Reaching Your Audience (Facebook Ad Targeting)

Breaking down FB Ads:

In the Ads Manager, ads have 3 levels



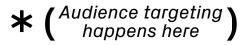
Campaigns

Used to group similar Ad sets.

- Defines <u>campaign objective</u>
 - Awareness, Traffic, Engagement, Leads, App Promo or Sales
- Determines if Ad set budgets are determined by you manually or automatically adjusted by Facebook
- The Campaigns level is primarily for organisation



Ad sets



Controls budget, audience and where ad directs people.

- Used to set your <u>budget</u>, daily or over a period (unless you used 'Campaign Budget Optimisation' above)
- A wealth of <u>audience targeting options</u> (see Page 2)
- Set 'Conversion event' how you're measuring success (such as somebody purchasing an item on your site)
- Ad placement select what formats your ad should be displayed in on the Facebook platform



Ads

The <u>content</u> of each ad you run. This is where you can get creative with design

- Select the <u>page your ad leads to</u> (if relevant)
- Choose your <u>image</u>, <u>headline</u> and <u>description</u>
 - Select your message and imagery with your audience in mind (from the ad set level)
- Options vary based on ad type (i.e. creating a form to get leads)



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TARGETING OPTIONS:

Facebook gives you loads of options to narrow down who your ads should reach.

Common use cases include:



- People within a radius of your store
- People in your state



- People who like utes
- People who like pages related to technology
- People who run a Facebook page



- Age & gender
- Education level
- People who work in a specific industry
- People with an upcoming anniversary



- Include/Exclude people who like your page
- People similar to those following your page or email list