



Presented by **Ecclesiastical**

Session five:

**Tools to help you
advertise on social media**

Getting started with Facebook

**Guide
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Facebook

Campaign Objectives

If you already have a Facebook business page, you can head straight to the **Facebook Ads Manager** or **Business Manager** to create your Facebook ad campaign.

If you don't yet have a **business page**, you'll need to create one first.

Facebook offers many advertising objectives to help you reach your business goals. **Select your ad objective based on what you want people to do when they see your ads.** The objective you choose should align with your overall business goals:



Awareness

Objectives that generate interest in your product or service.



Consideration

Objectives that get people to start thinking about your business and look for more information about it.



Conversions

Objectives that encourage people interested in your business to purchase or use your product or service.

Audiences



Demographic targeting

Demographic targeting within Facebook Ads includes being able to **target users on location, age, gender and languages.**

Detailed targeting

Detailed targeting allows you to **refine the group of people your ad is shown to.**

You can do this with additional demographic information, interests and behaviours.

Custom Audiences

A Custom Audience is an **ad targeting option that lets you find your existing audiences among people who are on Facebook.**

You can use sources such as customer lists, website or app traffic, or engagement on Facebook, to **create Custom Audiences of people who already know your business.**



These detailed targeting options may be based on:

- ▶ **Ads** they click on.
- ▶ **Pages** they engage with.
- ▶ Things such as their **device usage and travel preferences.**
- ▶ Demographics such as **age, gender and location.**
- ▶ The **mobile device** they use and the **speed of their network connection.**

Lookalike Audiences

Lookalike Audiences are **lists of people to target who are similar to (or 'look like') the people currently engaging with your business.**



Placements

When you create your ads, you have the option of letting Facebook show your ads in places where they're likely to perform best or you can manually choose where your ads are shown.

The places where you run your ads are called “placements”.

Placements help you reach more of the people you care about in places where they're spending their time.

Depending on the objective you choose when you create your ad, your ads can appear on Facebook, Instagram, Audience Network and/or Messenger.

Facebook

- ▶ Feeds
- ▶ Right-hand column
- ▶ Instant Articles
- ▶ In-stream video
- ▶ Stories
- ▶ Marketplace



Instagram

- ▶ Feeds
- ▶ Stories

These are the placements available to you:

Messenger

- ▶ Messenger
- ▶ Inbox
- ▶ Sponsored messages
- ▶ Stories



Budget

A budget is the amount of money that you want to spend on showing people your ads.

It's also a cost control tool. You can set your budget at the ad set or campaign level.

Daily budgets:

The average amount that you're willing to spend on an ad set or campaign every day.

Lifetime budgets:

The amount that you're willing to spend over the entire run-time of your ad set or campaign.



Ad Creative

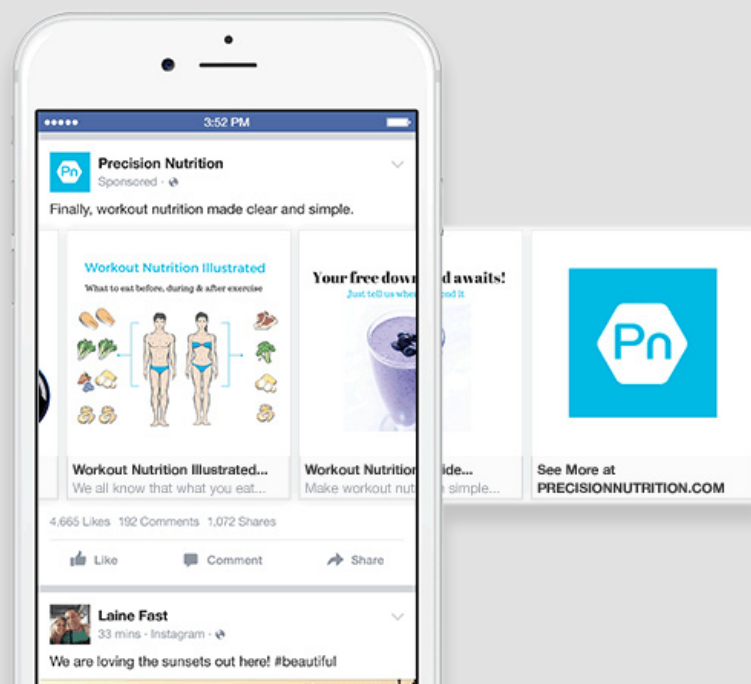
Creative types fit under 3 main formats:

Carousel

Two or more scrollable images or videos.

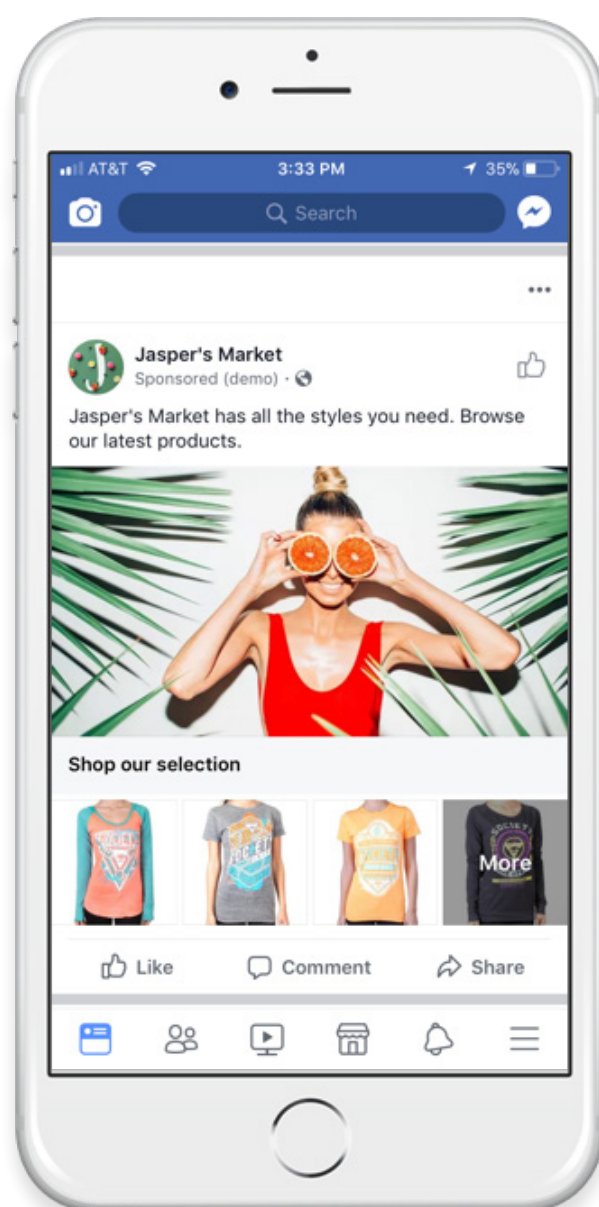
The carousel format lets you show two or more images and/or videos, headlines and links or call-to-actions in a single ad.

Anyone who sees your ad can then scroll through the carousel cards by swiping on mobile phones or tablets or by clicking the arrows on a computer screen.



Benefits include:

- ▶ Showcase specific products that you sell or apps you own.
- ▶ Show details about specific products, packages or apps.
- ▶ Tell a story through the successive carousel cards or to showcase one long image.



Collection

A group of items that opens into a full-screen mobile experience.

The collection format includes an Instant Experience and makes it easier for people to discover, browse and purchase products and services from their mobile device in a visual and immersive way.

Your ad in feed will feature four products under a hero image or video that opens into a full-screen Instant Experience when someone interacts with your ad.

Benefits include:

- ▶ **Drive product discovery on mobile:** pair video or imagery with relevant products for a more engaging experience.
- ▶ **Deliver a seamless browsing experience on mobile:** people who tap on your ad can browse more products or learn more about your product in a fast-loading, full-screen experience without leaving the Facebook app.
- ▶ **Convert demand into sales:** get the most interested customers to continue to purchase on your website or app.



Single image or video

One image, video or slideshow with multiple images.

Go to the next guide...
Getting started with Twitter



Join us for the next session...

How do I make social media easier?

Then check it's working for me?

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