Social Media Marketing

Lesson: Facebook Advertising



Agenda

- Introduction to Facebook Advertising and key benefits
- Facebook Ad Targeting and Placement options
- Concept of Ad quality and relevance score
- Ad Campaign Structure
- Live Tool Demo Objectives, targeting options, bidding, scheduling, ad creation
- Ad types Single Image, Carousel, Canvas, Slideshow video, Video
- Facebook Ad Image Guidelines
- Facebook Pixel, Custom & Lookalike Audience Creation
- Facebook Ad Analytics and Optimization

Participate effectively in this Lesson

- Watch the entire video in one sitting
- Have a notebook & a pen
- Make sure that you have no disturbances during the lesson
- Ask Questions

Why Facebook Advertising

Why Facebook Ads

- Incredibly powerful precise targeting
- Massive audience on Facebook 1.7 billion Monthly Active Users and 1.13 billion daily active users
- Effective tracking of results
- Low budget to start with Rs. 100 per day

Facebook Ad Targeting

Location, Demographics & Interest Targeting



Location

Reach your customers in the areas where they live or where they do business with you. Target adverts by country, county/region, postcode or even the area around your business.



Demographics

The customers your business serves are on Facebook. Choose the audiences that should see your adverts by age, gender, interests and even the languages they speak.



Interests

When people are interested in your business, they're more likely to take action on your advert. Choose from hundreds of categories such as music, films, sport, games, shopping and so much more to help you find just the right people.



Behavioural & Connection based Targeting



Behaviours

You know your customers best, and you can find them based on the things they do – such as shopping behaviour, the type of phone they use or if they're looking to buy a car or house.

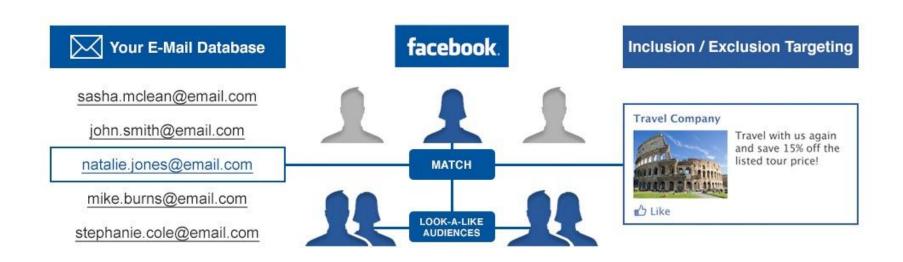


Connections

Reach the people who like your Page or your app – and reach their friends, too. It's an easy way to find even more people who may be interested in your business.

Facebook Custom Audiences

Reach people who have a relationship with your business - existing customers or people who have interacted with your business on Facebook or other platforms





Create Custom Audiences from various sources



Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



Website Traffic

Create a list of people who visit your website or view specific web pages



App Activity

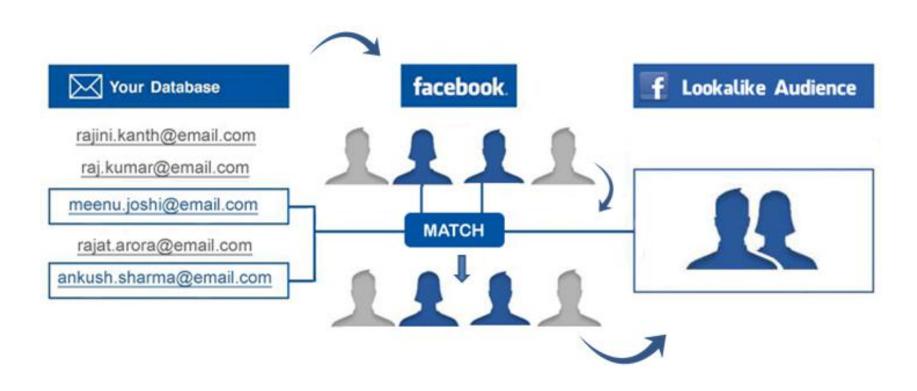
Create a list of people who have taken a specific action in your app or game



Engagement on Facebook (NEW)

Create a list of people who have engaged with your content on Facebook

Facebook Lookalike Audiences



The minimum size of a custom audience to enable it to be used to create a Lookalike Audience is 100 people

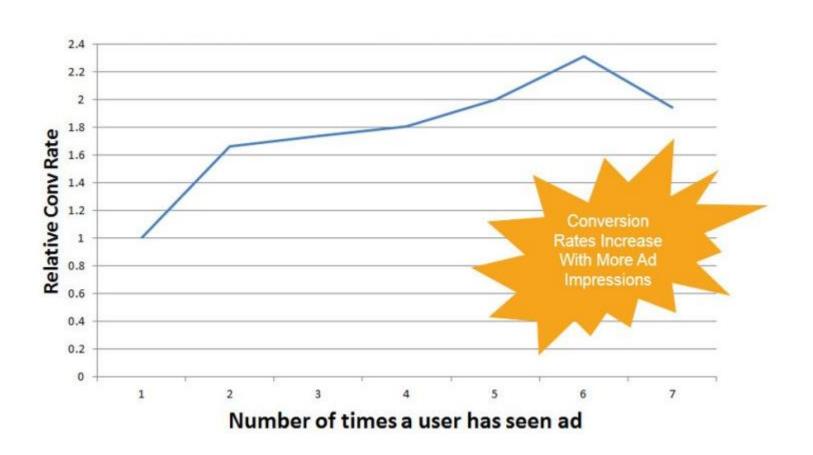


Retargeting

When someone visits a webpage, say an online shopping and browses through some pages, but leaves the page, without buying, the brand can prompt the user through FB targeted ads.



Retargeting – Conversion rates tend to increase with more ad impressions



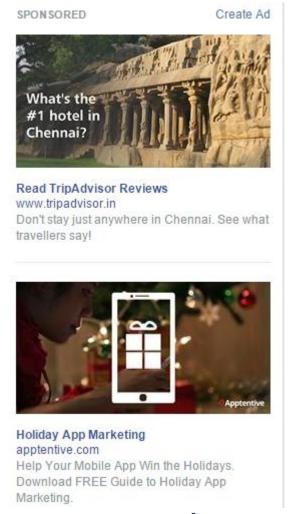
Facebook Ad Placements

Ad can be placed in 5 different places using Facebook Ads

- Desktop Newsfeed
- Mobile Newsfeed
- Desktop Right Column
- Instagram
- Facebook Audience Network (Target Facebook users on other mobile apps and mobile websites approved by Facebook)

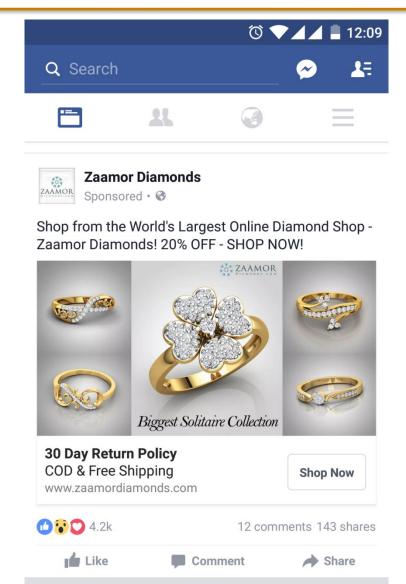
Desktop Newsfeed and RHS







Mobile Newsfeed



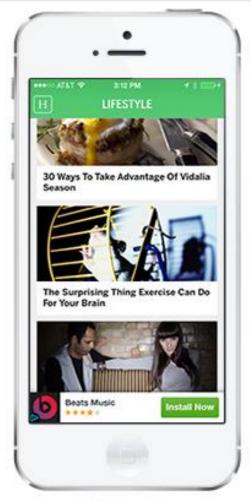


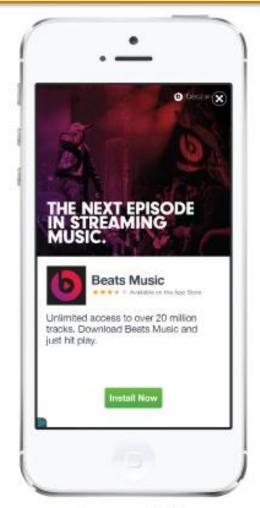
Instagram





Facebook Audience Network







Banner Interstitial Native



Facebook Ad Campaign Structure

Facebook Ad Campaign Structure



Ad Quality & Relevance Score

Concept of CTR

•Click-through-rate. It is the number of clicks received divided by impressions received on the ad. (If your ad received 10,000 impressions and 100 clicks then your CTR is 100/10,000 = 0.01%)

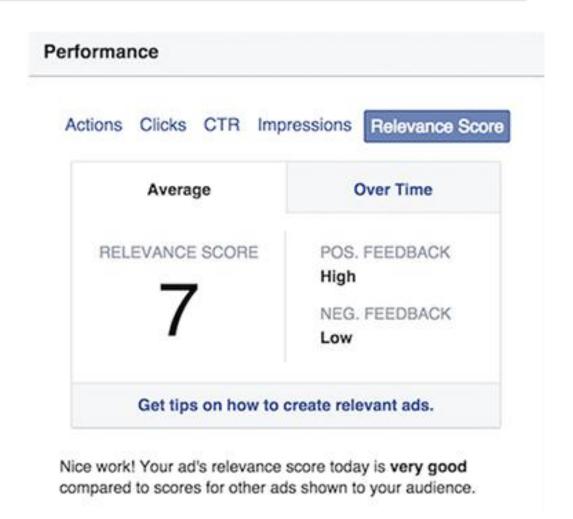
•CTR is important to measure the quality of an ad.

How CTR affects ad quality

- Facebook runs an algorithm to decide the quality score between your own ads and optimise to get the most value.
- When you launch a campaign with many ads, Facebook give all of them the same exposure in order to identify the CTR of every individual ad.
- Once Facebook realises which add is generating a higher CTR or have a higher quality score – these get more impressions compared to the less converting ones. Over time Facebook will stop showing ads with a lower CTR completely.
- The higher CTR you can achieve, the greater chance you have at winning auctions.

Relevance Score

- Relevance score is calculated based on the positive and negative feedback we expect an ad to receive from its target audience
- The higher an ad's relevance score is, the less it will cost to be delivered



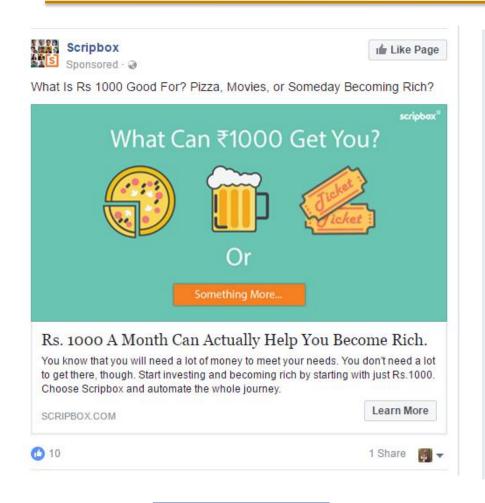


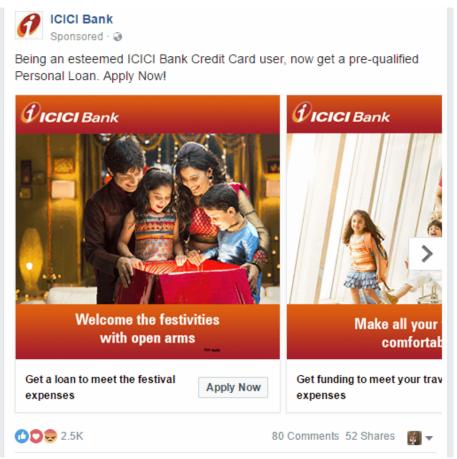
Ad Types

Ad Types on Facebook

- Single Image
- Carousel
- Canvas
- Slideshow Video
- Video

Single Image & Carousel Ads



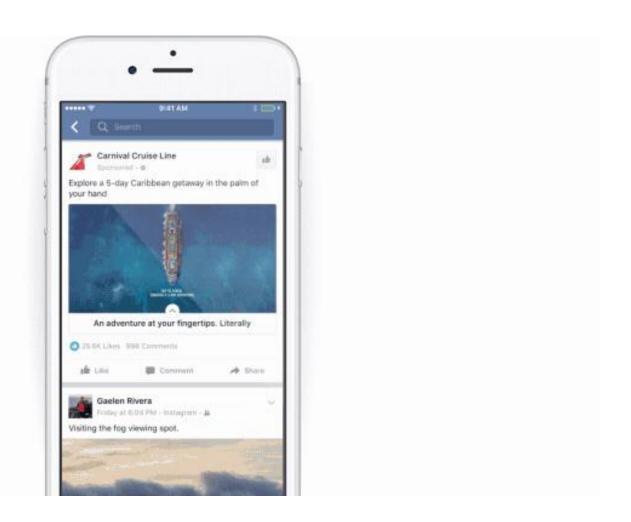


Single Image Ad

Carousel Ad



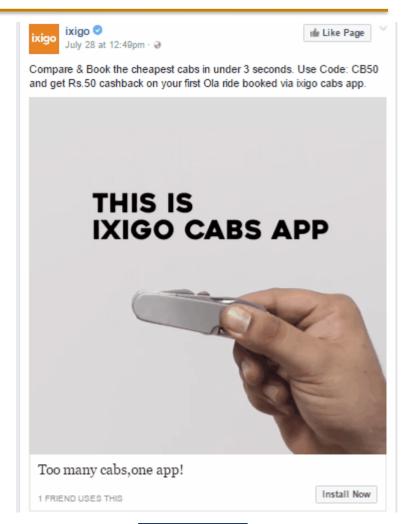
Canvas Ad



Video Ad formats



Slideshow Video Ad



Video Ad Digital Vidya

Facebook Ad Image Guidelines

Facebook limits reach for ads with excess text

Check image text with the Facebook Image Text check tool:

https://www.facebook.co m/ads/tools/text_overlay

Image Text Ratings

- Image Text: OK Your ad will run normally.
- Image Text: Low Your ad's reach may be slightly lower.
- Image Text: Medium Your ad's reach may be much lower.
- Image Text: High Your ad may not run.



Facebook Ad Image Best Practices

Keep text on your ad images minimal

 Consider putting most of your text in the text area of your ad instead of on the ad image

 If you must use text, use a smaller font size and fewer words to lower the proportion of text to image.

Facebook Ad Tool – Live Demo

Tasks

Task for this session

Create a Profitable Facebook ad campaign for your business

Live Session Agenda

Agenda for the Live Session

- Quick Recap & Summary
- Q&A
- Brainstorm and create target audience segments on Facebook ads for two or three of your businesses

Thanks