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# **MEDIA BUYING FOR FACEBOOK**

| Winning on Social Media

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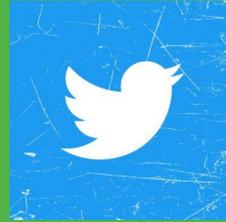


# What you will learn.

- Introduction
- Organic social media management
  - How to choose a platform
  - Types of content to create
  - Key tools for social media content creation / management (Freepiks, Mojo etc)
- 11 different Facebook marketing goals and How to Choose What's Right For Your Business
- The 6 types of Facebook Ad formats
- How to create and set up Facebook Business Manager
  - Knowing the Facebook Ads Manager
  - Setting up Payment for Facebook Ads
- How to create your first Facebook Ad
  - The Perfect Message for your Facebook Ad
  - The Perfect Call to Action for your Facebook Ad
  - Creating a Post for your Facebook Ad
  - Boosting your Facebook Post
  - How Much to Invest?
  - How to Have Your Ad Approved by Facebook
- Tracking ad effectiveness
- Retargeting with Facebook Ads

**Organic social media**  
management (unpaid)

**Platforms**  
available to  
you:



# How to choose a platform:

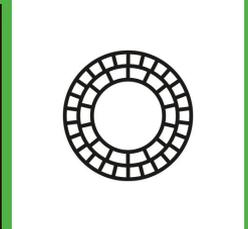
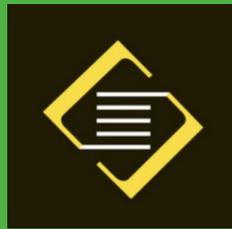
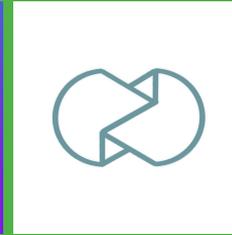


# Type of content to create:

How-to Blogs  
Quotes  
Stats  
Round Ups  
Collaborations  
Customer Success Stories  
Case Studies  
Testimonials  
FAQs  
User Generated Content  
Images  
Memes  
Contest  
Polls  
Quizzes  
Calculators

Interviews  
Company News  
Product News  
News Release  
Comparisons  
Listicles  
Step-by-Step Guides  
Why  
Research  
Best Practices  
Tips  
Checklists  
Lessons  
Webinar  
Q&As

# Tools: Creation and management:



11 different Facebook  
marketing goals and  
**How to Choose  
What's Right For Your  
Business**

# 1) Brand Awareness



# Brand Awareness

Facebook will show these ads to members of your target audience who are more likely to pay attention to and recall the ads.

They will help you establish brand familiarity and pique the interest of your target audience.

Use these ads to keep consumers aware of, and able to recall, your brand as well as highlight what makes your business and product/service unique.



## 2) Reach



# Reach

Facebook reach ads are shown to as many people in your target audience as possible while staying within your budget constraints.

An added bonus is the ability to choose the frequency of these ads, meaning how many times someone will see the ad.



### 3) Traffic



## Traffic

The traffic objective aims to send people from Facebook to any URL of your choosing, such as your website's homepage, online storefront or event page.

Facebook does this by showing your ads to users who are likely to click based on their past behavior on the platform. By bringing more visitors to your featured destination, you'll increase the likelihood of a user to



## 4) Engagement



# Engagement

Also based on past behavior, the platform shows engagement ads to those who they predict will engage with your ads in the form of likes, reactions, comments, and shares.

There are 3 types of engagement ads:

- Post engagement
- Page likes
- Event responses.



## 5) App installs



# App Installs

This objective helps drive mobile app installs by taking users directly to the App Store or Google Play store to download your app.

Facebook shows these ads to members of your target audience who have previously downloaded apps from ads to increase chances of your app installations.



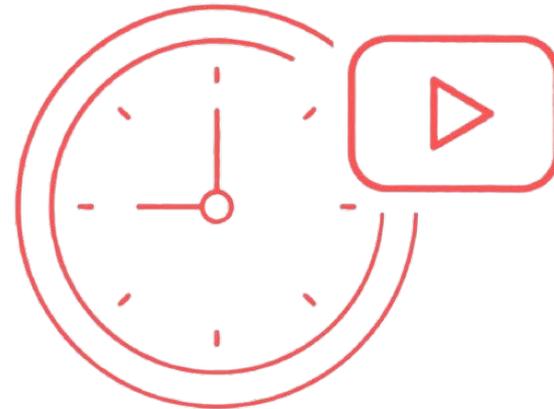
## 6) Video views



## Video Views

Facebook will push video views ads to your target audience with the objective of getting as many views as possible. These ads can be a powerful way to tell your brand story or show your service in an engaging and consumable.

What's really valuable about video view ads is their ability to help you retarget those who watched your video.



## 7) Lead generation





## 8) Messages



# Messages

With the messages objective, viewers can directly message your business through the ad using Facebook Messenger.

Leverage your conversations as an opportunity to answer any questions, offer customer support, build rapport with your audience, collect leads, and drive sales.

With these ads, it's crucial that you're ready to respond quickly and effectively once the messages flow in. Otherwise, prospective customers may lose interest if you're not responsive to their inquiries.



## 9) Conversions



# Conversions

The goal of conversion ads is to encourage people to take valuable actions on your website or app, such as registering for an event, adding an item to cart, or making a purchase.

Installing the Facebook pixel on your website will be required for these ads to help Facebook optimize your campaigns. The pixel is a piece of code for your site that tracks each time a user takes action and converts through a Facebook ad.



10) Product catalogue sales



## Catalog Sales

The catalog sales ad is made with a holistic view of ecommerce stores in mind. Instead of promoting a single product or service, ads with this objective will show relevant products from your store to people who have demonstrated interest in them before. Facebook is able to recognize this behavior based on its understanding of your offerings and the user through its pixel.

Catalog sales ads are also more specific than conversion ads because the end goal is to generate sales, whereas the goal of conversions ads can vary from increasing registration or adding payment information.



## 11) Store traffic



## Store Traffic

The ads are delivered to people who are physically near your store, so they are more likely to visit. It's important to mention these ads target based on location only, which means audience demographics will not be considered.

There are two necessities for store traffic ads to work. As the advertiser, you must ensure that all your business locations are properly entered in Business Manager. For the consumer, their location services must be enabled so Facebook knows when to show the ad.



# The 6 types of **Facebook Ad formats**

# 1) Video ads

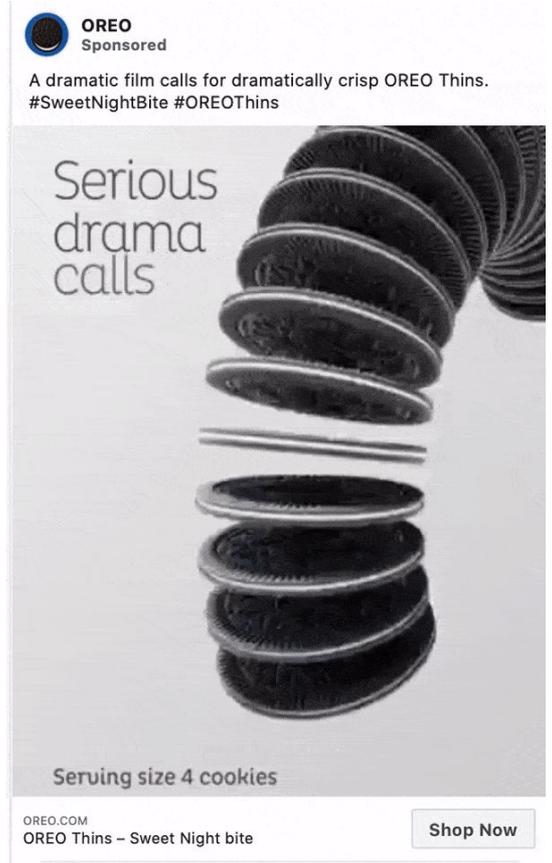


## FACEBOOK AD FORMATS: VIDEO ADS

They're ads in the shape of videos. Video ads are best used for brand awareness and consideration campaigns.

“With over 50% growth in video viewing on Facebook, businesses like yours are driving awareness and sales with Facebook video ads.” – Facebook

Video Ad Tip: Facebook prefers native videos.



**OREO**  
Sponsored

A dramatic film calls for dramatically crisp OREO Thins.  
#SweetNightBite #OREOThins

Serious  
drama  
calls

Serving size 4 cookies

OREO.COM  
OREO Thins – Sweet Night bite

Shop Now

## 2) Photo ads



## FACEBOOK AD FORMATS: PHOTO ADS

Arguably the “easiest” type of ad format to create, Facebook photo ads consist of one image, a call to action, and usually a link.

Photo Ad Tip: The best tip to make a good photo ad? Use powerful imagery. This means realistic photos that tell a story, capture attention, and leave a lasting impression.



 **Shopify**   
about 9 months ago 

No one should craft for nothing.

**Sell Your Crafts on FB!**  
Sell online, in store and on Facebook with Shopify. Build your brand on the biggest ecommerce platf...  
[WWW.SHOPIFY.COM](http://WWW.SHOPIFY.COM) [Sign Up](#)

### 3) Slideshow ads



## FACEBOOK AD FORMAT: SLIDESHOW ADS

Slideshow ads are when you use a slideshow of photos to tell a story. You can either create a slideshow on your own and upload it as a video, or use the slideshow creation tool available in Facebook ads manager.

Facebook has really stepped up its game with slideshow ads, and now offer branded formats, music, text overlays, and other fun additions.

Slideshow Ads Tip: Use the highest-quality images you can find, and use your most captivating images first. Pay especially close attention to your thumbnail (the image displayed before the play button is clicked); it's the most important image of the bunch because it has to capture the user's attention from the getgo.

FACEBOOK  
AD FORMAT:  
SLIDESHOW  
ADS



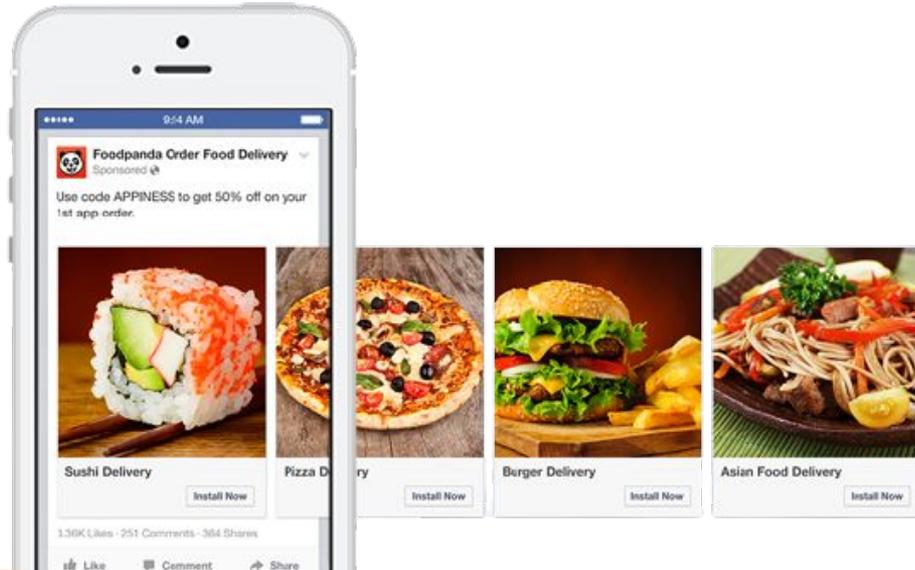
## 4) Carousel ads



# FACEBOOK AD FORMATS: CAROUSEL ADS

A carousel ad is a format that shows a number of “cards,” each with a different image and the ability to link to a different destination.

Carousel Ad Tips: Even though the carousel Facebook ad type was created with product catalog sales in mind, carousel ads are also a great option for generating awareness with numerous photos or encouraging consideration with a variety of relevant links.



## 5) Canvas ads

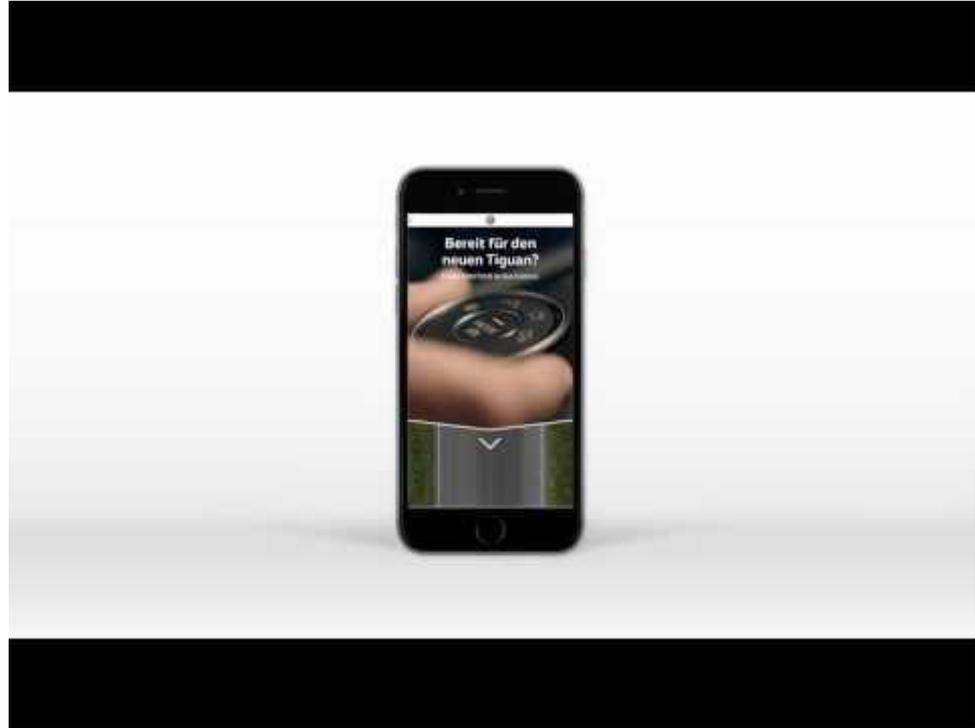


## FACEBOOK AD FORMAT: CANVAS ADS

Facebook calls canvas ads “full-screen ad experiences built for bringing brands and products to life on mobile.”

They are interactive, fully-immersive ads that eliminate the need to go off the app for information by combining photos, videos, GIFs, text, and CTA buttons, it delivers what some call a “microsite-like experience” that allows people to click, scroll, swipe, and tap to engage with brands right on the Facebook platform.

# FACEBOOK AD FORMAT: CANVAS ADS



## 6) Dynamic Product Ads



## FACEBOOK AD FORMAT: DYNAMIC PRODUCT ADS

Facebook dynamic product ads are similar to most other dynamic ads. They automatically promote products to people who have expressed interest on your website, in your app or elsewhere on the internet. You upload your product catalog and set up your campaign once, and it continues finding the right people for the right product items, and wrong pricing are deal breakers.



How to create and set up  
**Facebook Business  
Manager**

# How to create your first **Facebook Ad**

# Tracking ad **effectiveness**

# Retargeting with **Facebook Ads**

# Q&A Section



# HOME WORKS

BUILD YOUR BUYER PERSONA  
5 FIRST RECEIVED WILL BE REVIEWED



THANK YOU

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