FaceBook GuideLine For creating Ads

- Guidelines for Creating Ads
- Ad Basics
- Ad Campaign Structure
- Advertising Objectives
- Advertising with Images
- Advertising with Videos
- Editing and Previewing Your Ad
- Ad Targeting Options
- Ad Set Cost & Budgeting
- Ad Set Bidding

Intro to Digital advertising:

With digital advertising, you can reach the people you care about at the exact moment they're ready to listen.
You no longer have to rely on the right people driving by your billboard, seeing your 30-minute TV slot or subscribing to the community magazine with your local ads tucked away in the pages. Perhaps most importantly, you don't have to worry about the wrong people seeing your ads.
Why do people advertise?
No matter the size of your business or the type of business you have, it's likely that you advertise for a few reasons.

- To make people aware of your brand.
- To create buzz around your brand.
- To make people want the product or service you're advertising.

What are the benefits of advertising online?

- Advanced targeting options
- Ad scheduling and budgeting controls
- Ad tracking and performance metric.

What is Social Media Marketing??

Social media marketing, or SMM, is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes.

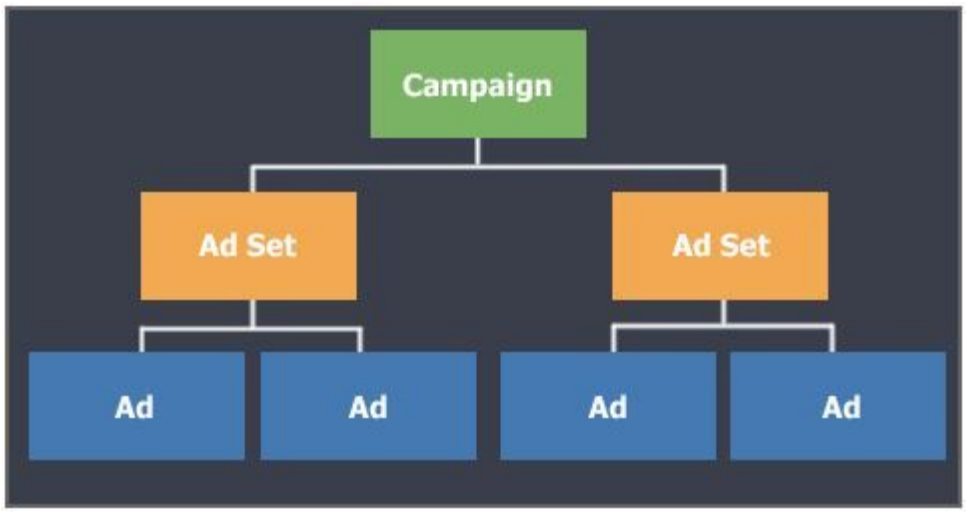
The Advertising Process:
As you're preparing to use our tools, use the guide below to get a general idea of what it's like to advertise on Facebook from start to finish.

- Create an ad.
- The ad goes through a review by the Facebook ads team for approval.
- If approved, the ad runs and tries to deliver to the audience you've chosen.
- Once your ad starts delivering, you'll start spending the budget you've set.
- You measure your results in Page Insights on your Page and/or Ads Manager. All ads can be viewed in Ads Manager, whether you create the ad from your Page, in ad creation or in Power Editor.
- You can choose to edit your ad's image, text, audience or budget and so on. Some people may do this if their ad isn't getting the delivery they want.
- Edits made to your ad will go through another review process.
- You can stop your ad at any time.

Ad Campaign Structure

The Facebook ad campaign structure determines where you choose and later edit your advertising objective, budget, schedule, targeting and ad image/text.
The campaign structure has 3 levels:

1. Campaigns
2. Ad sets
3. Ads



Campaign Structure	What you can do at each level
Campaigns	When you create a campaign, you'll choose one advertising objective (ex: getting more clicks to your website). Choosing an advertising objective helps you optimize and measure your results based on your business's goals.
Ad Sets	Ad sets live within campaigns and contain one or more ads. At the ad set level, you'll: ▪ Set a budget and a schedule for each of your ad sets ▪ Define your audience ▪ Choose your ad placement ▪ Choose your bidding If you need to edit your budget, schedule, audience, ad placement or bidding, you'll also do this at the ad set level. You can control how much you spend on each audience, schedule when they see your ads and see how they're responding to your ads.
Ads	Ads are the images and text (also called **creative**) you use to share your message with your audience. One or more ads live in each ad set. Creating different ads within each ad set will help us optimize their delivery based on their images, links, video, text or placements.

Objectives of facebook marketing?

Your advertising objective is what you want people to do when they see your ads. For example, you can create ads to get people to like your Facebook Page which is different than creating ads to encourage people to visit your website.

The advertising objectives you can choose from are:

- Clicks to Website: Send people to your website.
- Website Conversions: Increase conversions on your website. You'll need a conversion pixel for your website before you can create this ad.

- Page Post Engagement: Boost your posts.
- Page Likes: Promote your Page and get Page likes to connect with more of the people who matter to you.
- App Installs: Get installs of your app.
- App Engagement: Increase engagement in your app.
- Offer Claims: Create offers for people to redeem in your store.
- Local Awareness: Reach people near your business.
- Event Responses: Raise attendance at your event.
- Video Views: Create ads that get more people to view a video.

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Ad Targeting Options

Ad targeting helps you show your ads to the people you care about. When you create an ad in Power Editor, ad creation or directly from your business's Facebook Page, you'll have the opportunity to target your ad to people based on location and demographics like age, gender and interests. You can even target your ad to people based on what they do off of Facebook. It's up to you to choose the audience you want to reach. You can choose from one or a combination of targeting options that suit your business's needs, while helping you reach the people you care about.

1. Custom Audiences
2. Location
3. Demographics
4. Age & Gender
5. Interests
6. Behaviors
7. Connections

What targeting options can I choose from when I create my audience?

Custom Audience: Use email addresses, phone numbers, Facebook user IDs or app user IDs to create and save audiences you'd like to show your ads to

Location, Age, Gender and Language: Choose the basic demographics of the audience you want to reach.

Interests: Choose specific interests that are important to your audience. These are determined by what people are connected to on Facebook, such as Pages and apps.

Behaviors: Select people based on purchase behaviors or intents, device usage and more. These behaviors are determined by what people are connected to on Facebook, such as Pages and apps

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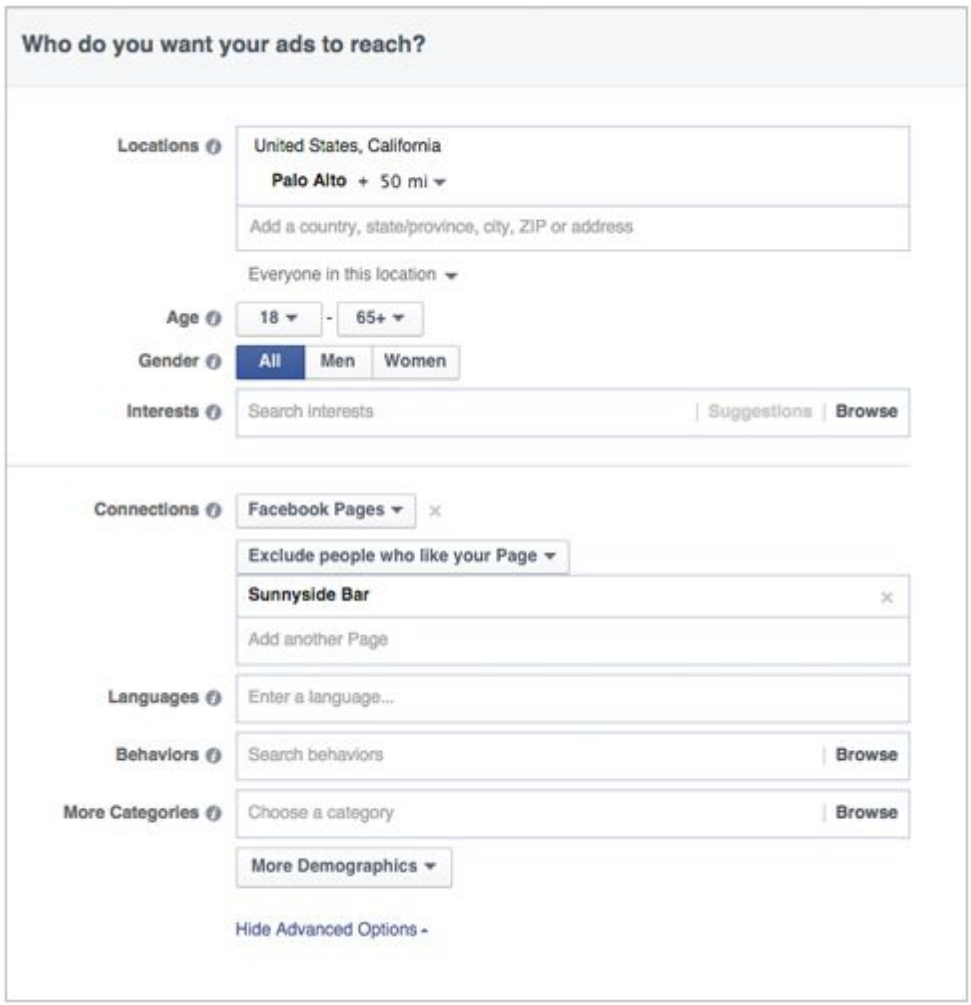
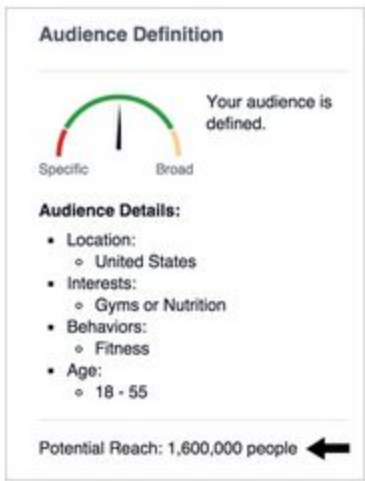
More Categories: Select people based on any Facebook or partner categories you've requested access to. Keep in mind that some data is only available to advertisers in the U.S.

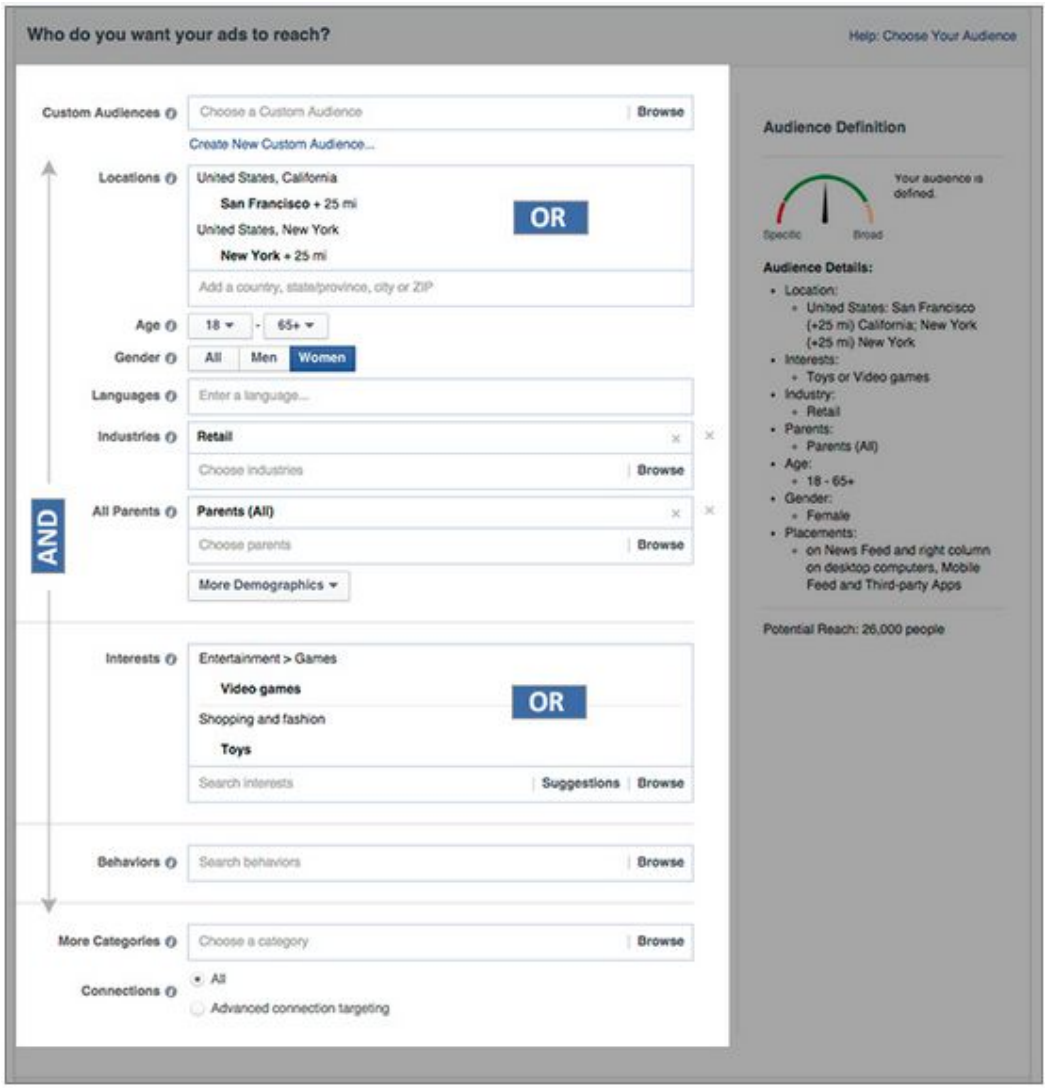
Connections: Select your audience based on whether or not they're connected to any of your Pages, apps or events. Anyone who has a friend connected to what you're advertising will see their friend included in your ad. This can increase the likelihood that they'll find your ad Relevant enough to click on or engage with it.



[Is there a way to estimate how many people are in my target audience?]



[What's the best way to use multiple audience targeting options?]



How do facebook charged for each objective??
We optimize for different behaviors depending on your [advertising objective]. Below are the objective types you can choose from, what we optimize for and how you're charged for each campaign.
Boost your posts

- We optimize for: Likes, comments and shares
- You pay for: Impressions

Promote your Page

- We optimize for: Page Likes

- You pay for: Impressions

Send people to your website

- We optimize for: Website clicks
- You pay for: Impressions,clicks

Promote conversions on your website

- We optimize for: Conversions
- You pay for: Impressions

Get installs of your app

- We optimize for: App installs
- You pay for: Impressions or actions

Increase engagement in your app

- We optimize for: App installs, app uses, credit spends
- You pay for: Impressi
- ons or actions

Raise attendance at your event

- We optimize for: Event responses
- You pay for: Impressions

Get people to claim your offer

- We optimize for: Offer claims
- You pay for: Impressions

Get video views

- We optimize for: Video views
- You pay for: Impressions

How much should i bid for my ad??

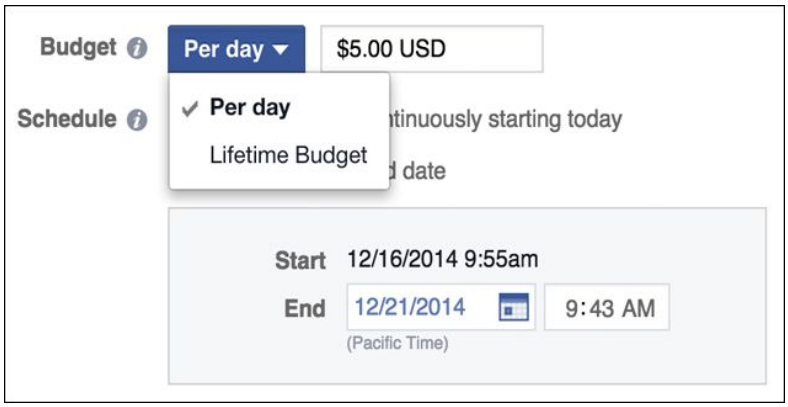
Before you choose a bid, make sure you understand the difference between budget and bid.

- Your budget is the maximum amount you're willing to spend on each campaign you run.
- A bid allows you to tell Facebook your desired maximum price for the outcome you're optimizing for (ex: website conversions, app installs, daily unique reach, Page likes, post engagement, video views, clicks, or impressions).

For some optimization goals (ex: Page likes, post engagement, website conversions, daily unique reach), we deliver ad impressions to people with the goal of generating your desired outcome at or below the bid you specify. Occasionally, as our system tries to predict who in your target audience will be most likely to take your desired action, your average cost per outcome may exceed your bid. In general, your average costs should be equal to or lower than your bid.

If you're optimizing for clicks (CPC) or impressions (CPM), you'll be charged no more than the bid you specify.

To control your budget for specific ad sets:



If you want to control your budget for specific ad sets, you'll want to use either a daily budget or a lifetime budget. Remember, you'll have to choose either a daily or a lifetime budget for each ad set. Ad sets can't use both budgeting types.

Daily Budget

- A daily budget allows you to indicate how much you'd like to spend each day on a specific ad set.
- You can set different daily budgets for different ad sets.
- Ex: If you set a daily budget of $5 US dollar (USD) for an ad set, that ad set will stop running after hitting your $5 limit each day. Keep in mind that daily budgets are continuous. You'll continue to pay $5 each day until you turn off the ad set.

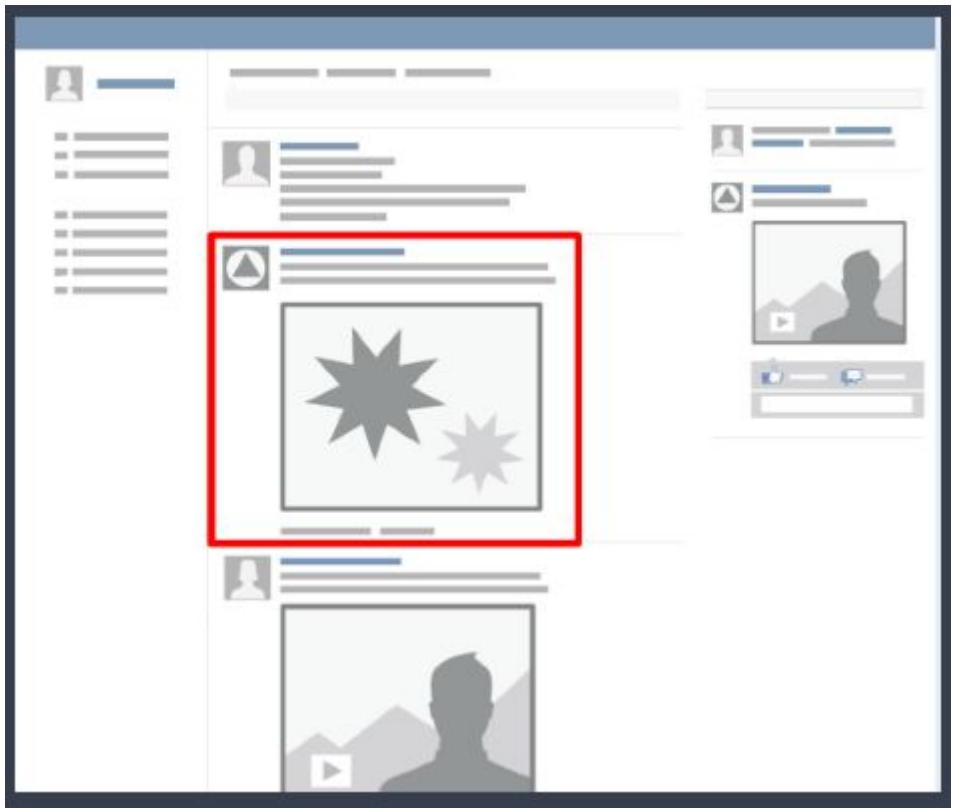
Lifetime Budget

- A lifetime budget is similar to a daily budget, but instead of setting an amount to spend per day, you set a start and end date for the duration of your ad set. You can change an ad set's daily budget to a lifetime budget.
- You can set different lifetime budgets for different ad sets.
- Ex: If you specify a $100 US dollar (USD) budget for a 10-day ad set, you'll spend about $10 per day. If the ad set only spends $8 on the first day, the system will try to make up the missed amount at a later date within the ad set.

Ad placements:

Ad placement options you can choose

- News Feed

- 
- News Feed on mobile
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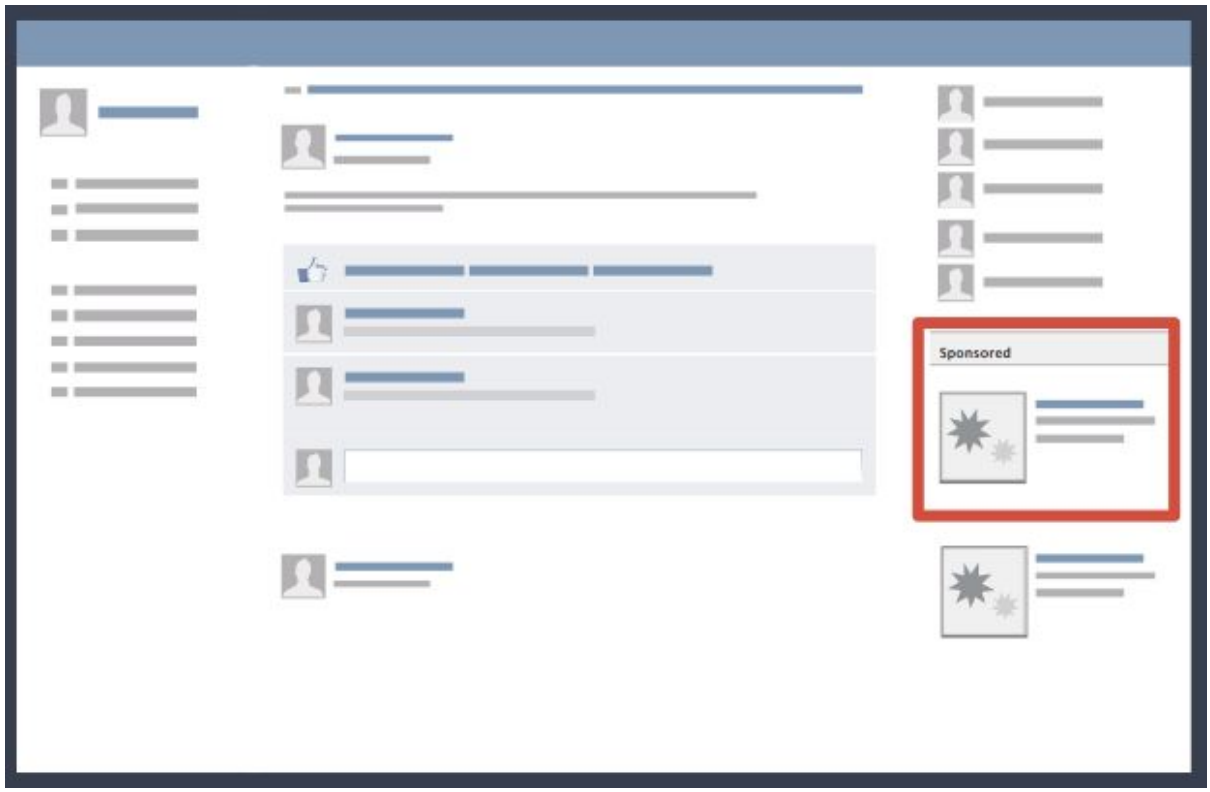
- The right column of any page on the site

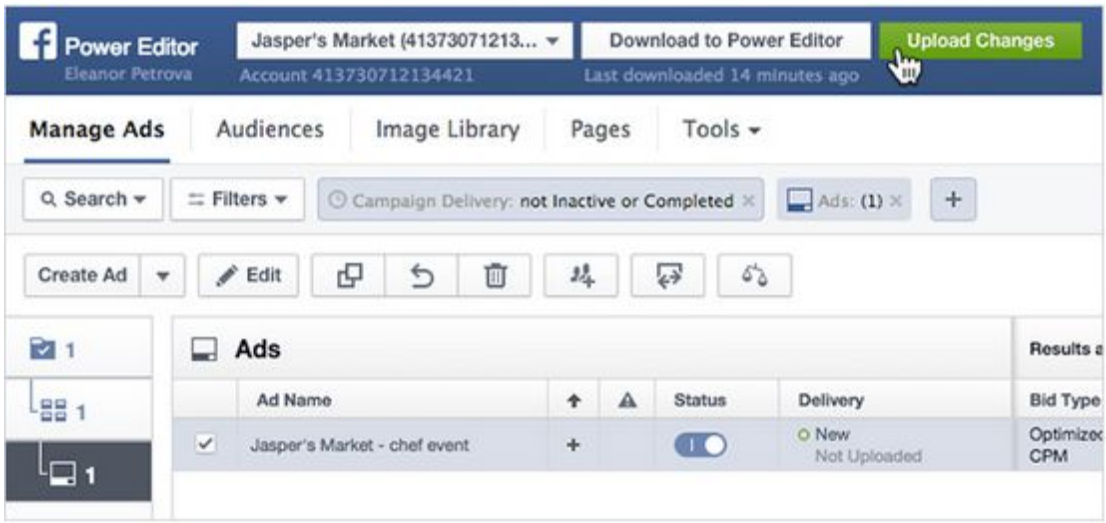


- The right column of search results pages
- A partner mobile app via the Audience Network, depending on the objective you've chosen

About Power Editor:

Power Editor is a tool designed for larger advertisers who need to create lots of ads at once and have precise control of their campaigns. To access Power Editor, you'll need to go to www.facebook.com/ads/manage/powereditor in the Chrome browser on a desktop computer.

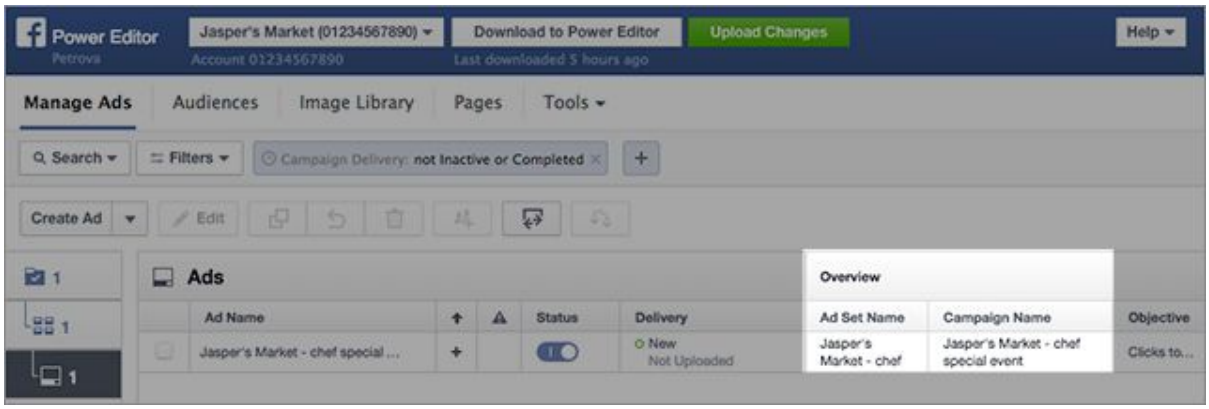
How do I upload my changes in Power Editor?



How do I know which ad, ad set, and campaign correspond to one another?

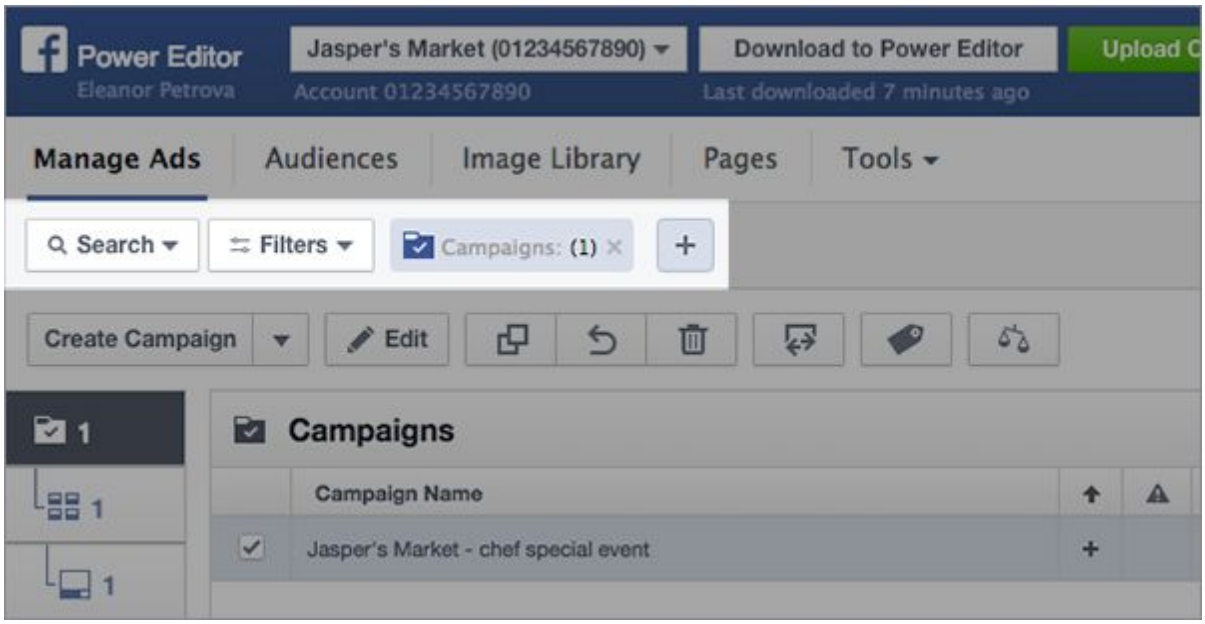
There are two ways to see which ads, ad sets and campaigns correspond to each other.

For ads, you can check the Overview group of columns in the table:



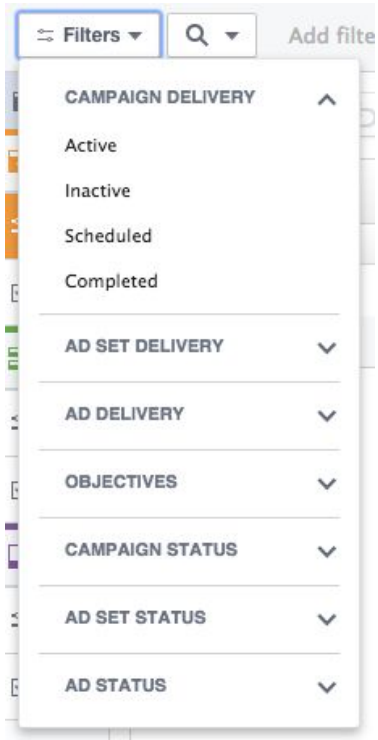
[How do I search for specific campaigns, ad sets and ads in Power Editor?]

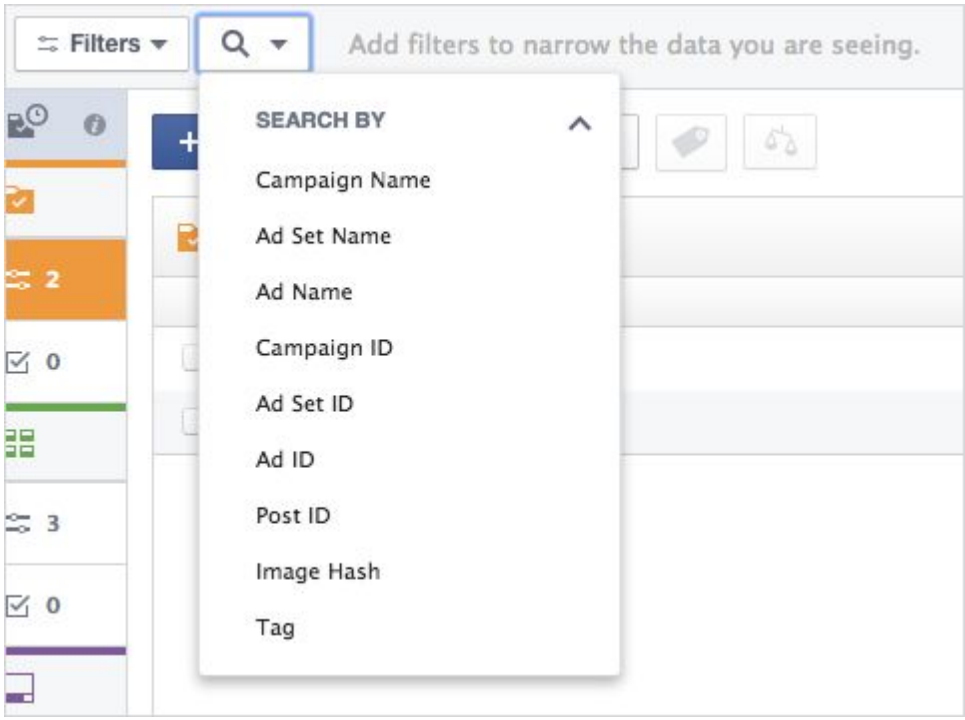
You can use filters and searching to find the campaigns, ad sets and ads that you're looking for. You can search by campaign, ad set or ad status, or even campaign objectives.



You can search by campaign, ad set or ad status, or even campaign objectives.

1. Click Filters and choose the filters you want to use to find what you're looking for. You can select more than one.
2.

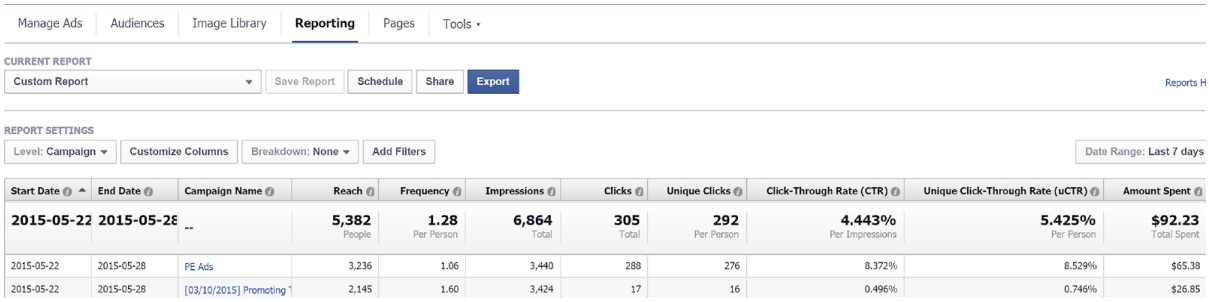
3. 

4. Click to search for a specific name or ID.
5. 

[How do I view my Page post performance metrics in Power Editor?]

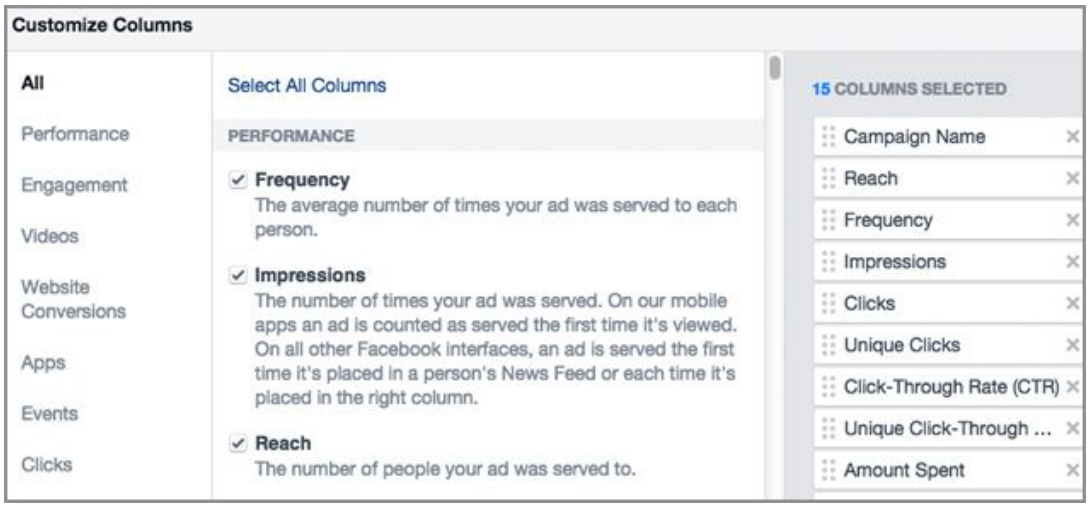
Power Editor Reporting:

Go to Power Editor and click Reporting in the navigation. You'll automatically see data from the default report called Custom Report, which shows data for your active campaigns.

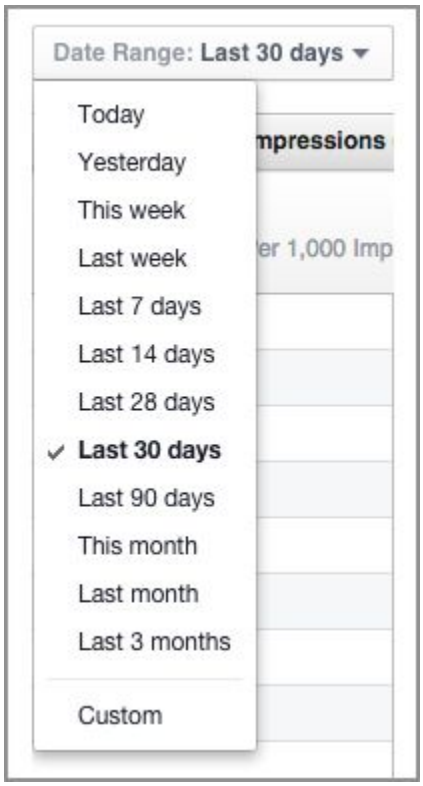


Use Columns, Breakdowns and Filters to customize your report

Learn more about customizing reports in Ads Manager.



Break down the data in your report by selecting a specific date range from the Dates.

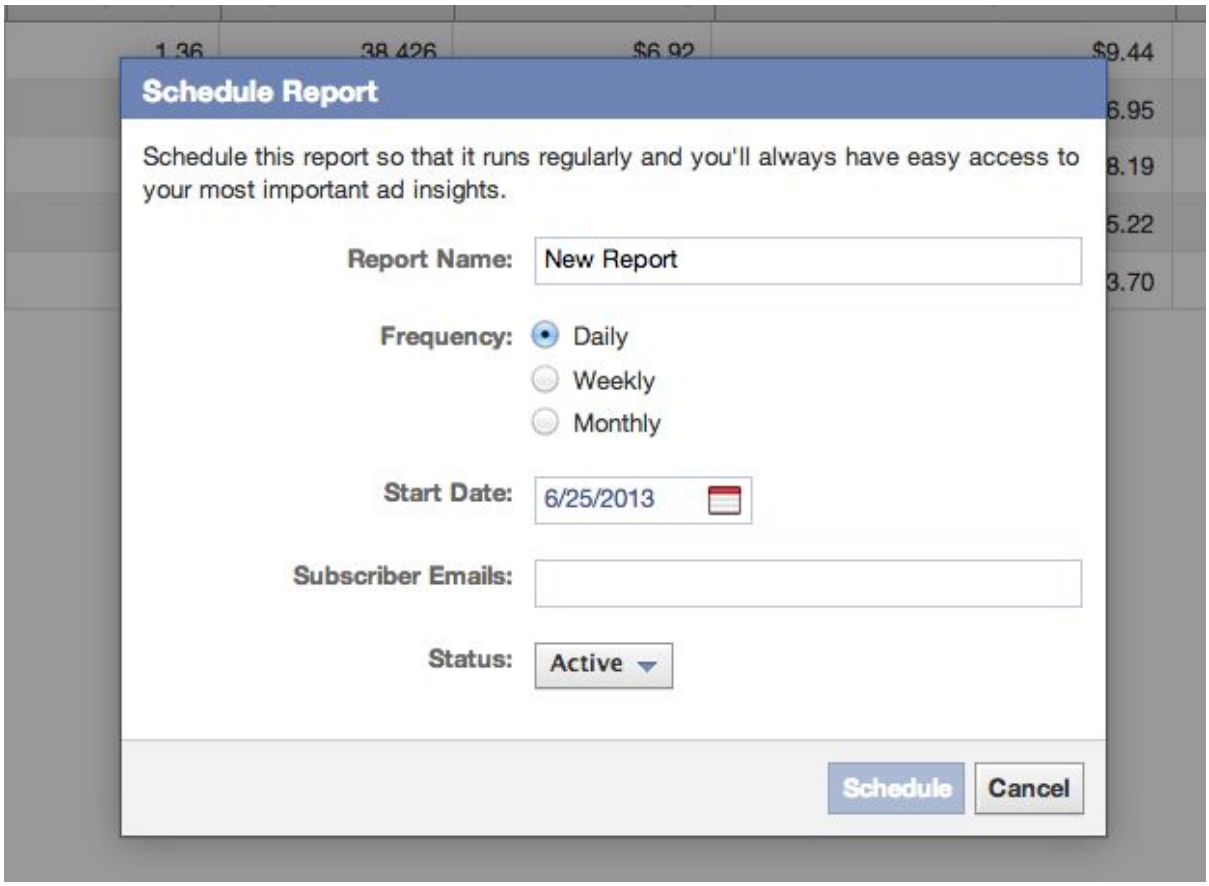


Save and Schedule Your Report

Once you're ready to save your report, click Save and name your report.

Your new report name will now be highlighted in the Current Reports dropdown. This dropdown will have your other saved reports, report templates and an option to manage scheduled and recent reports.

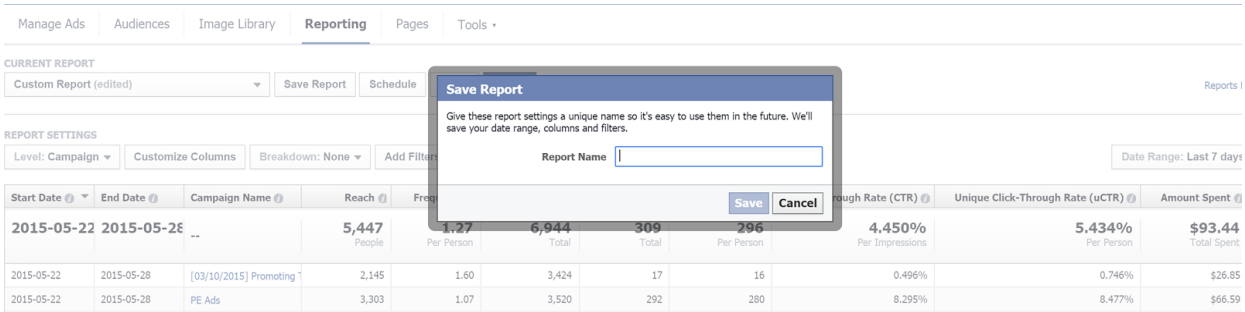
To schedule a report, click Schedule and set the frequency, start date, and enter your subscriber emails. Your reports will be delivered by email on the day you specify. Click Manage Scheduled and Recent Reports to access and edit your scheduled report settings.



Once you've customized your report, you can save it.

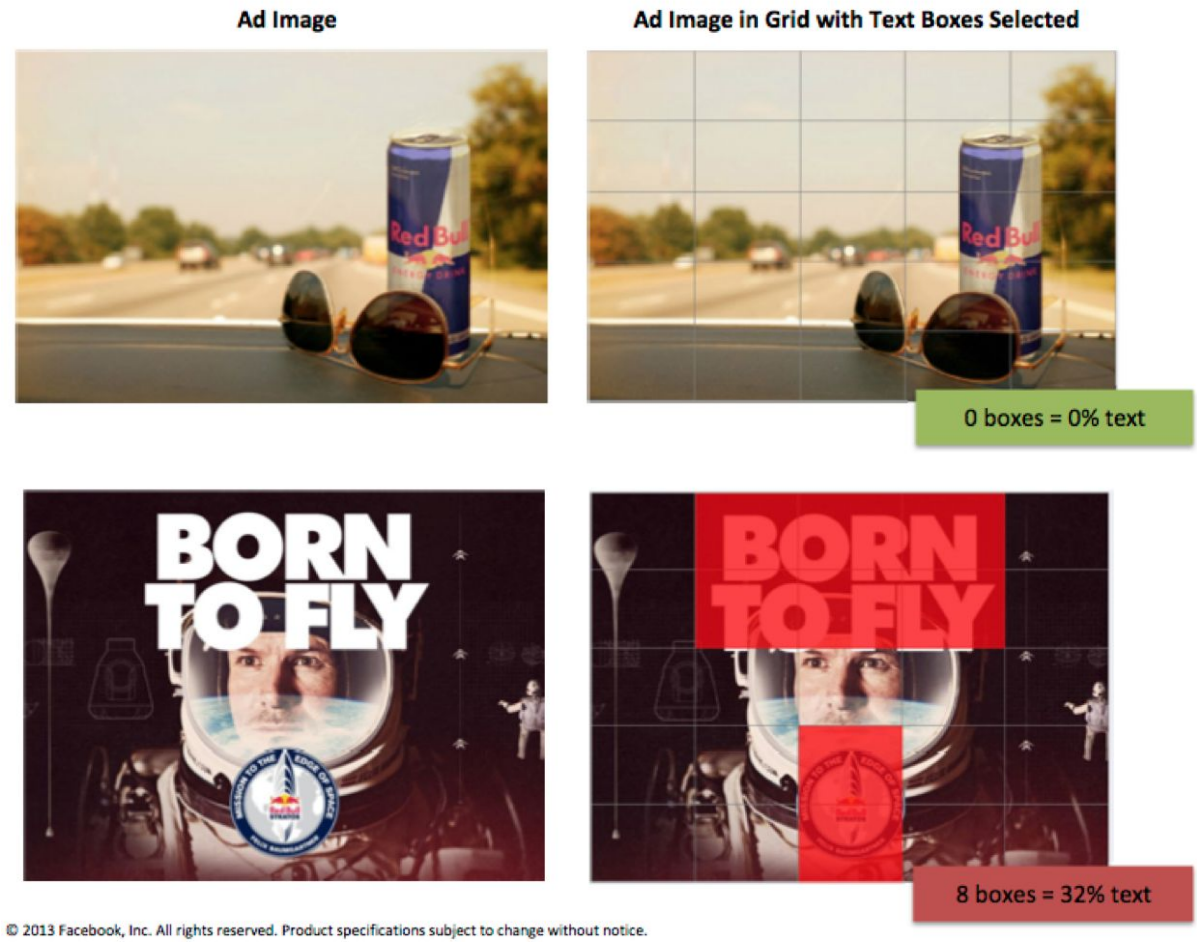
To save your report:

1. Click Save Report at the top of the Reporting section of Power Editor.
2. After naming the report, click Save.



Design ad that works on facebook with these 10 Tips.

1.Make sure your image doesn't have 20% or more of its pixels dedicated to text, per Facebook's Advertising Policies, by using the grid tool to check your photos.



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Focus your message by cropping tightly around the important part of the image.
Use the text area to hook the viewer with a question, call to action or a statement. For example, “Do you want beautiful hair?” or “Best shampoo as rated by these magazines.”
Make sure the images you use are high resolution.

Your image should reflect your brand's personality.

Show the benefit that people get from your product, not just a photo of the product. For example, don't just show a picture of a recipe app to convince people to install it; instead,

show the meal they could cook if they use it