

## SEM Coaching - 42

# Facebook Ad Marketing Basics

# Introduction

- ❖ Facebook has over 1 billion users worldwide
- ❖ Facebook advertising platform has improved significantly since its infancy
- ❖ FB now offers two ad options:
  - FB ad or Sponsored Story
  - Promoted Post
- ❖ Learning how FB ads work creates new opportunities for yourself and your clients
- ❖ Today, we'll cover the basics of setting up a basic Facebook ad

# REAL Results

# FB Ad Campaign - \$10/Day Budget

All Campaigns »

## Campaign: Prize Contest – Campaign 1

[Create Ad for Campaign](#)

Status

Active

Budget

\$10.00

Daily

Duration (Singapore Time)

Apr 3, 2013 4:49pm – Ongoing

Potential Reach?

13,647,820 people

Page Likes?

3,068

Campaign Reach?

239,331

Frequency?

2.9

Total Spent?

\$289.93

Apr 4 — May 1

Last 28 Days ▾

**\$0.0945 PER LIKE**

Page Likes

300

200

100

0

04/04

04/05

04/07

04/10

04/13

04/16

04/19

04/22

04/25

04/04 04/05 04/07 04/10 04/13 04/16 04/19 04/22 04/25 04/28

# Promoted Post & Sponsored Story

SEOMoz shared a link.  
July 10

Hey Friends! We've recently updated the Beginner's Guide to SEO. Check it out if you need a refresher or pass it along to your friends. SEO FTW! <http://www.seomoz.org/beginners-guide-to-seo>



NEED TO PRINT IT? CLICK HERE  
**DOWNLOAD PDF**

SEO: The Free Beginner's Guide From SEOMoz  
[www.seomoz.org](http://www.seomoz.org)

New to SEO? The Free Beginner's Guide to SEO has been read over 1 million times and provides the information you

Like · Comment · Share

629 people like this. **Woah!**

View all 55 comments

Write a comment...

116,276 people saw this post **Double Woah!** Action Complete ▾



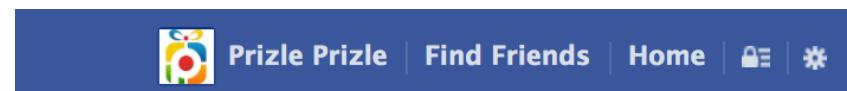
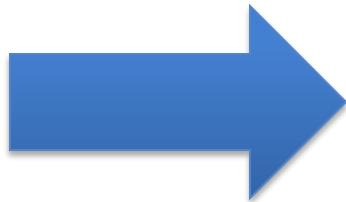
# Create A FB Ad

# Ads Manager > Create an Ad



## FAVORITES

- [Welcome](#)
- [News Feed](#)
- [Messages](#)
- [Events](#)
- [Photos](#)
- [Ads Manager](#)
- [Find Friends](#)



# Destination Options

## Advertise on Facebook

What do you want to advertise?

[Learn More About Advertising](#)

Choose a Facebook destination or enter a URL:

[?]

**Search**

 **Search by URL**  
Enter an external URL or a Facebook URL.

 **Search by Destination ID**  
Enter an ID to load a Page, an app, an event, etc.

**Pages and Places**

 **Prizle Contest**  
Place

**Applications**

 **prizle**  
Application

 **prizle\_test**  
Application

**Getting Started**

Choose what you want to advertise by typing something into the destination box or clicking on anything in the list below.

- URLs, ex: [nytimes.com](#)
- Pages
- Places, ex: [Prizle Contest](#)
- Applications, ex: [prizle](#)
- Events
- Facebook URLs, ex: [facebook.com/Prizlecontest](#)

# Select Objective

What would you like to do?

[Learn More About Objectives](#)



## Get More Page Likes

Build a bigger audience.



## Promote Page Posts

Get people to see and engage with your important messages.



## See Advanced Options

Configure advanced creative and pricing options, such as bidding for clicks (CPC).



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# Create Ad Creative

## Your Ad

**Headline:** [?] 11 characters left

Prizle Contest

**Text:** [?] 61 characters left

The Ultimate Contest Platform

**Landing View:** [?]

Timeline

**Image:** [?]



**Upload Image**

or Choose From Library

Your image is smaller than recommended. Upload a bigger image.

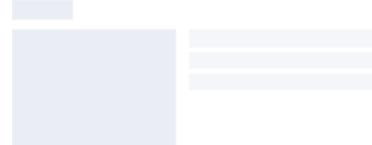
## Right Column Preview

**Prizle Contest**



The Ultimate Contest Platform

You like Prizle Contest.



Ad Preview

## Sponsored Stories

[Remove](#)

Help people discover your business through their friends. No increase in budget is required.

Show stories about:

- People liking your Page
- People checking-in to your location

[Show Advanced Options ▾](#)

## Sample News Feed Story



Jane Smith likes Prizle Contest.



Prizle Contest

Joe Smith and 3 other friends also like this



[Like Page](#) · [Find More Pages](#) · 3 hours ago · Sponsored

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# Select Audience

## Choose Your Audience

[Learn More About Targeting](#)

Location: [?]  X

Age: [?]  -   Require exact age match [?]

Gender: [?]  All  Men  Women

Precise Interests: [?]

Broad Categories: [?] Activities  
Business/Technology  
Ethnic  
Events  
Family Status  
Interests  
Mobile Users (All)  
Mobile Users (Android)  
Mobile Users (iOS) Console Gamers  
Cooking  
Dancing  
DIY/Crafts  
Event Planning  
Food & Dining  
Gaming (Social/Online)  
Gardening

Connections: [?]  Anyone  Only people connected to Prizle Contest  Only people not connected to Prizle Contest  Advanced connection targeting

Friends of Connections: [?] Target people whose friends are connected to

[See Advanced Targeting Options ▾](#)

## Audience

**2,701,160** people

- who live in Singapore
- who are not already connected to Prizle Contest

# Advanced Targeting Options

Interested In: [?]



All



Men



Women

Relationship Status: [?]



All



Single



In a Relationship



Married



Engaged



Not specified

Languages: [?]

Enter a language...

Education: [?]



Anyone



In High School



In College



College Grad

Workplaces: [?]

Enter the name of a workplace...

[Hide Advanced Targeting Options ▾](#)



# Campaign, Pricing and Schedule

## Campaign, Pricing and Schedule

[Learn More About Pricing](#)

### Campaign and Budget

New Campaign · Use Existing Campaign

New Campaign Name: [?] Prizle Contest-Page Likes-SG-13-65

Campaign Budget: [?] 10.00 SGD Per day [?]

Campaign Schedule: [?]  Run my campaign continuously starting today  
 Set a start and end date

Optimization:  Your bid will be optimized to get more likes on your Page

Optimize for clicks

Optimize for impressions

Pricing: You will be charged every time someone sees your ad or sponsored story (CPM). [?]

# Review Ad

## Campaign, Pricing and Schedule

### Campaign and Budget

New Campaign Name: [?] Prizle C

Campaign Budget: [?] 10.00

Campaign Schedule: [?]  Run  
 Set a

Optimization: Your bid

Pricing: You will  
or sponsor:  
Switch to

Place Order

Review Ad



# Review Ad

## Review Ads

[Help Center](#)

Review your ads to make sure you're happy with it. The audience for your ads includes people under the age of 18 and will be reviewed before it's made public on Facebook.

Ad Preview:



Sponsored Stories Preview:



Ad Name:

Prizle Contest - Likes - Ad

Audience:

This ad targets users:

- who live in Singapore

Campaign:

Prizle Contest–Page Likes–SG–13–65 (New Campaign)

Bid Type:

Optimized CPM

Bid:

Auto

Daily Budget:

\$10.00 SGD per day

Duration:

This ad campaign will run indefinitely

[Place Order](#)

[Edit Ad](#)

By clicking the "Place Order" button, I agree to the [Facebook Statement of Rights and Responsibilities](#) including my obligation to comply with the [Facebook Advertising Guidelines](#). I understand that failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of any advertisements I have placed, and termination of my account. I understand that if I am resident or have my principal place of business in the US or Canada, I am contracting solely with Facebook, Inc. Otherwise I am contracting solely with Facebook Ireland Limited.

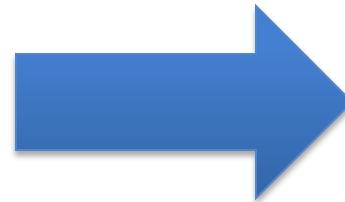
# Using FB Power Editor

# Download Power Editor Using Chrome



## FAVORITES

- [Welcome](#)
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## Ads Manager

### Account

#### Prizle Prizle ▾

### Campaigns & Ads

#### All Ads

#### Pages

#### Reports

#### Settings

#### Billing

#### Conversion Tracking

### Power Editor

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# FB's Power Editor offers more advanced features than the default option

The screenshot shows the Facebook Power Editor interface. On the left, there's a sidebar with navigation links like 'Campaign Dashb...', 'Image Library', 'Audiences', 'Billing', 'Conversion Track...', 'Account Settings', 'Recent Campaigns (1)', 'Active Campaigns (2)' (which is selected), 'Paused Campaigns (0)', and 'All Campaigns (7)'. The main area has tabs for 'Ads' and 'Campaigns'. Under 'Ads', there are buttons for 'Create Ad', 'Revert Changes', 'Duplicate', 'Export', 'Create Audience Using Ad', and 'Stats: Lifetime'. A search bar is also present. Below these are two tables: one for 'Ad Name' and another for 'Creative & Placements'. The 'Creative & Placements' section includes fields for 'Ad Name' (set to 'Prizle Contest - iPad text 1'), 'Type' (set to 'Ad'), and a dropdown menu for destination and landing view.

Ad Name	Campaign...	Campaign...	Campaign...	Ad Bid	Title	Body	Destination	Location	Age	Sex
Prizle Contest - iPad text 1	Prizle Contest	04/03/13	Ongoing	N/A	Win Lots of Pri Free Giveaway	Prizle Contest	MY, SG	18-65	All	
Prizle Contest - Likes - Sponsored St	Prizle Contest	04/03/13	Ongoing	N/A		Prizle Contest	MY, SG	18-65	All	
Prizle Contest - Sport Car 2	Prizle Contest	04/03/13	Ongoing	N/A	Win Lots of Pri Free Giveaway	Prizle Contest	MY, SG	18-65	All	
Prizle Contest - Likes - Sponsored St	Prizle Contest	04/03/13	Ongoing	N/A		Prizle Contest	MY, SG	18-65	All	
Prizle Contest - Sport Car MY	Prizle Contest	04/03/13	Ongoing	N/A	Win Lots of Pri Free Giveaway	Prizle Contest	MY	18-65	All	
Prizle Contest - Likes - Sponsored St	Prizle Contest	04/03/13	Ongoing	N/A		Prizle Contest	MY, SG	18-65	All	
Prizle Contest - Holidays 1	Prizle Contest	04/03/13	Ongoing	N/A	Win Lots of Pri Free Giveaway	Prizle Contest	MY, SG	18-65	All	
Prizle Contest - Likes - Sponsored St	Prizle Contest	04/03/13	Ongoing	N/A		Prizle Contest	MY, SG	18-65	All	
Prizle Contest - Holidays 2	Prizle Contest	04/03/13	Ongoing	N/A	Win Lots of Pri Free Giveaway	Prizle Contest	MY, SG	18-65	All	
Prizle Contest - Likes - Sponsored St	Prizle Contest	04/03/13	Ongoing	N/A		Prizle Contest	MY, SG	18-65	All	
Prizle Contest - iPad text 2	Prizle Contest	04/03/13	Ongoing	N/A	Why pay? Win	Prizle.com, th	Prizle Contest	MY, SG	18-65	All

Creative & Placements	
Audience	Ad Name: Prizle Contest - iPad text 1
Advanced Options	Type: Ad
Pricing & Status	6007426970228 Link to open this ad in Power Editor Creative Preview:  Win Lots of Prizes!
	<input type="radio"/> For a website <input checked="" type="radio"/> For a Facebook Page <input type="radio"/> For a Facebook Page using a Page post <input type="radio"/> For an app on Facebook <input type="radio"/> For a Facebook event
	Destination: Prizle Contest
	Landing View: Default

# Qwaya: FB Ad Tool

Qwaya

Home

Pricing

Tour

Blog

Resources

Support

Try Qwaya for free

## Facebook ads tool

*Get your Facebook advertising organized  
for performance and efficiency*



See plans & pricing

Starting at **\$39** per month

30-day free trial



Follow us for Facebook marketing news and updates

Feature: Added the ability to connect more than one Facebook user



<http://www.Qwaya.com>



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# Questions?