







# Facebook Advertising

## A COMPREHENSIVE WALK-THROUGH

There are a lot of factors that go into creating an effective Facebook ad campaign. Use this step-by-step walk-through as a jumping-off point.


### AD SETUP BASICS

Ads start with objectives. Facebook's advertising platform allows advertisers to select from a range of advertising objectives when creating ads. Ad objectives help Facebook optimize the delivery of your ad and help guide you toward creating ads that conform to Facebook Ads best practices.

-  **Get more leads**  
Use a form to collect contact information from potential customers.
-  **Get more messages on WhatsApp**  
Show your ad to people who are likely to send you a message on WhatsApp.
-  **Get more messages**  
Show your ad to people who are more likely to send you a message.
-  **Get more page likes**  
Create a promotion to help more people find and like your Page.
-  **Get more calls**  
Show your ad to people who are likely to call your business.
-  **Get more website visitors**  
Show your ad to people who are likely to click on a URL in it.

Alternatively, you can select "Automatic Goal" to have Facebook select the most relevant goal based on your settings.

What results would you like from this ad?

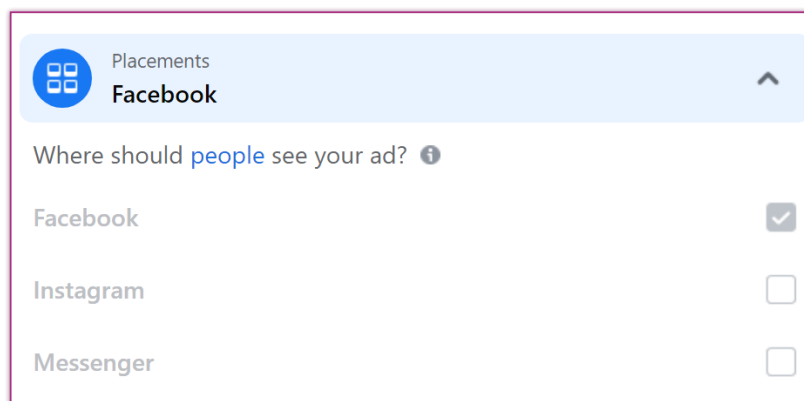
-  **Automatic**  
Let Facebook select the most relevant goal based on your settings.

As with any marketing activity, you will always see more success by setting a single goal in your sights. To this end, when advertising on Facebook, you will always see better results when playing by the single-goal-per-campaign rules that Facebook lays out rather than trying to go against the grain. As a rule of thumb, if there are two goals you want to achieve, you should create two separate campaigns rather than trying to split the difference with a single campaign.

## FORMATS AND PLACEMENT

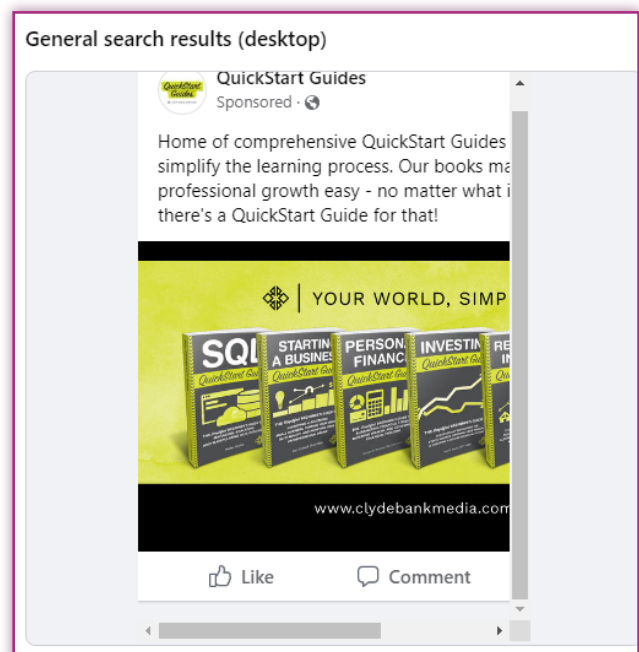
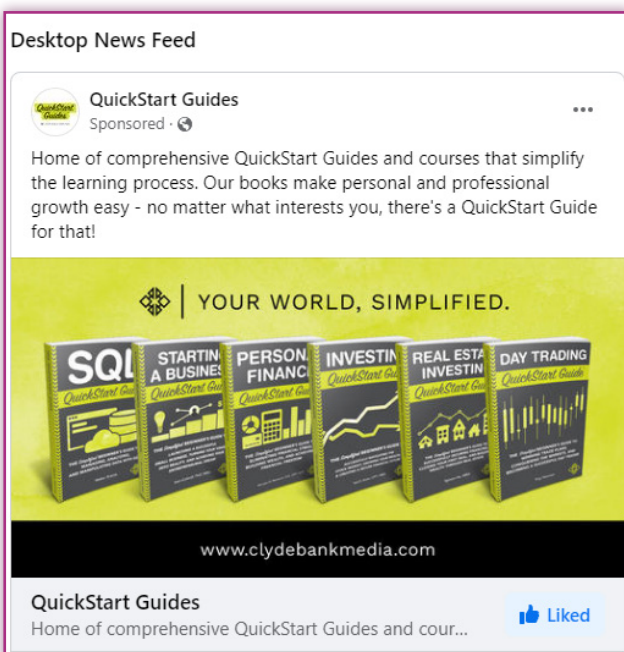
Facebook is funded by ad revenue. As a result, there is no shortage of spaces where their engineers have found to display ads. Generally speaking, not only is it easier to trust the Facebook display algorithm, but leaving everything in the hands of Facebook can provide better ad performance as well.

Not only is the ad inventory (the number of places where your ad could potentially appear on a given platform) wide and deep, but Facebook’s ad network also includes Instagram and Messenger. The result is a truly staggering number of places where your ad can appear in front of millions of people. Of course, showing your ad to an audience of that size could run up a considerable bill while reaching a lot of people who aren’t in your target audience. We’ll discuss targeting in just a moment—for now, keep in mind that you can leverage the scope of Facebook’s sprawling tech business to show your ad to as many people as possible across multiple platforms.



*Multi-platform placement may not be available for all ad goals.*

The Facebook ad creator can also help you understand where your ads will appear on the platform itself and what they might look like in each placement.

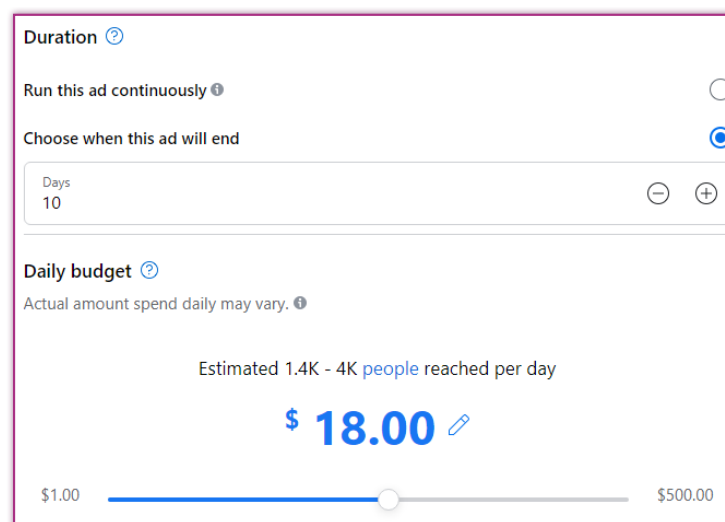


It's important to check the range of placement and format previews. As you can see in the previews for Facebook's Mobile Marketplace and General Search Results (desktop), the banner image I have selected for this ad gets cut off and isn't optimized for all the areas where it could appear.

## AD BUDGET AND SCHEDULE

Like many other programmatic ad platforms, Facebook Ads uses a blind auction ad bidding system. This means that advertisers won't see the bids placed by other advertisers, but Facebook will provide guidance on what constitutes an appropriate bid.

Alongside this bidding information, Facebook also crunches the numbers on all the settings you have defined so far to give you an idea of the number of people you will be able to reach.



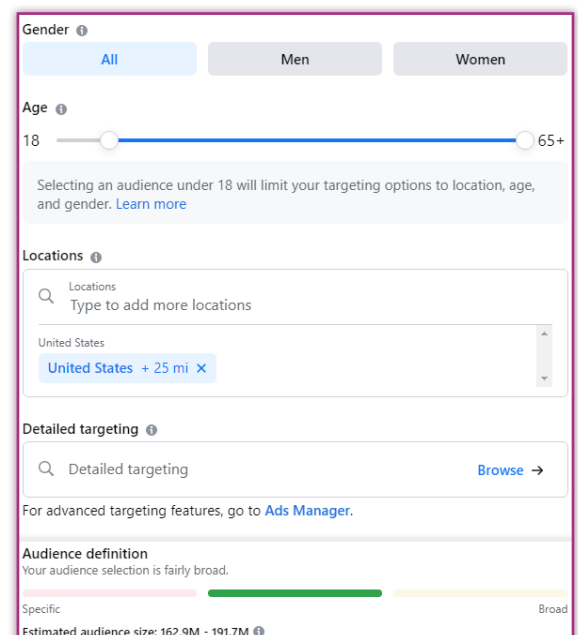
The screenshot shows the 'Duration' and 'Daily budget' sections of a Facebook Ads campaign. Under 'Duration', the option 'Run this ad continuously' is unselected, and 'Choose when this ad will end' is selected. The duration is set to 10 days. Under 'Daily budget', the estimated reach is 1.4K - 4K people per day, and the daily budget is set to \$18.00. A slider at the bottom allows adjusting the budget from \$1.00 to \$500.00.

As you can see from the screenshot above, the ad campaign is set to run for 10 days and will spend up to \$18 per day. By the end of this campaign, I can generally expect to have spent, at most, \$180 to reach an absolute maximum of 40,000 people.

## TARGETING

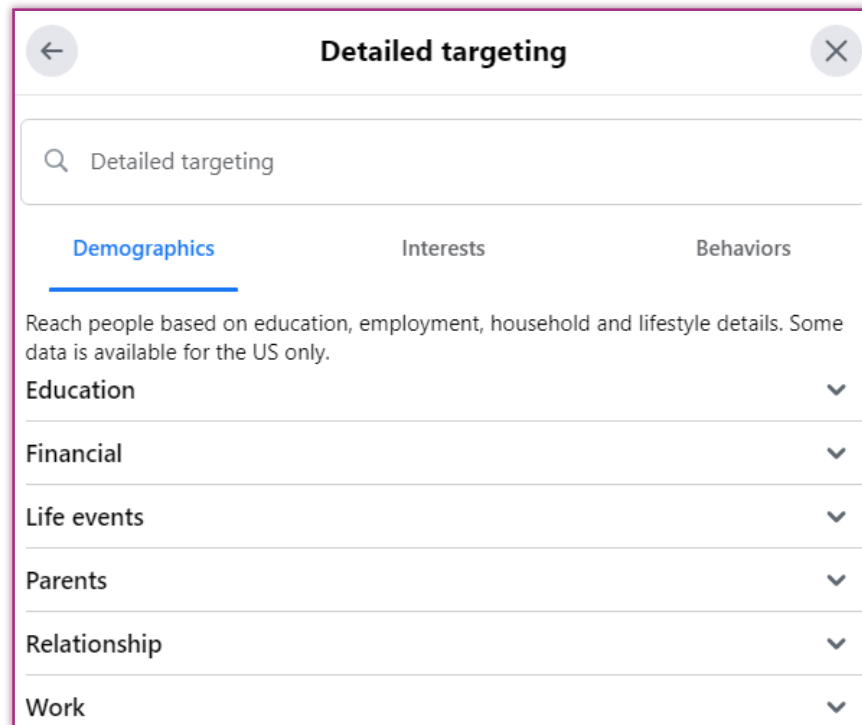
The effectiveness of your campaign ultimately depends on the match between your ad creative and copy and the people you target with your ad. Given the amount of information Facebook is able to collect about its users, it's unsurprising that the platform offers a wide range of audience targeting options.

Based on these broad targeting criteria, you can see that my audience is pretty broad. In the screenshot above I haven't narrowed down my audience very much—basically everyone in the United States who has a Facebook account and is between the ages of 18 and 65+ can see my ad if I spend enough money.

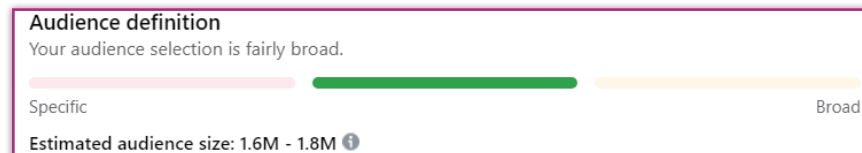


The screenshot shows the targeting settings for a Facebook Ads campaign. The 'Gender' section has 'All' selected. The 'Age' section has a slider set from 18 to 65+. The 'Locations' section has 'United States + 25 mi' selected. The 'Detailed targeting' section is empty. The 'Audience definition' section shows a progress bar from 'Specific' to 'Broad' and an estimated audience size of 162.9M - 191.7M.

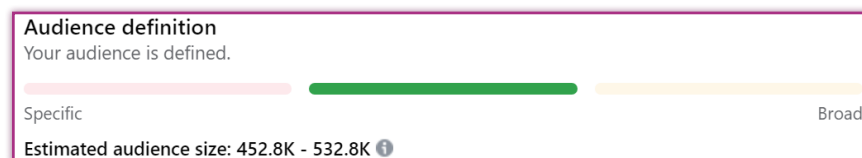
That's interesting, but it doesn't help me generate revenue, and it certainly doesn't help me keep costs in check. Opening the detailed targeting menu, however, provides me with a much more granular level of targeting.



Just diving into the Work submenu allows me to filter the number of people my ad will be shown to considerably—a reduction in size by a factor of nearly 100 million people.



It might sound counterintuitive, but a narrow audience is, in almost every case, better than an overly broad one. The closer I can bring my Facebook audience to my customer avatar, the better my results will be and the farther my advertising dollars will go. If my audience is overly broad, I will be showing my ad to potentially millions of people who aren't interested. This will skew my reporting and waste a considerable amount of ad spend.





And with just a little bit more tweaking I can bring the size of my audience down even farther. Note that I am still in the "green zone," which means that my audience isn't so broad that it isn't a meaningful definition, but it's not so specific that the Facebook algorithm can't do its thing.

## THE FINAL PRODUCT

After everything has been defined, Facebook provides a billing summary of your ad campaign, and you are ready to get started.

**Ad preview**




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**Estimated daily results**

People Reached 	1.4K - 4K
Page Likes 	60 - 181

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**Payment summary**  
Your ad will run for 10 days.

Total budget	\$180.00 USD
\$18.00 a day x 10 days.	

There are a couple of things to note here.

- You will have to give your campaign some time; the Facebook algorithm takes a while to understand exactly who it should be showing your ads to. Letting a campaign run for a day and then shutting it down won't help you reach the right audience, and it won't help you better understand what works and what doesn't.
- Track everything and be sure to link performance to the audience you selected. All ad performance has two parts: audience and conversions. It doesn't make sense to compare the performance of two separate audiences, and it doesn't make sense to expect that a given creative or budget will work for a different audience.

- Facebook succeeds when you succeed. They know that if they can make your business money (or help you accomplish some other goal) you will come back for more. That being said, the platform has a duty to its users to moderate its ads and produce high-quality experiences. Pay attention to the guidelines Facebook provides and follow their instructions.
- Pay attention to feedback from Facebook users or other members of your audience. Anyone who sees your ad can comment on it and, believe me, they will. Take the helpful or relevant feedback to heart and use it to improve your ad campaigns on the platform.