

I can do!

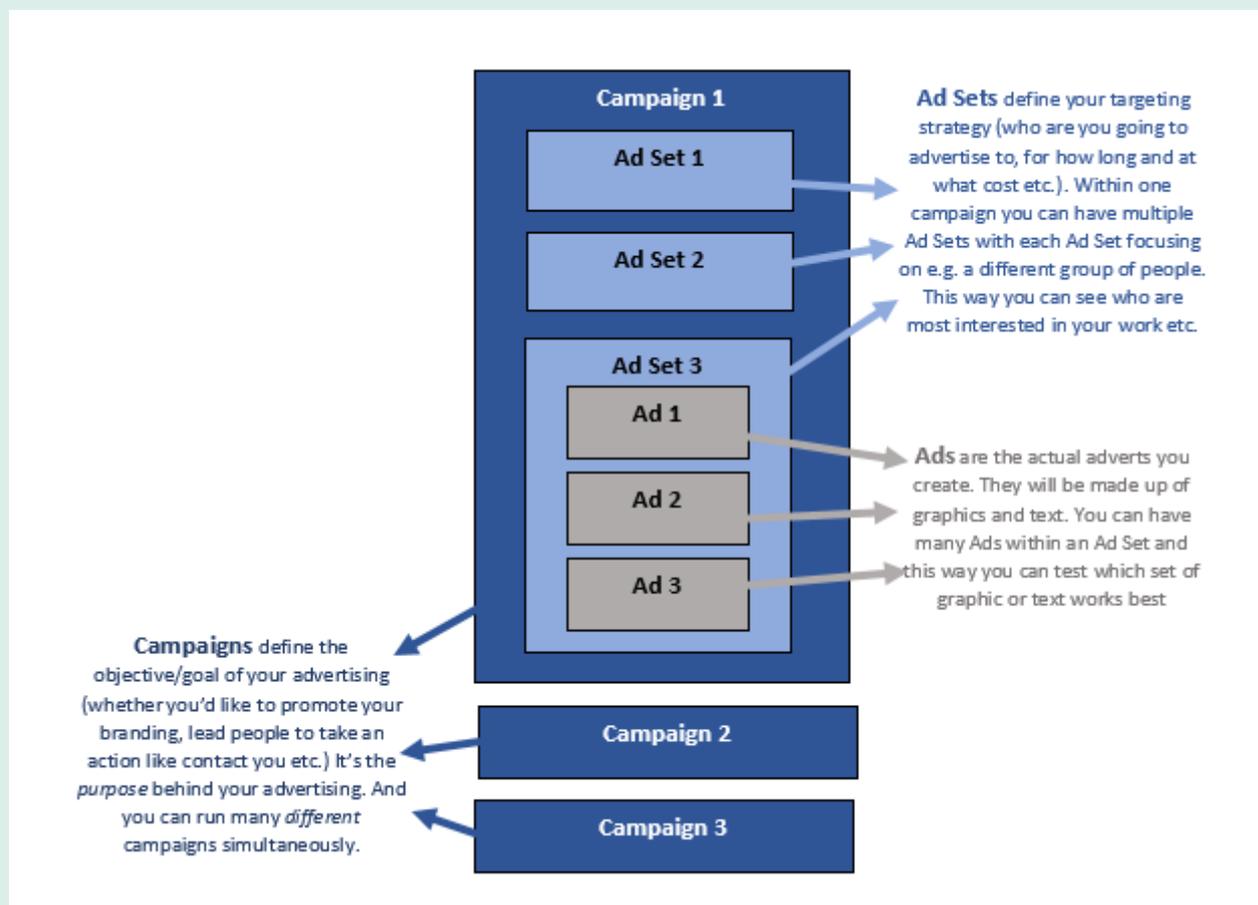
FACEBOOK ADS

TO DO FACEBOOK ADS YOU WILL NEED

- FACEBOOK PERSONAL PROFILE** Once you have a personal profile you will be able to create your...
- FACEBOOK BUSINESS PAGE** You can do BOOSTED ads from here and link your Page to your...
- FB BUSINESS MANAGER ACCOUNT (RECOMMENDED)** Through your business manager you can create your...
- FB AD MANAGER ACCOUNT** This is where you create and manager your highly targeted FB ads

THE STRUCTURE OF ADS IN FACEBOOK

In order to create Ads in Facebook you will need to specify three things: your Campaign, Ad Set and Ads



The purpose of this document is to help you brainstorm and organise your ideas for your next Facebook Ad Campaign. Make a helpful record and reminder of what you've done (tick box) and what you've still to do...

FACEBOOK CAMPAIGNS

Note the most important campaign objectives for small business/ministry start-ups are Engagement (getting more interaction on your FB Page so you can build connection and trust), Traffic (taking people to your website) and Conversions (getting people to take a specific call to action like download from your website, learn more, purchase from your website, make contact, opt-in). Listed below are the possible FB Campaign Objectives (2018).

CAMPAIGN OBJECTIVES

AWARENESS

- BRAND AWARENESS
- REACH
- LOCAL AWARENESS

CONSIDERATION

- TRAFFIC
- APP INSTALLS

ENGAGEMENT

- POST ENGAGEMENT
- PAGE LIKES
- OFFER CLAIMS
- EVENT RESPONSES

- VIDEO VIEWS
- LEAD GENERATION
- MESSAGES

CONVERSION

- CONVERSIONS
- CATALOG SALES
- STORE VISITS

MY CAMPAIGNS

WRITE DOWN DIFFERENT CAMPAIGN IDEAS...

FACEBOOK AD SETS

Within a single campaign you can have multiple Ad Sets. Your Ad Set is where you can target who you would like to show your Ad to, for how long and at what cost. You can make different "sets" e.g. different sets of people (your targeted audience) to see which group is most interested in you.

MY CAMPAIGN OBJECTIVE FOR THIS AD SET

WRITE DOWN YOUR CAMPAIGN OBJECTIVE FOR THIS AD SET...

CREATED

AD SET VARIABLES

- DEMOGRAPHICS
- GENDER
- AGE
- AUDIENCE INTERESTS
 - BRANDS
 - CELEBRITIES
 - PUBLICATION
 - STORES
 - ASSOCIATIONS
 - BOOKS
 - SOFTWARE
- AD PLACEMENT
 - FEEDS
 - GROUPS
 - RIGHT COLUMN
 - INSTANT ARTICLES
 - IN-STREAM VIDEO
- BUDGET AND SCHEDULE
 - BUDGET
 - BIDDING
 - SCHEDULING

MY AD SET IDEAS

AD SET 1 - WRITE DOWN SPECIFICS THAT DESCRIBE YOUR AD SET

CREATED AND NAMED:

AD SET 2

CREATED AND NAMED:

AD SET 3

CREATED AND NAMED:

THE AD CREATIVE - CREATING THE AD

Within a single Ad Set you can have multiple Ads. Your Ad Creative is where you specify your Ad's graphics and text. Here's you can style different Ads and see which works best for your Ad Set. NB. In Facebook you are able to create a single ad that comprises of multiple graphics. So within one ad you can already test a collection of images to see which works best if you would like to.

MY AD SET

WRITE DOWN THE AD SET FOR THE FOLLOWING ADS

CREATED

AD VARIABLES

GRAPHICS & VIDEO TEXT HEADLINE

MY AD IDEAS

AD 1

CREATED AND NAMED:

AD 2

CREATED AND NAMED:

AD 3

CREATED AND NAMED:

AD 4

CREATED AND NAMED:

To help with testing your Ads, consider all the variables. Don't forget to change one variable at a time so you can track how effective any change is. And don't forget Facebook Ad marketing is both a science and an art.