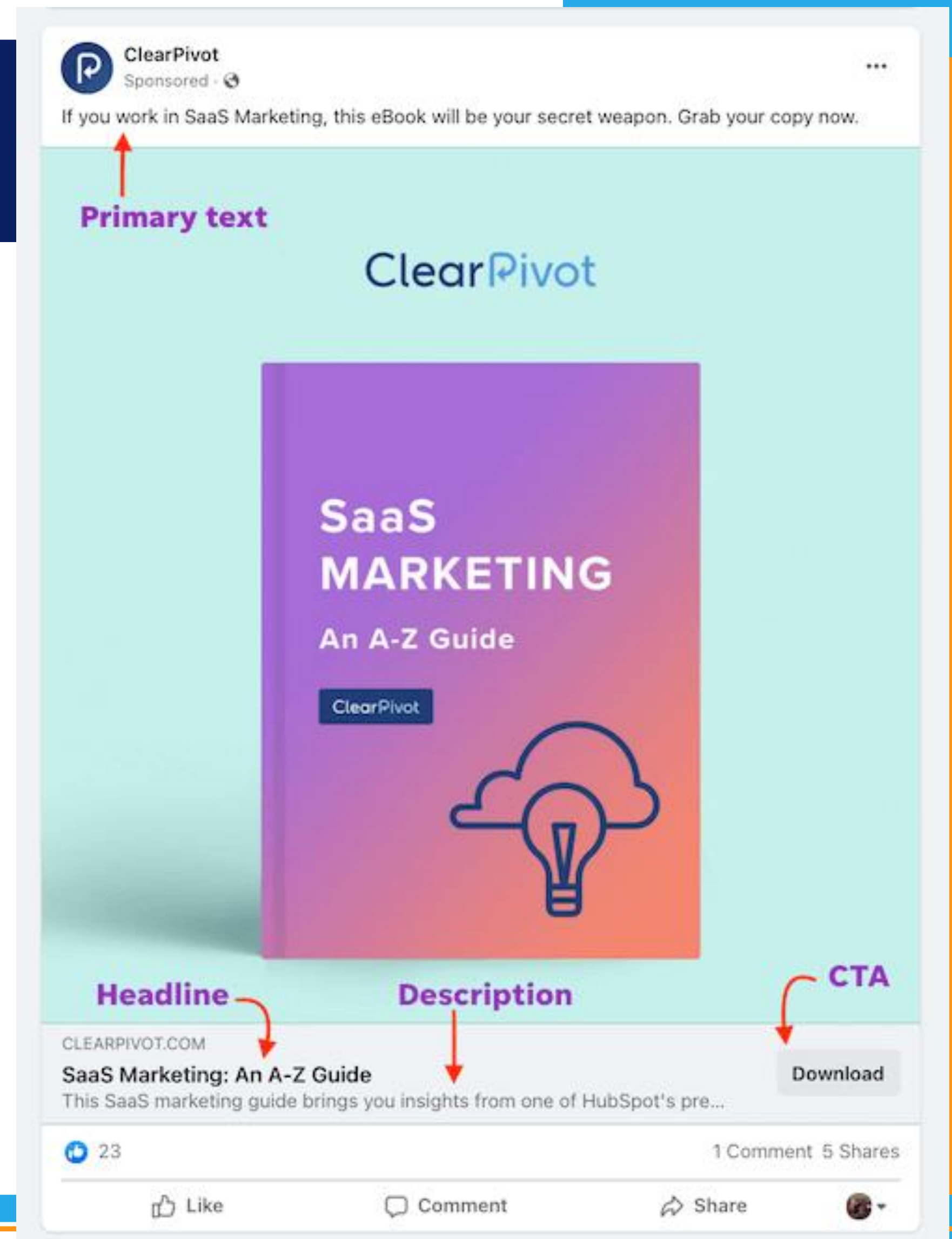


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Write your copy

Next it's time for your ad copy, which consists of:

- **Primary text:** above the ad creative; only the first 125 characters show.



The image shows a Facebook advertisement for a ClearPivot eBook. The ad is set against a light blue background. At the top, the ClearPivot logo is displayed, followed by the text "Sponsored" and a small globe icon. Below this, the primary text reads: "If you work in SaaS Marketing, this eBook will be your secret weapon. Grab your copy now." An arrow points from the label "Primary text" to this text. The main creative is a purple and pink gradient rectangle containing the text "SaaS MARKETING" in large white letters, "An A-Z Guide" in smaller white letters, the ClearPivot logo, and a line-art icon of a lightbulb inside a cloud. Below the creative, the headline "SaaS Marketing: An A-Z Guide" is shown, followed by a description: "This SaaS marketing guide brings you insights from one of HubSpot's pre...". An arrow points from the label "Headline" to the headline, and another from "Description" to the description. To the right of the description is a "Download" button, with an arrow pointing from the label "CTA" to it. At the bottom of the ad, there are engagement metrics: "23" likes, "1 Comment", and "5 Shares". Below these are buttons for "Like", "Comment", and "Share", along with a profile picture of the advertiser.

ClearPivot
Sponsored · 🌐

If you work in SaaS Marketing, this eBook will be your secret weapon. Grab your copy now.

Primary text

ClearPivot

SaaS MARKETING
An A-Z Guide
ClearPivot

Headline **Description** **CTA**

CLEARPIVOT.COM
SaaS Marketing: An A-Z Guide
This SaaS marketing guide brings you insights from one of HubSpot's pre...

23 1 Comment 5 Shares

Like Comment Share



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Write your copy

- **Headline:** just below the creative, 40 characters or less.
- **Description:** just below the headline, 30 characters or less.



The image shows a Facebook advertisement for a sponsored post by ClearPivot. The ad features a light blue background. At the top, the ClearPivot logo is displayed with the text 'Sponsored' and a small globe icon. Below this, a line of text reads: 'If you work in SaaS Marketing, this eBook will be your secret weapon. Grab your copy now.' A red arrow points to this text, labeled 'Primary text'. The main visual is a purple and pink gradient book cover titled 'SaaS MARKETING' with the subtitle 'An A-Z Guide' and the ClearPivot logo. Below the book cover, the ad is divided into three sections: 'Headline' (CLEARPIVOT.COM), 'Description' (SaaS Marketing: An A-Z Guide), and 'CTA' (Download). The description text continues: 'This SaaS marketing guide brings you insights from one of HubSpot's pre...'. At the bottom, there are engagement metrics: 23 likes, 1 comment, and 5 shares, along with buttons for 'Like', 'Comment', and 'Share'.

ClearPivot
Sponsored · 🌐

If you work in SaaS Marketing, this eBook will be your secret weapon. Grab your copy now.

Primary text

ClearPivot

SaaS
MARKETING

An A-Z Guide

ClearPivot

Headline

DESCRIPTION

CTA

CLEARPIVOT.COM

SaaS Marketing: An A-Z Guide

This SaaS marketing guide brings you insights from one of HubSpot's pre...

Download

👍 23

1 Comment 5 Shares

👍 Like

💬 Comment

🔄 Share

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Choose your call to action

Once you enter your ad copy, enter your website URL and choose the call to action that makes the most sense for your offer.

Call to Action ⓘ

Learn more ▼

- ☐ Book now
- ☐ Contact us
- ☐ Donate now
- ☐ Download
- ☐ Get offer
- ☐ Get showtimes
- ☒ Learn more
- ☐ Listen now



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Publish!

To submit your ad, click the 'Publish' button at the bottom right-hand corner of the page.

Once your ad is submitted, Facebook will hold your post so they can [review it](#) to make sure it fits their specs and doesn't violate their community guidelines. Expect for it to be reviewed within 24 hours. You'll receive a confirmation email from Facebook once the ad is live.



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Monitor your ad's performance metrics.

According to Facebook, here are some of the key metrics to look for (and their definitions).

- **Performance**, which can be customized further to include metrics like results, reach, frequency, and impressions.



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Monitor your ad's performance metrics.

- **Engagement**, which can be customized further to include metrics like Page likes, Page engagement, and post engagement.



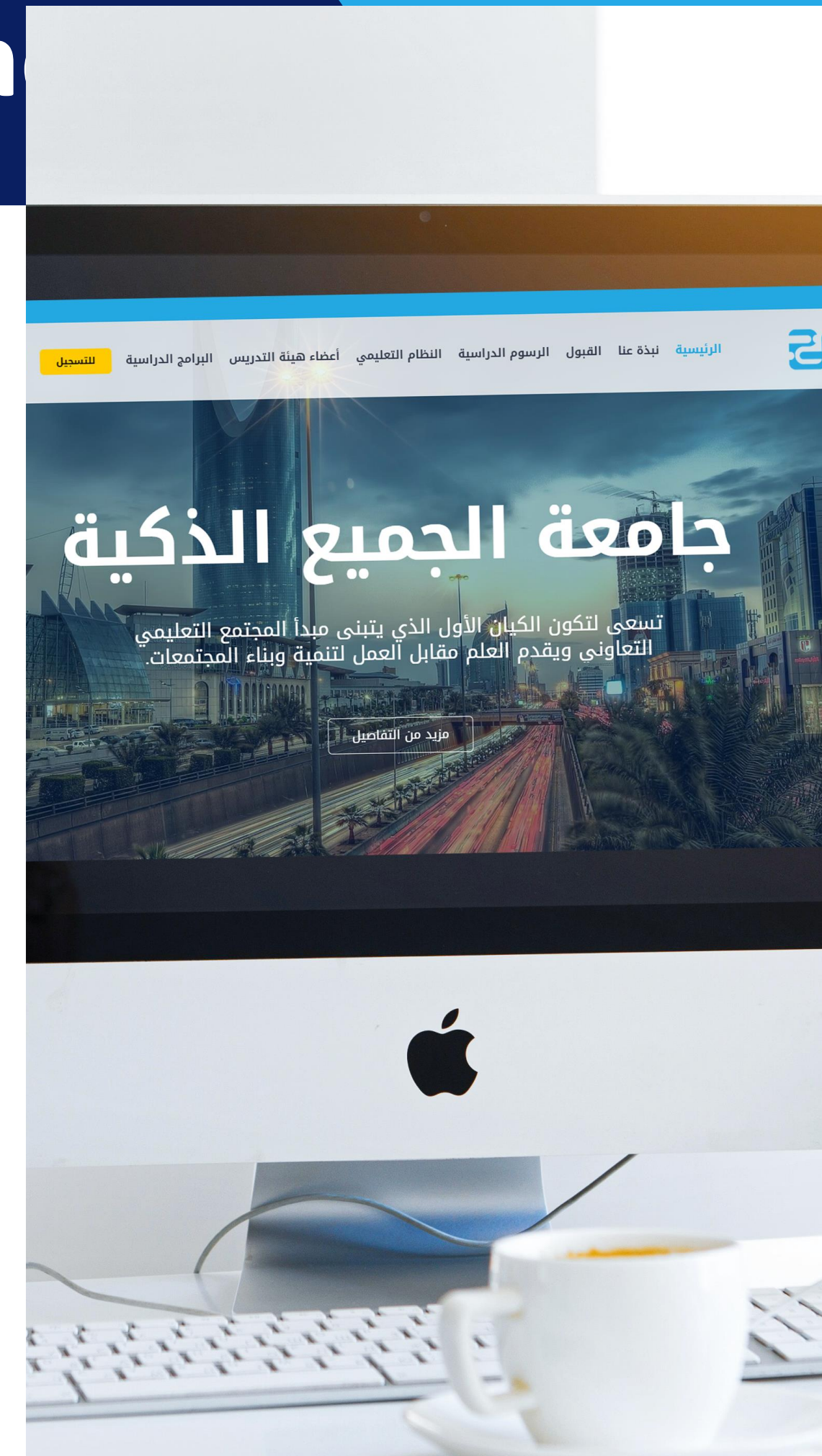
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Monitor your ad's performance m

- **Videos**, which can be customized further to include metrics like video views and the average percentage of video viewed.



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Monitor your ad's performance metrics.

- **Website**, which can be customized further to include metrics like website actions (all), checkouts, payment details, purchases, and adds to cart.



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Monitor your ad's performance metrics.

- **Apps**, which can be further customized to include metrics like app installs, app engagement, credit spends, mobile app actions, and cost per app engagement.
- **Events**, which can be further customized to include metrics like event responses and cost per event response.



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Monitor your ad's performance metrics.

- **Clicks**, which can be further customized to include metrics like clicks, unique clicks, CTR (click-through rate), and CPC (cost per click).



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Monitor your ad's performance metrics.

- **Settings**, which can be further customized to include metrics like start date, end date, ad set name, ad ID, delivery, bid, and objective.



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Monitor your ad's performance metrics.

- Regardless of which of these metrics you use to measure the success of your advertising efforts, you can find the data in the Ads Manager.



Measuring Frequency Cap



$$\text{Frequency} = \frac{\text{Impressions}}{\text{Unique users}}$$

digitalmediametrics.com

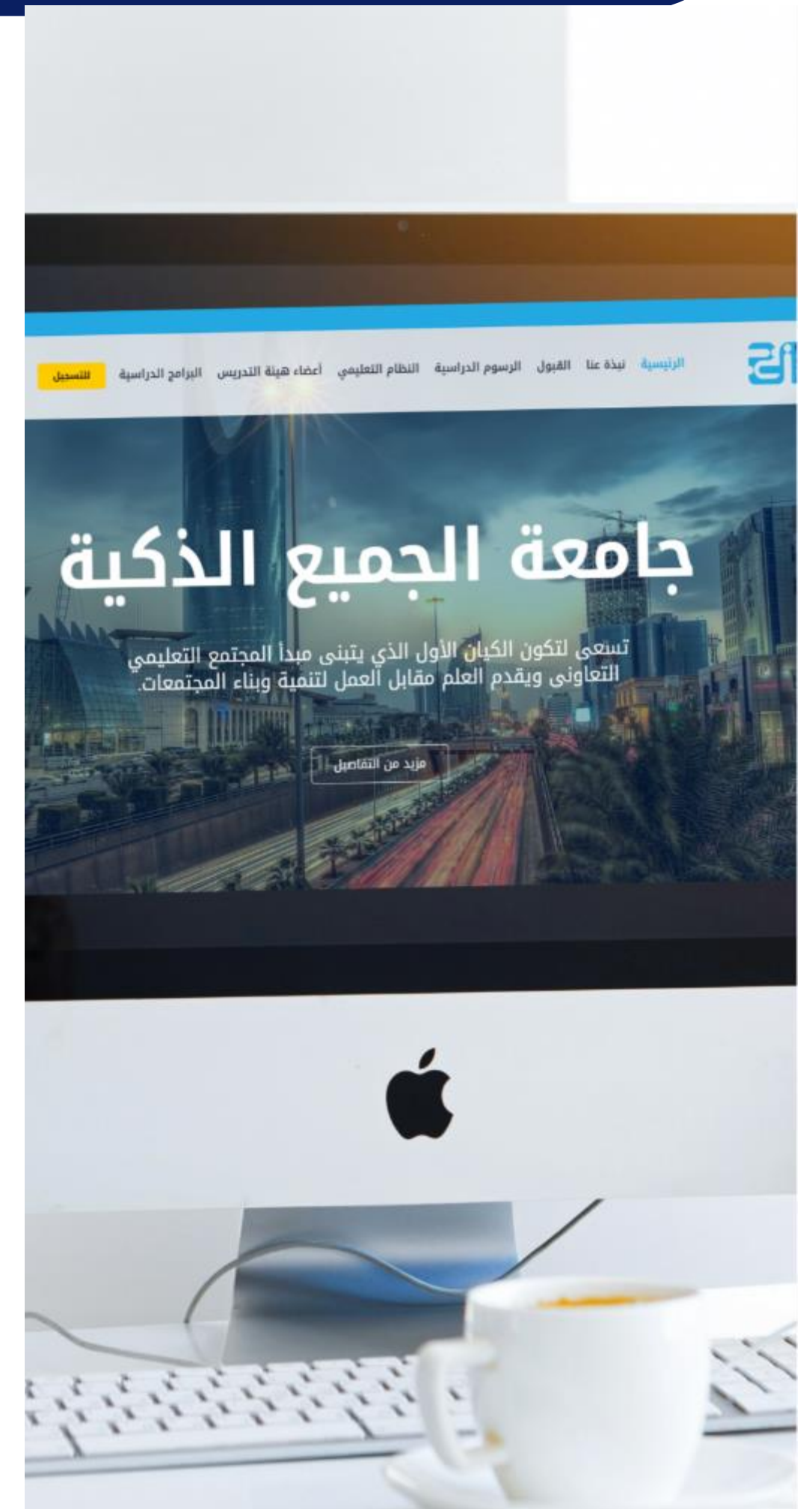


$$\text{Reach} = \frac{\text{Impressions}}{\text{Frequency}}$$

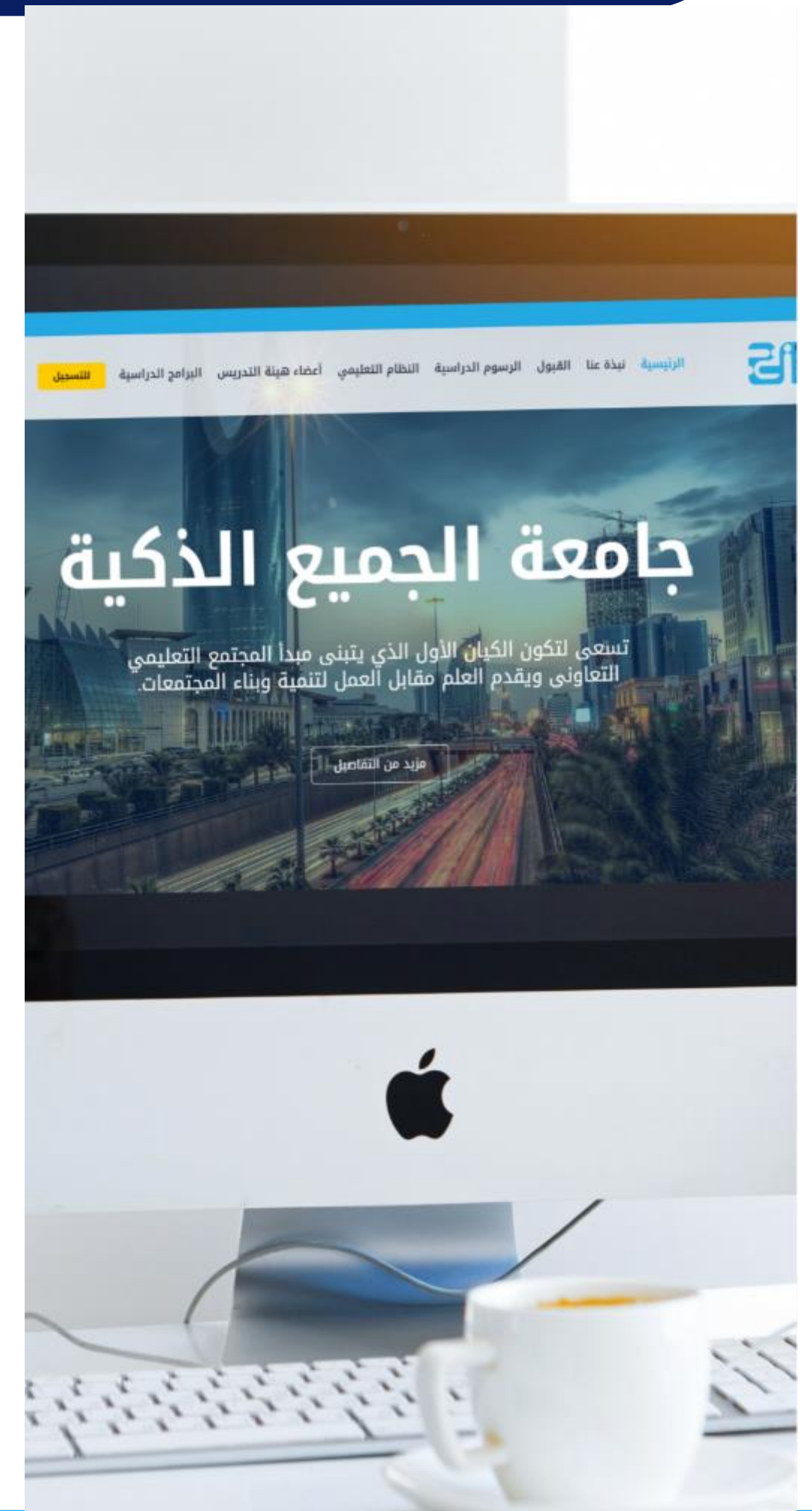
digitalmediametrics.com



1. Create a Business Suite account
2. Connect or create your Facebook Page
3. Create your ad account
4. Set up your web events
5. Verify your domain



6. Create your Facebook ad campaign
7. Choose your campaign objective
8. Campaign settings
9. Create your Facebook ad set
10. Budget & schedule
11. Audience



12. Choose your placements
13. Create your ad
14. Create your ad creative
15. Write your copy
16. Hit publish

