

# Social Media Marketing

## Lesson: Facebook Advertising

# Agenda

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- 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

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- 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

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- 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

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## 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

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## 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.

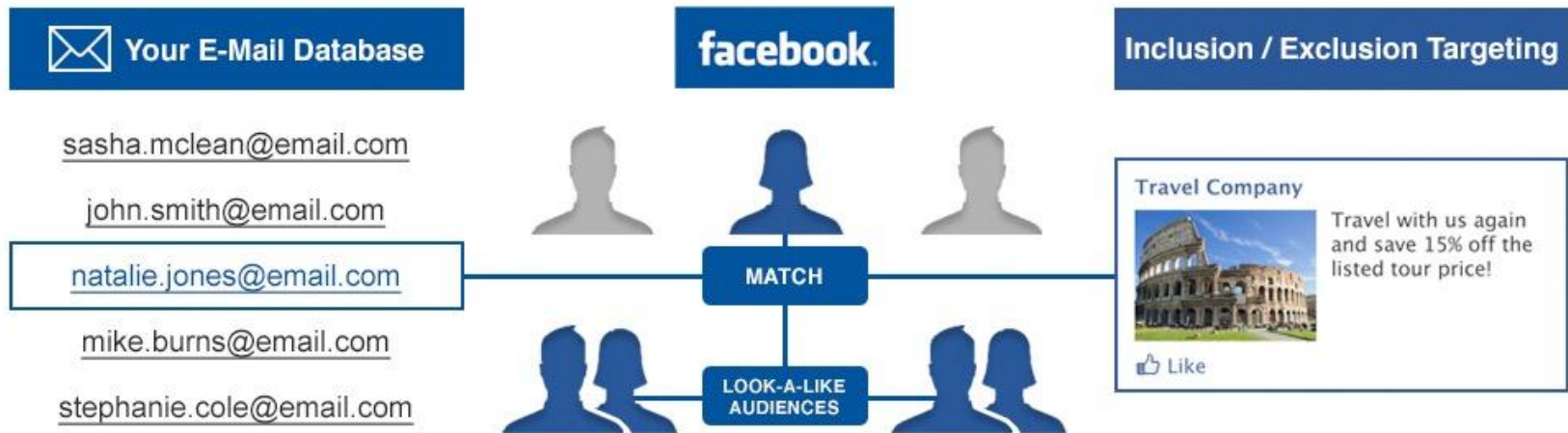


## Connections

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

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## 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 have visited your website or viewed specific pages.



## App Activity

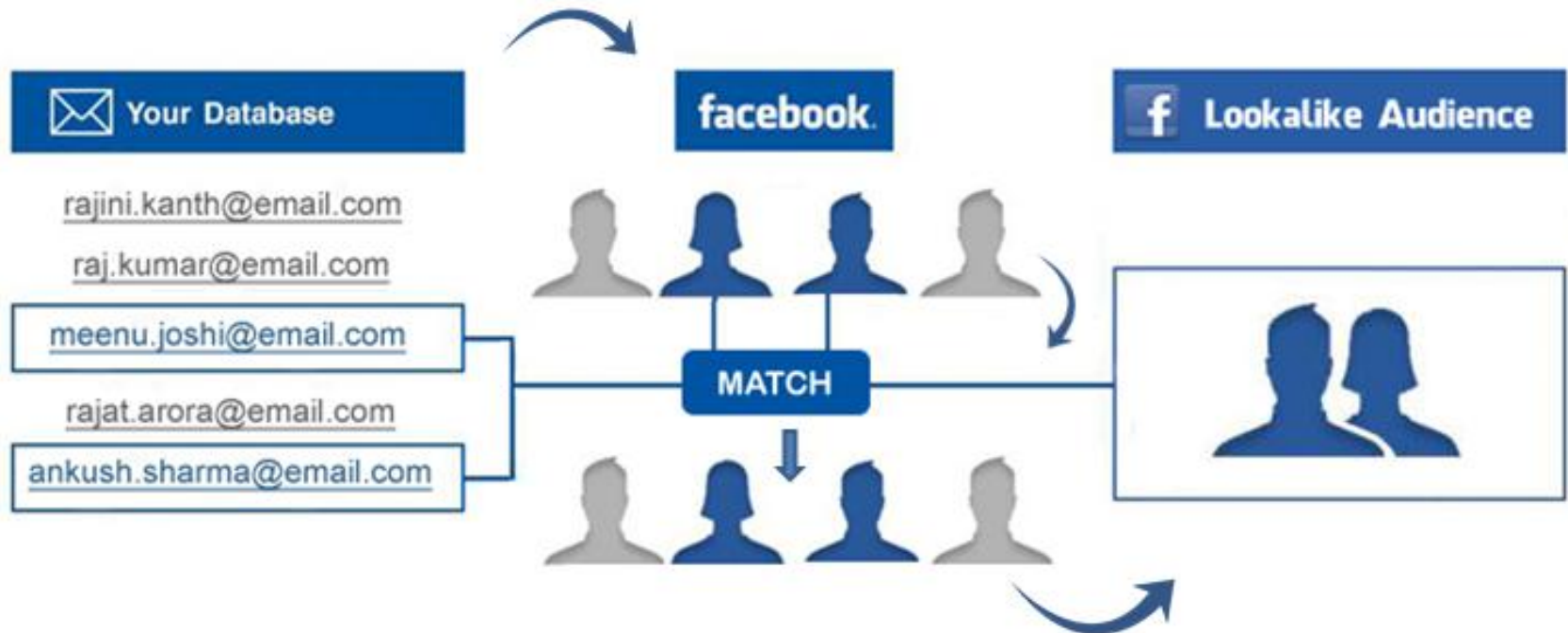
Create a list of people who have taken a specific action in your app or game.



## 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

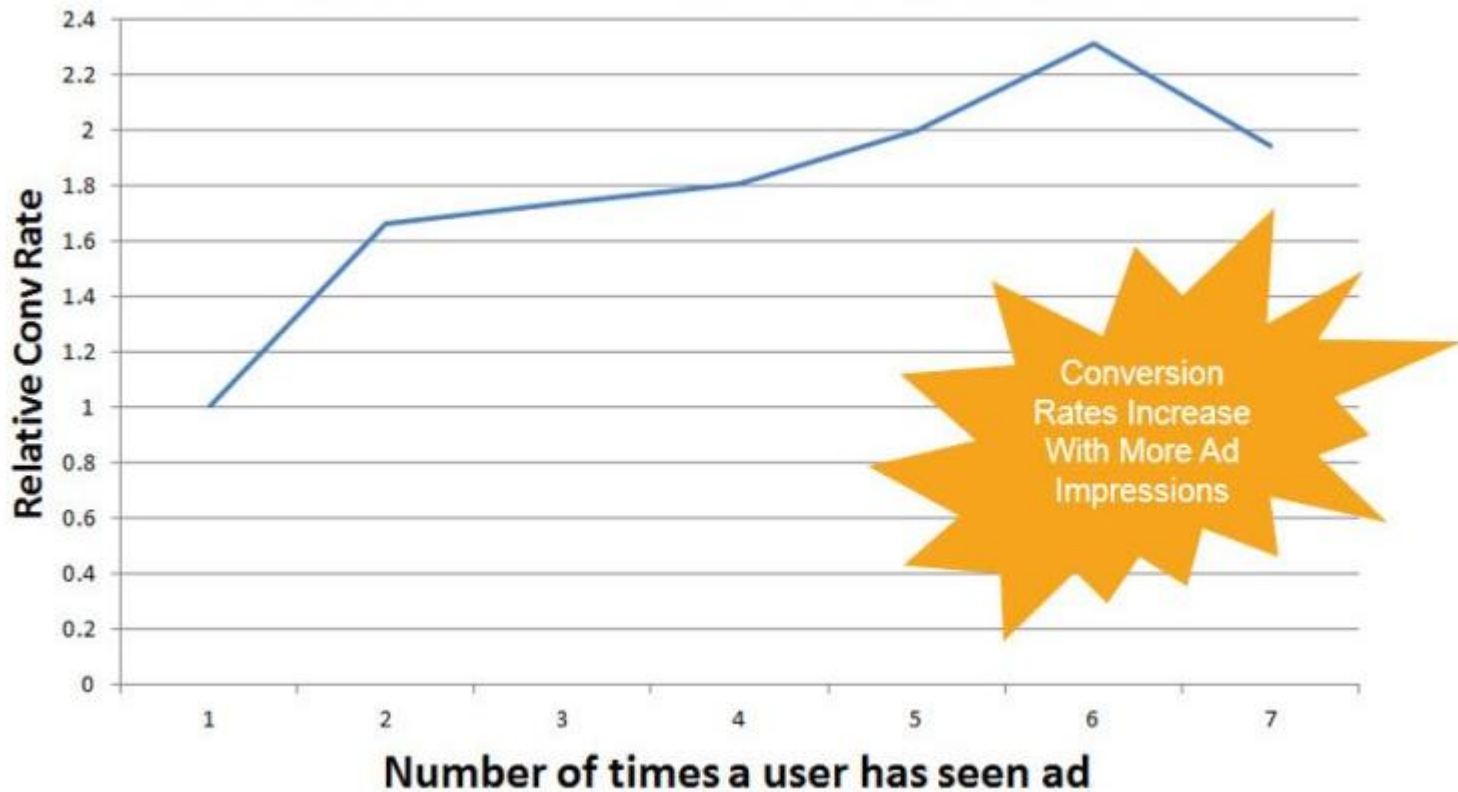
# Retargeting

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

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# Facebook Ad Placements

# Ad can be placed in 5 different places using Facebook Ads

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- 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

 **Scripbox** Like Page

Sponsored · 

What Is Rs 1000 Good For? Pizza, Movies, or Someday Becoming Rich?



## What Can ₹1000 Get You?



Or

Something More...

**Rs. 1000 A Month Can Actually Help You Become Rich.**

You know that you will need a lot of money to meet your needs. You don't need a lot to get there, though. Start investing and becoming rich by starting with just Rs. 1000. Choose Scripbox and automate the whole journey.

SCRIPBOX.COM Learn More

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1 Share 

SPONSORED

Create Ad



Read TripAdvisor Reviews

[www.tripadvisor.in](http://www.tripadvisor.in)

Don't stay just anywhere in Chennai. See what travellers say!

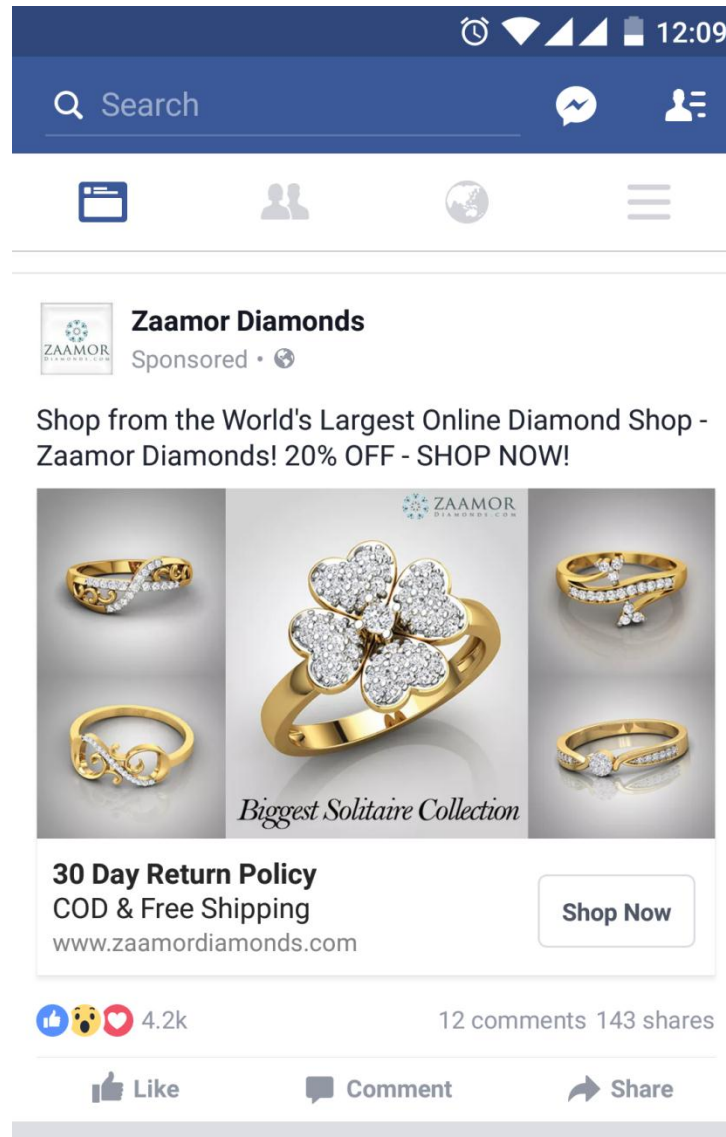


Holiday App Marketing

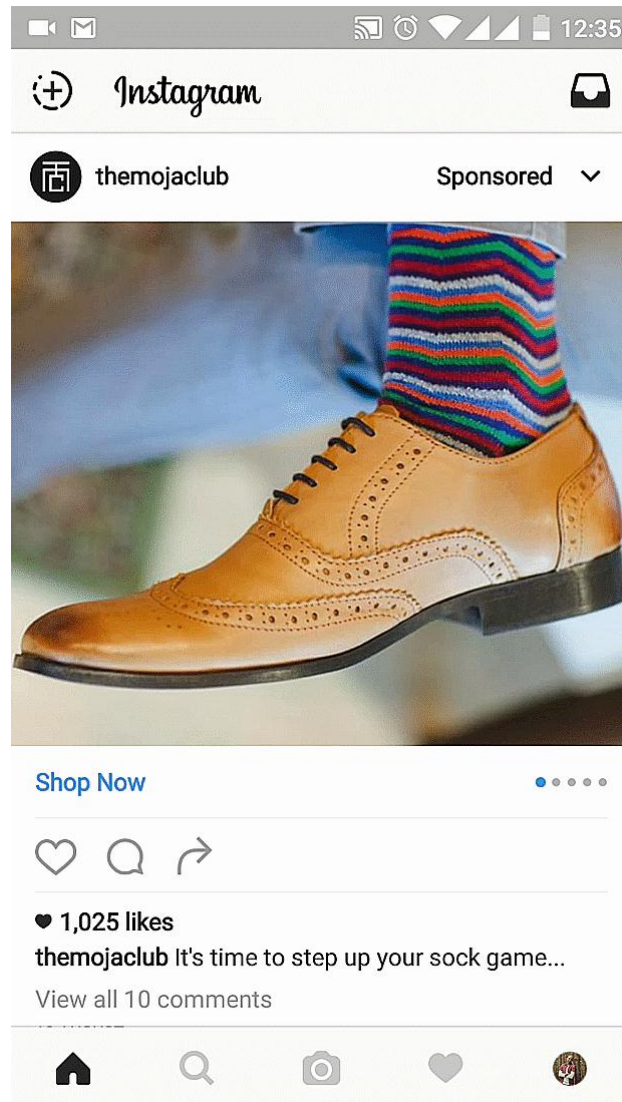
[apptentive.com](http://apptentive.com)

Help Your Mobile App Win the Holidays.  
Download FREE Guide to Holiday App Marketing.

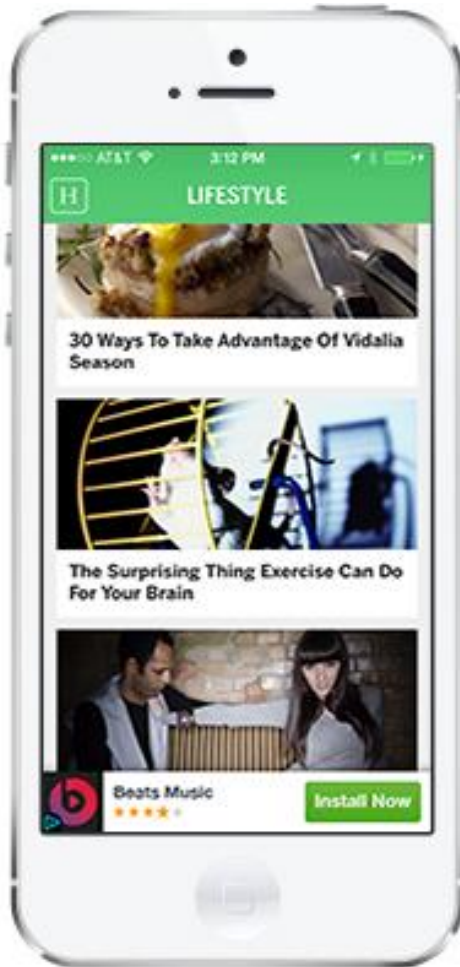
# Mobile Newsfeed



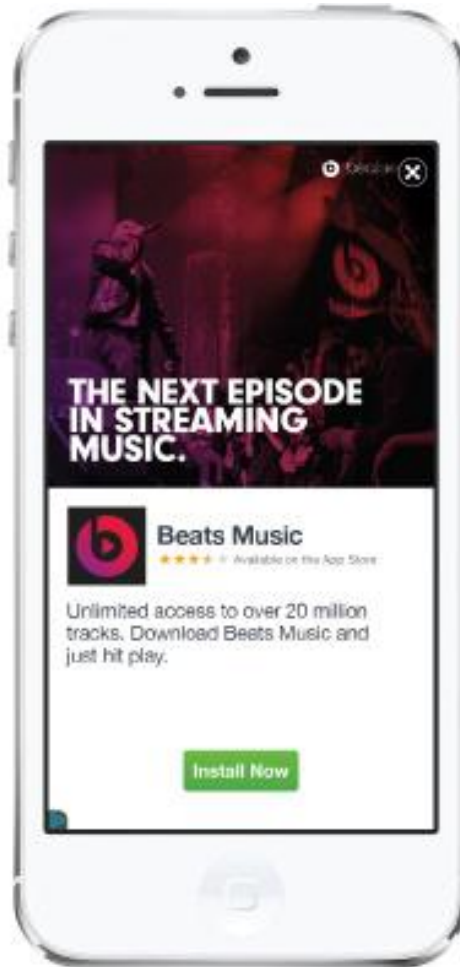
# Instagram



# Facebook Audience Network



Banner



Interstitial



Native

# Facebook Ad Campaign Structure

# Facebook Ad Campaign Structure

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# Ad Quality & Relevance Score

# Concept of CTR

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- 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.

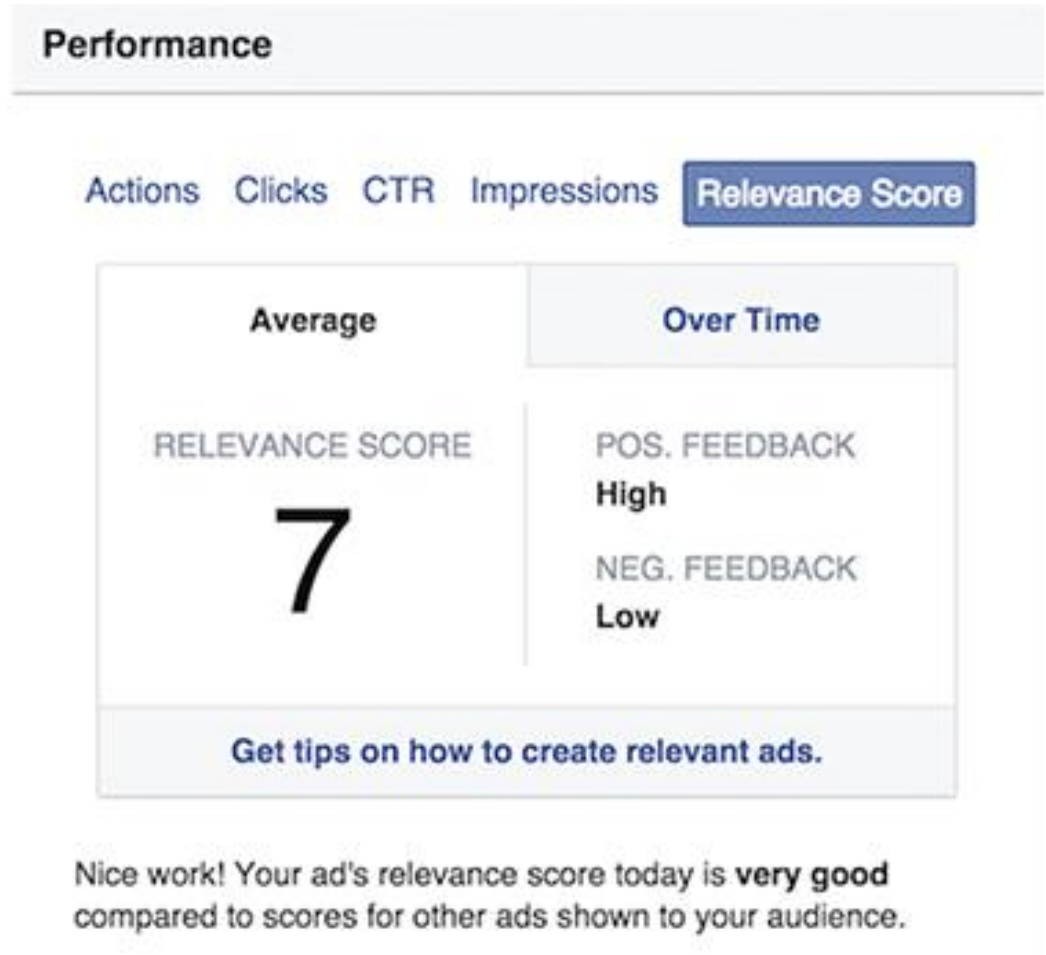
# How CTR affects ad quality

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- 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


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

# Single Image & Carousel Ads

 **Scripbox**  
Sponsored ·  Like Page


What Is Rs 1000 Good For? Pizza, Movies, or Someday Becoming Rich?





The ad features a teal background with the text 'What Can ₹1000 Get You?' at the top. Below the text are three icons: a pizza, a beer mug, and two movie tickets. In the center, the word 'Or' is displayed. At the bottom, there is an orange button that says 'Something More...'. The Scripbox logo is in the top right corner of the image area.

**Rs. 1000 A Month Can Actually Help You Become Rich.**  
You know that you will need a lot of money to meet your needs. You don't need a lot to get there, though. Start investing and becoming rich by starting with just Rs.1000. Choose Scripbox and automate the whole journey.


SCRIPBOX.COM [Learn More](#)

 10  1 Share 

Single Image Ad

 **ICICI Bank**  
Sponsored · 







Being an esteemed ICICI Bank Credit Card user, now get a pre-qualified Personal Loan. Apply Now!



The carousel ad consists of two slides. The first slide shows a family (a man, a woman, and two children) gathered around a table, looking at a large red envelope. The text on the slide reads 'Welcome the festivities with open arms' and 'Get a loan to meet the festival expenses'. The second slide shows a young girl in a blue dress running towards the camera. The text on the slide reads 'Make all your comfortab' and 'Get funding to meet your trav expenses'. Both slides have the ICICI Bank logo in the top left corner.

**Welcome the festivities with open arms**  
Get a loan to meet the festival expenses [Apply Now](#)

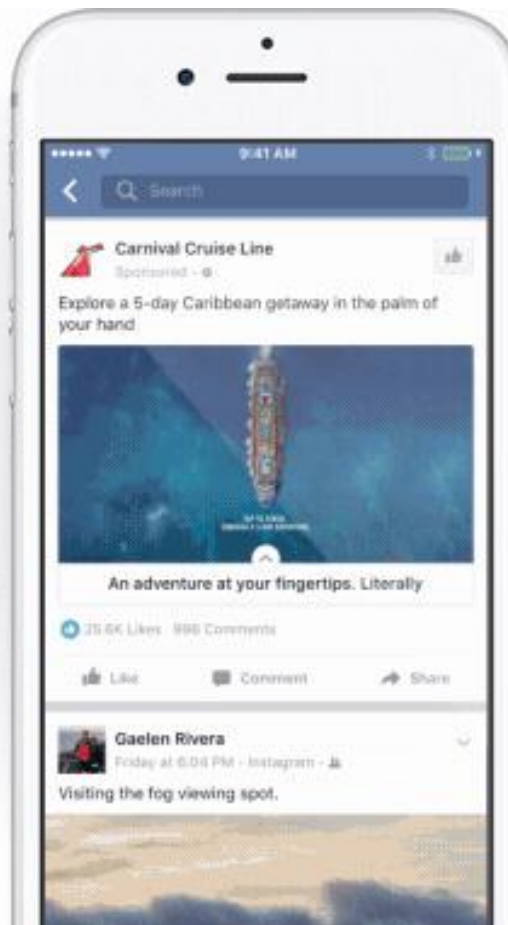
**Make all your comfortab**  
Get funding to meet your trav expenses

   2.5K  80 Comments  52 Shares 

Carousel Ad

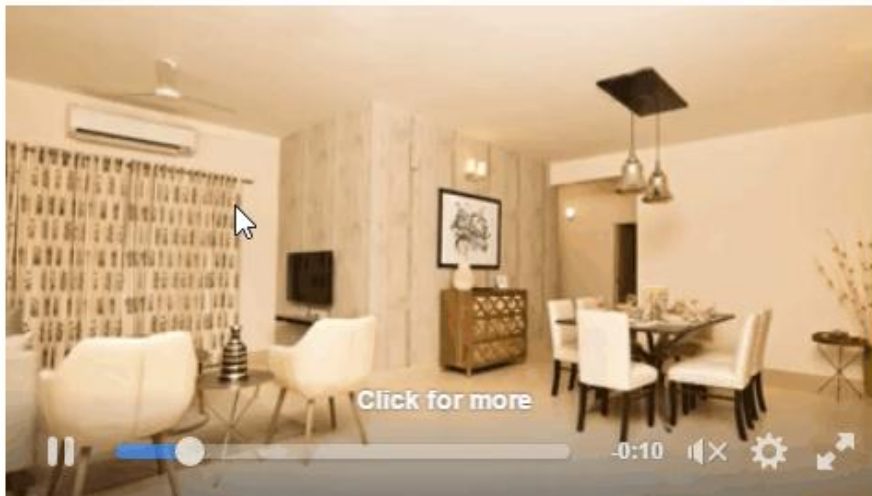
# Canvas Ad

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# Video Ad formats

Exclusive 2, 3 & 4 BHK Apartments in Manapakkam, located just 10 mins from Chennai Trade Centre.



Apts in Manapakkam from 51L

Surrounded by international schools, reputed colleges & major hospitals. Get the best of amenities & features.

CASAGRANDEIRENE.COM

[Learn More](#)

Slideshow Video Ad



ixigo

July 28 at 12:49pm · 🌐

[Like Page](#)

Compare & Book the cheapest cabs in under 3 seconds. Use Code: CB50 and get Rs.50 cashback on your first Ola ride booked via ixigo cabs app.

**THIS IS  
IXIGO CABS APP**



Too many cabs, one app!

1 FRIEND USES THIS

[Install Now](#)

Video Ad

# Facebook Ad Image Guidelines

# Facebook limits reach for ads with excess text

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Check image text with the Facebook Image Text check tool:

[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/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

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- 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

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Create a Profitable Facebook ad campaign for your business

# Live Session Agenda

# Agenda for the Live Session

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

# Thanks