THE PROFIT COMPANY

Arranged by

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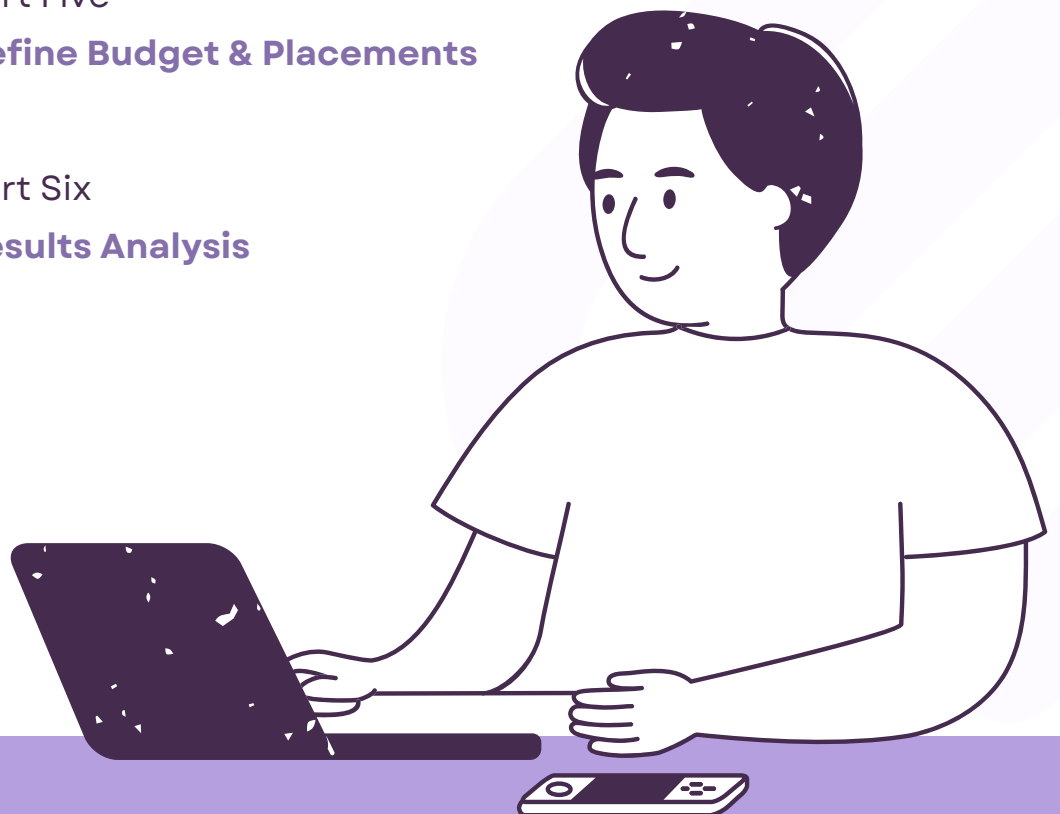**Prepared for**

Students & Business Owners

Simple Ways Run To Facebook Ads

TAKE ACTION & FOLLOW THE STEPS

Contents

Why This Book?

Know About Facebook Ads

Facebook ads are one of the key components of online advertising. According to the official statistics, as of the fourth quarter of 2021, Facebook has 2.85 billion monthly active users. and it's still the most popular social network worldwide. Basically, people all over the globe, from all age groups, use this platform: from pensioners and baby boomers to millennials and even their younger brothers and sisters. One of the best perks of Facebook is almost instant two-way communication which allows its users to ask questions, but also to get quick responses and all the needed information much faster than via the traditional media. The second-best advantage regarding advertising is quality targeting possibilities as well as choosing target groups to which you want to distribute your ad

When we're discussing social media presence, there is a question that immediately arises 'How to attract users to the Facebook page and communicate with a target audience of the particular brand?' The answer is: through **Facebook ads!**

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2.1 WHY IS FACEBOOK ADVERTISING A KEY TO SUCCESSFUL ONLINE PROMOTION?

Facebook ads are one of the most important tools in successful online advertising. One of its best features is the possibility of instant communication with potential customers, adaptable liabilities for the target audience and positioning quality interface for creating. Facebook has 1,86 billion active customers on a monthly basis which makes it a perfect platform for promoting different services and products to different target customers. Facebook ads allow precise targeting based on demographic characteristics, different interests on users' profiles as well as their preferred way of using Facebook (on mobile phones, computers etc.). For example, we want to advertise an Android app meant for the population aged 16 to 50 who are interested in sports activities, doing exercise, cooking and healthy lifestyle, but who use Facebook mostly on their Android mobile phones. That's pretty precise, right?

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2.2 TYPES OF FACEBOOK ADVERTS AND THEIR POSITION.

Depending on goals of a marketing campaign, Facebook offers a few types of adverts:

1. **"Boost your posts" or "Page Post Engagement"** is used for promoting contents on a Facebook page. This kind of promotion increases reach of the post and users' engagement. Beware though, even though it's not mandatory, it's still recommended to pay attention to the rule that the post can have about 20% of the text, along with a picture or a photo

2. **"Promote your page" or "Page Likes"** serve as a means of attracting new fans to a Facebook page.

3. **"Send people to your website" or "Clicks to website"** are used for promotion of a website (such as sites for booking, special offers, newsletter sign ups etc.). Clicks on these advertisements lead users to a website with the content you're promoting.

4. **"Increase conversion on your website" or "Website** conversions" also lead users to the desired website, but here you can track the number of reached conversions (e.g.reservations, newsletter sign ups, purchases, inquiries...). For successful tracking of conversions, it is necessary to create Conversion Tracking Pixel, but more on that a bit later.

5. "Get installs of your app" or "App Installs" is used to promote mobile apps. If your goal is to increase the number of contestants or people who use an app, then you'll use this kind of adverts, but you also have to be an app administrator.

6. "Get Video Views" is used for the promotion of a video.

Facebook adverts can be placed in newsfeed of its users, on the right track for adverts, on mobile phones and even on Instagram. It's possible to combine different displays for certain content or even to choose which mobile platform we want to advertise your post on. It's crucial for a campaign to choose the right path because its success depends on that decision, but also on optimizing settings of your advert. The main rule is to know what you want to achieve. Write down your goals and then create your campaign based on those goals. It's wrong if you want to track conversions on your website, instead create "Page Likes" advert
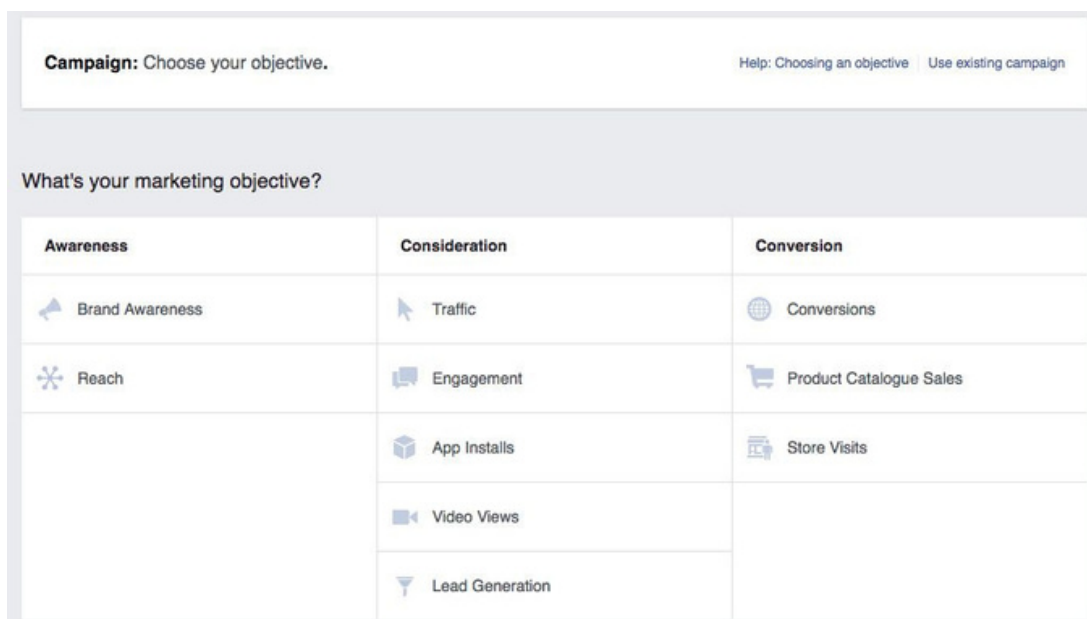
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CREATION OF FACEBOOK ADVERTS

3.1. SETTING UP

The main interface for Facebook adverts is called Ads Manager which is accessible on the following link: **www.facebook.com/business/**

At the top right corner, there's an icon "Create an advert" which leads directly to adverts/ interface. By clicking on this aforementioned link, the interface for advert creation will be opened, offering different options to choose from

It's important to know hierarchy of Facebook adverts, so before continuing with creating ads, we'll explain that first.

CAMPAIGN

At campaign level, we define the ultimate goal of adverts (page like, boost post, website conversion…). All ads created in that campaign must have the same purpose. If you want to promote Facebook page and posts published on Facebook page and your website, you'll have to create three different campaigns

AD SET

On the second level we define target audience, budget for our ads and positioning. Ad Sets are created within campaigns (basically, campaigns consist of various Ad Sets). All ads created in certain Ad Set will target the same target audience, have the same budget and the way of payment, but also will be positioned in the same places on Facebook

AD

Each Facebook ad, no matter which campaign or ad set it belongs to, can have its own picture and text

3.2. TARGETING YOUR AUDIENCE

We've already mentioned Facebook advertising allows you to target your audience admirably superb. We'll show you some examples how this works and explain you your options, but firstly, we must emphasize it's not necessary to use all available options and to really narrow down your audience (even though that can be done with just one option as well) because the price of your advert will be high. On the other hand, it's not good to have audience that's too wide because then your advert will be shown to those who might not be among your target audience and then they'll click on your advert and spend your budget. The best option is to find optimal combination and you'll do that if you distinctly and directly define your audience among all possible options

While targeting your audience, Facebook offers these options

1.CUSTOM AUDIENCE

A special group that you've created using Ads Manager. Usually, the data gathered here is from people who participated in some contest on your page, visitors of your website… This option is very useful for connecting multiple online channels for promotion or retargeting. This group is created by clicking on option "Audience" in Ads Manager menu. You'll be offered a few sections to choose from: Custom Audience – visitors of some website, list of users who installed a certain app etc.

2.LOCATION

Defining country, but also targeting even more precisely by choosing regions, counties and cities in certain countries

3.AGE

Defining age group of your audience.

4.GENDER

Defining sex of your target audience.

5.LANGUAGE

Targeting your audience based on languages they speak.

6.DEMOGRAPHIC

Defining your audience based on their relationship status, education level, employment, ethnicity, generation, parenthood, and any other parameters that define their everyday life (are they living outside their hometown, have they been newlyweds, did they make any career changes recently etc.

7.INTEREST

Contains different categories of personal interest that Facebook registered.

Targeted audience will be specific for each advert campaign, but in any case, it's important to remember to define it correctly so that your adverts can be shown to people who want to see them. Let's say you're a small business owner of a wedding shop and you're just trying to position yourself in the market. So how would you target your audience based on demographics and their interests and behaviors? Quite easily, actually, thanks to Facebook's detailed targeting which uses these options

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Relationship > Relationship Status
Engaged
Interests > Additional interests
Wedding dress
Interests > Family and relationships
Weddings

Add demographics, interests or behaviours | **Suggestions** | **Browse**

Wedding photography	Interests
Brides	Interests
In a relationship	Relationship Status
Married	Relationship Status
Wedding Ideas	Interests
Newly engaged (6 months)	Demographics
Newly engaged (3 months)	Demographics

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Facebook's targeting offers you to target engaged people, even those who got engaged 3 or 6 months ago, those who are in a relationship or even married ones, which is all relevant for this example. Also, you can add interests such as wedding dresses or wedding photography because that means people who previously expressed interest in those are more likely to be interested in your services as a wedding shop owner

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Relationship > Relationship Status

Engaged

Interests > Additional interests

Wedding dress

Interests > Family and relationships

Weddings

Add demographics, interests or behaviours | **Suggestions** | **Browse**

▸ **Demographics**   ⓘ

▸ **Interests**   ⓘ

▸ **Behaviours**   ⓘ

▸ **More Categories**   ⓘ

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Save this Audience

If you're not sure which targeting options to put in, just click on Browse button and Facebook will help you out with sections of Demographics, Interests, Behaviours and even additional categories so all you have to do is click on those that are relevant to your adverts.

If you plan to use this kind of targeting more often, then Facebook allows you to save it. That way, you'll save yourself time and won't have to choose these targeting options each time you want to create a new ad

3.3 DEFINING THE BUDGET, PLACEMENT AND PAYMENT METHODS

Administrator of adverts has to track what he/she gets for invested money, paying attention to data such as price of Like on the page, cost of clicks on advert, how many users will potentially see this advert, how many users actually clicked on an advert, what the average cost of advert clicks or Likes on the page is. When you're creating an advert, you're offered options to define budget on Ad Set level.

This budget can be defined on a daily basis (Per Day) or for a whole period of advertising Ad Set (Lifetime Budget) where you can choose specific start and end date and hour of advertising with an estimate of how much money you are going to spend. All these characteristics can be changed later

Budget & schedule
Define how much you'd like to spend, and when you'd like your adverts to appear. Learn more.

| Budget ⓘ | Daily budget ▾ | $11.00 |

✓ **Daily budget**   1.00 USD

Lifetime Budget   er day may vary. ⓘ

Schedule ⓘ   ● Run my advert set continuously starting today

○ Set a start and end date

You'll spend no more than **$77.00** per week.

Show advanced options ▾

Additional options allow you to set adverts how you prefer. Depending on campaign type which you chose, you're offered several types of payment, so you just need to choose the right one for you and your goal. There's also a possibility to choose between Automatic Placement and Custom Placement where you can choose device types (mobile phones, desktop or all devices) and platforms such as Facebook and Instagram with even further options for placement of your ads within these platforms (feeds, right column, Stories etc.)

Placements
Show your adverts to the right people in the right places.

○ **Automatic placements (recommended)**
Your adverts will automatically be shown to your audience in the places where they're likely to perform best. For this objective, placements may include Facebook and Instagram. Learn more.

● **Edit placements**
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. Learn more.

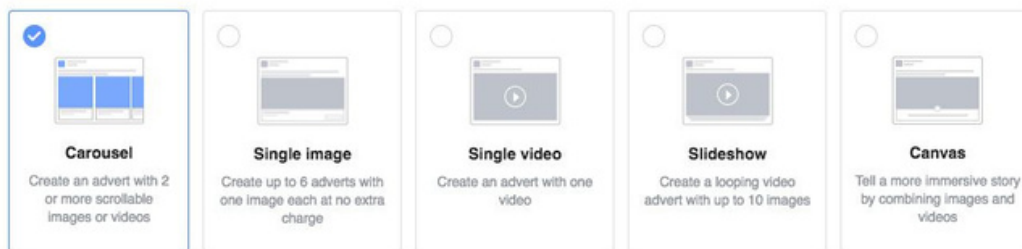| Device types	All devices (recommended) ▾	
Platforms	▾ Facebook	☑
	Feeds	☑
	Instant Articles	☑
	In-stream videos	☑
	Right column	☑
	▾ Instagram	⊟
	Feed	☑
	Stories	Ineligible
	Audience Network	Ineligible

ADVANCED OPTIONS
Specific mobile devices & operating systems
Exclude categories for in-stream videos

Format
Choose how you'd like your advert to look.

Carousel	Single image	Single video	Slideshow	Canvas
Create an advert with 2 or more scrollable images or videos	Create up to 6 adverts with one image each at no extra charge	Create an advert with one video	Create a looping video advert with up to 10 images	Tell a more immersive story by combining images and videos

You can choose various options, such as carousel, single image, a video, slideshow or even Canvas. It's important to choose the right format because you don't want to send out the wrong message, but also you want it to be visually appealing to Facebook customers. Let's say you own web shop and you're selling shoes online. Carousel option would be perfect for your Facebook ad to showcase up to 10 different shoe styles you are selling and with a witty caption, carefully thought targeting and URL link leading users to your web shop, you got yourself a very successful Facebook ad
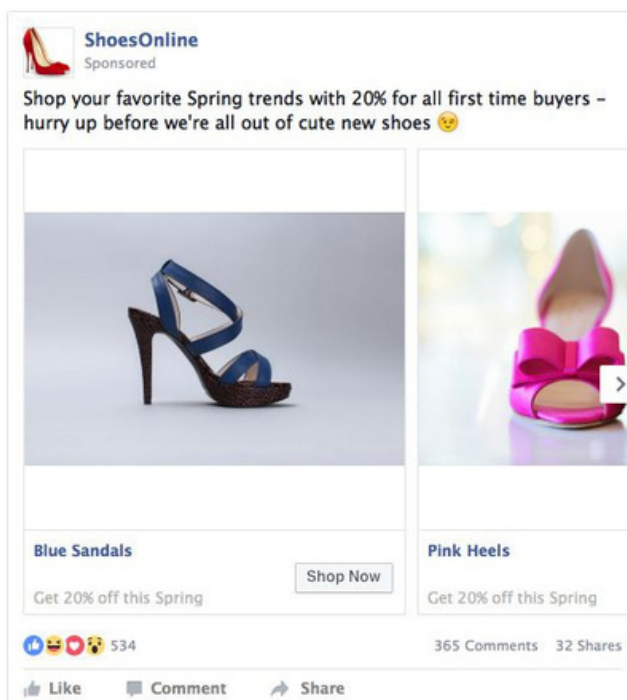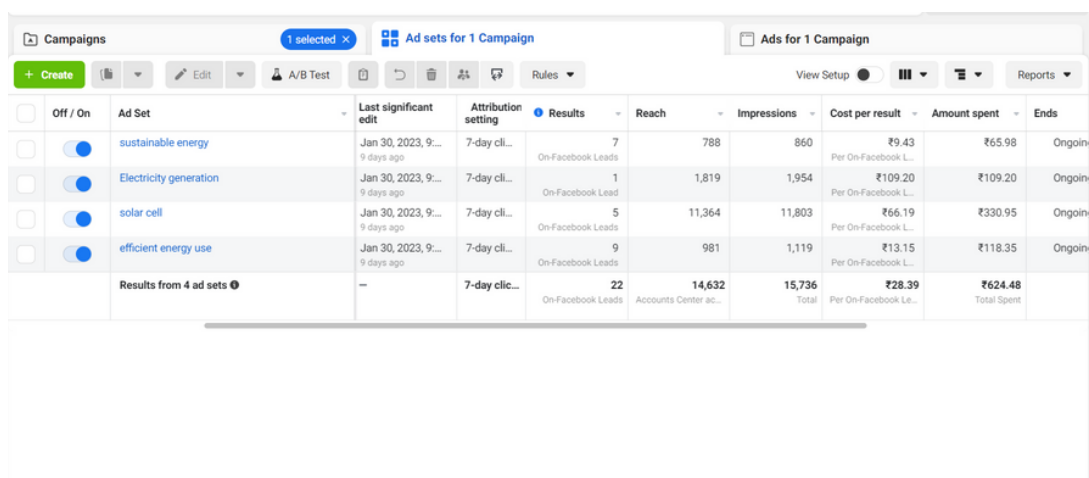
When you've created your first campaign, it's necessary to choose a payment method (Add Payment method). Facebook bills adverts after they've reached a certain consumption. It's important that money is on the account in the moment when Facebook bills you your adverts. If there isn't enough money in your account, the campaign will be stopped until Facebook can bill you for your adverts.

After you've chosen your payment method, Business Address Confirmation page will be opened where you'll need to fill in (such as if you're natural or legal person). Next step is dashboard of Ads Manager where you'll have all the information about your adverts. At Billing and Settings tabs inside Ads manager interface you can adjust all the necessary elements

3.4 ANALYZING RESULTS OF FACEBOOK ADVERTISING

Clicking on "Advert account overview" menu on the left of Ads Manager you'll notice all your advert accounts which exist on your account and after clicking on one of them you'll see next info:

- The main thing you can spot are campaign names and their status, the goal of the campaigns, duration, daily and total consumption

- The charts show the trends of recent amount spent in currently active campaign(s).

- Clicking on any of the campaign names, you'll enter into detailed page with all Ad sets that can be switched on and off at will, change their names, budget, and duration. Instead of Ad Sets, it's possible to see all the ads in the selected campaign or simply by entering the specific ad set, you can see all ads it contains and to which you can change the appearance and content, and at the Ad set positioning, optimization and targeting.

Off / On	Ad Set	Last significant edit	Attribution setting	🔵 Results	Reach	Impressions	Cost per result	Amount spent	Ends
🔵	sustainable energy	Jan 30, 2023, 9:... 9 days ago	7-day cli...	7 On-Facebook Leads	788	860	₹9.43 Per On-Facebook L...	₹65.98	Ongoing
🔵	Electricity generation	Jan 30, 2023, 9:... 9 days ago	7-day cli...	1 On-Facebook Lead	1,819	1,954	₹109.20 Per On-Facebook L...	₹109.20	Ongoing
🔵	solar cell	Jan 30, 2023, 9:... 9 days ago	7-day cli...	5 On-Facebook Leads	11,364	11,803	₹66.19 Per On-Facebook L...	₹330.95	Ongoing
🔵	efficient energy use	Jan 30, 2023, 9:... 9 days ago	7-day cli...	9 On-Facebook Leads	981	1,119	₹13.15 Per On-Facebook L...	₹118.35	Ongoing
	Results from 4 ad sets ❶	–	7-day clic...	22 On-Facebook Leads	14,632 Accounts Center ac...	15,736 Total	₹28.39 Per On-Facebook Le...	₹624.48 Total Spent	

- Advertising on Facebook can be very efficient and effective, but as with everything you do, you need to constantly monitor, measure and compare the results to achieve even better results. Facebook offers plenty of data to analyze ads, so it's important to select those that are relevant to a particular campaign. The default report includes all sorts of data and numbers and is not as useful for all kinds of campaigns, or if you want to go a little deeper into the results of the ad. In the given report Facebook offers 17 data that can be useful, but their quantity is still too high and may confuse you or draw your attention to important information. Metrics that are set are:

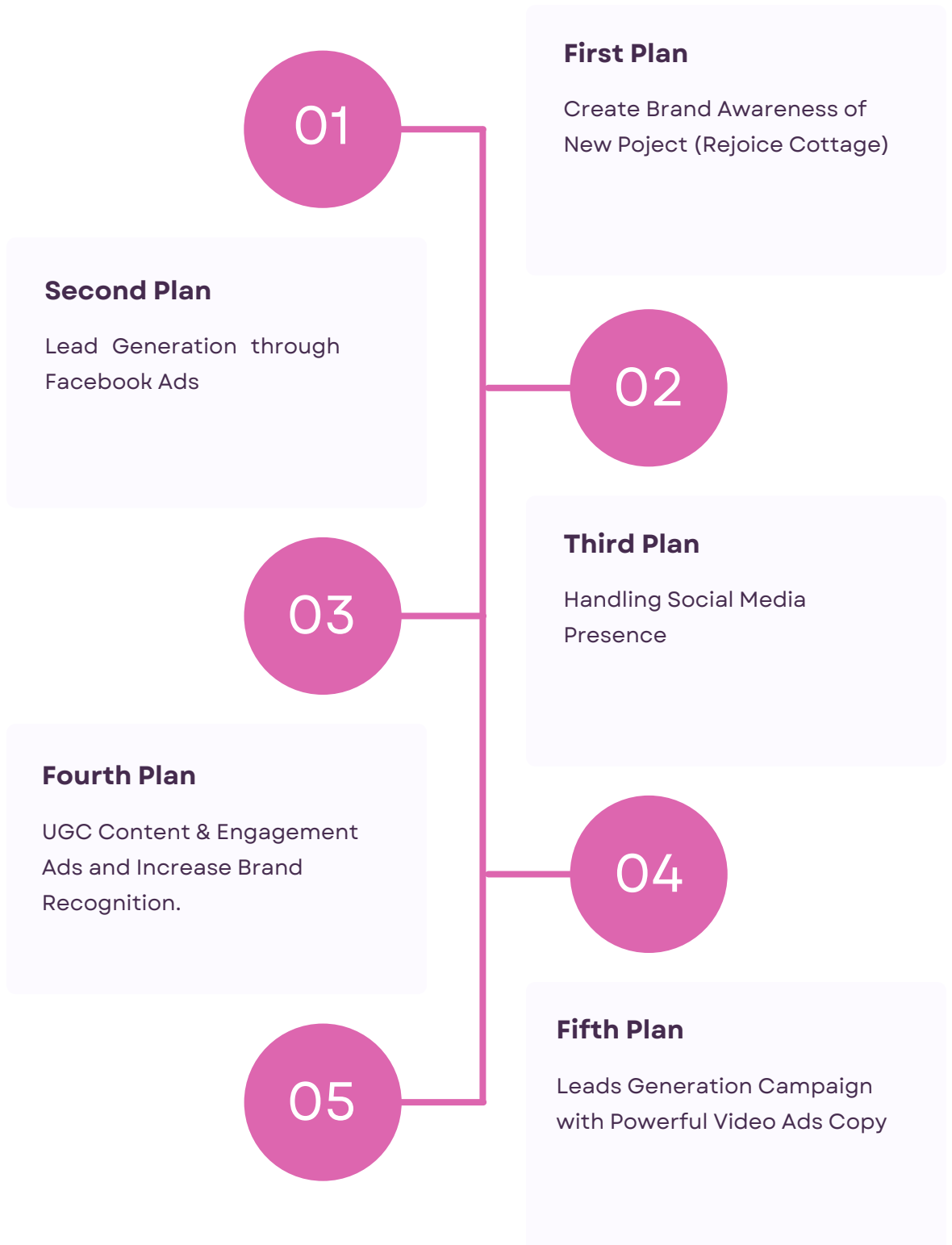- Date when the campaign started

- Date when campaign finished

- Name of the campaign.

- Reach
- Number of Likes

- Frequency
- Number of users who took action

- Unique clicks
- Unique CTR

- Cost per click (CPC)
- **ACTIONS**

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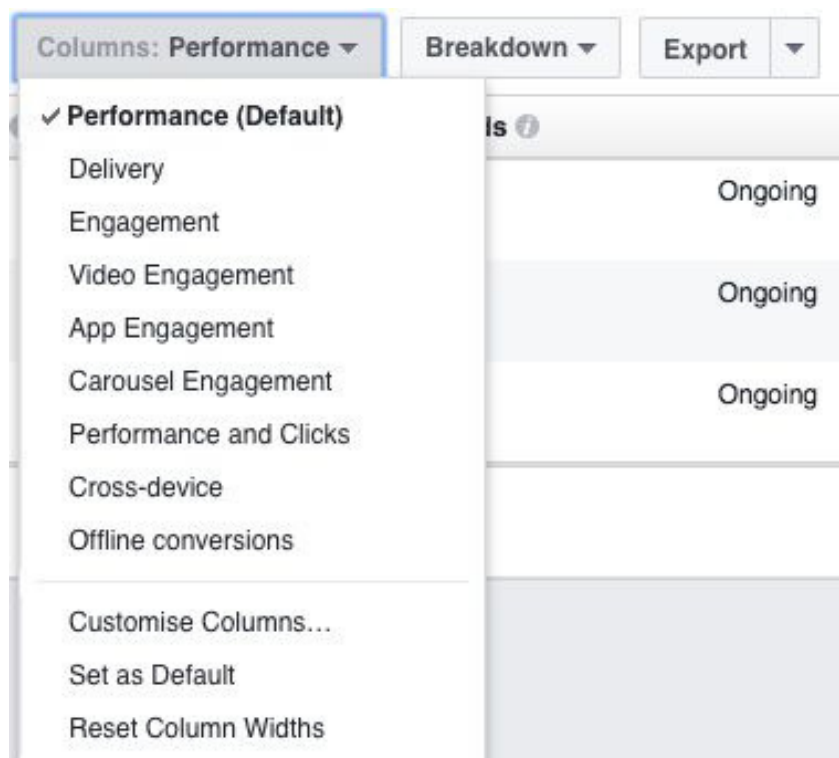
- If your campaigns are for Page likes, then you are most interested in the number of likes you gained over the period your campaign was active and an investment. Add frequency to that, or the number of times a user has seen the ad and where the ads were showing (placement), and the report is complete and it looks like the one above. There are many options and now it's up to you to decide what you want to measure, so you can create your own personal report and track the results. For a lot more advanced result tracking which leads to a website, we suggest you use UTM tags, and the results can be measured using Google Analytics

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CASE STUDY

01

First Plan

Create Brand Awareness of New Poject (Rejoice Cottage)

Second Plan

Lead Generation through Facebook Ads

02

Third Plan

Handling Social Media Presence

03

Fourth Plan

UGC Content & Engagement Ads and Increase Brand Recognition.

04

Fifth Plan

Leads Generation Campaign with Powerful Video Ads Copy

05

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HOW DID WE REACH OUR GOALS?

Goal 1

- Facebook advertising to a target audience in Surat City

Goal 2

- A/B Testing

Goal 3

- Creative & Unusual Ads

Goal 4

- Create Facebook Custom Audience

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RESULTS ARE EVERYTHING , IT'S THAT SIMPLE.

Result 1

- Monthly reach > 50% of the target audience

Result 2

- Increased interest in online promotions

Result 3

- Create audience base 171 Follwers to 5.9K

Result 4

- Generating High Quality Leads & Done Site Visit.

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CONCLUSION

Facebook ads give us plenty of options for reaching our targeted audience in unique and creative ways. There's one golden rule: create multiple ads, check results after a few days to see which ads aren't working so we can cross them out and focus on those that give us desired results. If necessary, this process should be repeated all the time. You can find certain campaigns where ads weren't deleted for weeks (there are even cases when an ad is intact for months and it's still delivering great results), but on the other hand, there are some campaigns where it's necessary to create new adverts daily to find the best one for your campaign. Tracking novelties in Facebook advertising, testing different options, continuously working on advertising, setting the right goals and other online parameters which have impact on results of adverts, will get you your desired results.

SIMPLICITY, MEANING, GOALS AND CREATIVITY ARE KEY ELEMENTS TO SUCCESSFUL ADVERTISING.

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