

Digital Marketing Strategy

MKT711

Dr. Perihan Salah

4th Lecture

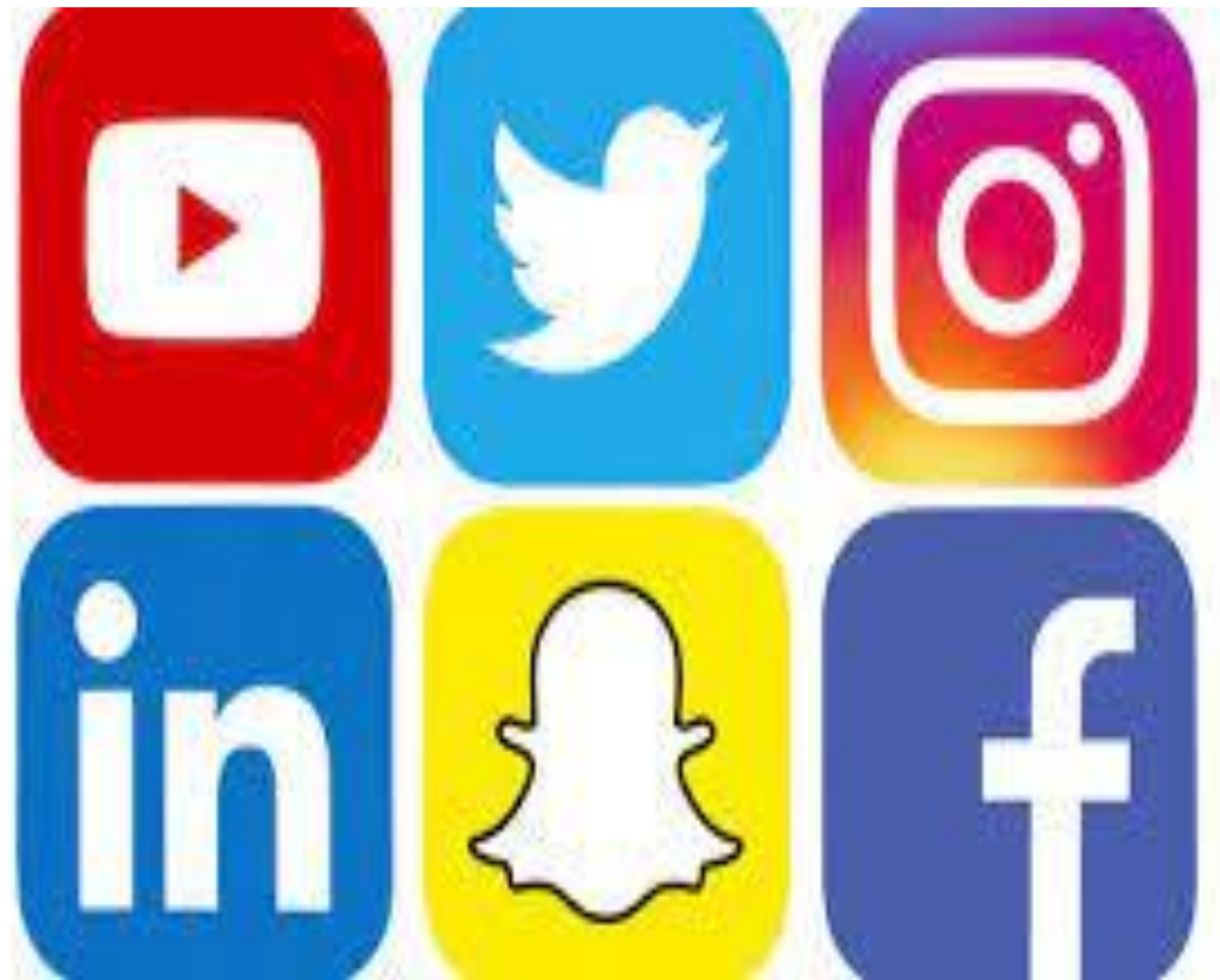


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4

How to Advertise on Social Media Platforms!

How to Advertise on Social Media Platforms!



Main topics of the lecture:

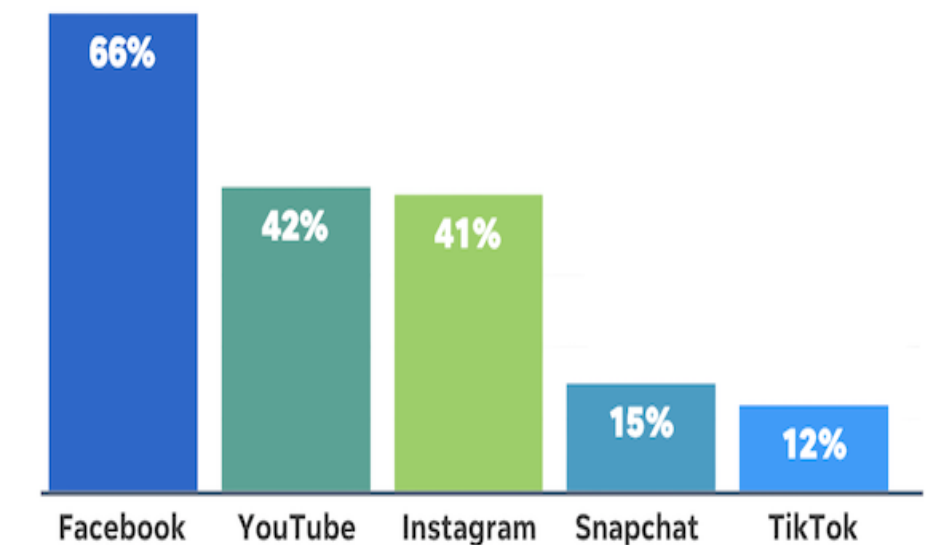
- Create an account with Facebook Ads Manager.
- Start creating an ad through Facebook Ads Manager.
- Choose an objective.
- Choose your audience.
- Set your budget.
- Choose your placement



Why advertise on Facebook?

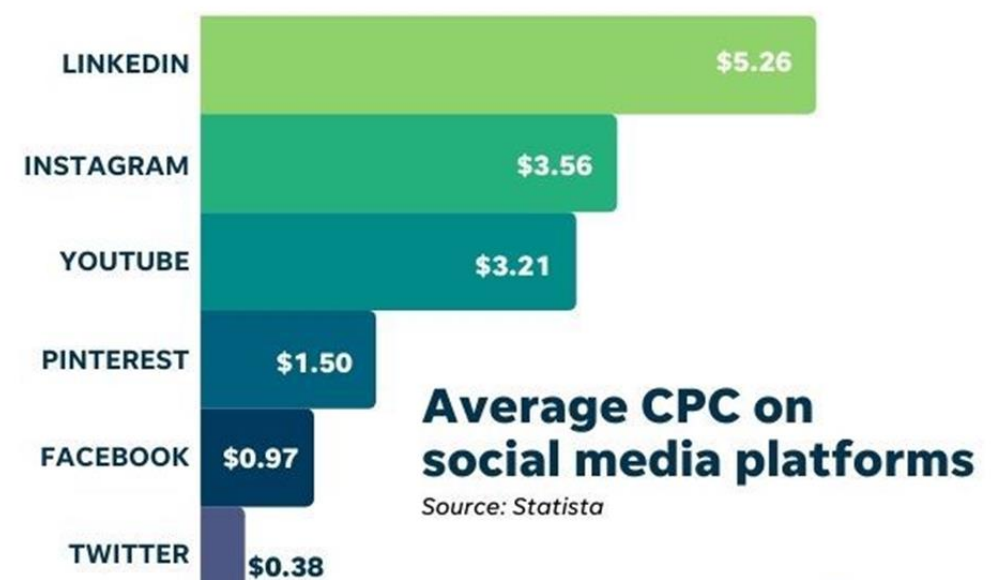
- **Build brand awareness.** Unlike Google ads which are all text, Facebook ads allow you to use images and video which can support your branding. And while purchase intent is not as high on Facebook as on Google, imagery gives you the power to stand out in users' feeds through [emotional marketing](#).
- **Cost-effective.** Because Facebook ads offer such specific targeting, you can rest assured that you're making the most of your ad budget.
- **Versatility.** Between the wide range of ad formats and the different objectives available, you can use Facebook ads to target users at every stage of your marketing funnel.
- **Gain audience insights.** People spend a lot of time on Facebook and use it for a number of reasons in their day-to-day. The data you collect through Facebook ads provides invaluable [customer insights](#) you can use to inform your strategy elsewhere.

Top Paid Social Networks Used by U.S. Small Businesses



Source: Statista

WordStream
by LOCALiQ



Average CPC on social media platforms

Source: Statista

WordStream
by LOCALiQ

Why advertise on Facebook?

- **More accurately target customers**

Facebook has a lot of data on its users and allows marketers to use it when targeting their audiences.

When creating a Facebook Ad, you can specify demographics like gender, location, and age. Where Facebook really differentiates itself from other platforms with ads, though, is through lifestyle-based targeting options, like:

- Interests
- Behaviors (like recent purchases)
- Education and job history
- Income
- Political affiliation
- Major life events
- Spoken languages



Why advertise on Facebook?

- **Get powerful results**

Once you've mastered Facebook Ads Manager, setting up ads is easy, and results happen quickly.

A 2020 survey of US retailers showed that 41% see the [greatest return on advertising spend](#) (ROAS) from Facebook Ads. That's huge compared to the [average conversion rate](#) across all industries of just 9.21%.

- **Facebook and Instagram reach billions**

Because [Meta](#) owns both [Facebook](#) and [Instagram](#), their platforms are easily integrated. This means that ads can be run simultaneously on both platforms, giving you access to even more social users. The reach potential of advertising on Facebook and Instagram is unmatched.



Why advertise on Facebook?

- **Track ad performance in real-time**

While Meta [got rid of its full Facebook Analytics platform](#) in 2021, it still has great resources for understanding ad performance, including metrics for reach, engagement, conversions, and more. This data is updated in real-time so you can adjust your campaigns based on performance.



Why advertise on Facebook?

- **You can filter who sees your ad.** When building your advertisement, you can set parameters from demographics such as age, interests, and behaviors to increase the likelihood of clicks. With Facebook, your ad spend can be allocated to prospects who may derive the most value from your offering.
- **Facebook has built-in ad analytics.** Ad performance tracking is recorded and available in real-time. You can use these metrics to understand what's working and how to improve your advertising strategy for future campaigns.



Here's the breakdown

- **Meta Business Suite** (formerly Facebook Business Suite) is the umbrella account that encompasses everything. It's a free account where you can manage your Facebook and Instagram accounts in one place. You can create and schedule posts, reply to messages, get insights and notifications, and more.
- **Business Manager** is now one and the same with Business Suite. It used to be the backend where you manage permissions, payments, pixels, and more things that don't begin with a P. All of these functions are now a part of Meta Business Suite, but if you really want to perform them out of the old Business Manager interface, you can go down to the help button and click Switch to Business Manager.



Here's the breakdown

Ads Manager. This is where your ad account(s) live. If you're an agency, you will have multiple ad accounts in one Ads Manager account. If you're the only one managing your properties, you don't need a Meta Business Suites/Business Manager account to use Ads Manager, but it is recommended (and it's free, so it can't hurt).

Ad account. This is what you create within Ads Manager. You should only have one ad account per business (or per Facebook business Page)



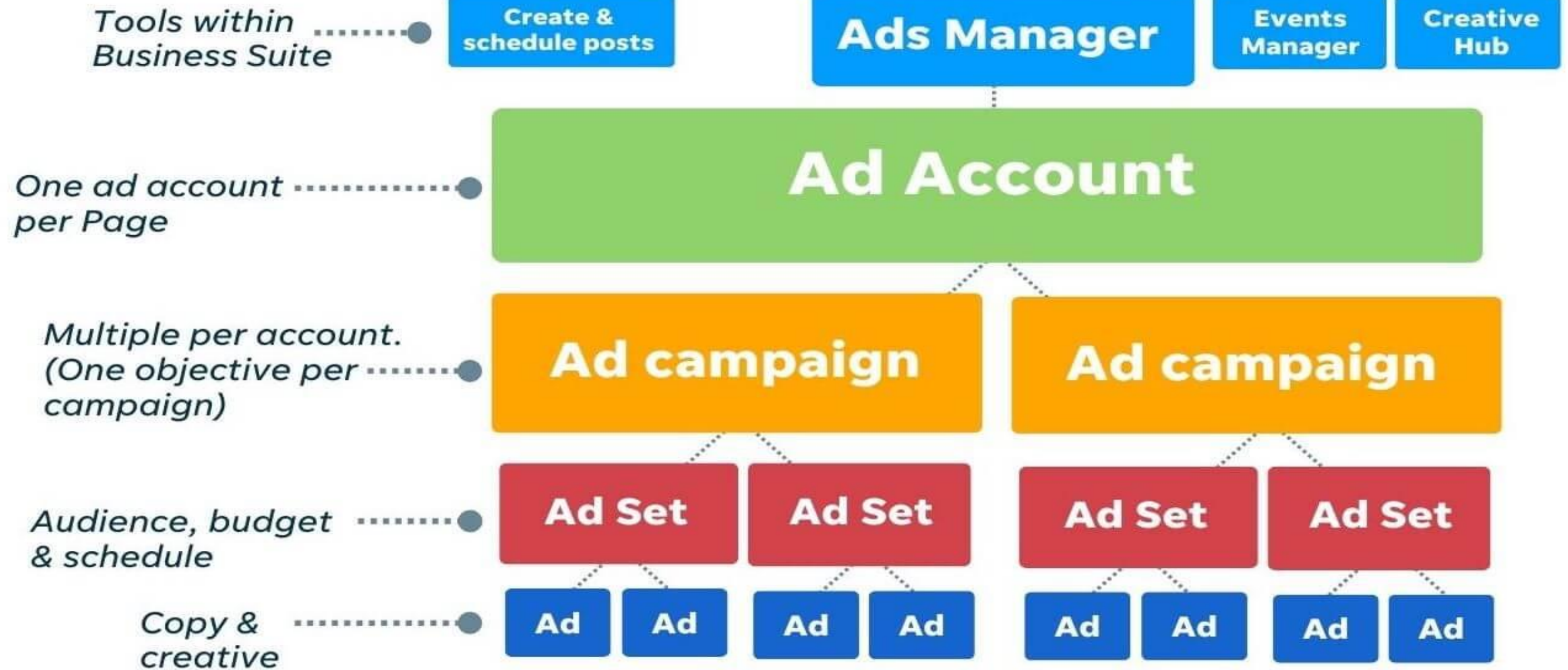
Here's the breakdown

- **Facebook Page.** You need a Facebook Page in order to advertise on Facebook, but you don't need to be advertising on Facebook in order to create a Page. In fact, this is a staple in any organic [social media marketing strategy](#). You can create a Page entirely separate from all of the above, right from your Facebook profile. Or you can create one out of Business Suite.
- **Ad campaign.** This is where you choose an objective. You can (and should) have multiple campaign types within one ad account.
- **Ad set.** This is where you determine your ad budget/[bidding](#), schedule, and audience targeting—such as by demographics, interests, age, and more. You can have multiple ad sets in one campaign.
- **Ad.** This is your actual copy and creative. You'll want to have at least two ads per ad set.



Business Suite Account

(Includes Business Manager)



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How to advertise on Facebook

Here are the steps that we'll be covering:

1. [Create a Business Suite account](#)
2. [Connect or create your Facebook Page](#)
3. [Create your ad account](#)
4. [Create your Facebook ad campaign](#)
5. [Create your Facebook ad set](#)
6. [Create your ad](#)
7. [Publish](#)



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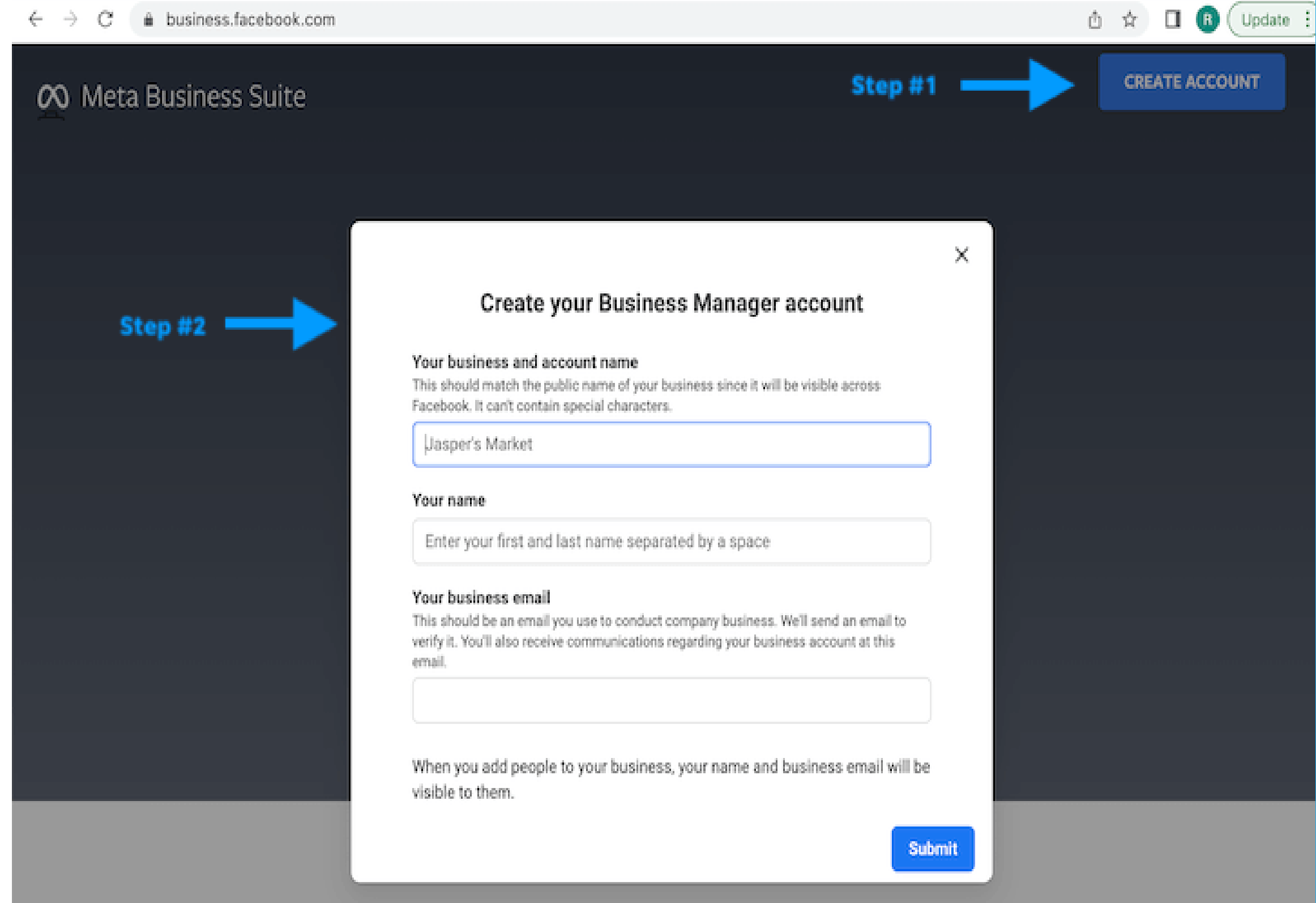


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Create a Business Suite account

Business Manager and Business Suite are now merged into one. When you create a Business Manager Account, you will be brought into the Meta Business Suite interface. You can access the old Business Manager interface (by clicking Help > Switch to Business Suite) but your best bet is to get familiar with Business Suite since this is here to stay.

To create an account, go to business.facebook.com and click “Create account” on the upper right.



business.facebook.com

Meta Business Suite

Step #1 → CREATE ACCOUNT

Step #2 →

Create your Business Manager account

Your business and account name
This should match the public name of your business since it will be visible across Facebook. It can't contain special characters.

Jasper's Market

Your name
Enter your first and last name separated by a space

Your business email
This should be an email you use to conduct company business. We'll send an email to verify it. You'll also receive communications regarding your business account at this email.

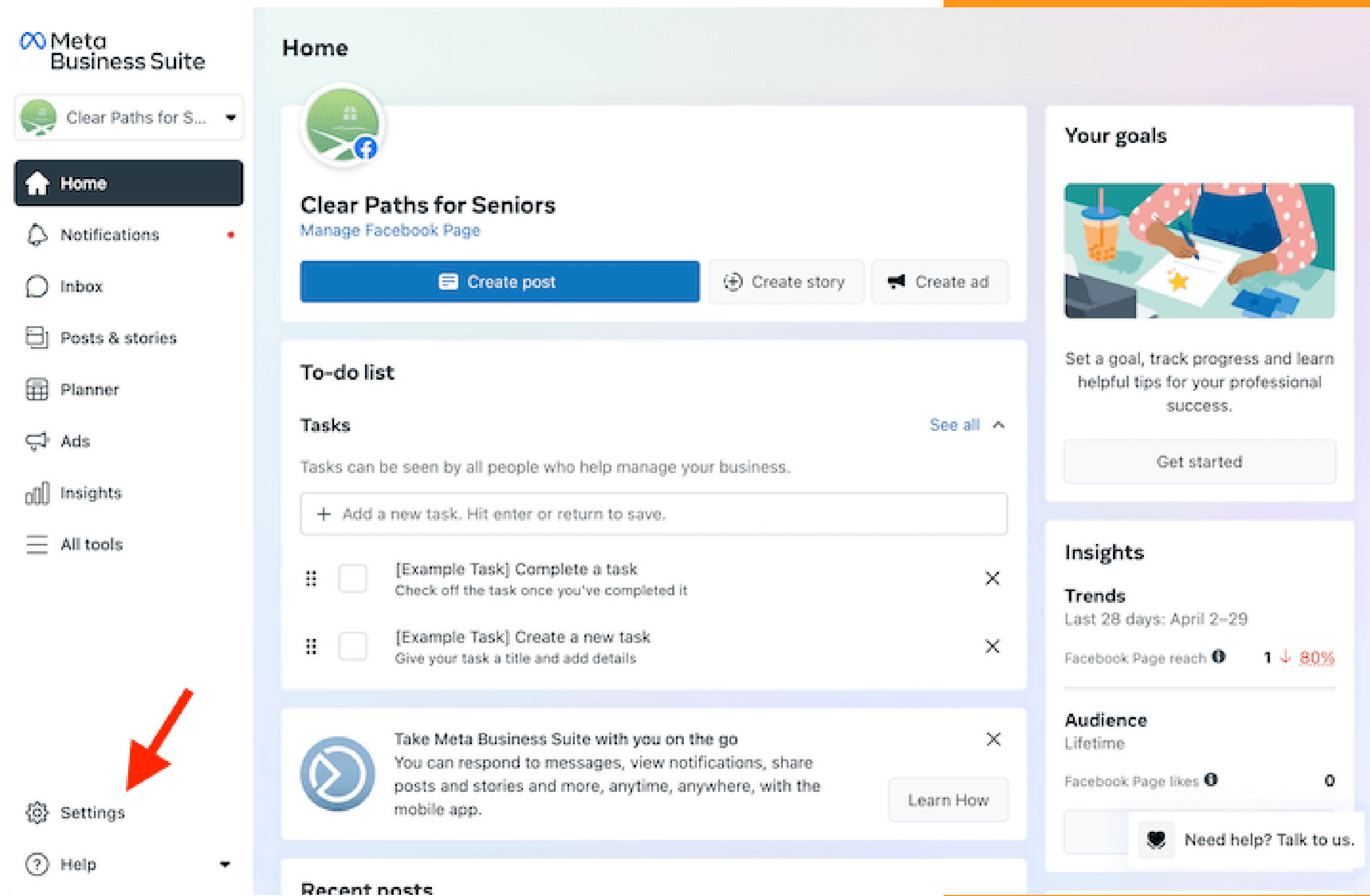
When you add people to your business, your name and business email will be visible to them.

Submit

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Connect or create your Facebook Page

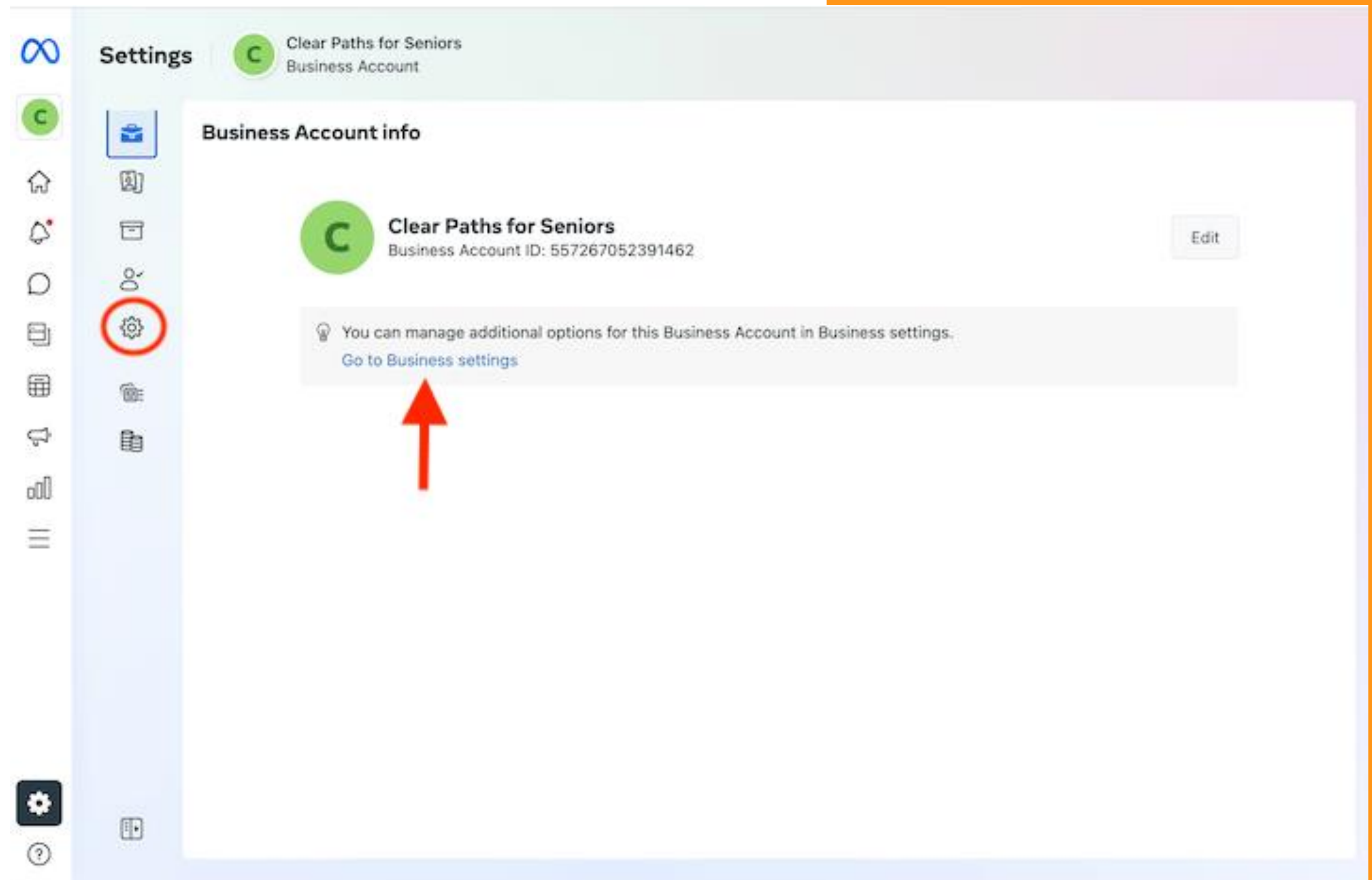
Head down to the bottom left and click on Settings.



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Connect or create your Facebook Page

From there, click the second gear you see, or you might see a prompt to go to Business Settings. Both take you to the same place. Business settings is basically the legacy Business Manager.



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Connect or create your Facebook Page

You need a Facebook Page in order to advertise. On the left window, select Pages and then click Add. Here you can either add an existing Page, create a new Page, or request access to a Page (such as if you're running ads for another business).

The screenshot displays the Meta Business settings interface. On the left, the 'Business settings' sidebar is visible, with the 'Accounts' section expanded and 'Pages' highlighted. A red arrow points to the 'Pages' option. The main content area, titled 'Pages', shows a message: 'Cyclehops doesn't have any Pages yet.' Below this, there is a 'Manage your Pages' section with the text: 'All the Facebook Pages you've added to Business Manager will be listed here.' A red arrow points to the 'Add' button. A dropdown menu is open, showing three options: 'Add a Page' (with a key icon), 'Request access to a Page' (with a key icon), and 'Create a new Page' (with a plus icon). Each option has a brief description of its purpose.

Meta

Business settings

Cyclehops

Users

People

Partners

System users

Accounts

Pages

Ad accounts

Business asset groups

Apps

Instagram accounts

WhatsApp Accounts

Data Sources

Brand Safety

Pages

Cyclehops doesn't have any Pages yet.

Manage your Pages

All the Facebook Pages you've added to Business Manager will be listed here.

Add

Add a Page

Your business already owns this Page, or you need to own it. For example, another company created the Page for you. Claiming a Page moves it into Business Manager

Request access to a Page

Your business needs to use this Page on behalf of another business. For example, you work for an agency, and you want to run ads on a client's Page. The Page will still belong to its current owner.

Create a new Page

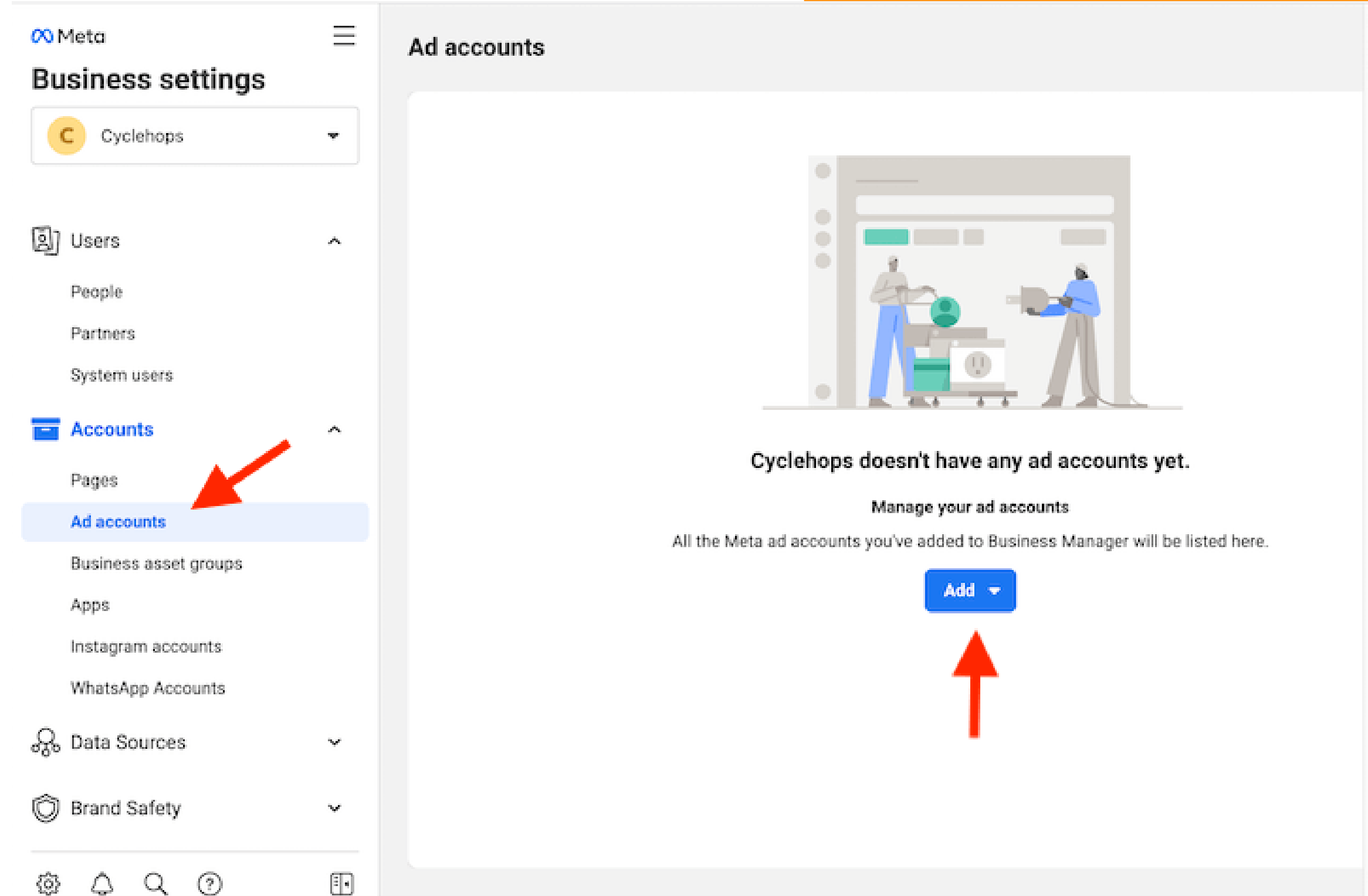
You need a new Page for your business.



4

Create your ad account

now navigate back to Ad accounts in that left-hand pane. You'll see an option on the right to create a new ad account.



4

Create your ad account

Provide your Ad account name, time zone, and currency then click Next. Facebook will then ask you whether the ad account is going to be used to manage ads for the business account through which you've created this ad account or for another business or client.

Who Will This Ad Account Be Used For



This ad account will be used for

☒ My business (Cyclehops)

☐ Another business or client

Correctly selecting this is important - It will ensure the other business' name is displayed across Facebook when you create an ad on their behalf, including in the Why Am I Seeing This ad dialog. You may also gain access to the other business' Audience Manager features including their Custom Audience sizes and the audience overlap tool.

[Learn More](#)

Back

Create



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Create your ad account

Next you'll be asked to add people and permissions. Select your name and give yourself full control over everything.

Add People and Set Permissions

Search & Filter

1 Person Selected

Kristen McC...

Ad Account

Partial access

Manage campaigns

Create and edit ads, access reports and view ads

View performance

Access reports and view ads

Manage Creative Hub mockups

View, create and edit mockups in Creative Hub

Full control

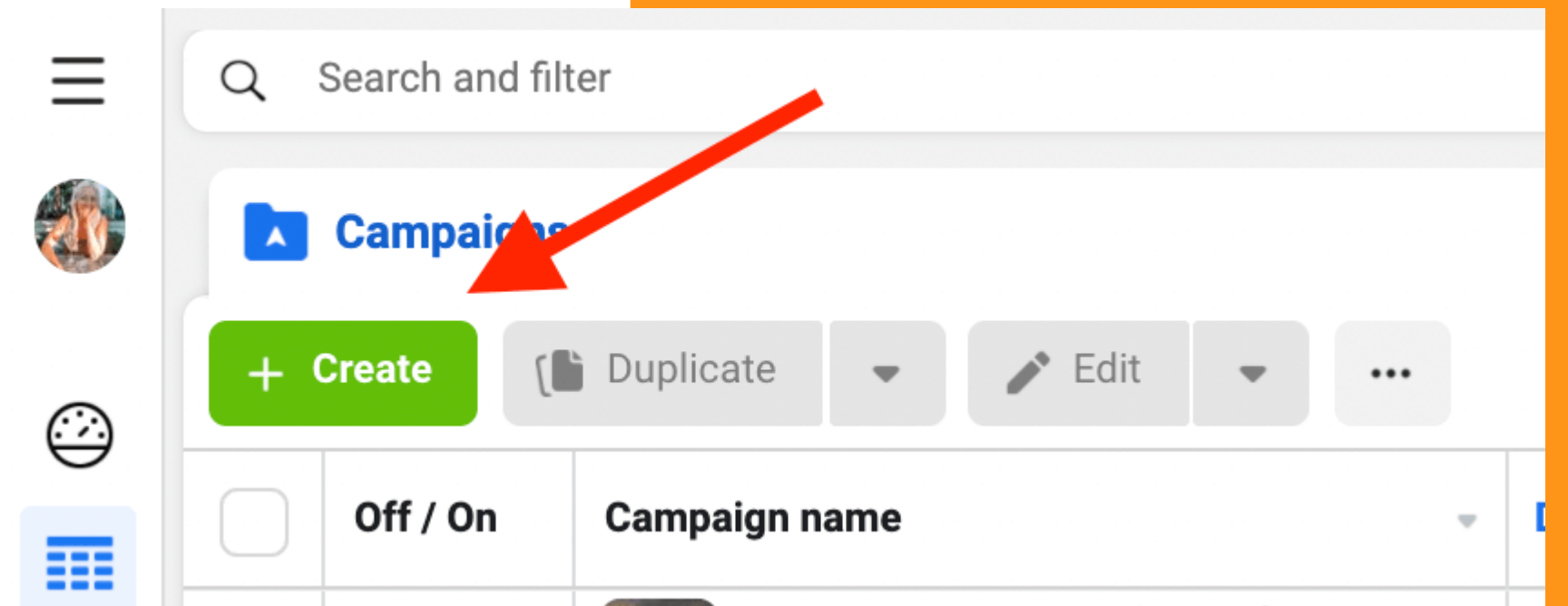
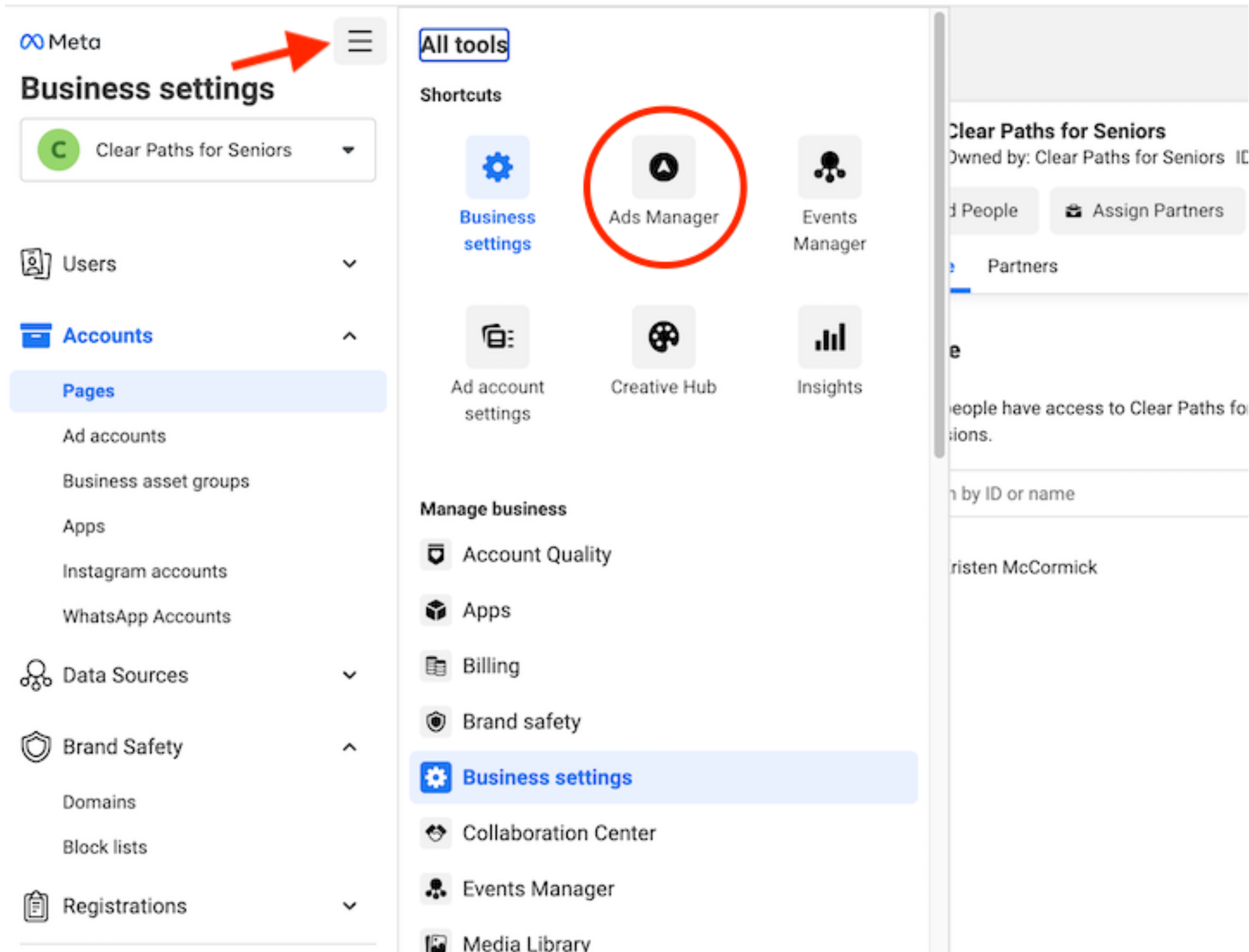
Manage Ad Account

Control ad account settings, finances and permissions. Create and edit ads, access reports and view ads.

Cancel Assign

4

Create your Facebook ad campaign



4

Choose your campaign objective

Facebook offers three categories of campaign objectives: Awareness, Consideration, and Conversion.

[Create new campaign](#)[Use existing campaign](#)

Choose a Campaign Objective

[Learn more](#)

Awareness

- ☐ Brand awareness
- ☐ Reach

Consideration

- ☐ Traffic
- ☐ Engagement
- ☐ App installs
- ☐ Video views
- ☐ Lead generation
- ☐ Messages

Conversion

- ☐ Conversions
- ☐ Catalog sales
- ☐ Store traffic

[Cancel](#)[Continue](#)

4

Choose your campaign objective

You have many different ways of approaching an ad campaign based on what you wish to achieve. These ways fall within three categories of benefits:

Awareness

- Increase brand awareness: Show your ads to people who are most likely to remember them.
- Increase your reach: Show your ads to the maximum number of people.

Consideration

You might want to choose this category if you want people to start thinking about your business or looking for more information about it. Actions in this category include:

- Send people to a destination on or off Facebook
- Get more Page likes, event responses, or post reactions, comments, or shares
- Promote installs of your app
- Get more video views
- Improve lead generation
- Drive engagement on Messenger, WhatsApp, and Instagram Direct



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Choose your campaign objective

Conversion

The objectives in this category are designed to get people to purchase or use your product or service. You may opt to:

- Increase engagements on your website
- Get people to claim your offer
- Increase product or catalog sales
- Get people to visit your shops

Which Facebook ad objective should you choose?

Stage of funnel	TOF	MOF	BOF
Objective	• Awareness • Consideration	• Consideration • Conversion	• Conversion
Subcategory	- Brand awareness - Reach - Traffic - Engagement - Video views	- Messages - Lead generation - App installs - Conversions	- Conversions - Catalog sales - Store visits

WordStream
by LOCALIQ



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Once you've selected your marketing objective, you'll be asked to name your campaign. Make sure to make your campaign name something recognizable to everyone working on the ads.

Create new campaign

Use existing campaign

×

☐ Video views

☐ Lead generation

☐ Messages



Brand awareness

Show your ads to people who are most likely to remember them.

Name your campaign • Optional

^



Campaign
Includes the campaign objective and budget optimization.



Ad set
Determines your audience, placements, schedule and spending.

Create ad set

▼



Ad
Contains all ad creative settings.

Create ad

▼

Cancel

Continue

4

Campaign settings

Once you select your objective, you'll see something like this:

- **Campaign name:** Use whatever you want, as long as it makes sense to you.
- **Special Ad Categories:** If you fall into any of those special categories, declare that here so you can take care of any further documentation you may need to provide, depending on Facebook advertising policies.

Campaign name

[★ See what's new](#)[Create template](#)

Special Ad Categories

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories ⓘ

Campaign details

[💡 See recommendations](#)

Buying type

Auction

Campaign objective ⓘ

Traffic

[Show more options ▾](#)

A/B Test

[Create A/B Test](#) ☐

Try different images, ad text, audiences, and more to see which one performs best. [Learn more](#)

Campaign Budget Optimization

Off ☐

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

4

Campaign settings

- **Campaign details:** Here you can change your objective if you need to, and you can also select a campaign spending limit (if you go with a daily budget—more on budgets in a bit).
- **A/B test:** We're going to skip this for now, but you can learn more in our guide to [Facebook A/B testing](#).
- **Campaign Budget Optimization:** With this setting turned on, instead of choosing your budget separately for each ad set within a campaign, Facebook will decide which ad sets should receive a higher percentage of the spend based on performance.

Campaign name

★ See what's new

Traffic campaign #1

[Create template](#)

Special Ad Categories

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories ⓘ

No categories declared

Campaign details

💡 See recommendations

Buying type

Auction

Campaign objective ⓘ

Traffic

[Show more options](#) ▾

A/B Test

Create A/B Test ☐

Try different images, ad text, audiences, and more to see which one performs best. [Learn more](#)

Campaign Budget Optimization

Off ☐

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

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Create your Facebook ad set

- **Traffic:** Choose where you want to drive traffic. This is because I chose a traffic campaign for my objective, but this window may look different for different objectives.
- **Dynamic creative.** [Facebook dynamic ads](#) operate similar to [responsive search ads](#), where you provide the assets (images, videos, headlines, descriptions, etc.) and Facebook will mix and match them into different combinations. For simplicity's sake, I will not opt into this setting.
- **Optimization & delivery.** This is where you tell the algorithm what you see as success for your ad set so that Facebook can further refine who it shows your ads to.

Optimization & delivery

Optimization for ad delivery

Link clicks ▼

Landing Page Views

We'll deliver your ads to people who are more likely to click on your ad's link and load the website or Instant Experience.

Link clicks

We'll deliver your ads to the people most likely to click on them.

Impressions

We'll deliver your ads to people as many times as possible.

Daily unique reach

We'll deliver your ads to people up to once a day.

most link clicks using the
ol, enter an amount.

4

Campaign settings

The options here will vary depending on your campaign objective, but here is a quick guide on how to choose:

Choosing your optimization for ad delivery

TOF

- Reach
- Impressions
- Landing page views
- Link clicks
- Daily unique reach
- Post engagement
- Video view milestones

MOF

- Link clicks
- Landing page views
- Message replies
- Leads
- Conversions

BOF

- Conversions



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Set your campaign budget

Now it's time to choose how much you'd like to spend on your ad. When you set a budget, it's important to remember that this figure represents the maximum amount of money you want to spend. You can set your budget per day or as a total amount for the campaign.

- **Daily:** A daily budget sets a limit on what you spend each day on your ads. Facebook will use the criteria you set to find the right place and time to show your ad to your target audience. Once your budget is reached, the ads stop running for the day. The cycle starts again on the next day.

Choose **daily budgets** when:

Your campaign will be evergreen

You want to maximize strong performance

You expect to change your budget regularly



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Set your campaign budget

Lifetime: A lifetime budget is the maximum that you'll spend during the entire time you run your ad campaign. You give Facebook a number and an end date, and it will spend the money based on ad performance. Once your budget is reached, the campaign ends.

Choose **lifetime budgets** when:

You need to run your ads on a schedule

Your campaign has a set budget and end date

Budget & schedule

Budget ⓘ

Daily Budget

\$ 15.00 

You'll spend up to \$18.75 on some days, and less on others. You'll spend an average of \$15.00 per day and no more than \$105.00 per calendar week. [Learn more](#)

Schedule ⓘ

Start date

Feb 16, 2022

 7:17 AM

Pacific Time

End · Optional

☒ Set an end date

Feb 19, 2022

 12:00 AM

Pacific Time

[Show more options](#) ▼

Schedule

Choose whether or not you want your campaign to run immediately and continuously, or if you want to customize the start and end dates.

You can also set parameters so that your ads only run during specific hours and days of the week.

You also have the option here to set up your [ad scheduling](#) which is fairly easy on Facebook.

You can tell Facebook to only run your ads when it makes sense for your business (such as only during your operating hours) or audience (such as only running your breakfast cafe ads in the morning).



Optimization and Pricing

- Choose whether or not you want to bid for your objective, clicks, or impressions (This will alter how your ad is displayed and paid for.)
- By doing so, you'll pay for your ad to be shown to people within your target audience that are more likely to complete your desired action, but Facebook will control what your maximum bid is.
- If you don't want Facebook to set optimal bids for you, you'll want to opt for manual bidding. This option awards you full control over how much you're willing to pay per action completed. However, Facebook will provide a suggested bid based on other advertisers' behavior to give you a sense of what you should shoot for.



Delivery

Delivery type falls under two categories: standard and accelerated. Standard delivery will show your ads throughout the day, while accelerated delivery helps you reach an audience quickly for time-sensitive ads.

Note: this option requires manual bid pricing.



4

Choose your audience

Your next step is to configure your target audience. You can do this for each ad set that belongs to the same campaign.

Because it determines who Facebook will show your ad to, a strategically defined audience is crucial for the success of your Facebook Ads campaigns.

As mentioned earlier, the audience for your ad can be customized based on all the following demographics:

- Location
- Age
- Gender
- Languages
- Interests
- Behaviors

Audience

Define who you want to see your ads. [Learn more](#)

[Create new audience](#)

Use saved audience ▼

Custom audiences

Create new ▼

Search existing audiences

Exclude

Locations

Location:

- United States

Age

18 - 65+

Gender

All genders

Detailed targeting

Include people who match ⓘ

Search Add demographics, interests or behaviors

Suggestions Browse

Exclude

Detailed Targeting Expansion ⓘ

☐ Reach **people** beyond your detailed targeting selections when it's likely to improve performance.

Languages

All languages

[Show more options](#) ▼

Save This Audience

4

Choose your audience

- Facebook's targeting is still among the most powerful out there since users provide such detailed information about themselves on this platform—their age, marital status, job, interests, and more.
- In addition, with the Connections setting, you can choose advanced targeting, which lets you include or exclude people who are connected to certain pages, apps, or events. You can also further customize your targeting using [custom audiences](#) for retargeting people who have already interacted with your business.

Who do you want your ads to reach?

Help: Choose Your Audience

NEW AUDIENCE ▾

Locations ⓘ

United States

All United States

Include ▾ | Add a country, state/province, city, ZIP, DMA or address



Drop Pin

Everyone in this location ▾

Age ⓘ 18 ▾ · 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

More Demographics ▾

Interests ⓘ Search interests | Suggestions | Browse

Behaviors ⓘ Search behaviors | Browse

Connections ⓘ Add a connection type ▾

☐ Save this audience

Audience Definition



Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 184,000,000 people

4

Choose your audience

There are three types of audiences you can target in Facebook ads.

Core audiences: target users based on their demographics, interests, and behaviors.

Custom audiences: target and retarget customers and leads.

Lookalike audiences: target people similar to your existing customers and leads.

FACEBOOK AD AUDIENCE TYPES

CORE



Target demographics, interests, behaviors, etc.

CUSTOM



Target and retarget customers and leads.

LOOKALIKE



Target people similar to your customers.

4

Choose your audience

- For **detailed targeting**, you can create rules so that the ad targets users with one OR another or one AND another interest. Either way, it's best to stick to just one or two interests or demographics per ad set. Otherwise you won't know what audiences are working for you. If you have more interests to target, you can always create new ad sets.
- On the right, **Audience definition** will tell you how large or small your audience will be based on the criteria chosen, and **Estimated daily results** will tell you how many people you're estimated to reach based on your daily spend. Keep in mind that these are just estimates and aren't always 100% reliable, so take them with a grain of salt.

Audience definition

Your audience selection is fairly broad.



Estimated audience size: 167,100,000 - 196,600,000 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ

981 - 2.8K

Link clicks ⓘ

147 - 424

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

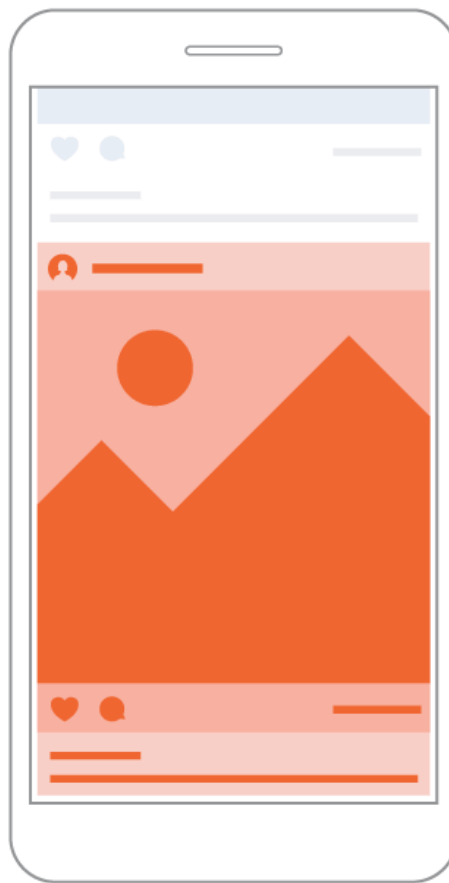
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Ad placements

Ad placement defines where your ad appears for your target audience. Based on your objective, you may choose to show your ad on Facebook, Instagram, Messenger, or the Audience Network.



Facebook
News Feed



Instagram
Feed



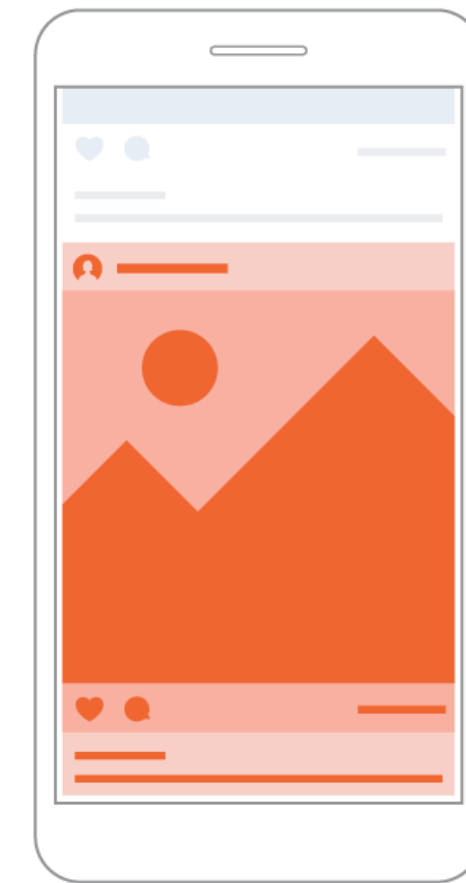
Facebook
Marketplace



Facebook
Video Feeds



Facebook
Right Column



Instagram
Explore



Messenger
Inbox

Ad placements

Facebook recommends [using automatic placements](#) for the objective you chose, which enables Facebook to optimize placements for you in order to get the best possible results at the lowest overall average cost.

However, if you want to select your own placements, **Facebook has several options:**

- Feeds: Get high visibility for your business with ads in feeds
- Stories and Reels: Tell a rich, visual story with immersive, full-screen vertical ads
- In-stream: Quickly capture people's attention while they're watching videos
- Reels overlay: Reach people with sticker or banner ads as they watch short-form content
- Search: Get visibility for your business as people search on Facebook
- Messages: Send offers or updates to people who are already connected to your business
- In-article: Engage with people reading Instant Articles in the Facebook mobile app
- Apps and sites: Expand your reach with ads in external apps and websites



To Sum up...

Main topics explained:

- How to create an account with Facebook Ads Manager.
- Learned how to create an ad through Facebook Ads Manager.
- How to choose an objective.
- How to choose your target audience.
- Setting your budget and optimization
- Choose your ad placement

