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 campaign objective
  - 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 * (*Audience targeting happens here*)

Controls budget, audience and where ad directs people.

- Used to set your budget, daily or over a period (unless you used 'Campaign Budget Optimisation' above)
- A wealth of audience targeting options (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 content of each ad you run. This is where you can get creative with design

- Select the page your ad leads to (if relevant)
- Choose your image, headline and description
  - 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)

Resource by Isaac, based on:
Reaching Customers through Facebook Ads Manager by Liam Fahey

BUSINESS STATION

Reaching Your Audience (Facebook Ad Targeting)

TARGETING OPTIONS:

Facebook gives you loads of options to narrow down who your ads should reach. Common use cases include:

LOCATION

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

DEMOGRAPHICS

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

INTERESTS & BEHAVIOUR

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

CONNECTIONS

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