



Facebook & Instagram Marketing

A SCTP Digital Marketing Course by @ASK Training

Welcome

Meta (Facebook & Instagram) Marketing

Trainer:

Facebook & Instagram Marketing

Duration: 19 Hours (including 2 hours – Assessment)

Assessment:

- ✓ It will be conducted in a e-assessment format where learners will log into their individual accounts and key their answers into the course portal.
- ✓ Login details will be sent to the learner's registered email with the training institute, a day before the assessment.

Technical Skills & Competencies (TSC) Proficiency Level 4:

Manage development of media plan frameworks, contents and integration of media platforms to achieve business strategies.

Assessments

Short Questions and Answers (40 minutes)

Individual Project (80 minutes) focusing on:

- ✓ Your ability to demonstrate proficiency in Meta Ad campaign creation and evaluation.

Learning Unit 1: Meta (Facebook/ Instagram) Marketing

Learning Unit 2: Meta Marketing Plan and Ads Campaign

Learning Unit 3: Launch & Evaluate Meta Ads Campaign

Learning Unit 4: Crisis Communication Plan

Learning Outcomes

At the course's end, you should be able to:

LO1:

Utilise media platforms for marketing and media management while aligning platform selection with audience, content, goals, and resources to enhance social media strategy effectiveness.

LO2:

Create a comprehensive marketing plan that involves developing and facilitating the content and integration of media platforms for Meta, including defining the activities, timeline targets, and responsibilities.

Learning Outcomes

At the course's end, you should be able to:

LO3:

Demonstrate proficiency in refining the advertising strategy, optimising ad creatives, and making data-driven decisions for improved campaign results and return on investment.

LO4:

Develop crisis communication skills to effectively manage and resolve conflicts and complaints in Meta Ads campaigns.

Qualification Programmes

Diploma in Digital Marketing (DDM)

SEVEN Modules (6 months):

1. WSQ WordPress Website Creation
2. WSQ Digital Content Creation
3. WSQ Copywriting & Content Writing
4. WSQ Google Ads
5. WSQ Facebook & Instagram Marketing
6. WSQ Website & Landing Page Optimisation
7. WSQ Capstone Project (Digital Marketing Campaign)



@ASK Training is registered as a Private Education Institution (PEI) by the Council of Private Education (CPE)

Qualification Programmes

Specialist Diploma in Digital Marketing (SDDM)

EIGHT Modules (6 months):

1. WSQ Advanced Digital Marketing Strategy
2. WSQ Advanced Digital Content Marketing
3. WSQ Advanced Digital Advertising
4. WSQ Advanced Social Media Management
5. WSQ Advanced Search Engine Optimisation
6. WSQ Advanced Digital Marketing Analytics (Google Analytics)
7. WSQ Email Marketing
8. WSQ Capstone Project (Digital Marketing Strategic Plan)



@ASK Training is registered as a Private Education Institution (PEI) by the Council of Private Education (CPE)



About You

- ❖ Name
- ❖ Industry
- ❖ Desired takeaway from this course



Telegram: <https://t.me/+HUTdEvGsnUYzODY1>

Learning Unit 1

Meta (FBIG) Marketing

LU1: 1. Meta (FBIG) Marketing

What will you be learning?

- Meta Media Trends
- Meta Organic Marketing



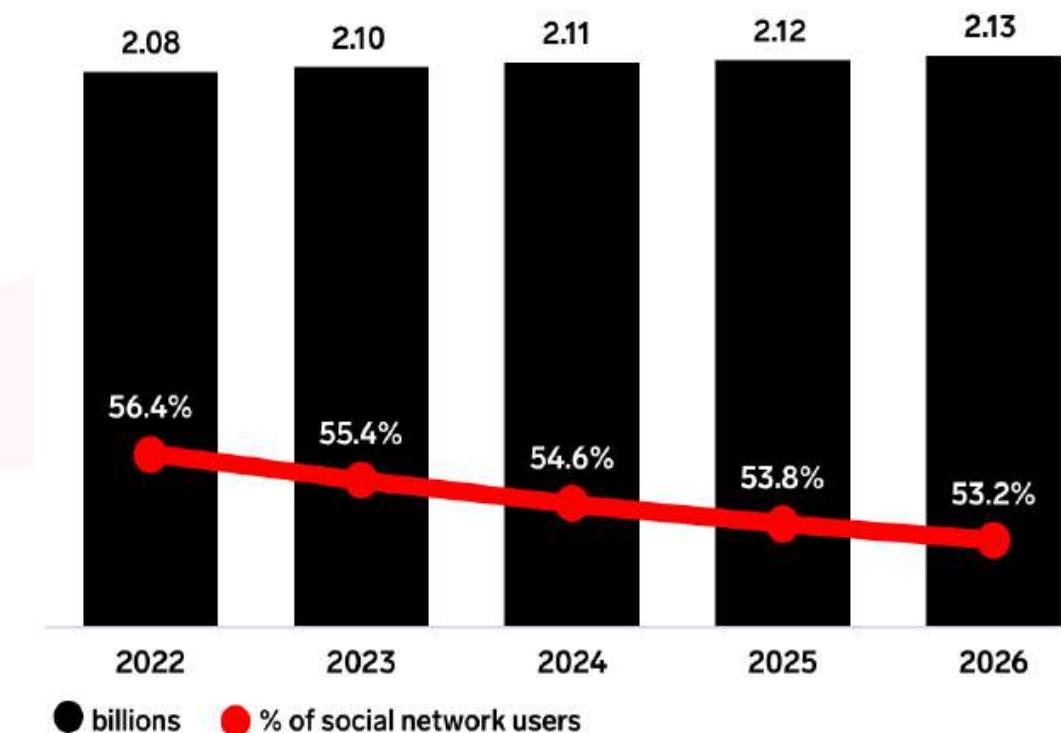
Introduction to Meta

What is Facebook

Facebook

1. Began in 2004, as a **social media website**
2. A platform for **friends, families & communities to connect**
3. With an extensive user base, **the platform enables brands & advertisers** to
 - Achieve a **wide reach**
 - Run ads to **targeted users**

Facebook Users
Worldwide, 2022-2026



Source: eMarketer, April 2022

eMarketer | InsiderIntelligence.com



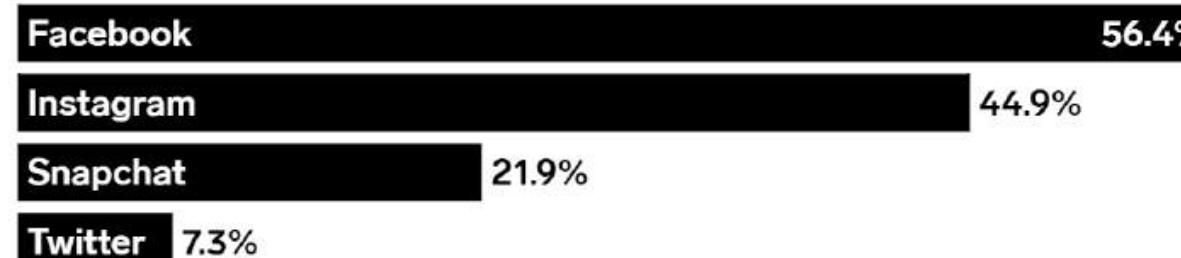
3+ Billion global users

A Leading Social Network

Social Network User Penetration, by Platform

Singapore, 2024

% of Population



Note: internet users of any age who use social networks via any device at least once per month

Source: EMARKETER Forecast, May 2023

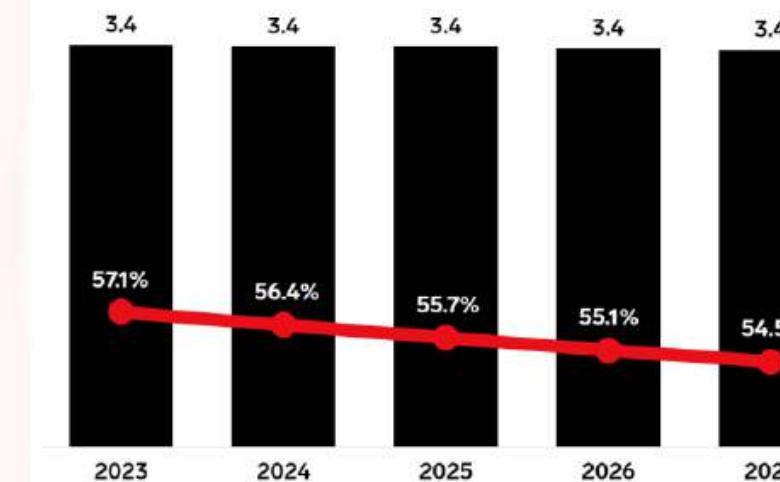
EM ARKETER



56%~ population use Meta
(Facebook, Instagram)

Facebook Users

Singapore, 2023-2027



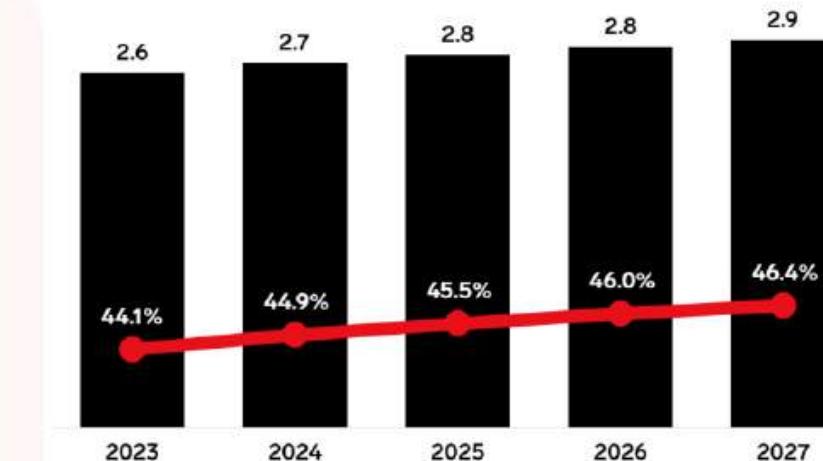
■ Facebook users (millions) ● % of population

Note: Internet users of any age who access their Facebook account via any device at least once per month

Source: EMARKETER Forecast, May 2023

Instagram Users

Singapore, 2023-2027



■ millions ● % of population

Note: Internet users of any age who access their Instagram account via any device at least once per month

Source: EMARKETER Forecast, May 2023

EM ARKETER

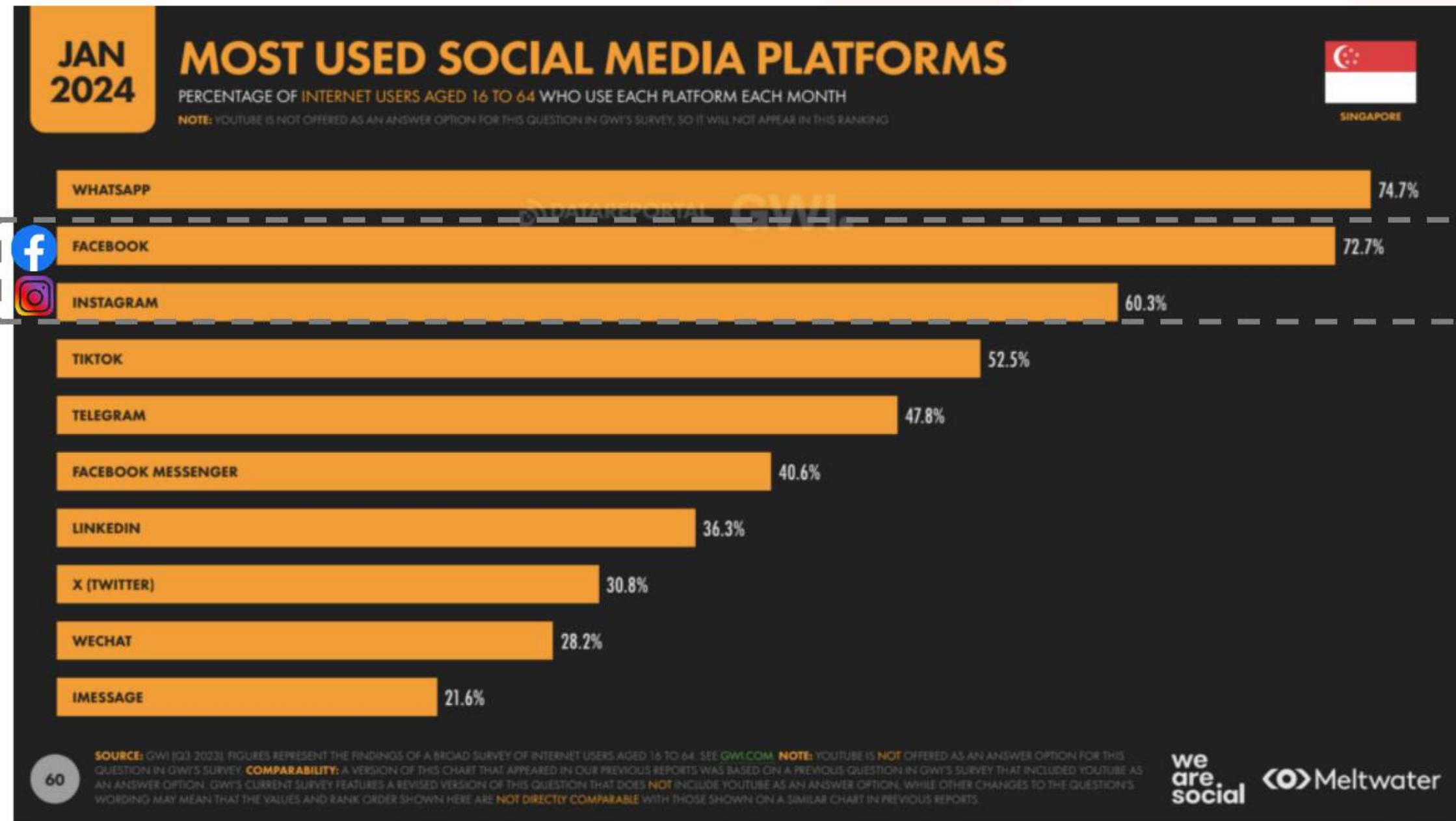


Year-on-year
stagnant users



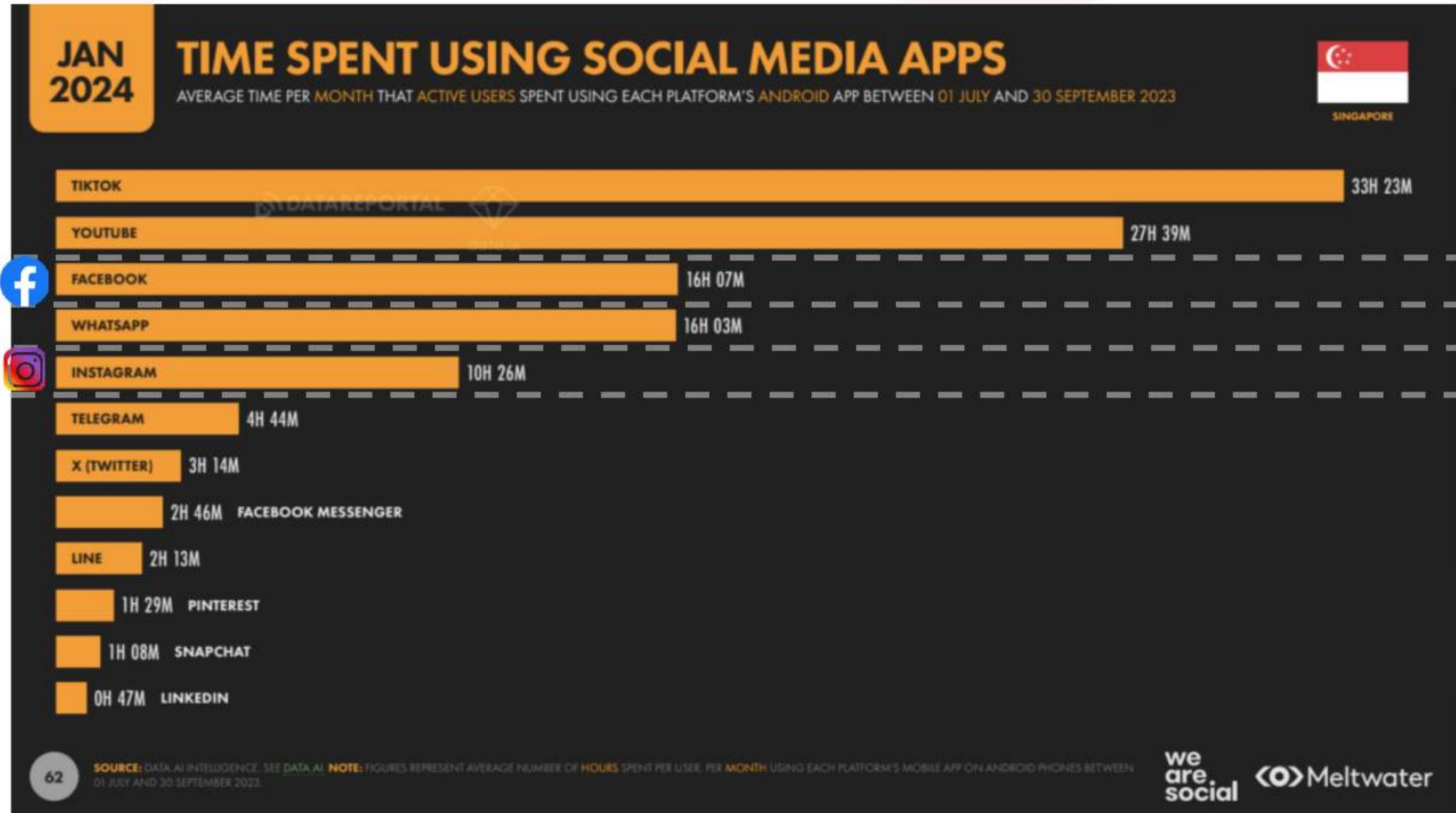
Year-on-year
incremental users

2 Of Top 3 Social Platforms



<https://wearesocial.com/sg/blog/2024/01/digital-2024/>

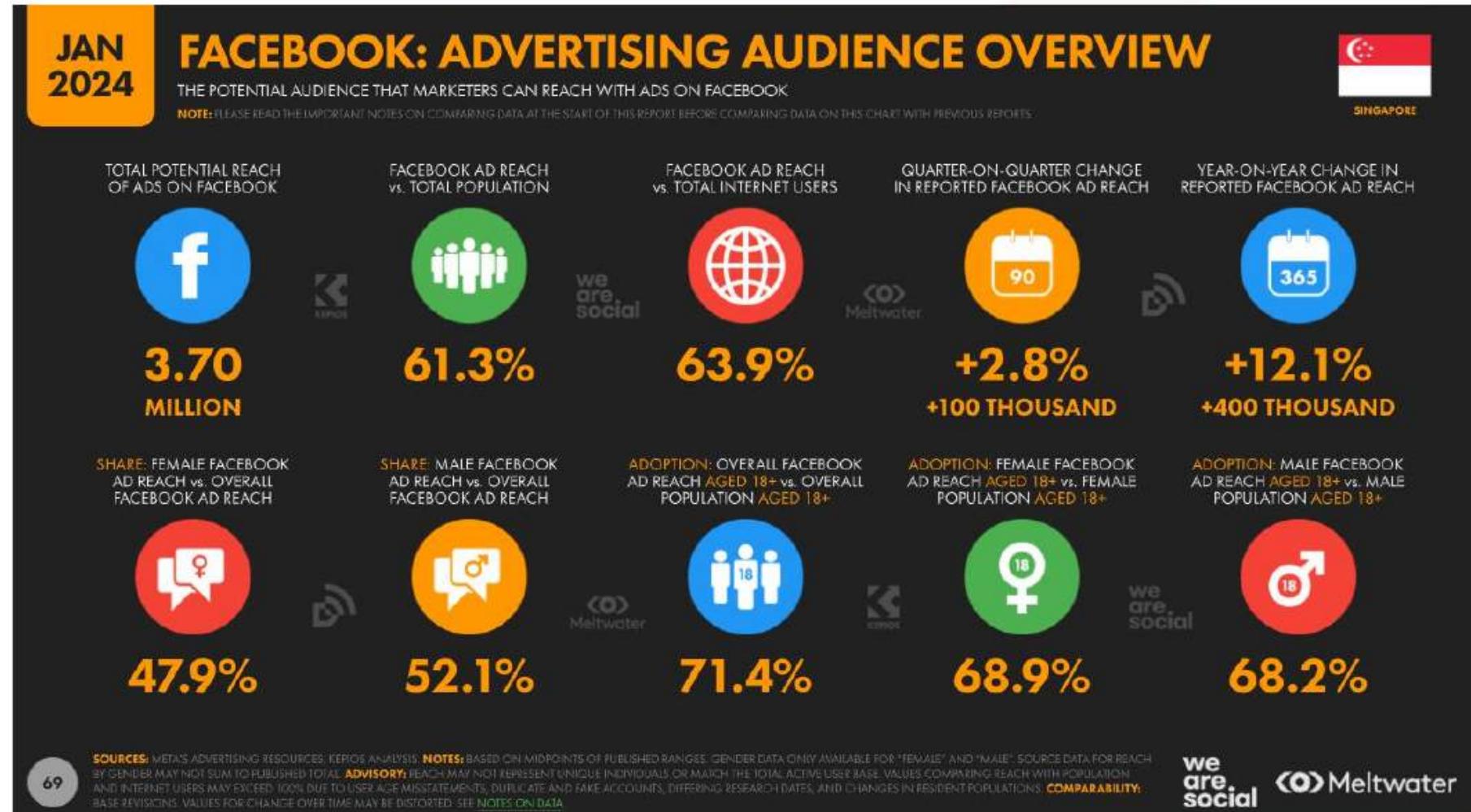
Time Spent On Social Platforms



f 16+ hrs per month
3rd to Video-first platforms
YouTube & TikTok

<https://wearesocial.com/sg/blog/2024/01/digital-2024/>

Extensive Audience Reach



Reach 3.7 mil population
SG population size at 5.9 mil²

1: [We Are Social Digital 2024](#) | 2: [Singstat Population 2023](#)

Place Ads Across Meta Platforms

3 environments (FB/IG/MSGR)



Facebook



Instagram



Messenger



WhatsApp

Metaverse, A Hype or Reality?



Insider Intelligence Analysis – Jul 2022

Facebook Organic Marketing

Facebook Organic Marketing

Facebook Events, Facebook Marketplace, Facebook Groups

	#1: Facebook Marketplace	#2: Facebook Groups	#3: Facebook Events
Reach Wider Audience for Free	Yes	Yes	Yes
Suitable For Products or Services	More suitable for Products	Products & Services	Products & Services

Example: Floral Business

This example showcases how you can make use of Facebook Native Channels to promote your flower bouquets.

	#1: Facebook Marketplace	#2: Facebook Groups	#3: Facebook Events
Promoting	List my flower bouquets on Facebook Marketplace	Share my offer, event and page post on relevant Facebook groups	Create a Facebook event to showcase my flower bouquets
Reason	I can reach out to potential buyers without paying money	I can reach out to potential customers that are interested in flowers	Facebook events allow me to reach out to a wider audience

Facebook Profile VS Facebook Page

- 1. A Facebook Page is required to advertise on the social media platform.**
- 2. Facebook ads will be advertised as a Page and not as a personal account profile.**
- 3. A Facebook page can have multiple administrators or editors.**

Why Do We Need A Facebook Page?

Profiles

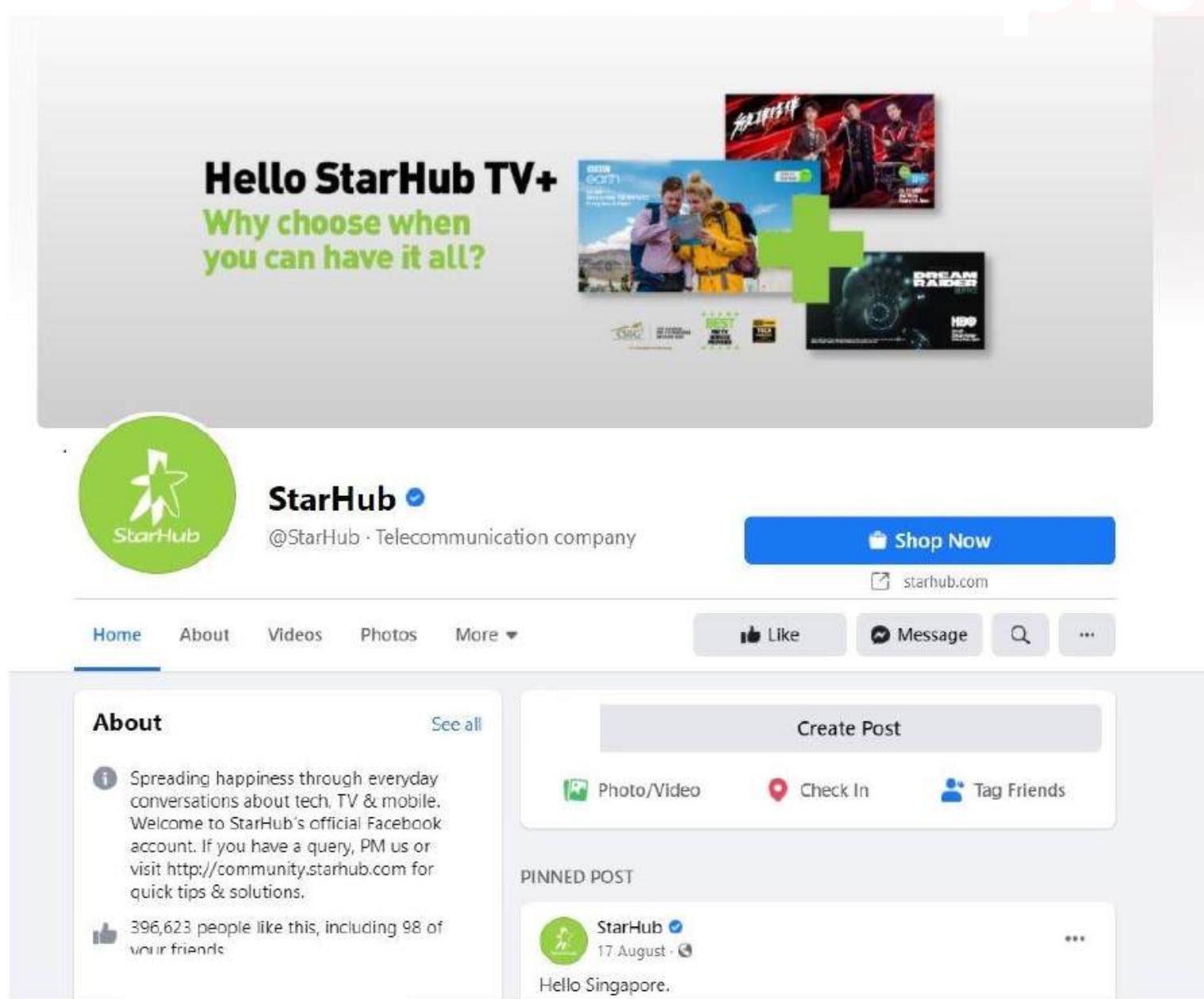
A profile is a place on Facebook where you can share information about yourself, such as your interests, photos, videos, current city and hometown. To see your profile, click or tap your name or profile picture at the top of Facebook.

Pages

You must have a profile to create a Page or help manage one. Pages are places on Facebook where artists, public figures, businesses, brands, organizations and nonprofits can connect with their fans or customers. When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their News Feed.

<https://www.facebook.com/help/337881706729661>

Facebook Page Example

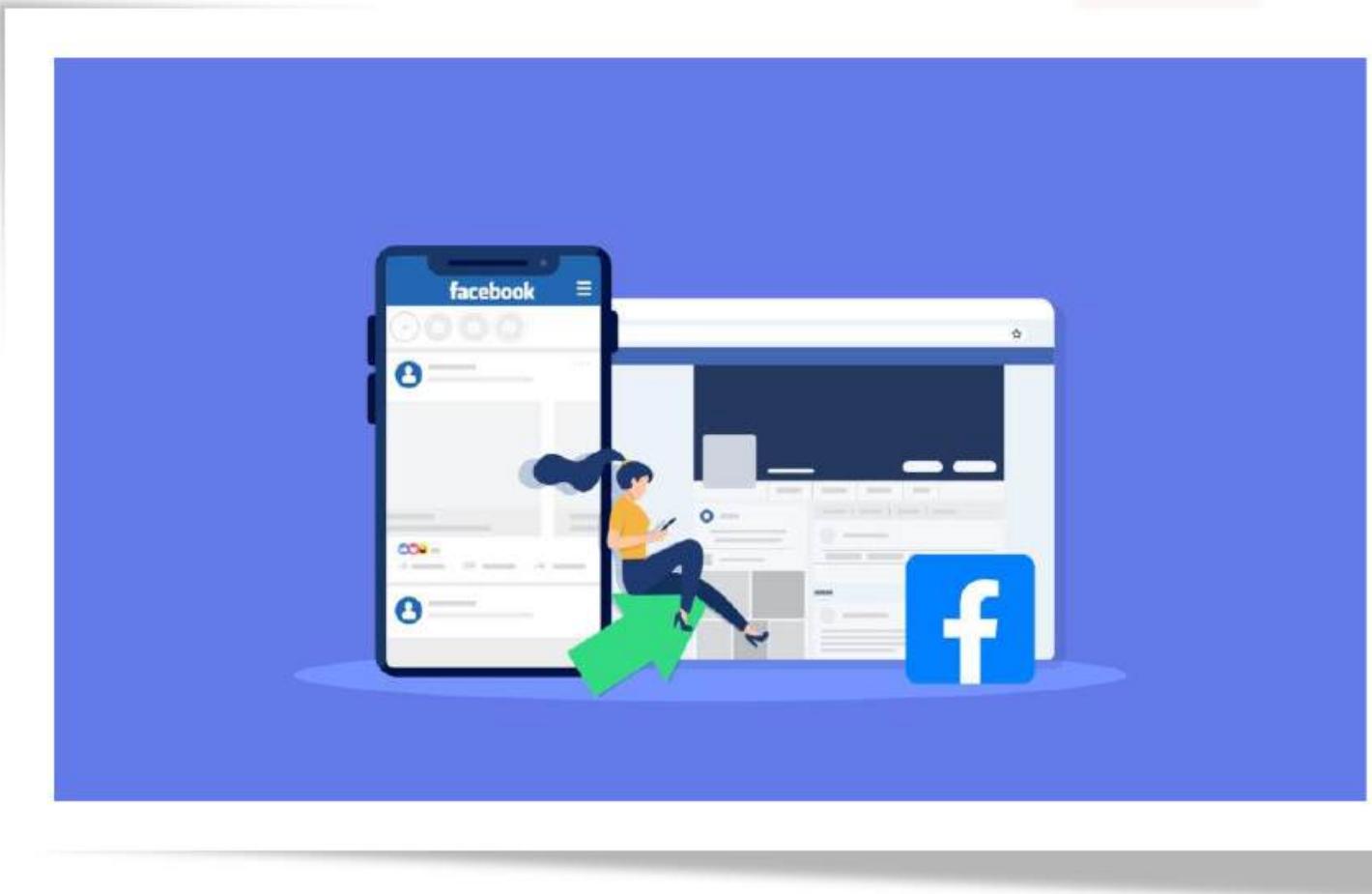


The screenshot shows StarHub's official Facebook page. At the top, there is a promotional banner for "Hello StarHub TV+" with the tagline "Why choose when you can have it all?" featuring several TV show thumbnails. Below the banner is the StarHub logo and profile picture. The page title is "StarHub" with a blue verified checkmark. The bio reads "@StarHub · Telecommunication company". A "Shop Now" button and the website link "starhub.com" are also present. The navigation bar includes links for Home, About, Videos, Photos, More, Like, Message, and Search. The "About" section contains a pinned post from 17 August 2012 with the message "Hello Singapore.".

<https://www.facebook.com/StarHub/>

Learning Activity

Facebook Page Creation



Create your own Facebook Page

Precaution: For multi-devices IP address

Facebook Page Creation

Platforms & websites may have algorithms that deters multiple devices from an IP address performing identical activity at once.

To bypass usage block due to similar IP address, your laptop to your mobile phone's tethered WiFi.

Follow the steps in following slides.

Precaution: For multi-devices IP address

Facebook Page Creation



Step 1: Activate Mobile Hotspot

- Swipe down from the top of the screen
- Tap Hotspot or Connection or Tethering



Step 2: Set Up Hotspot

- Toggle the switch to turn on the hotspot
- Configure a password if it's your first time using it or take note of the password.

Precaution: For multi-devices IP address

Facebook Page Creation



Step 3: Connect Laptop

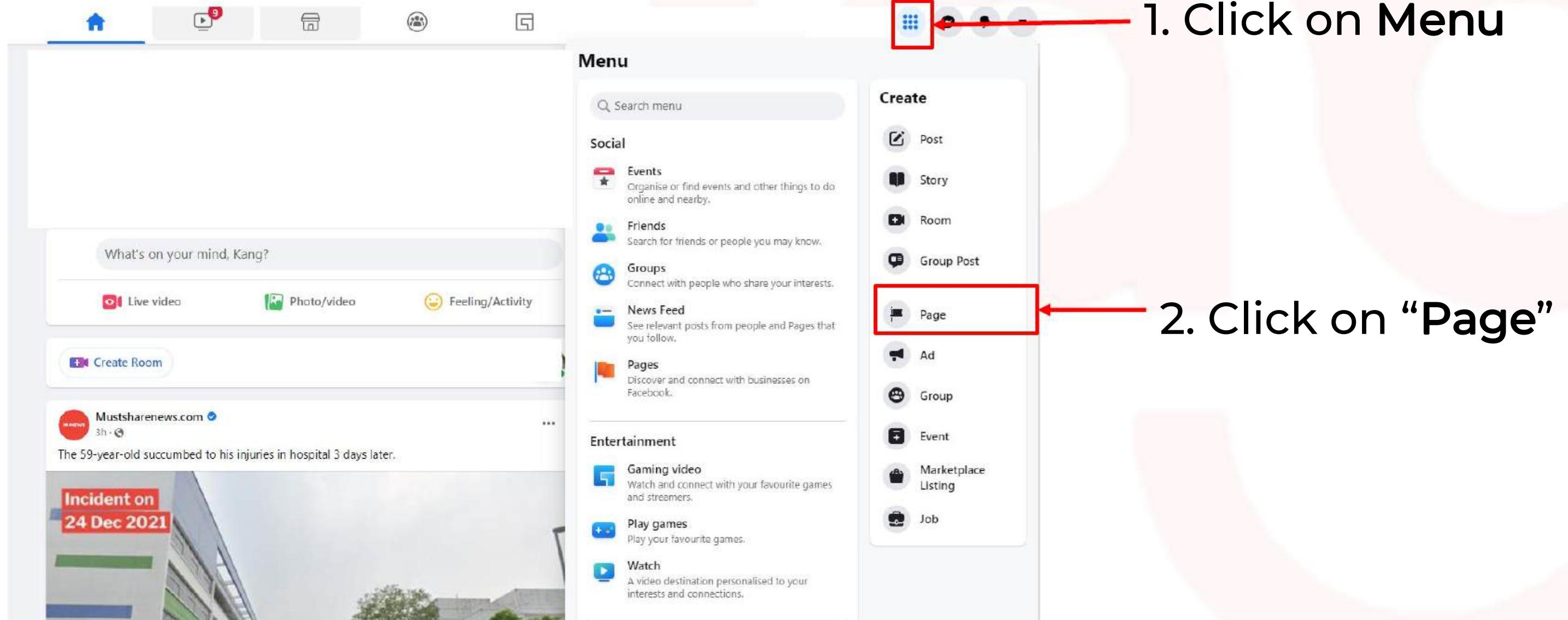
- On the other device, open that device's list of Wi-Fi options.
- Enter your phone's hotspot password.



Step 4: Turn Off Hotspot:

- Once done, switch off the hotspot on your mobile phone to save data.

Learning Activity



The image shows a Facebook interface with a red callout box highlighting the 'Page' option in the 'Create' menu.

1. Click on Menu

2. Click on “Page”

The Facebook interface includes:

- Top navigation bar with Home, Watch, News, and Groups icons.
- Left sidebar with "What's on your mind, Kang?" input field and Live video, Photo/video, Feeling/Activity buttons.
- Post from Mustsharenews.com: "The 59-year-old succumbed to his injuries in hospital 3 days later." (Incident on 24 Dec 2021).
- Right sidebar with "Menu" search bar and "Create" section containing "Social" and "Entertainment" categories.
- "Social" category items: Events, Friends, Groups, News Feed, Pages.
- "Entertainment" category items: Gaming video, Play games, Watch.
- "Create" section items: Post, Story, Room, Group Post, Page, Ad, Group, Event, Marketplace Listing, Job.

Learning Activity

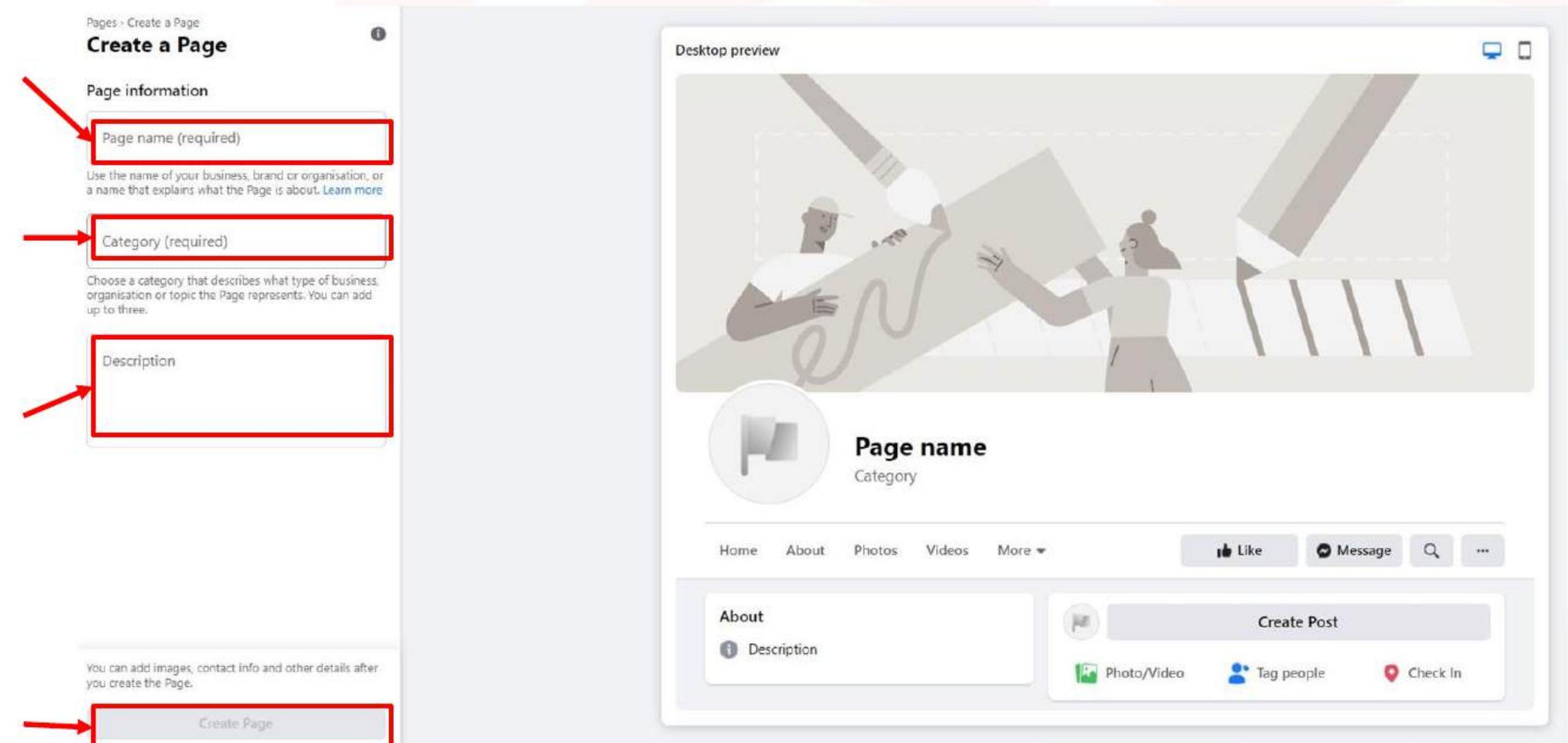
Complete Page Name, Category, Short Page Description

1. Select your **page name**

2. Select your **page category**

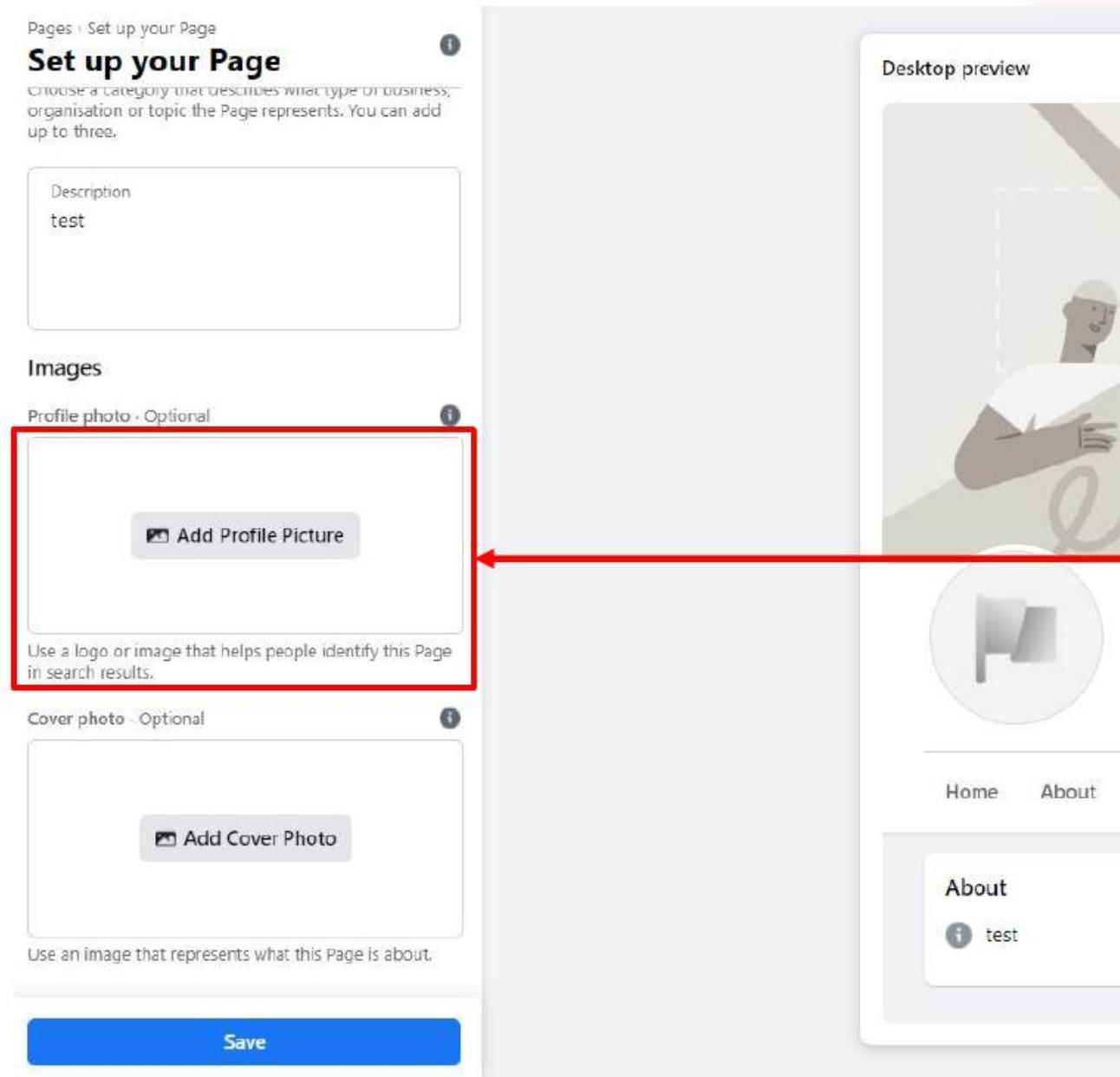
3. A short **page description**

4. **Create Page**



Learning Activity

Choose a profile picture for the Facebook Page

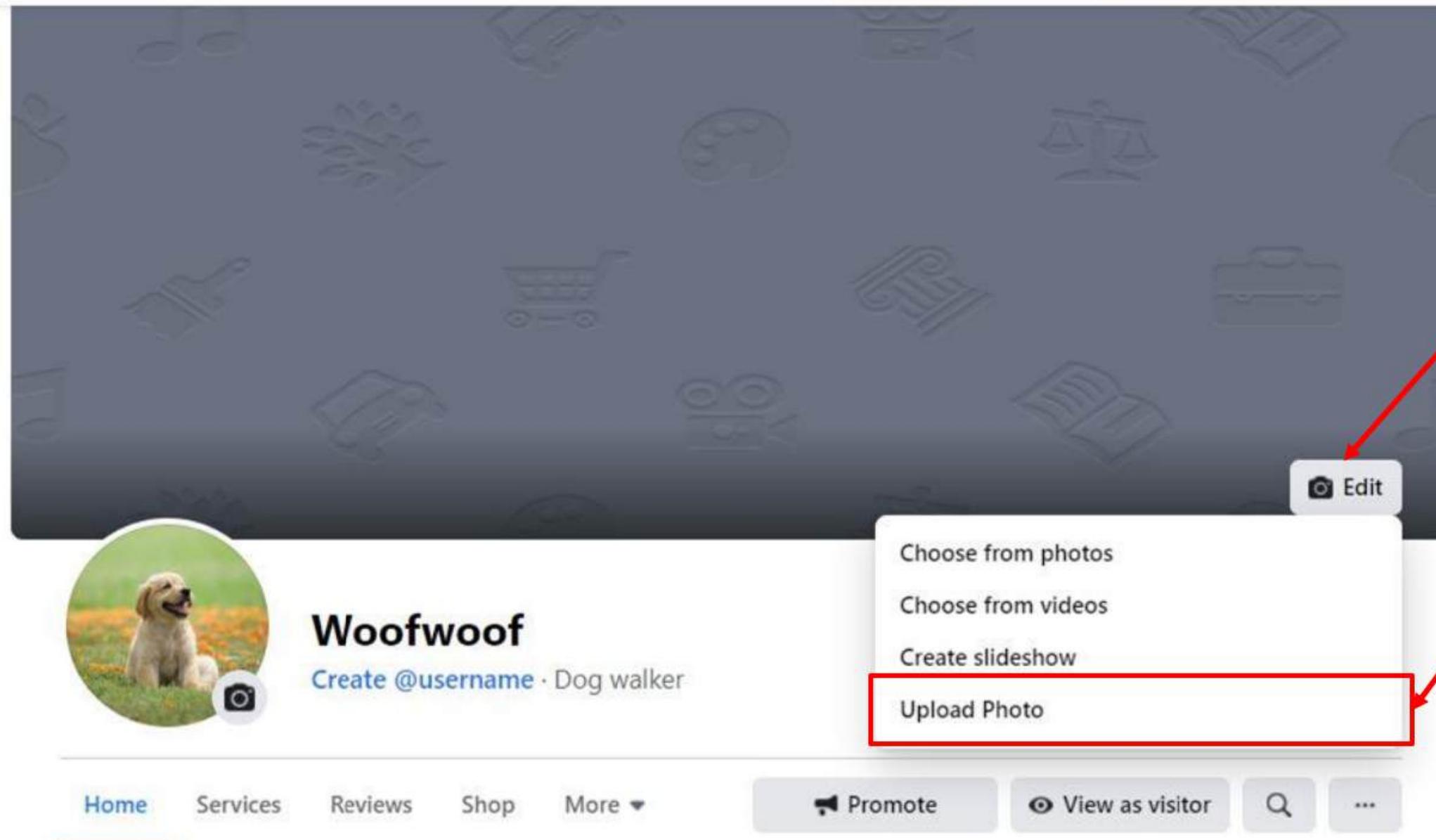


1. Click on “Add Profile Picture”

2. Upload an image
as your profile picture

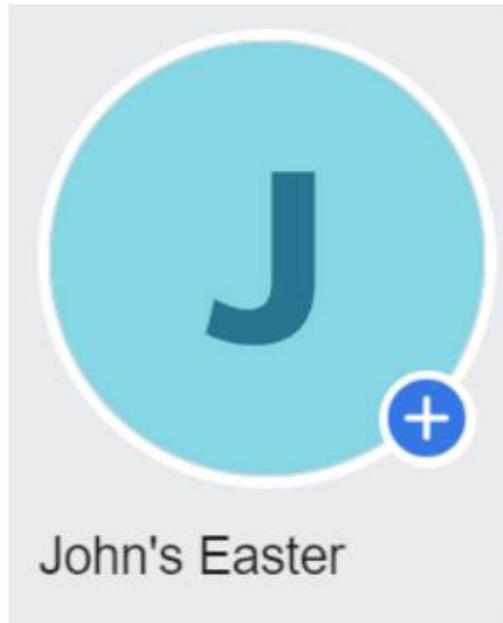
Learning Activity

Choose a cover picture to your Facebook page



Learning Activity

There are a few sizes that we can use for a profile picture and a cover image/video.



1. Profile Image

Only images.
180 X 180 minimum

2. Cover Image

Only images. 820 X
312 recommended.

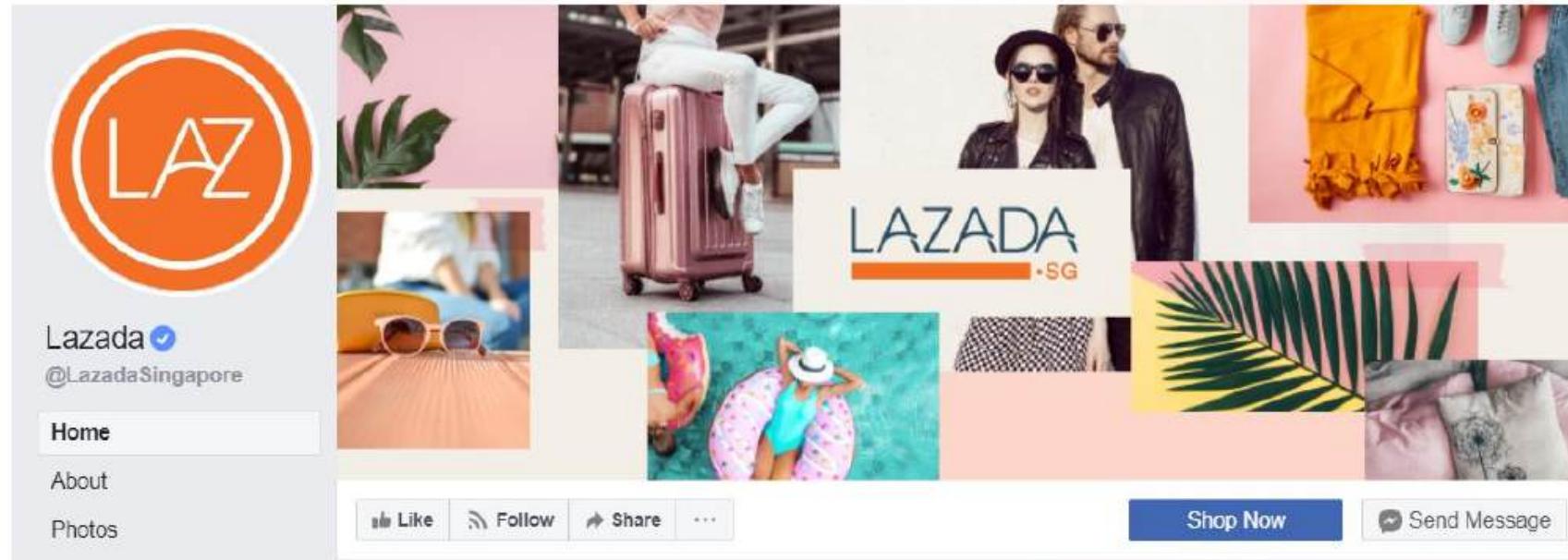


3. Cover Video

Only videos. 640 X 312
recommended. 20-60seconds.

<https://www.kapwing.com/resources/how-to-make-a-facebook-cover-video/>

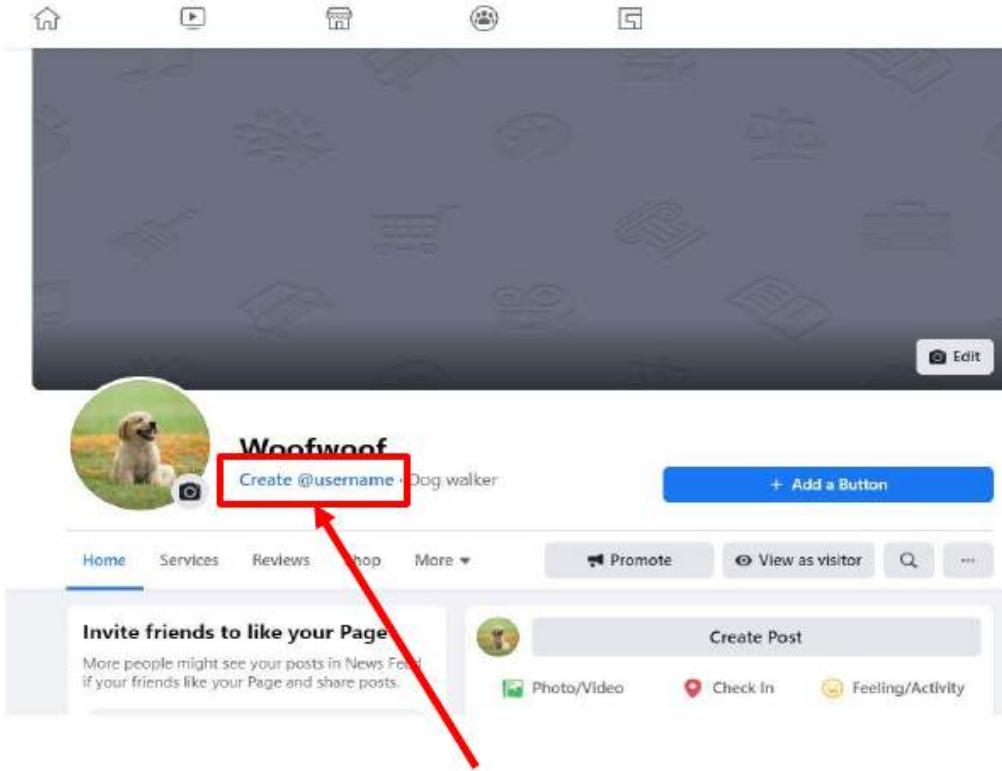
Utilise Cover Images To Your Advantage



Utilise creative cover images to drive brand messaging/tactical promo

<https://www.kapwing.com/resources/how-to-make-a-facebook-cover-video/>

Choosing A Unique Page Username



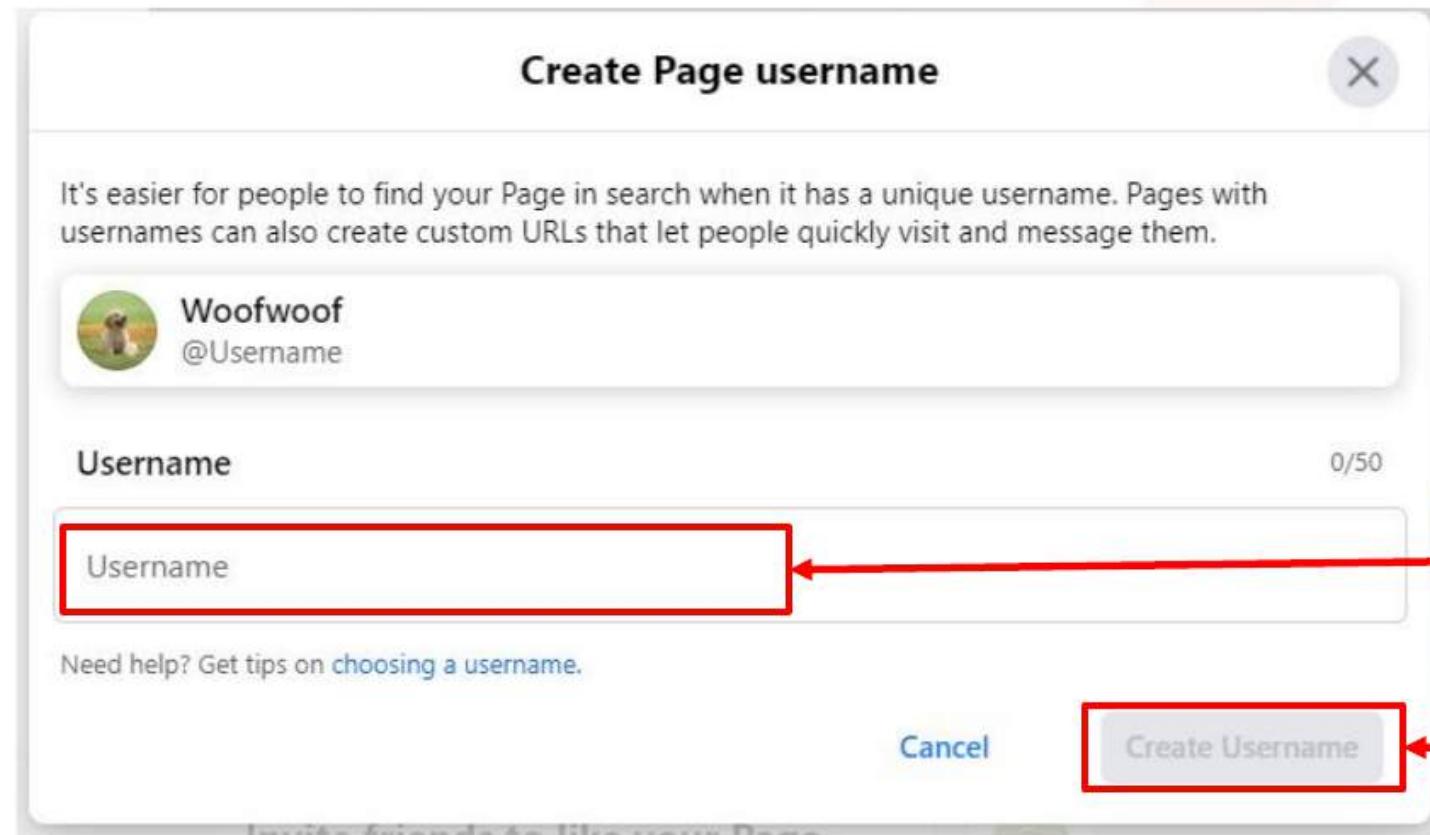
Click on
“Create @username”

Importance of Page Username

1. It's easier for people to find your Page in search when it has a unique username.
1. Pages with usernames can also create custom URLs that let people quickly visit and message them.
 1. The Facebook Page URL looks cleaner with the username appearing in the link.

Learning Activity

Choose a username for your newly created FB Page (50 characters max)

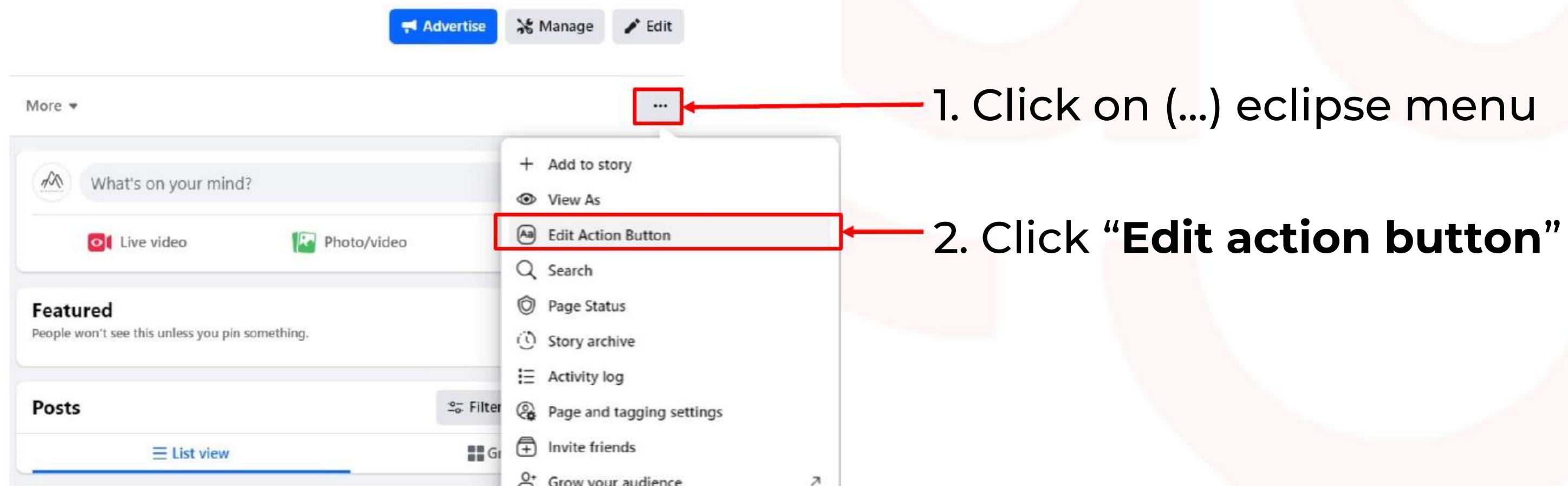


1. Fill up your **Username**
2. Click on “Create Username”

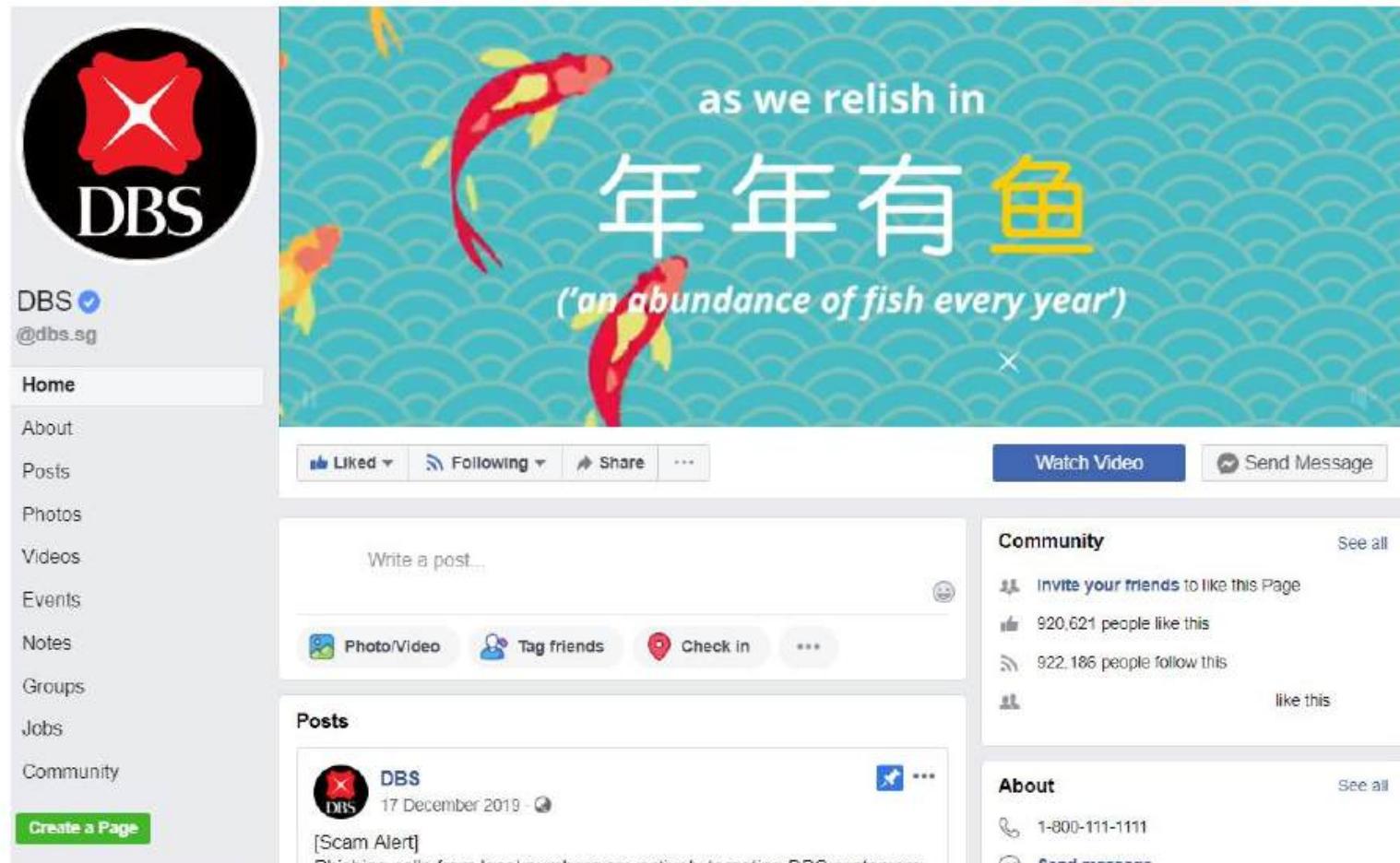
Learning Activity

Adding A Call-To-Action (CTA) Button

CTA button makes it easier for prospective customers to contact your business, or guide customers to intended desired action



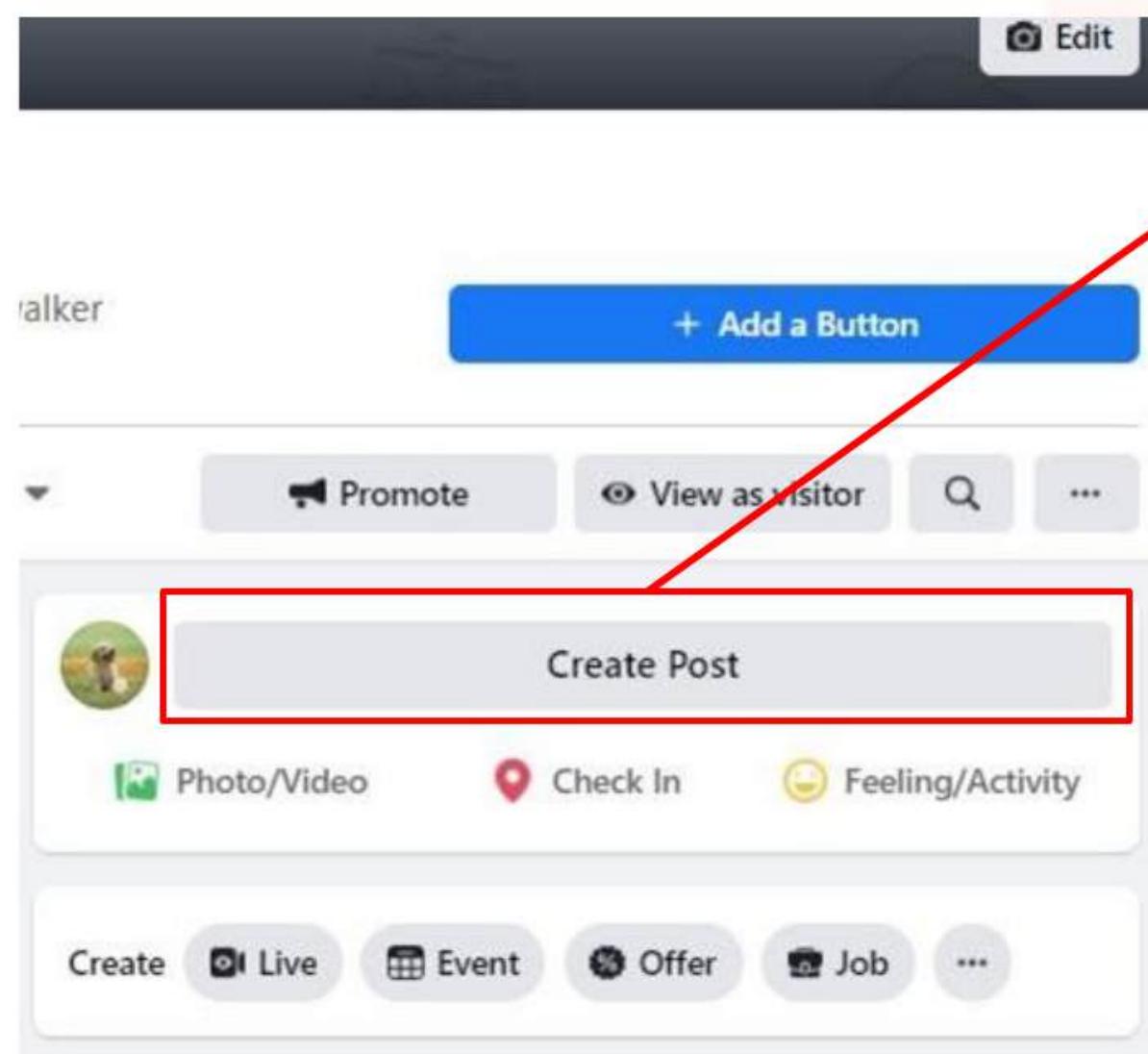
Importance of Setting Up Your FB Page Properly



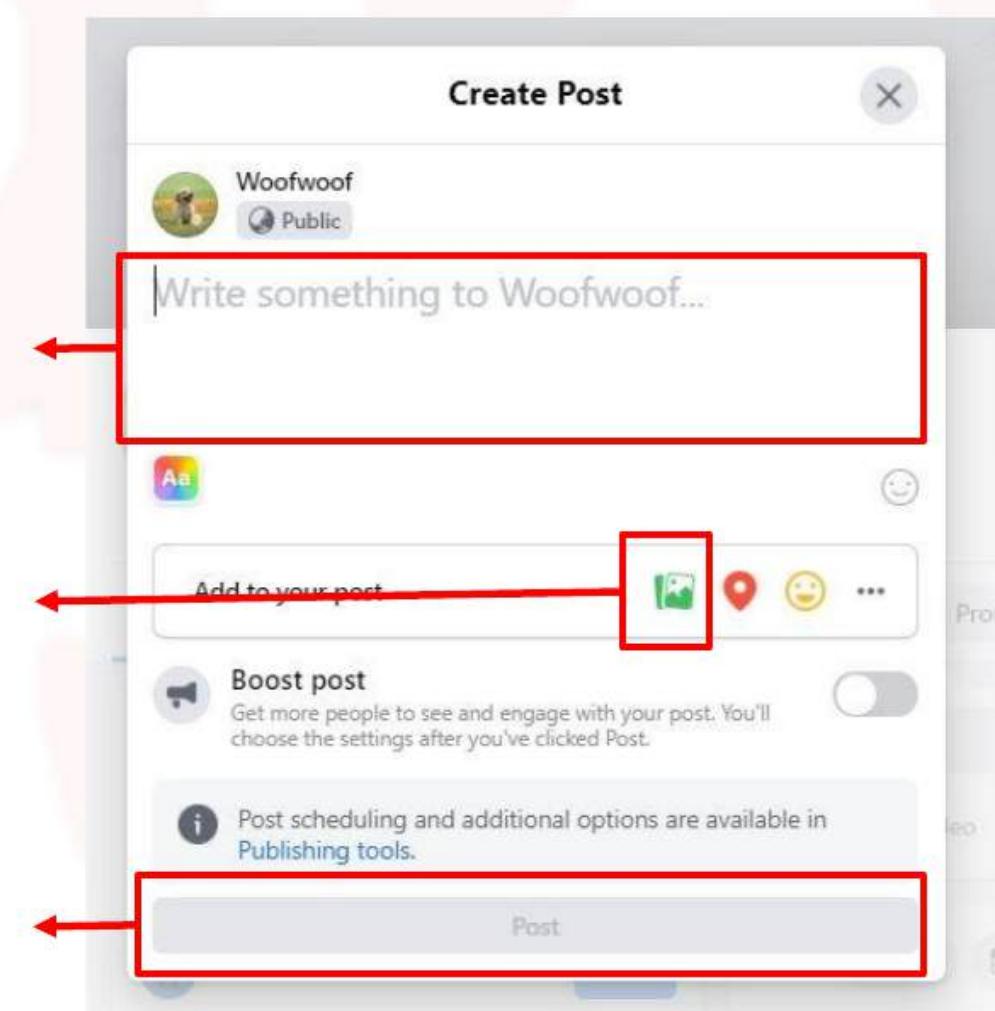
1. It's 100% normal for your prospective customers to see your ads, and click on your Facebook Page to check you out.
1. If your Facebook page doesn't look legitimate (for example, no cover image), it does not build trust and credibility.

Learning Activity

Create a Facebook post. Post regular updates to build brand love. While promoting the products & services.



1. Click on **“Create Post”**
2. Write something
3. Upload photo
4. Publish



Coffee/Tea Break 15 minutes



Learning Unit 2

Meta Marketing Plan and Ads Campaign

LU2: Meta Marketing Plan and Ads Campaign

What will you be learning?

- FB Page Insights
- Meta Marketing Plan

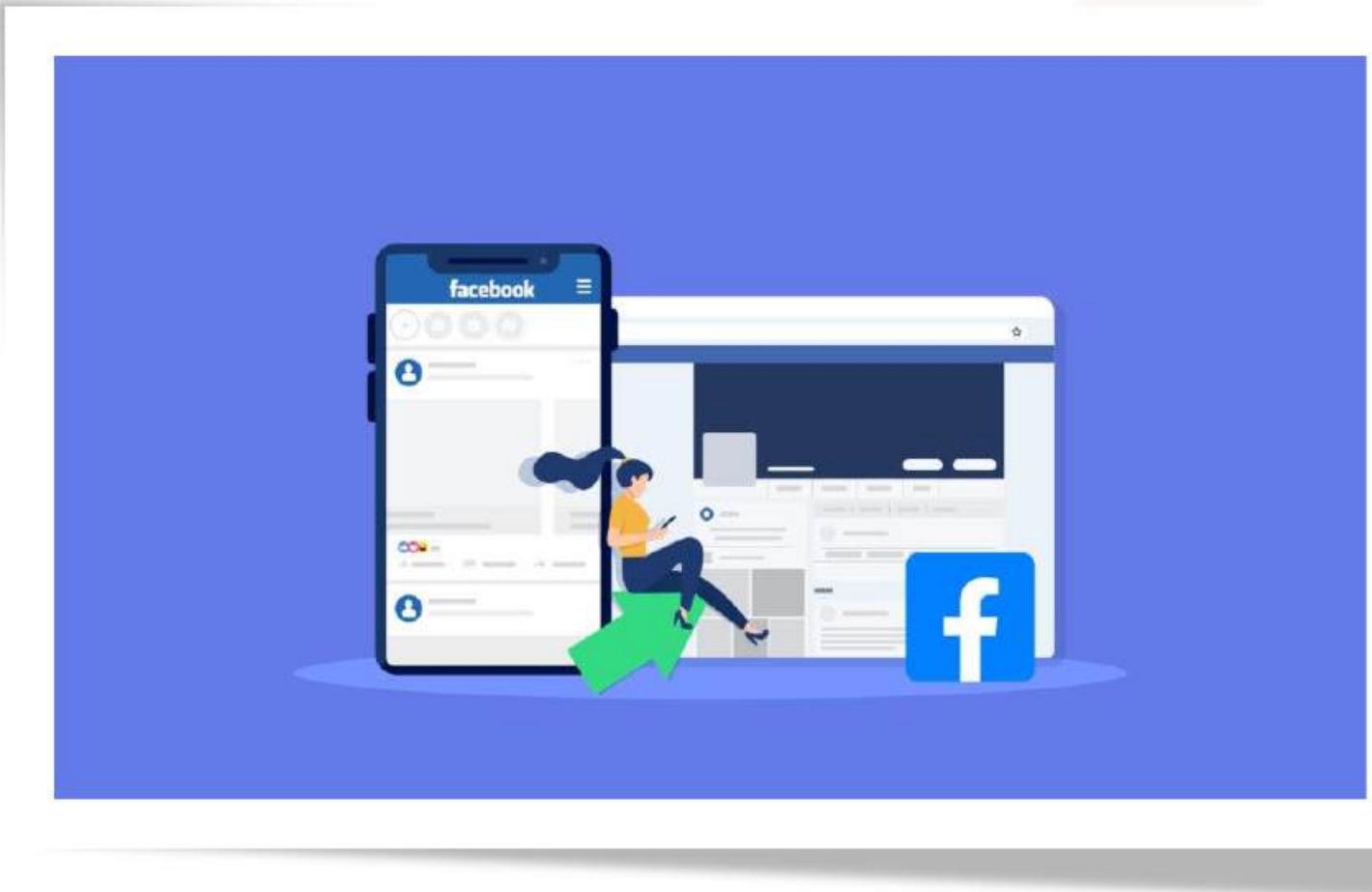




Facebook Page Insights

Learning Activity

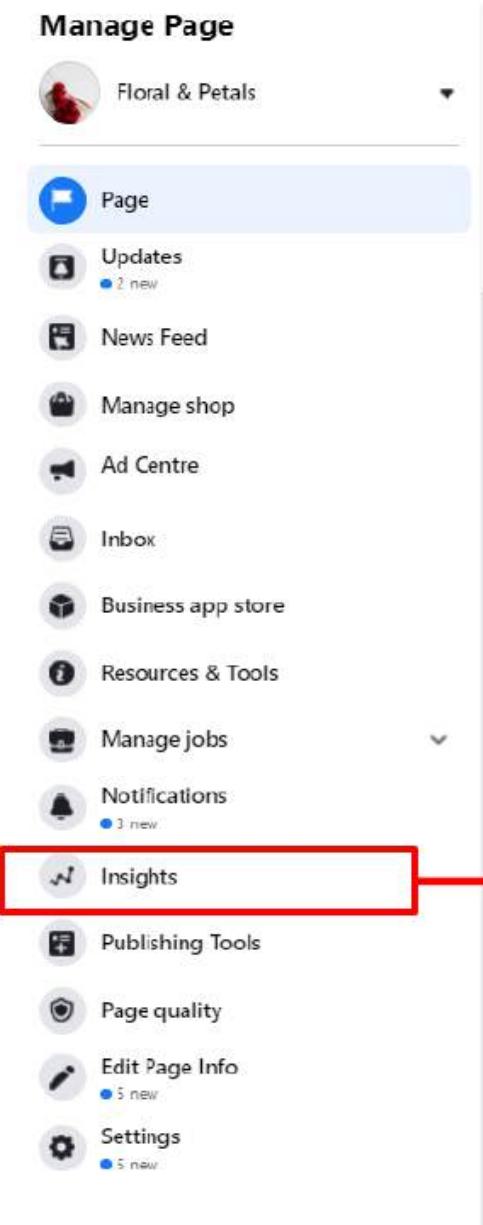
Facebook Page Insights



Diving into audience insights

Facebook (FB) Page Insights

This gives you a deeper dive into what is happening on your FB Page.



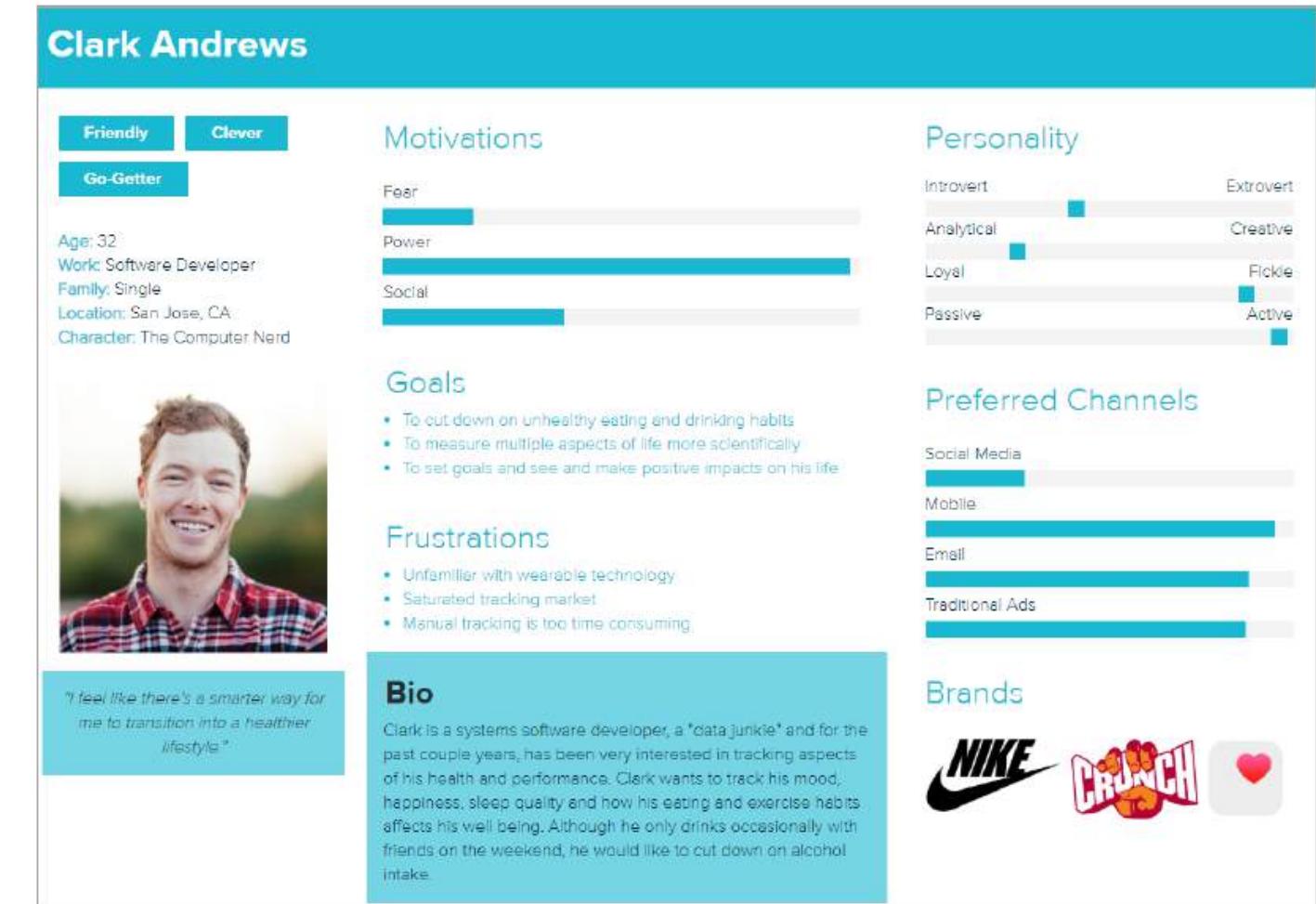
Under your newly created FB Page,
click on the “Insights” button.

DEMO

Step 2: Identify and Understand Your Target Audience

These are the baseline metrics to be included for creating a target persona:

- Age, Location, Gender
- Income/spending power
- Goals and Pain points/frustrations
- Personality traits
- Preferred Channels
- Brands they support



Example of a target persona

Monitor Your Competitors

From the Meta Business Suite's Page Insights, we can monitor trends of 5 competitors' Facebook Pages.



Monitor Your Competitors

From the Meta Business Suite's Page Insights, we can monitor trends of our competitors' Facebook Pages.

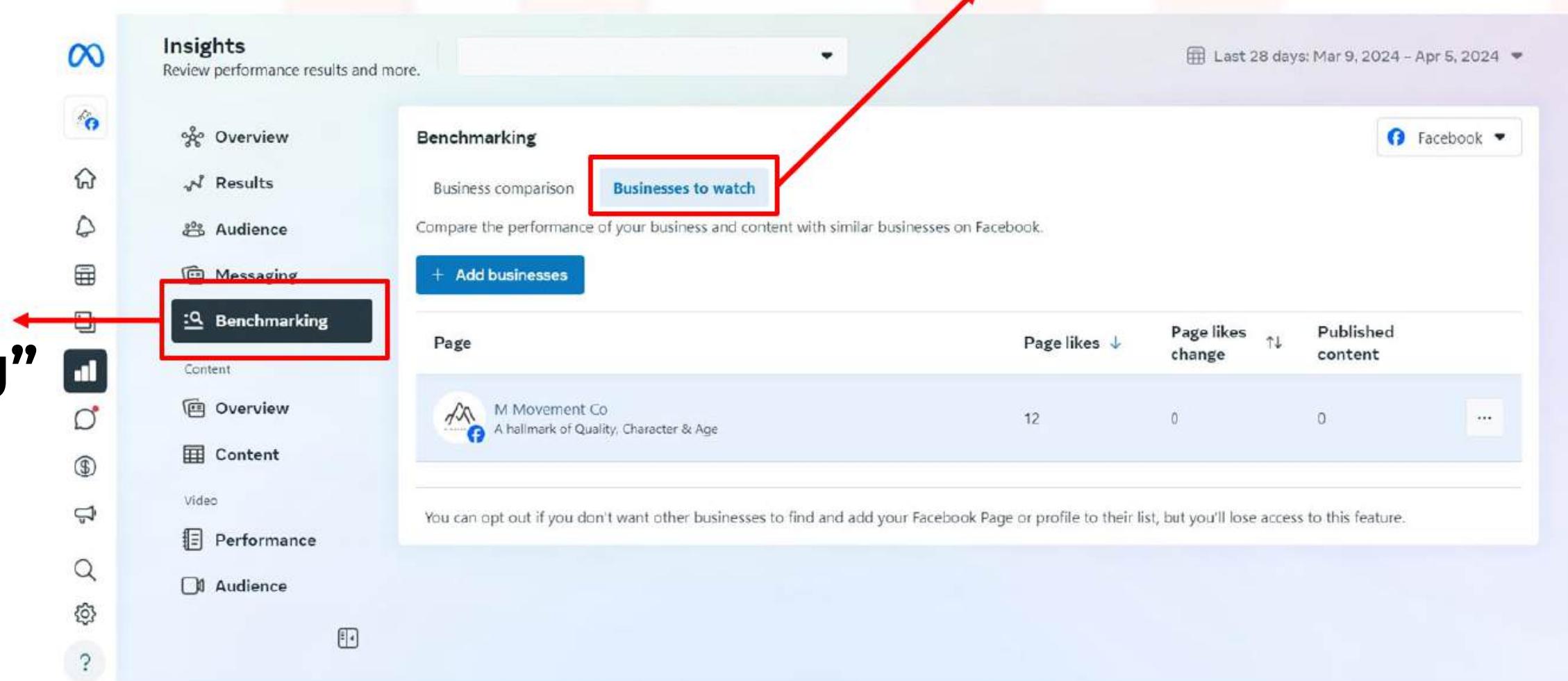
Click on “**Insights**” tab while on Meta Business Suite

The image shows two screenshots. On the left, the Meta Business Suite sidebar menu is displayed with the 'Insights' tab highlighted by a red box and a red arrow pointing to it from the text above. The menu includes options like Home, Notifications, Planner, Content, Insights, Inbox, Monetization, Ads, Search, and Settings. On the right, a Facebook page insights dashboard is shown. It features a header with the page name 'Facebook page', a 'Create post' button, and links to 'Edit Facebook Page' and 'Connect Instagram'. Below the header is an 'Alert' section with a warning about managing the Instagram account. Further down is a 'To-do list' section with a note to check unread messages and comments. At the bottom, there are sections for 'Comments' (with a count of 2) and 'Looking for' (with a note about should've).

Monitor Your Competitors

From the Meta Business Suite's Page Insights, we can monitor trends of our competitors' Facebook Pages.

2. Click on
“Business to watch”



The screenshot shows the 'Insights' section of the Meta Business Suite. On the left, there's a sidebar with various icons and sections: Overview, Results, Audience, Messaging, **Benchmarking** (which is highlighted with a red box and has a red arrow pointing to it), Content, Overview, Content, Video, Performance, and Audience. The main area is titled 'Benchmarking' and includes 'Business comparison' and 'Businesses to watch'. A red box highlights the 'Businesses to watch' button, and a red arrow points from the text above to this button. Below it, there's a table comparing a page named 'M Movement Co' with others, showing metrics like Page likes, Page likes change, and Published content. A note at the bottom says you can opt out if other businesses add your page to their list.

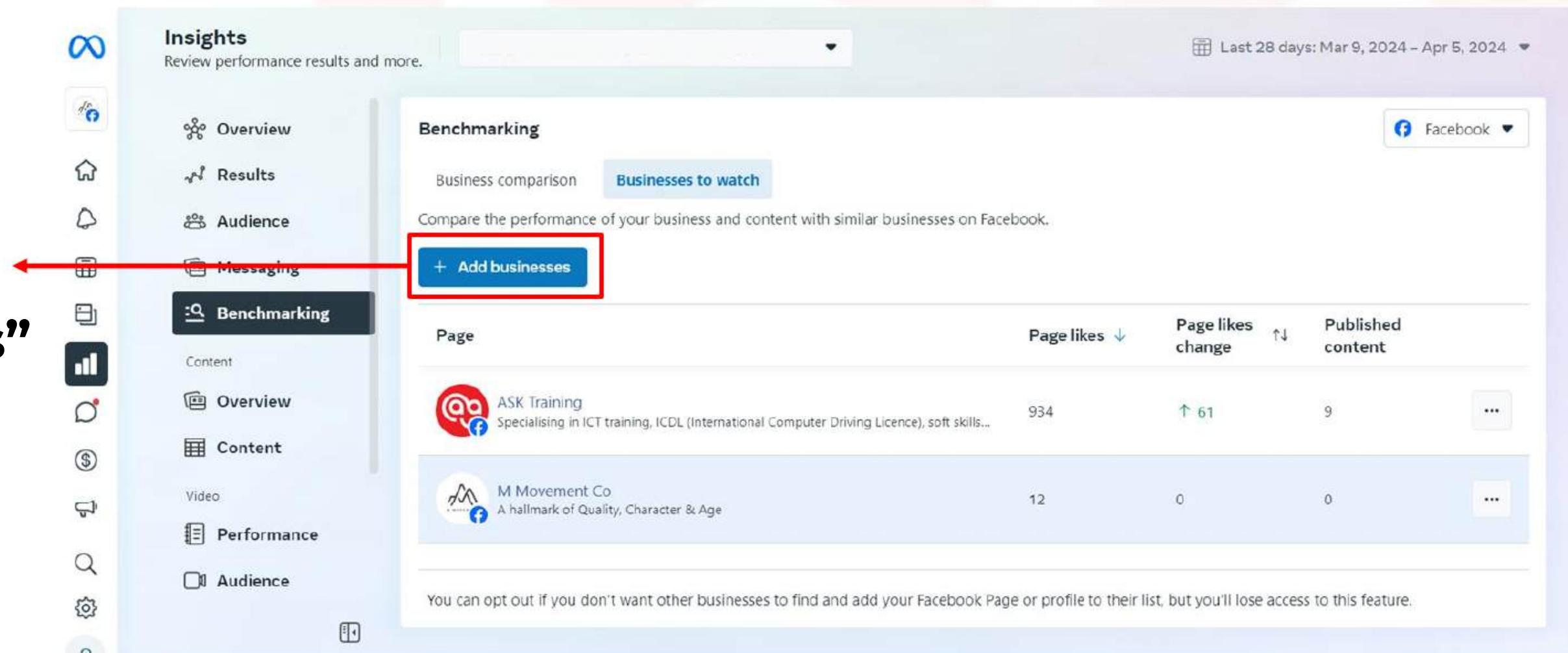
Page	Page likes ↓	Page likes ↑	Published content
M Movement Co A hallmark of Quality, Character & Age	12	0	0

1. Click on
“Benchmarking”

Monitor Your Competitors

From the Meta Business Suite's Page Insights, we can monitor trends of our competitors' Facebook Pages.

Click on
“Add business”

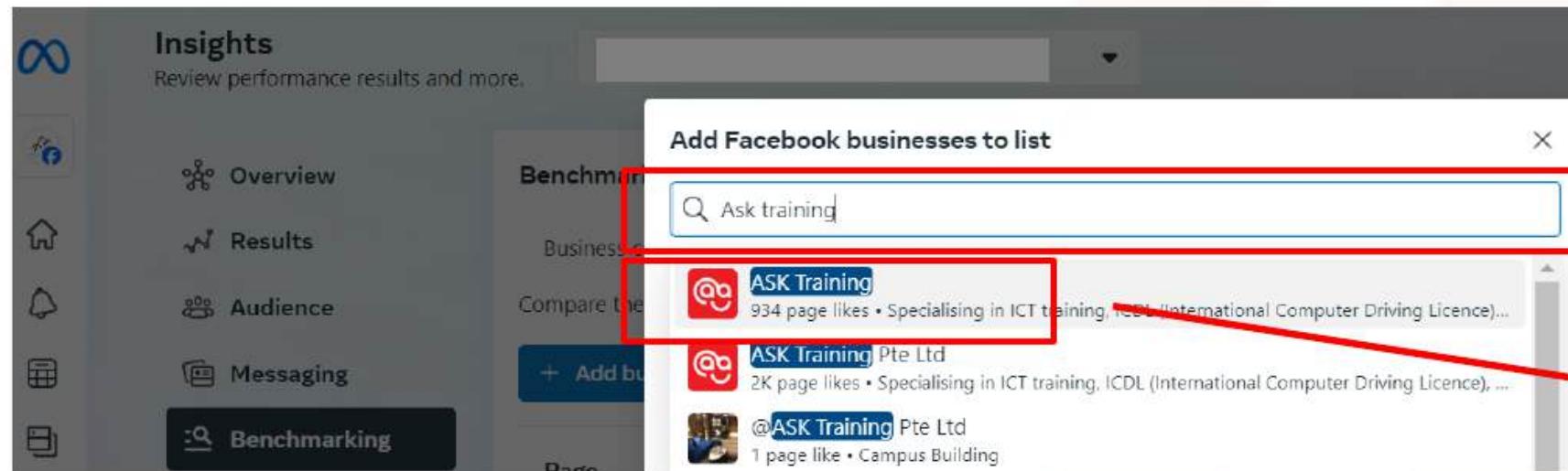


The screenshot shows the 'Insights' section of the Meta Business Suite. On the left, there's a sidebar with various icons and labels: Overview, Results, Audience, Messaging, **Benchmarking** (which is selected), Content, Overview, Content, Video, Performance, Audience, and Help. The main area is titled 'Benchmarking' and has tabs for 'Business comparison' and 'Businesses to watch'. A call-to-action button '+ Add businesses' is highlighted with a red box. Below it, there's a table comparing two pages: 'ASK Training' and 'M Movement Co'. The table includes columns for Page, Page likes, Page likes change, and Published content. A note at the bottom says: 'You can opt out if you don't want other businesses to find and add your Facebook Page or profile to their list, but you'll lose access to this feature.'

Page	Page likes	Page likes change	Published content
ASK Training Specialising in ICT training, ICDL (International Computer Driving Licence), soft skills...	934	↑ 61	9
M Movement Co A hallmark of Quality, Character & Age	12	0	0

Monitor Your Competitors

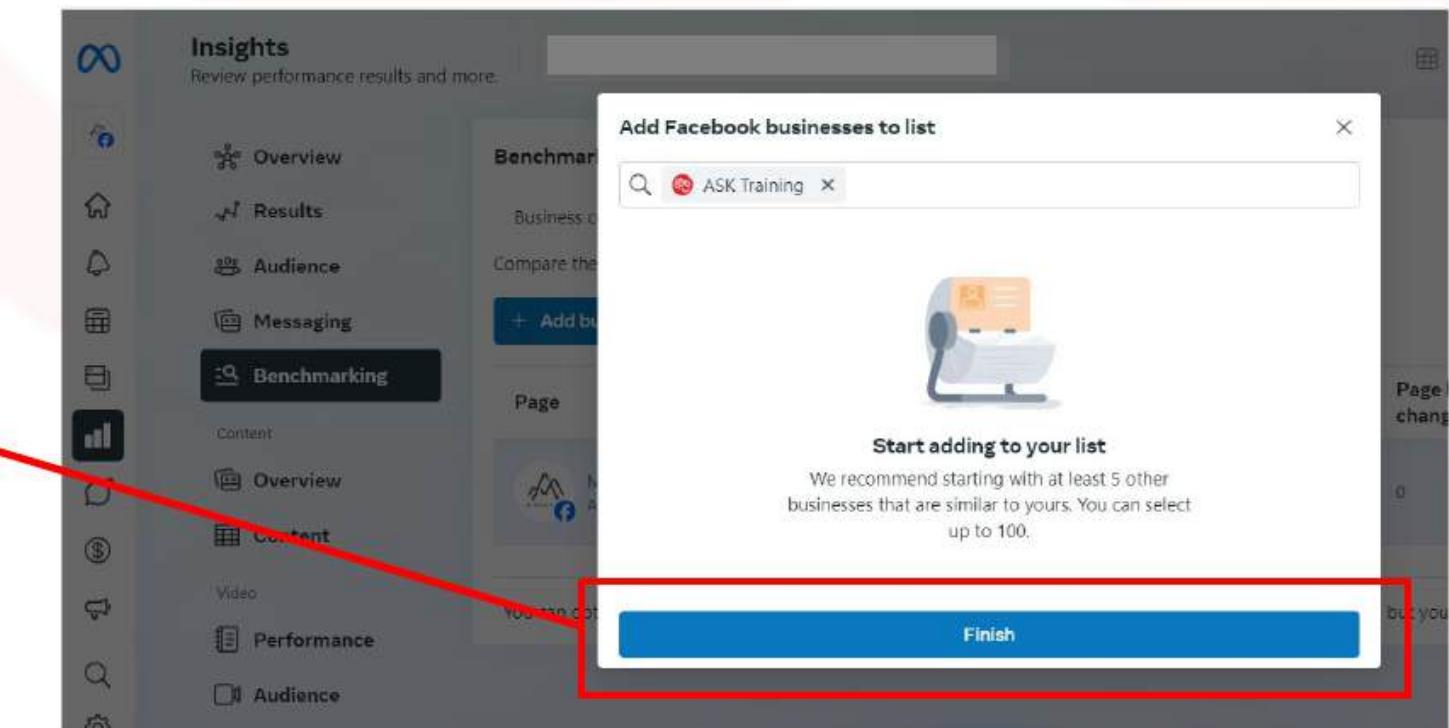
From the Meta Business Suite's Page Insights, we can monitor trends of our competitors' Facebook Pages.



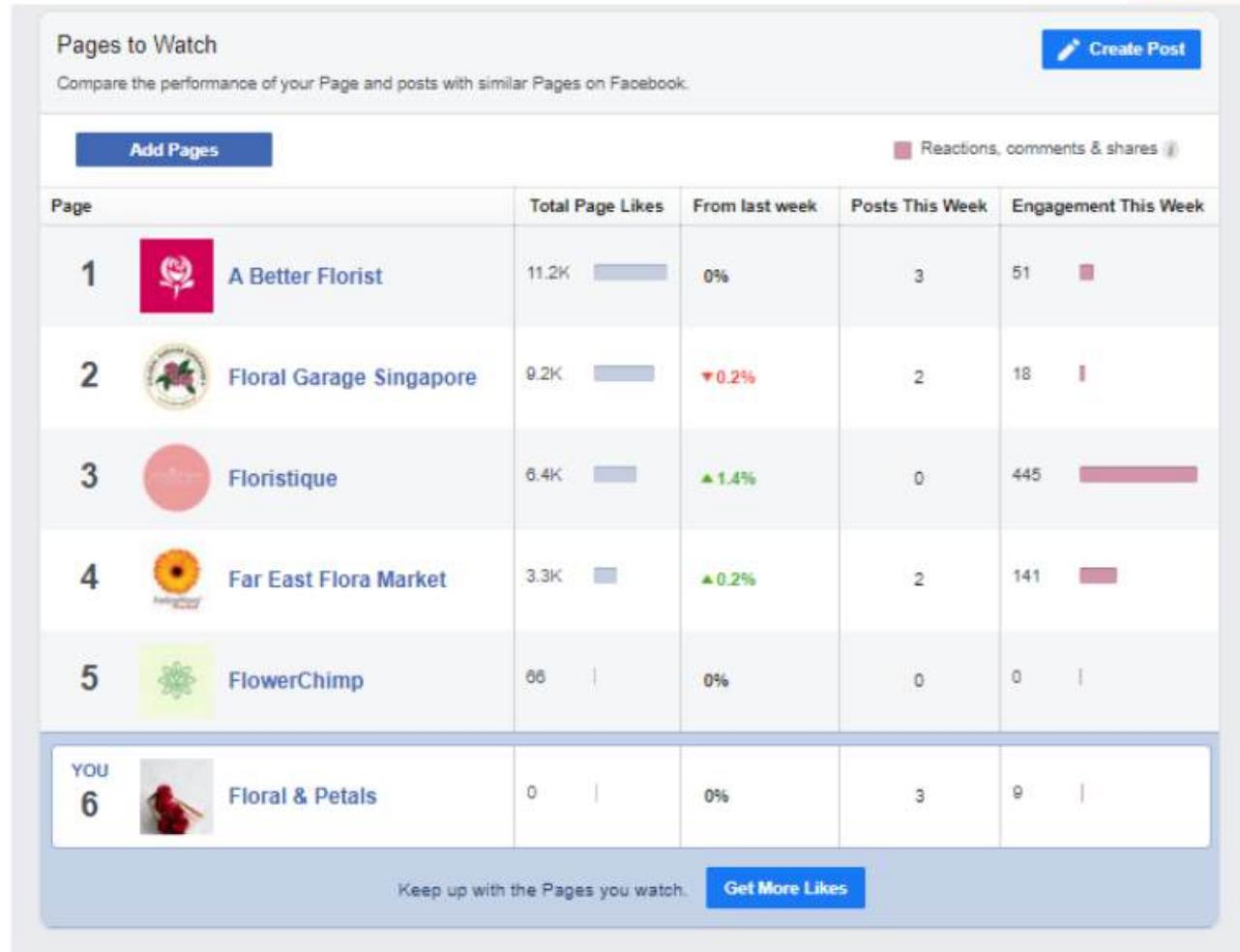
1. Search competitor Facebook Page name

2. Select competitor Facebook Page name

3. Click on “Finish”



Insights From Your Competitors

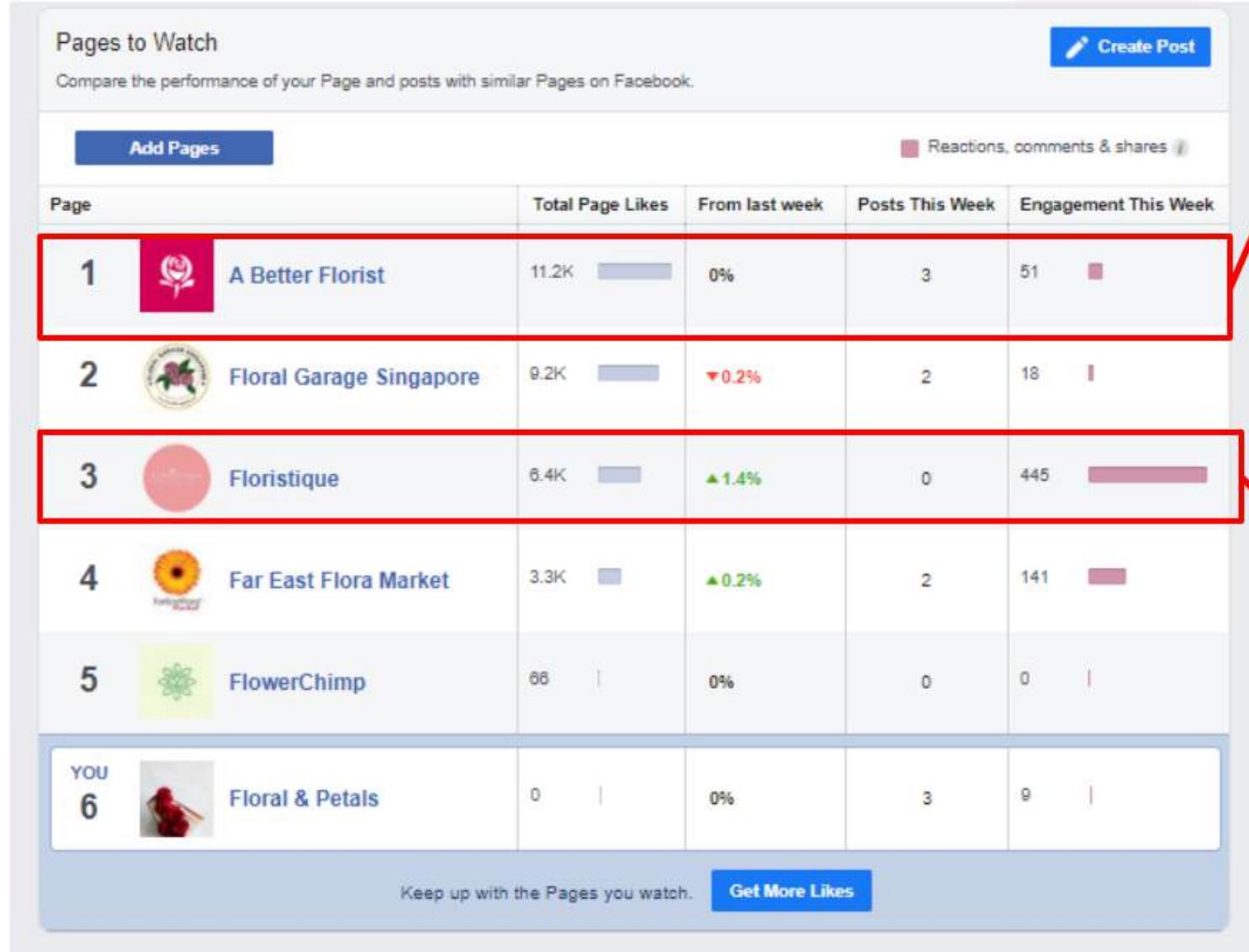


Brainstorm competitors insights

- Which competitors are the **most active in posting per week?**
- Which competitors are **gaining the most likes** per week?
- Which competitors have the **most engagement** per week?
- Which competitors should you **not track/monitor?**

By monitoring your competitors, you will be able to learn from them and replicate what they have done well.

Insights From Your Competitors



Tracking A Better Florist might be a good option, as they have:

- Highest number of Total Page Likes
- Most active posts (3 per week)
- Decent engagement (51 per week)

Tracking Floristique might be a good option also, as they have:

- The highest growth rates for Total Page Likes (up by 1.4% weekly)
- Highest engagement (445 per week)

Learning Activity

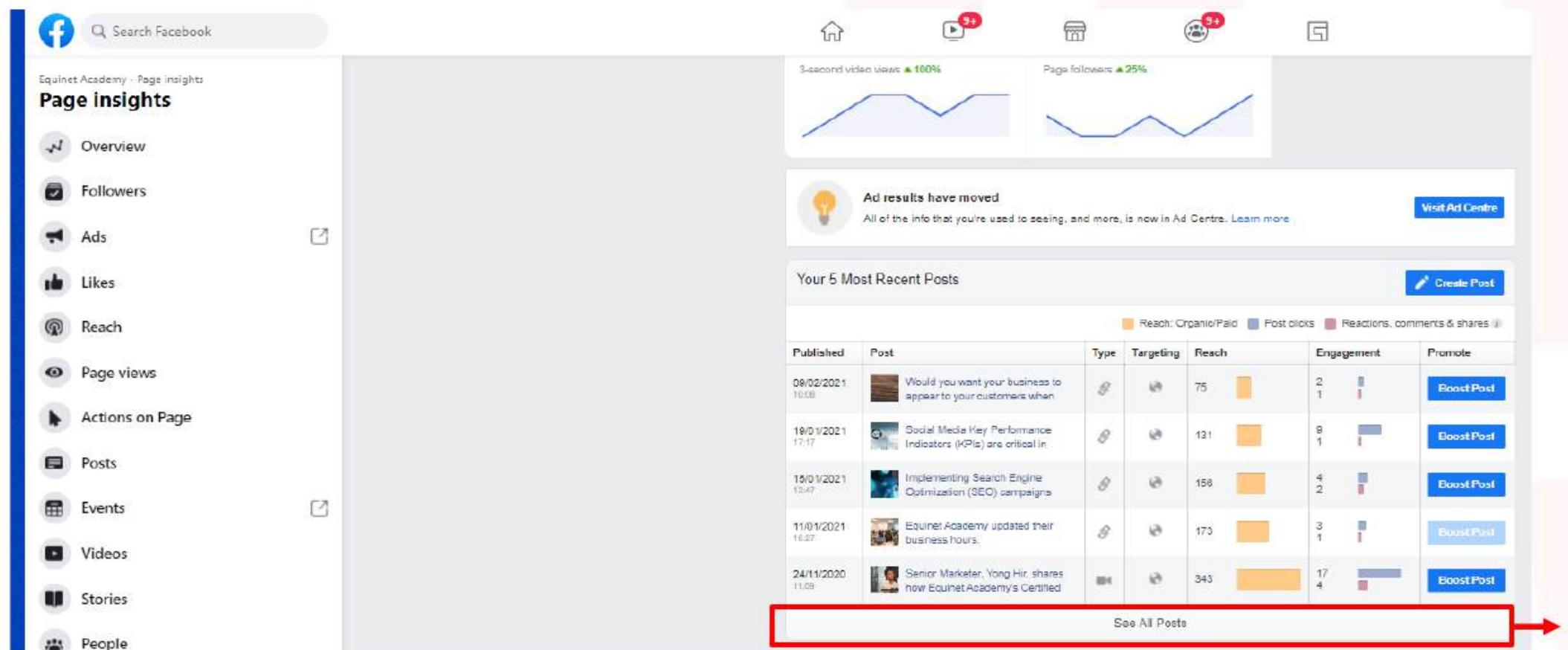
Add 5 competitors to your Page Insights

- From your Facebook Page Insights, add 5 competitors to track.
- If you are not sure who your competitors are, use relevant keywords on Google Search to discover who they are.
- What are some of the interesting insights you've discovered from taking a peek at your competitors' data?



Learning Activity

From Page Insights, Facebook allows you get insights into your own FB Page posts

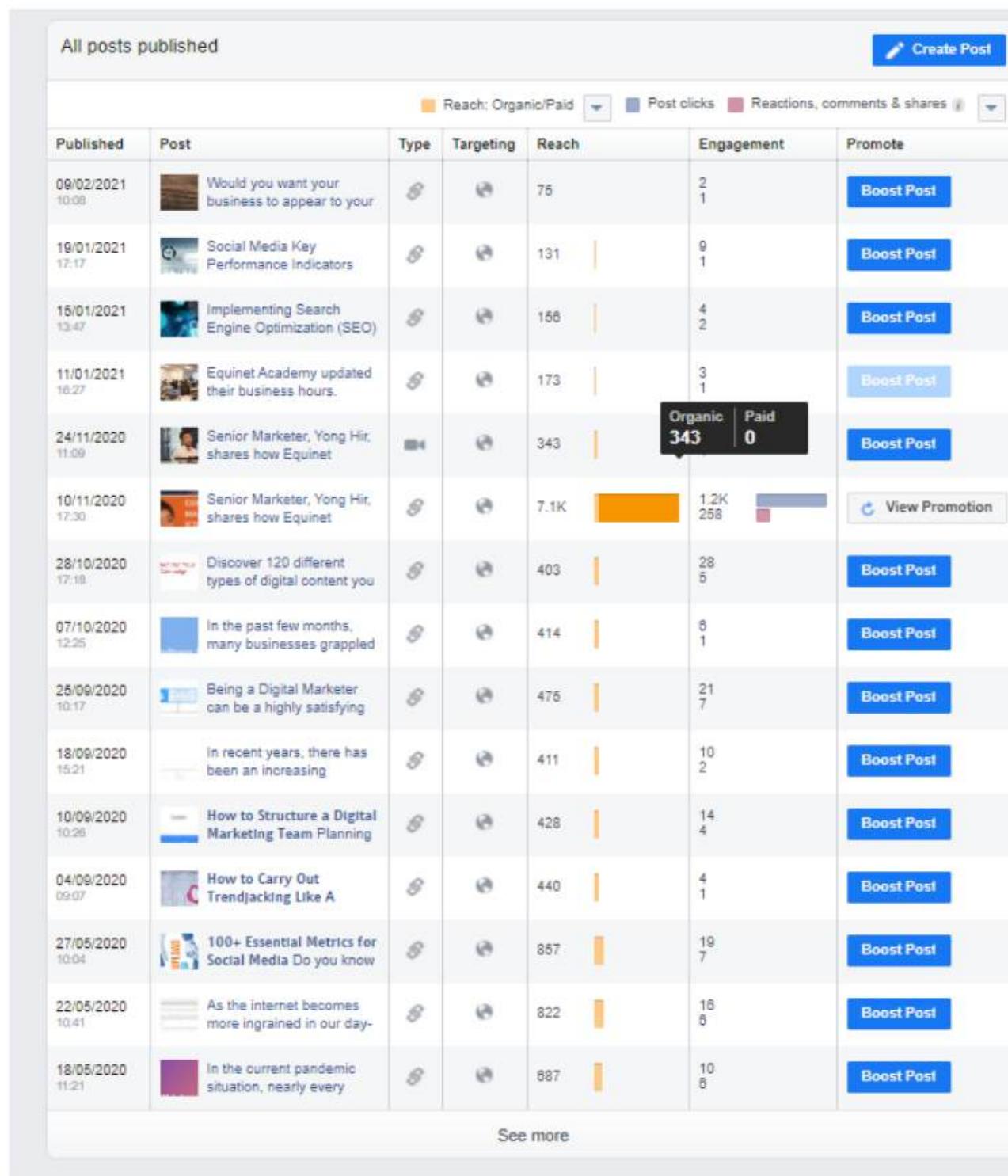


The screenshot shows the Facebook Page Insights dashboard for 'Equinet Academy'. The left sidebar lists various metrics: Overview, Followers, Ads, Likes, Reach, Page views, Actions on Page, Posts, Events, Videos, Stories, and People. The main area displays two line graphs: '3-second video views' (▲ 100%) and 'Page followers' (▲ 25%). A notice states 'Ad results have moved; All of the info that you're used to seeing, and more, is now in Ad Centre. Learn more.' Below this is a section titled 'Your 5 Most Recent Posts' with a table showing five posts from 09/02/2021 to 24/11/2020. The table includes columns for Published date, Post content, Type, Targeting, Reach, Engagement, and Promote. A red box highlights the 'See All Posts' button at the bottom of the post list.

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/02/2021 10:08	Would you want your business to appear to your customers when			75	2 1	Boost Post
19/01/2021 17:17	Social Media Key Performance Indicators (KPIs) are critical in			131	8 1	Boost Post
15/01/2021 12:07	Implementing Search Engine Optimization (SEO) campaigns			156	4 2	Boost Post
11/01/2021 16:27	Equinet Academy updated their business hours.			173	3 1	Boost Post
24/11/2020 11:09	Senior Marketer, Yong Hir, shares how Equinet Academy's Certified			343	17 4	Boost Post

Click on “**See All Posts**” to view the performance of your posts.

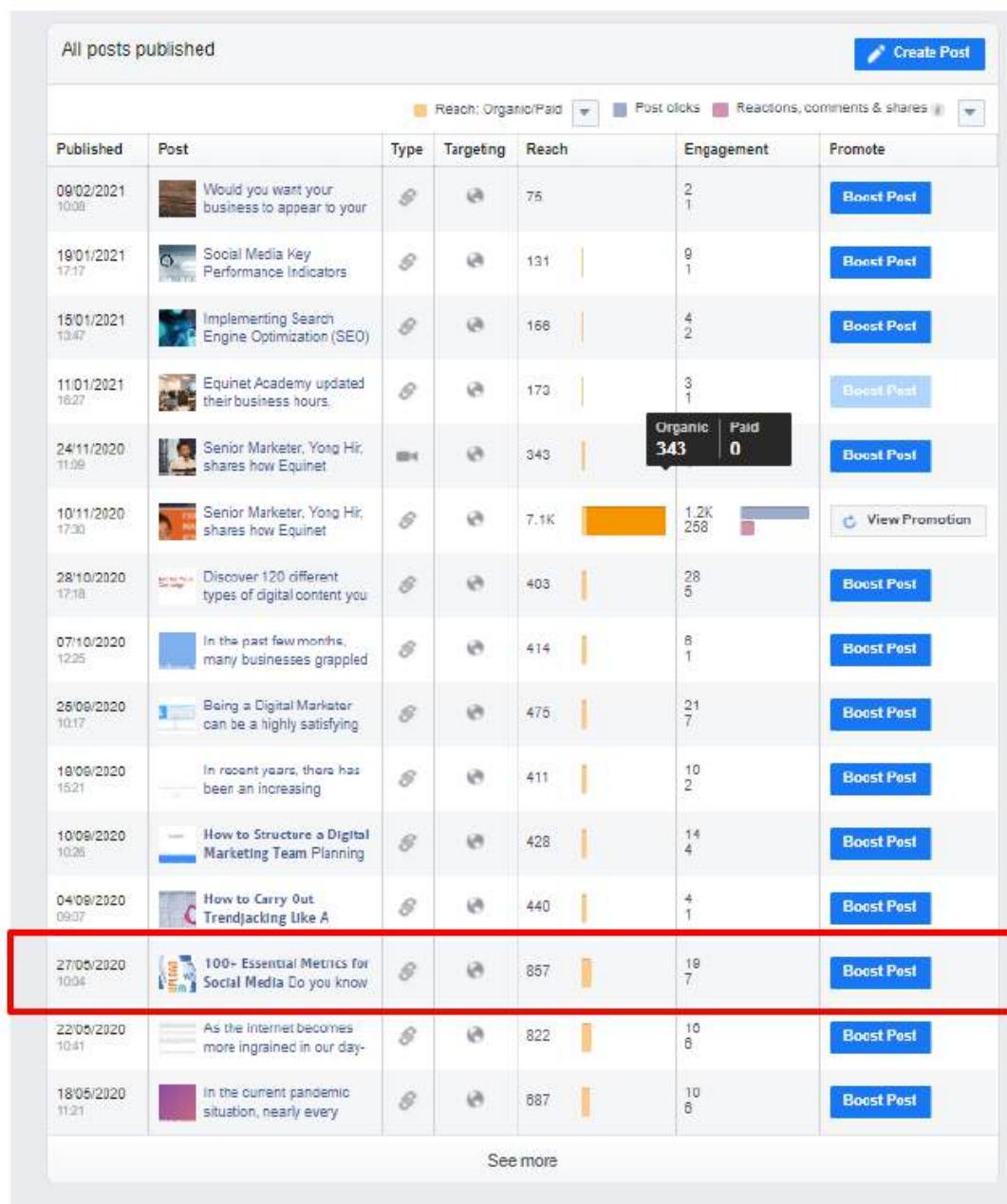
Get Insights Into Your FB Page Posts



- You are able to see how many people you managed to reach from each post that you created.
- You are able to determine the engagement rate of each post (based on the number of likes, shares and comments).

Meta Marketing Plan

Make An Action Plan From Insights



Do you have a post that has the highest reach and most number of engagements?

Ideas:

- #1:** Consider making more of such posts, as your audience clearly likes these type of posts.
- #2:** Consider sharing posts like this to Facebook Groups to increase your reach and therefore, engagement rates.
- #3:** Launch Facebook Advertising campaigns using these posts as creatives (ad level).
- #4:** Repeat such posts once every month/quarter.
- #5:** Engage with your users on these posts by replying them, thanking them etc.

Meta Advertising Plan

- Objective** } Marketing objective
- Budget \$** } Total budget
- Schedule** } Start & end date
- Placement** } Platform - FB/ IG/ MAN/ Messenger
- Targeting** } Target audience
- Creative** } Image/ Video/ Ad copy
- Link** } Website URL



Lunch Break

Learning Unit 3

Launch & Evaluate Meta Ads Campaign

LU3: Launch & Evaluate Meta Ads Campaign

What will you be learning?

- Advertisements
- Audience Targeting (B.A.P Method)
- Ads Setup
- Creative best Practices
- Evaluation & Optimisation



Advertisements

What Are Advertisements?

An advertisement (often shortened to advert or ad) is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sale.

Billboard Advertisements



<https://www.imsph.sg/advertising-solutions/outdoor/4>

Bus Stop Advertisements



<https://www.jcdecaux.com.sg/news-and-press-releases/jcdecaux-singapore-partners-mcdonalds-launch-advertiser-bus-shelters>

Online Advertisements

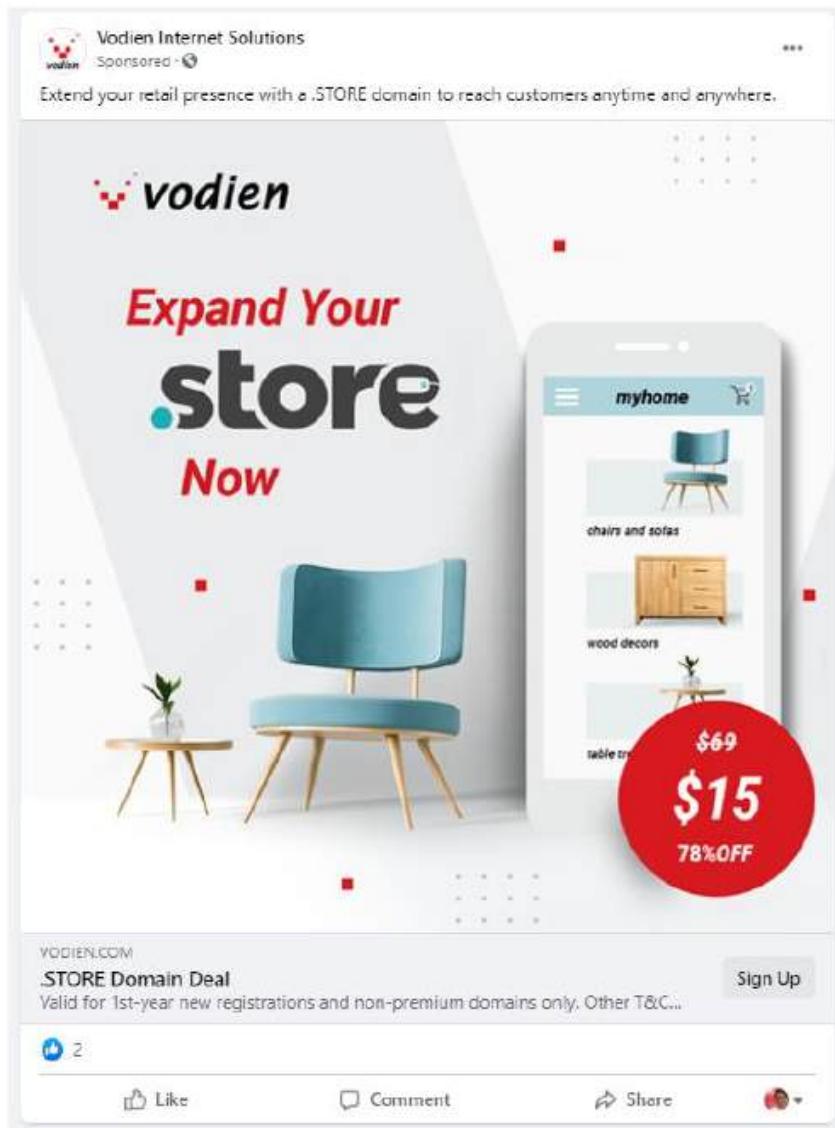
Banner Advertisements

The screenshot shows a banner advertisement for OCBC Bank. The ad features a yellow-to-white gradient background. At the top left is the OCBC Bank logo. The main text reads "Enjoy up to 2.68% a year with OCBC 360 Account." To the right is a small illustration of a bowl of fruit salad with a spoon, and a red circular button with the text "simply spot on". Below the banner, the HWZ Forums header is visible with "HWZ Forums" and navigation links for "Login", "Register", and "FAQ". The main content area shows a "Tech Show Central" section with a "Like" button for the HardwareZone Forum Insider Facebook page. A "RECOMMENDED" section displays three ads: "Personalised Bedside Watch And Phone Stand" (Ad), "AIRism Protective. Washable. Smooth on the skin." mask (Ad), and "BONOTOX セカンドスキンクリーム 2個" (Ad). To the right, there's a sidebar for "Smartfeed" featuring a stack of three plush bunnies labeled "Harry".

<https://forums.hardwarezone.com.sg/tech-show-central-394/>

Facebook Advertisements

Single Image Ad



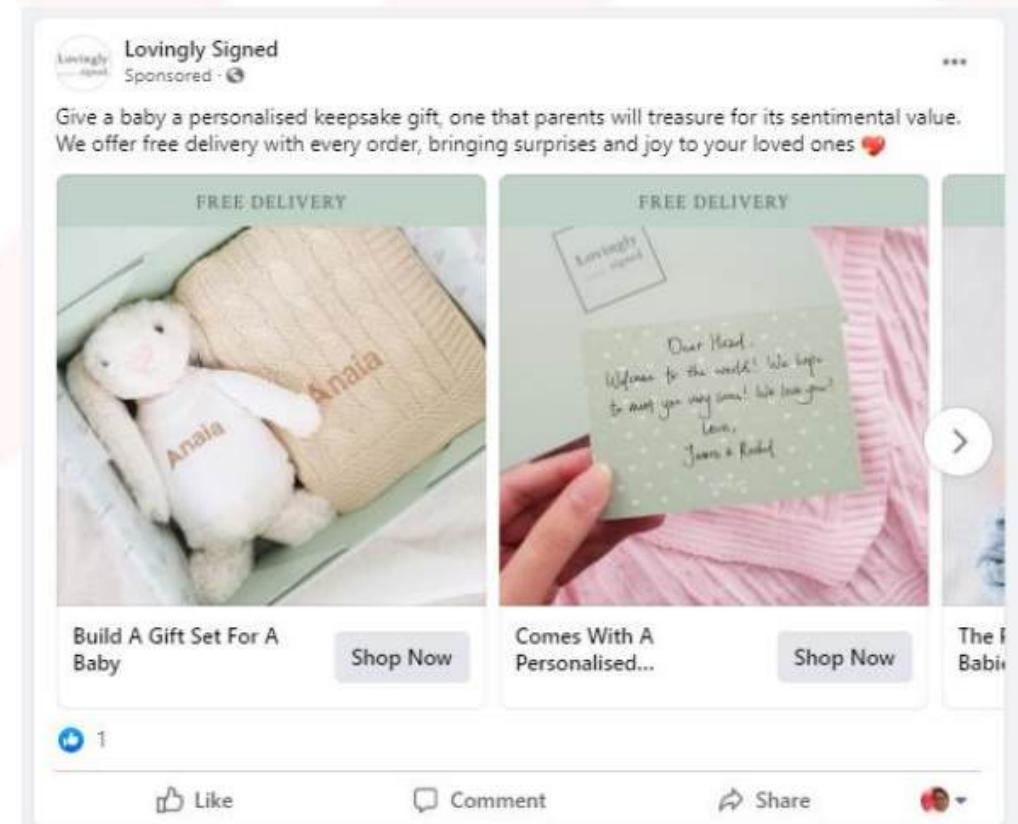
<https://www.facebook.com/vodien.sg/posts/10158993751617488>

Single Video Ad



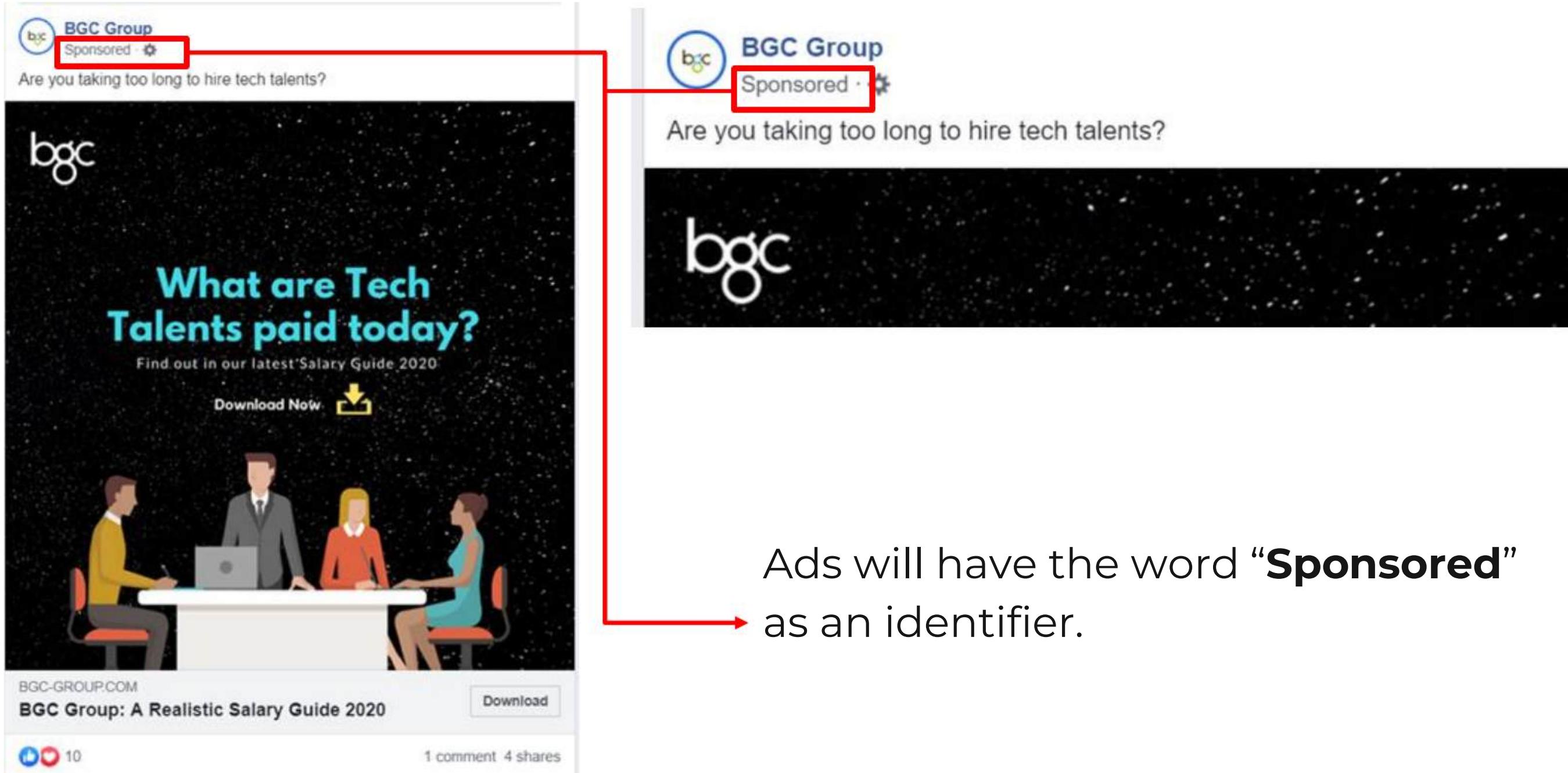
<https://www.facebook.com/ShopBacKSG/posts/3052161045002860>

Carousel Ad



<https://www.facebook.com/lovinglysigne/d/posts/3525088197717236>

Identifying Ads On Facebook/ Instagram



More Ads Example

and 11 friends like agoda.

agoda Sponsored

The perfect room for you in Bangkok that fits the way you like to travel.

Up to 63% OFF 222 SGD 82

Amari Watergate Hotel, Bangkok Book Now

Click to check our deals now!

Like Comment Share

like Made by Google.

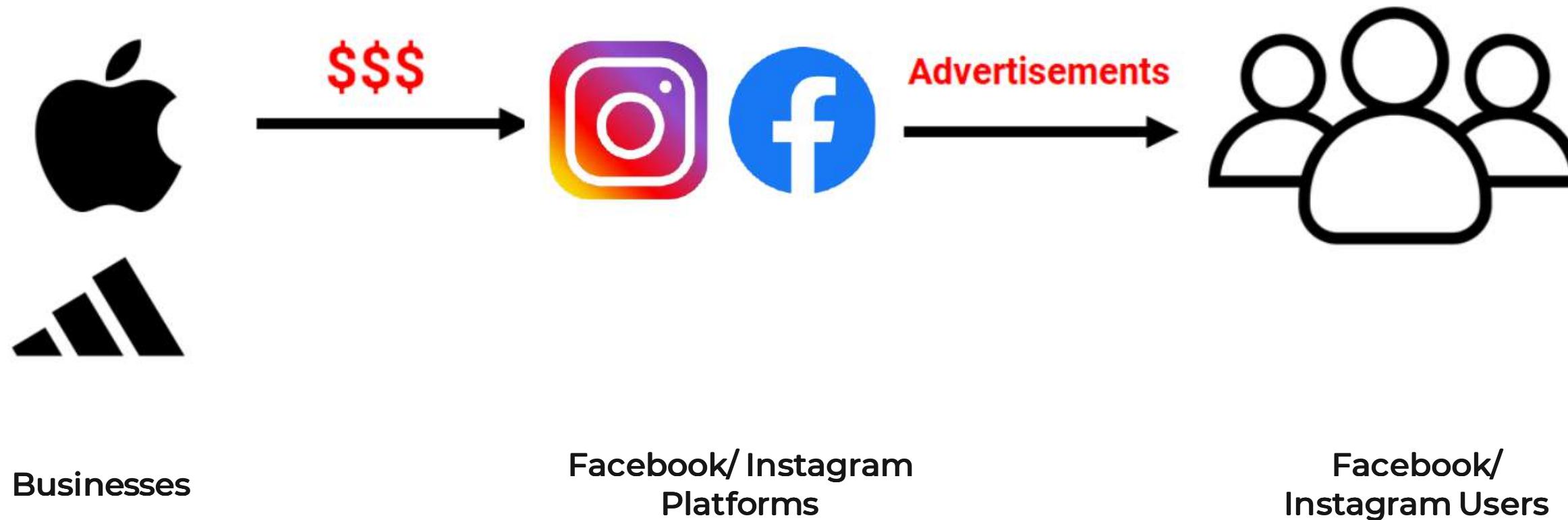
Made by Google Sponsored

Meet the new Pixel 4, Nest Mini, Nest Wifi, & more on the Google Store today.

STORE.GOOGLE.COM Official Google Store Shop Now

8 Like Comment Share

What are Facebook/ Instagram ads?



Businesses (such as Adidas, Apple, or even Yours) can pay **money** to Facebook, so that the **business'** advertisements can be shown to Facebook users.

Meta Ads Audiences Targeting

Target Precise Audiences For Your Ads

Showing the Ads to the right audiences, at the right time.

- Showing ads to a person instead of large groups, with targeting parameters such as "Adults 18-34" or "people who like coffee"
- Reach them on whatever device or platform they may be on.



<https://www.facebook.com/business/news/insights/the-future-of-marketing-people-based-planning-and-measurement>

3 Types of Audience Targeting



Core Audiences

Select your audience manually based on **location**, **demographics**, **interests**, intent, lifestyle and life stage.



Custom Audiences

Find existing audiences that have interacted with your digital channels or Meta assets.



Lookalike Audiences

Use your customer information to find people similar to them on Meta.

Audience #1

- Core Audiences

Core Audiences: Allows advertisers around the world to reach precise audiences based on four main targeting types: Location, Demographics, Interests and Behaviors.



1. Location

Reach people in the cities, communities and countries where you want to do business.



2. Demographics

Select an audience based on age, gender, education, relationship status, job title and more.



3. Interests

Choose the interests and hobbies of the people you want your ad to reach – from organic food to coffee.



4. Behaviours

Select people based on their prior purchase behaviours, device usage and other activities.

<https://www.facebook.com/business/news/Core-Audiences>

Core Audience Targeting



Select your audience manually based on **location**, **demographics**, **interests**, **intent**, **lifestyle** or **life stage**.

The screenshot shows a digital interface for creating a new audience. At the top, there are two tabs: "Create New Audience" (which is selected) and "Use Saved Audience". Below this, there's a section for "Custom Audiences" with a text input field that says "Add a previously created Custom or Lookalike Audience". There are also "Exclude" and "Create New" buttons. The main area is divided into three sections: "Demographics" (with a double arrow icon), "Interests" (with a double arrow icon), and "Behaviors" (with a double arrow icon). Each section has its own input field and a "Create" button.

Core Audience Targeting



Select your audience manually based on **location**, **demographics**, **interests**, **intent**, **lifestyle** or **life stage**.

The screenshot shows a digital interface for creating a new audience. At the top, there are tabs for "Create New Audience" and "Use Saved Audience". Below this, under "Custom Audiences", there is a search bar with placeholder text "Add a previously created Custom or Lookalike Audience" and buttons for "Exclude" and "Create New".

The main targeting section includes:

- Locations:** Location: United States
- Age:** 18 - 65+
- Gender:** All genders

A large callout box highlights the "Detailed Targeting" section, which contains a sub-section titled "Include people who match". It features a text input field "Add demographics, interests or behaviors", a "Suggestions" button, and a "Browse" link. Below this are four expandable categories:

- Demographics
- Interests
- Behaviors
- More Categories

Audience #2

- Custom Audiences

Custom Audiences: Reach 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.



1. Customer's Data

Upload your customer's data into FB (name, email, phone number). FB matches the data with FB profiles.



2. Website/App

Reach people on Facebook who have visited your website/app before.



3. FB Assets

Reach people who have interacted with your Facebook assets before.

Custom Audience Targeting



Target existing audiences through their interactions. E.g.
Your contact list to connect with your customers on Facebook.

The screenshot shows a user interface for creating a custom audience. At the top, it says "Create a Custom Audience". Below that, under "Use your sources", there are four options: "Website traffic" (with a globe icon), "Customer list" (with a person icon), "App activity" (with a smartphone icon), and "Offline activity" (with a person walking icon). The "Offline activity" option is highlighted with a light gray background. Below this, under "Use Facebook sources", there are five options: "Video" (with a play button icon), "Instagram business profile" (with an Instagram icon), "Lead form" (with a document icon), "Events" (with a star icon), and "Facebook Page" (with a page icon). The "Facebook Page" option is also highlighted with a light gray background.

Audience #3

- Lookalike Audience

Lookalike Audiences: Reach new people who are likely to be interested in your business because they're similar to your best existing customers.



<https://www.facebook.com/business/help/164749007013531?id=401668390442328>

Lookalike Audience Refinement & Expansion



Connect with other people similar to your customers on Facebook with contact list upload option.

Find new people on Facebook who are similar to your most valuable audiences.
[Show Advanced Options](#)

Source CRM – Loyal Frequent Purchasers - 90 Days

Country Singapore

Audience Size 2M Estimated reach
0 1 2 3 4 5 6 7 8 9 10 % of country

Resulting audiences Estimated reach
Lookalike (SG, 1%) – CRM – Loyal Frequ... 500,000 people

Audience size ranges from 1% to 10% of the total population in the country you choose, with 1% being those who most closely match your source.

Quiz

- 1. How many Facebook Audiences targeting options are there?**

- 2. Name the types of Facebook Audiences targeting options?**

- 3. Which is the best option?**

Meta Targeting Research (B.A.P Method)

How To Find The Right Core Audience?

Targeting the audience passion-points



Interests

Choose the relevant interests and hobbies of the people you want your ad to reach – from organic food to coffee.

<https://www.facebook.com/business/news/Core-Audiences>

Input Interests As Targeting For Ads

Once you have identified these interests,
you are able to input them for targeting in your FB/IG ads.

Detailed targeting

Include people who match 

Interests > Food and drink > Drinks

Coffee 

Add demographics, interests or behaviours  Suggestions [Browse](#)

 Your inputs are used to guide ad delivery. To help improve performance, we may deliver ads beyond your detailed targeting inclusions, but we won't deliver ads to people outside your age, gender, location and language selections. [Learn more.](#)

[Exclude](#) [Define Further](#)

Languages

- English (UK) or English (US)

Size: 535,770,493 - 630,066,100

Interests > Food and drink > Drinks > Coffee

Description: People who have expressed an interest in or like Pages related to Coffee

 The size of the audience for your selected interests is now shown as a range. These numbers may change over time.

[Report this as inappropriate](#)

B.A.P Framework

For Finding Interests

Using a simple Brand, Activity, Person Framework to brainstorm on relevant interests.

Brand (B)

What are some famous brands that your potential customer likes?

Activity (A)

What are some activities that your potential customer likes to do?

Person (P)

Who are some influential people that your potential customer follows?

Discussion

How To Target Golfers?

- Let's say you are trying to promote a golf club membership on FB/IG.
- How would you target your customers based on "interests"?



Target Golf Club Brands (B)



Callaway Golf

Detailed targeting
Include people who match ⓘ

Interests > Additional interests

Callaway Golf Company

Add demographics, interests or behaviours Suggestions [Browse](#)

[Exclude](#) [Narrow audience](#)

Input targeting parameter
in detailed targeting section

Target Golf Publications Brands (B)



Golf Channel

<https://www.golfchannel.com/>

Detailed targeting
Include people who match ⓘ

Interests > Additional interests X

Golf Channel

Add demographics, interests or behaviours Suggestions Browse

Exclude

Narrow audience

Input targeting parameter
in detailed targeting section

Target Famous Golfing Competitions (B)



PGA
PROFESSIONAL
— CHAMPIONSHIP —

PGA Championship

Detailed targeting ⓘ

Include people who match ⓘ

Interests > Additional interests

PGA Championship

Add demographics, interests or behaviours

Suggestions [Browse](#)

Exclude

Narrow audience

Input targeting parameter
in detailed targeting section

Target Golfing Activity (B)



Golfing

Detailed targeting
Include people who match ⓘ

Interests > Sports and outdoors > Sports

Golf

Add demographics, interests or behaviours

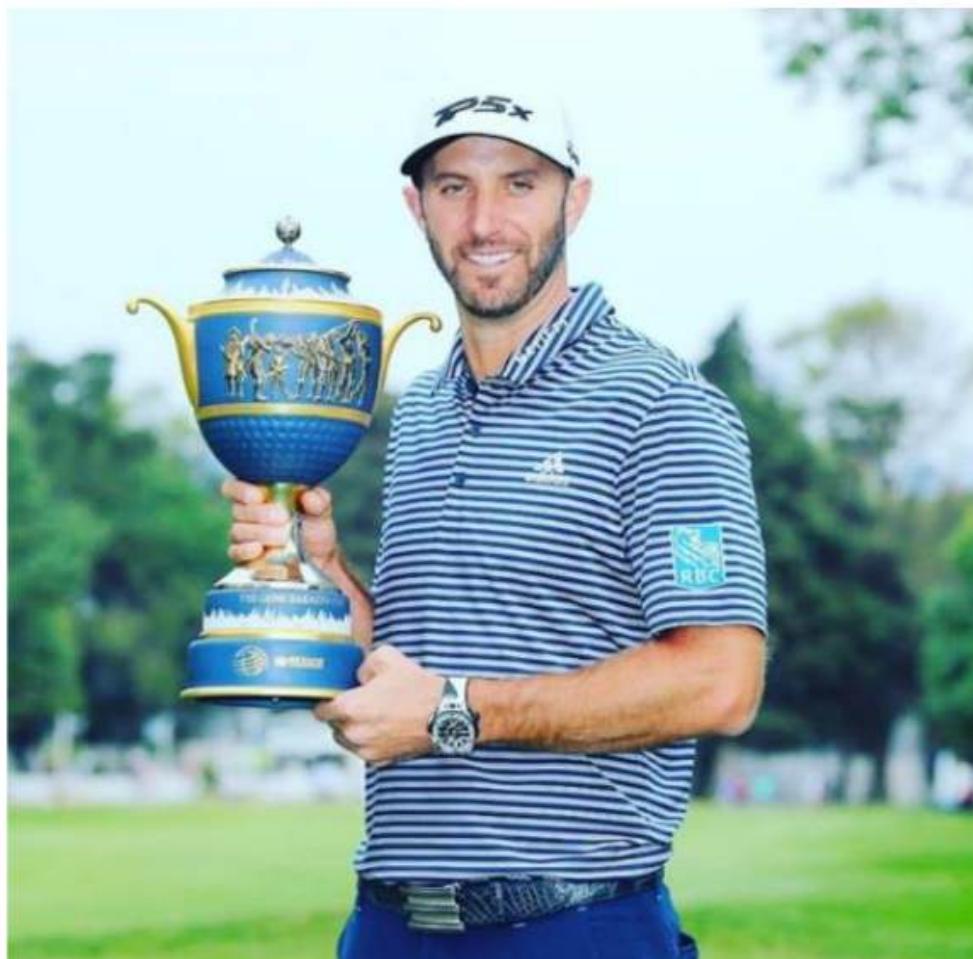
Suggestions [Browse](#)

[Exclude](#)

[Narrow audience](#)

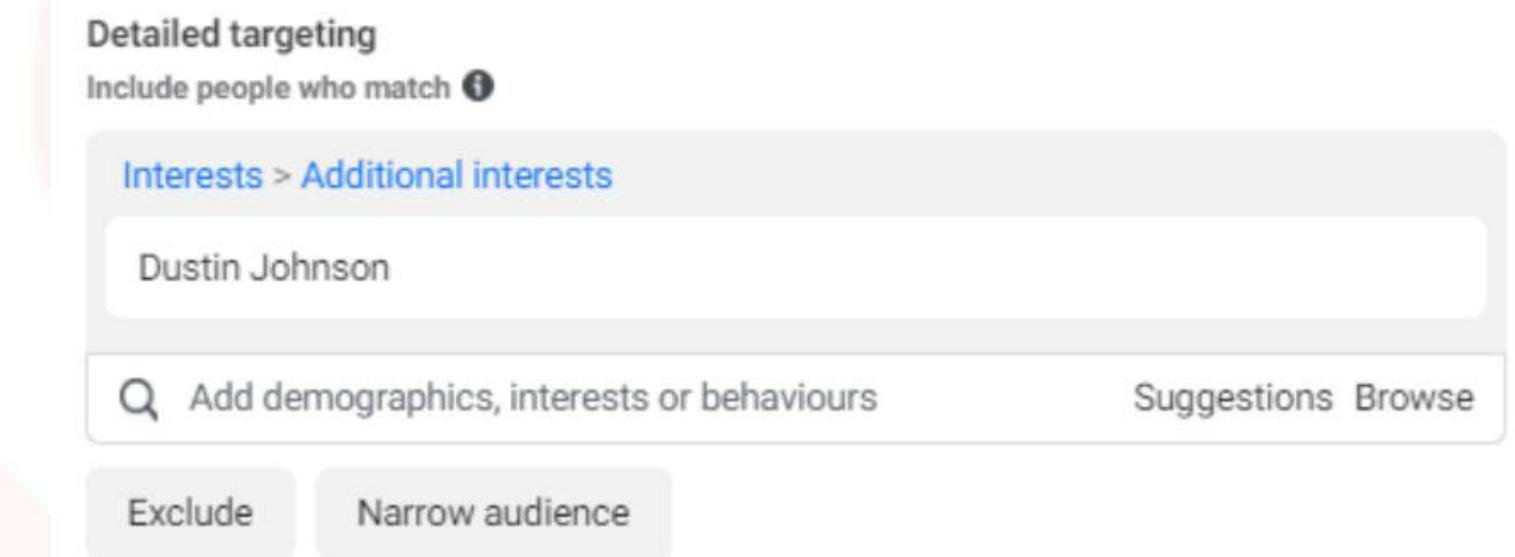
Input targeting parameter
in detailed targeting section

Target Famous Golfers (P)



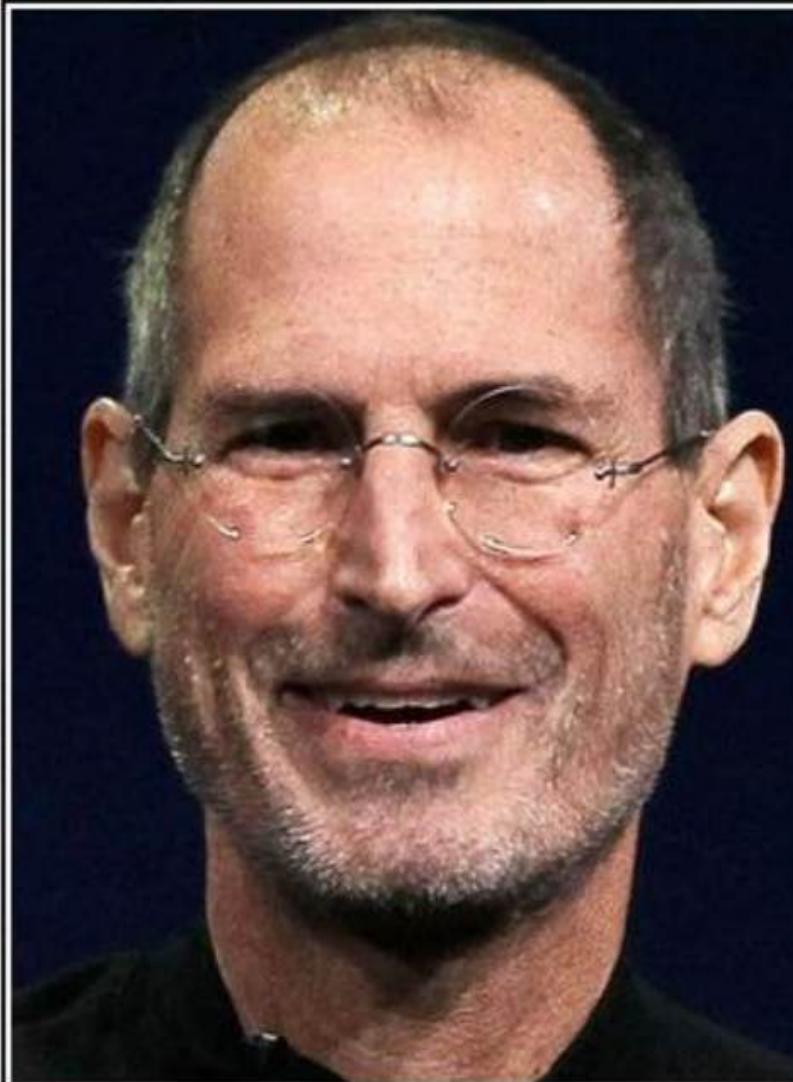
Dustin Johnson

<https://www.instagram.com/p/BuSVduhhmoj/>

A screenshot of the Facebook detailed targeting interface. It shows a search bar with 'Dustin Johnson' entered, and a button below it that says 'Add demographics, interests or behaviours'. There are also 'Exclude' and 'Narrow audience' buttons. The top of the interface has sections for 'Detailed targeting' and 'Include people who match'.

Input targeting parameter
in detailed targeting section

Know Your Customer



Your customers don't care about you. They don't care about your product or service. They care about themselves, their dreams, their goals. Now, they will care much more if you help them reach their goals, and to do that, you must understand their goals, as well as their needs and deepest desires.

— Steve Jobs —

AZ QUOTES

Solution = Research, Research, Research!

Using the B.A.P Framework, make use of Google and other online tools to ideate on relevant B.A.P interests for your business.

Using the information that you have researched, you would be able to find **relevant interests to serve as targeting parameters** for your Facebook & Instagram ads.

<https://www.facebook.com/business/insights/tools/audience-insights>

Learning Activity

Audience Targeting



Ideation of targeting attributes

- Brands
- Activities
- People

Learning Activity

B.A.P Interest Worksheet

1. Visit https://bit.ly/fb_ads_bap_coreaudience_ideation
2. Download a Word copy of the B.A.P Interest Worksheet

Learning Activity – Trainer's Demo

Yoga Apparel Brand Owner

Assume that I am the owner of a Yoga apparel brand based in Singapore.

I am trying to reach out to people who like Yoga via Facebook ads.

How will I make use of the **B.A.P framework** to find relevant interests for my core audience targeting?

Step 1: Identify Yoga Related Brands (B)

Using Google (or any other research tool), think about what brands your potential yoga customer would already know.

1. Yoga Apparel Brands

- Lululemon
- Athleta
- Alo Yoga

2. Yoga Related Magazines/Blogs/Websites

- Yoga Journal
- Bad Yogi Magazine
- Yoga Digest

3. Yoga Events/Competitions

- Sat Nam Fest
- Bhakti Fest

4. Yoga Schools/ Organisations

- Yoga Alliance
- Yoga International
- International Association of Yoga Therapists

5. Yoga TV Shows

- Yoga Anytime
- Wai Lana Yoga
- Namaste Yoga

6. Yoga Books

- Yoga Anatomy
- The Yoga Bible
- Science of Yoga

Step 2: Identify Yoga Related Activities (A)

These are activities that your potential customers are already familiar with, or are performing when they are practicing Yoga.

Yoga Related Activities

- Yoga
- Yin Yoga
- Hot Yoga
- Bikram Yoga
- Hatha Yoga
- Kundalini Yoga
- Asana

If you can't find any relevant activities, it's okay to leave this portion blank.

Search for “Types of Yoga” in Google, and you will see a whole list there.

<https://dailyburn.com/life/fitness/yoga-for-beginners-kundalini-yin-bikram/>

Step 3: Identify Yoga Related People (P)

Find out who the major influencers are in this industry. These can be celebrities, authoritative figures, thought leaders, writers/authors etc.

People Associated with Yoga

- Heidi Kristoffer
- Elena Brower
- Tiffany Cruikshank
- Noah Maze
- Kathryn Budig
- Seane Corn
- Baron Baptiste
- Ashley Turner
- Maharishi Mahesh Yogi
- Paramahansa Yogananda

Search for “Famous Yoga Teachers” in Google, and you will see a whole list there.

<https://www.doyou.com/10-inspiring-yoga-teachers-you-should-know/>

Step 4: Write Down In The B.A.P Worksheet

These interests that you have ideated will form the backbone of your **Core Audience targeting** when you are running ads.

Facebook B.A.P Ideation Worksheet

I am trying to sell _____.

Step 1: Identify Relevant Brands (B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

Using Google (or any other research tool), think about what brands that your potential customer would already know.

It can be:

- Product Brands
- TV Shows
- Magazines Brands
- Events/Competitions
- Schools/Organizations

Step 2: Identify Relevant Activities (A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Tip #1 - Avoid “General” B.A.P Interests

These are interests that practically everyone will like.

- Avoid general interests such as “Coca-Cola”, “UOB/POSB”, “AirBnB” etc
- These are interests that practically everyone in Singapore will like
- Only write down niche B.A.P interests are related to your product/service

Tip #2 - Think Laterally

Consider thinking laterally and identify relevant B.A.P interests that your prospective customers might be interested in.

Example 1: Luxury Properties

- Think about what people who can afford luxury properties typically buy.
- Try: “**Panerai**” (Luxury watch brand) as a Brand.

Example 2: Confinement Nanny

- Think about what types of people hire a confinement nanny.
- Try:
“Motherhood/Pregnancy” as an Activity

Example 3: Water Filter

- Think about why people might be interested in a water filter.
- Try: “**Eczema**” as an Activity.

Exercise - 15 Minutes

Using the example that you have chosen in the previous slide, ideate relevant B.A.P interests in the worksheet provided. You don't need to fill up all 9 of them.

Facebook B.A.P Ideation Worksheet

I am trying to sell _____.

Step 1: Identify Relevant Brands (B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

Using Google (or any other research tool), think about what brands that your potential customer would already know.

It can be:

- Product Brands
- TV Shows
- Magazines/Brands
- Events/Competitions
- Schools/Organizations

Step 2: Identify Relevant Activities (A)

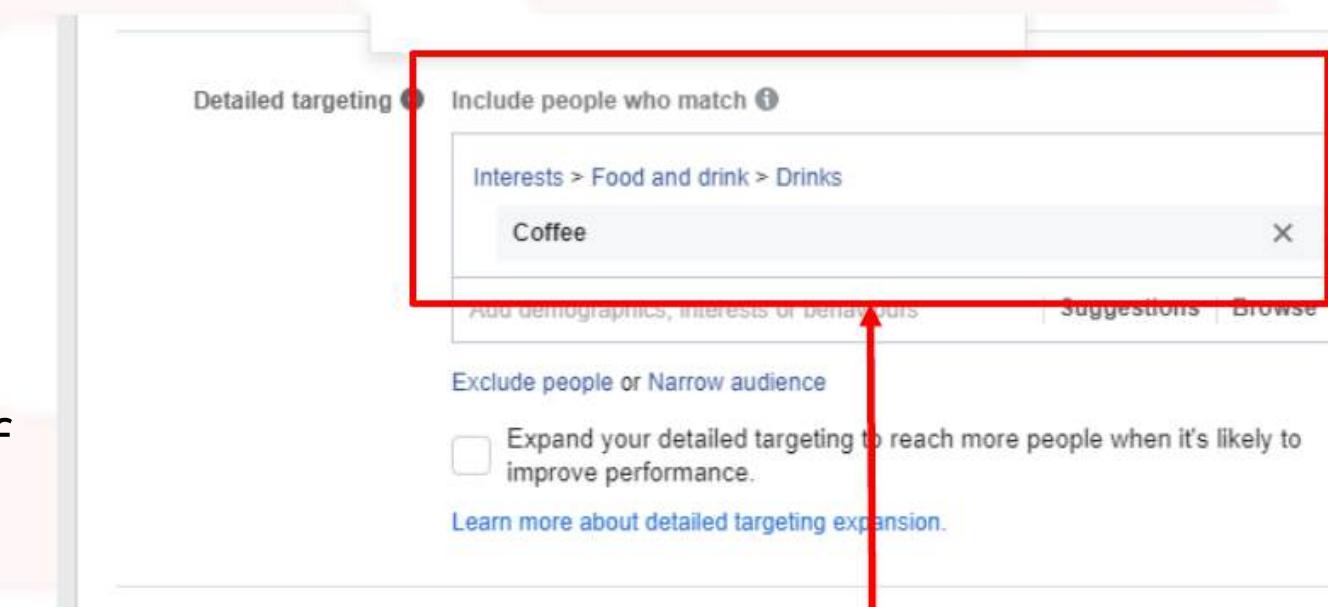
1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

- Choose either your own company or the any example.
- **Find 5-10** relevant B.A.P interests, using the Yoga example as your reference to generate ideas.
- Avoid using overly generic B.A.P interests, such as “Food, Travel”.
- Consider thinking laterally.

Better Audience Precision, Better ROAS

Identify Core Audiences - Allows advertisers around the world to reach precise audiences based on four main targeting types: **Location, Demographics, Interests and Behaviors**.

- The B.A.P Framework allows us to find relevant **Interests** that we can potentially target via the Facebook Advertising Account.
- Forms the initial ideation process for any type of Facebook ads.
- The more you know/research/understand your customer, the more efficient your media spends will be as your ads will reached the desired audiences.
- Resulting in overall better return of ad spends (ROAS)



Using information from B.A.P, we will input them as interest “targeting” when we are creating the FB ads.

Quiz

1. Why do we need to use the B.A.P Framework?
 2. What type of Audience (Core, Custom, Lookalike) are we feeding the B.A.P insights to?
 3. What type of “interests” should we avoid?

Coffee/Tea Break

15 minutes



LU3: Launch & Evaluate Meta Ads Campaign

What will you be learning?

- Framework

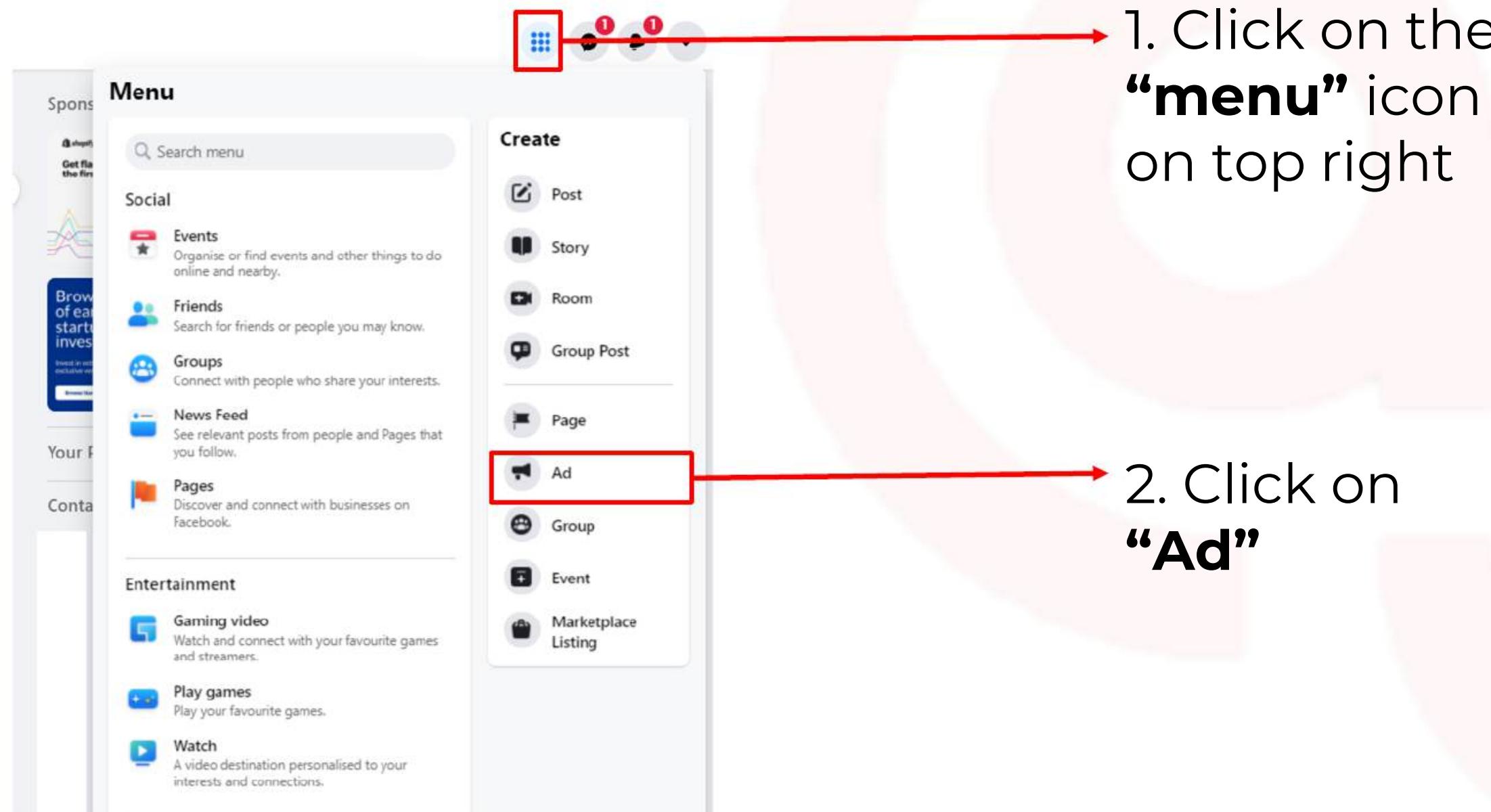


Accessing Your Meta Advertising Manager

Accessing Your Advertising Manager

Option 1

Access via www.facebook.com



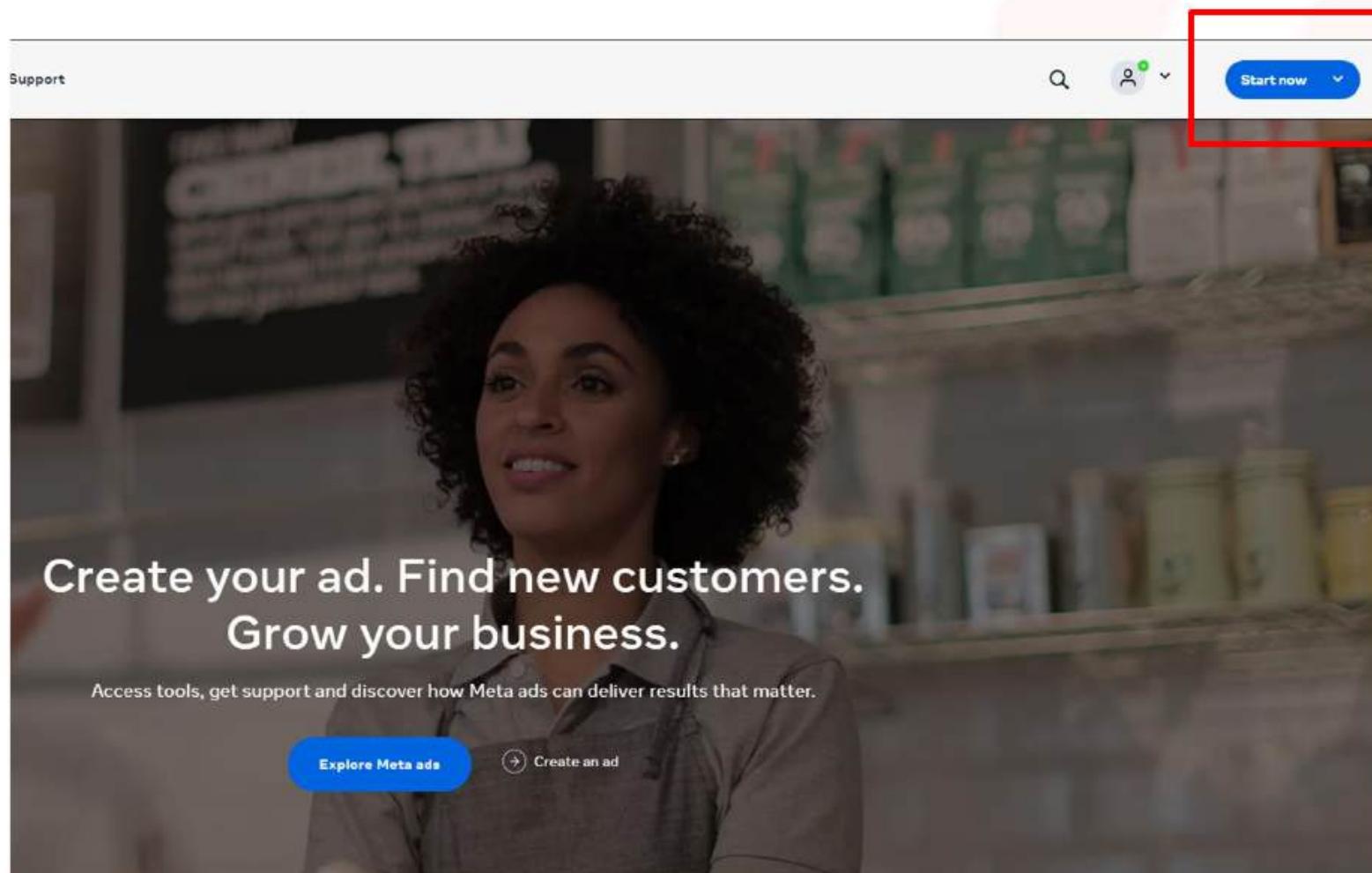
1. Click on the
“menu” icon
on top right

2. Click on
“Ad”

Accessing Your Advertising Manager

Option 2

Access via ads.facebook.com

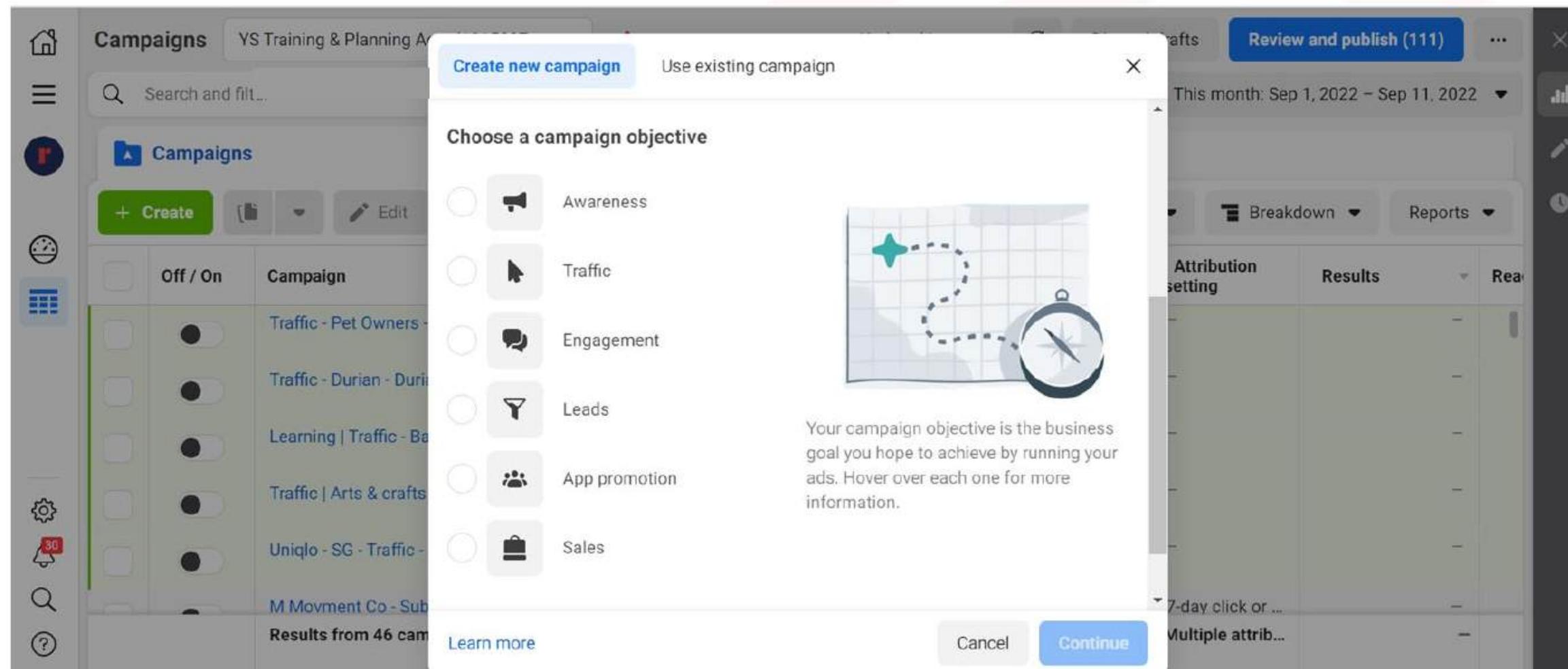


Click on the
“Start Now”
button on top right

Facebook Advertising Manager Interface

This is how your Facebook Advertising Manager looks like.

You can manage Facebook, Instagram & Messengers ads via this interface



<https://www.facebook.com/business/tools/ads-manager>

Meta Ads Setup

- Core Audience Targeting

2 Methods Of Buying Ads On Meta

You can buy advertisements on Facebook via 2 different methods.



1. Ad Auction (DIY)

Meta advertisements are sold through an auction system. Meta determines the best ad to show to a person via the auction.

All advertisers may buy ads this way.

2. Reach & Frequency

Reach and frequency (RnF) buying lets you book campaigns in advance with predictable, optimized reach and controlled frequency.

Available to qualified advertisers only.

Meta Campaign Structure

3 Levels: Campaign, Adset, Ad



<https://www.facebook.com/business/help/613846972027099>

Settings Cheat Sheet

1 Campaign Level

Objective

Select a marketing objective

2 Ad Set Level

Budget \$

Lifetime/ Daily

Schedule

Start & end date

Placement

Dayparting (AM/ PM/ Day of week)

Targeting

Platform - FB/ IG/ MAN/ Messenger

Format - Feeds/ Stories/ Instream/ Reels

Core Audience

Custom Audience

Lookalike Audience

3 Ad Level

Creative

Image/ Video/ Ad Copy

Link

URL, Display URL & CTA

Learning Activity

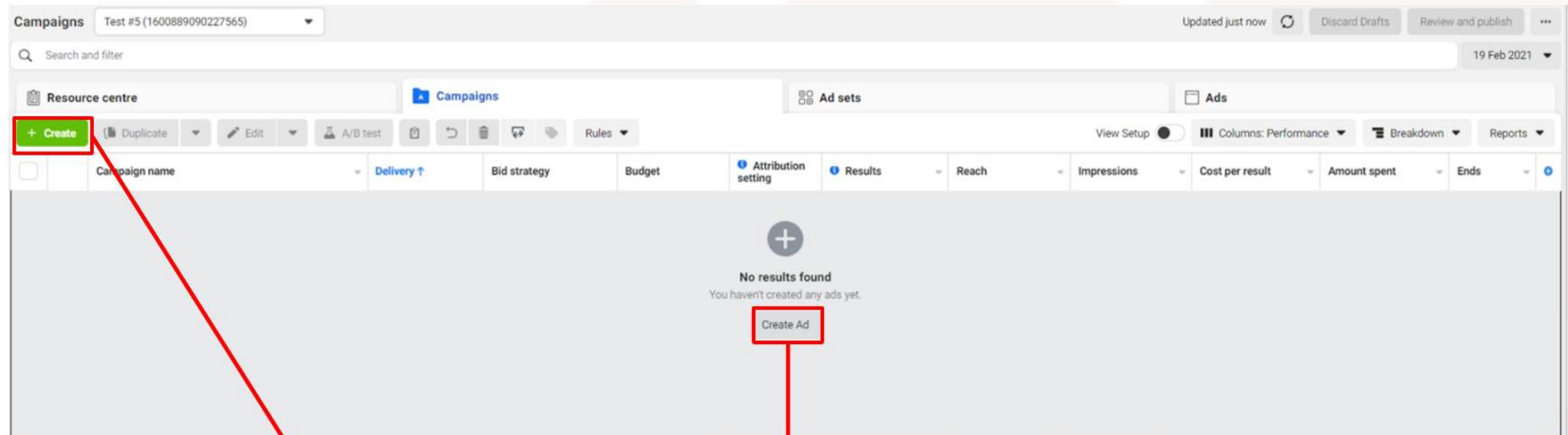
Meta Campaign Creation



Hands-on Meta Campaign Setup

Creating Meta Ads

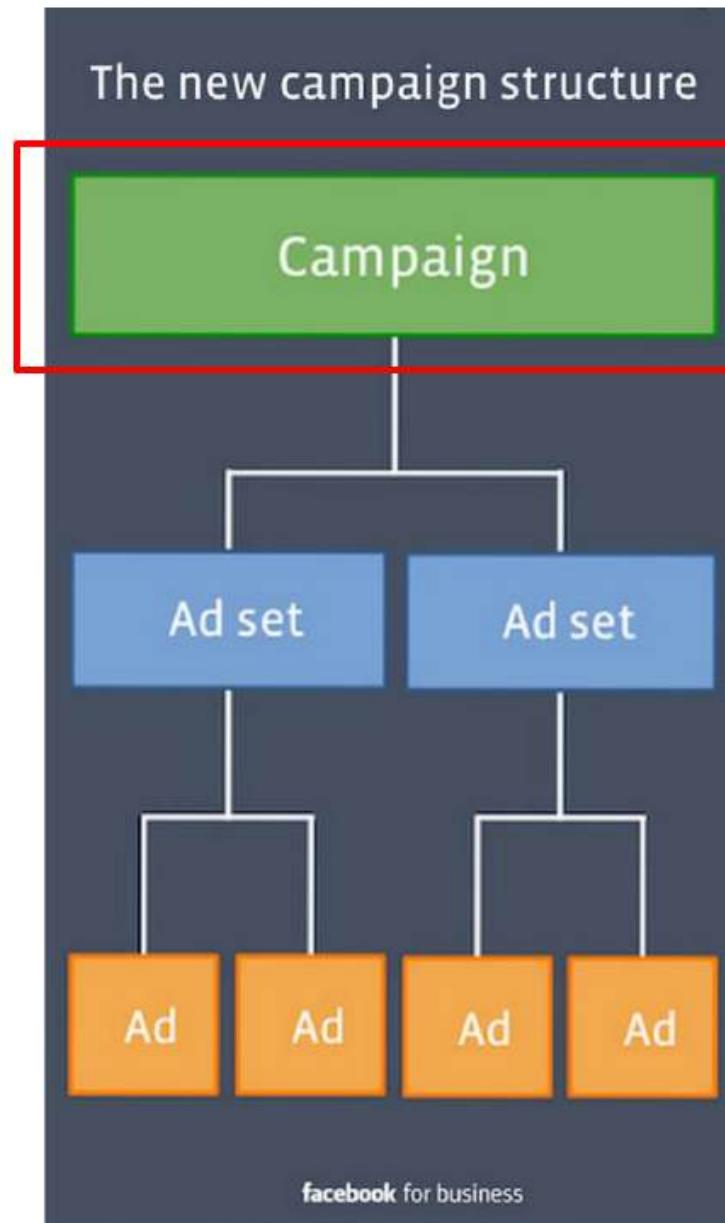
Once inside the Ads Manager, click on “Create” or “Create Ad”



Click on the green “**Create**” button,
or the grey “Create Ad” button

Campaign Level Settings

Selecting the Campaign objective.

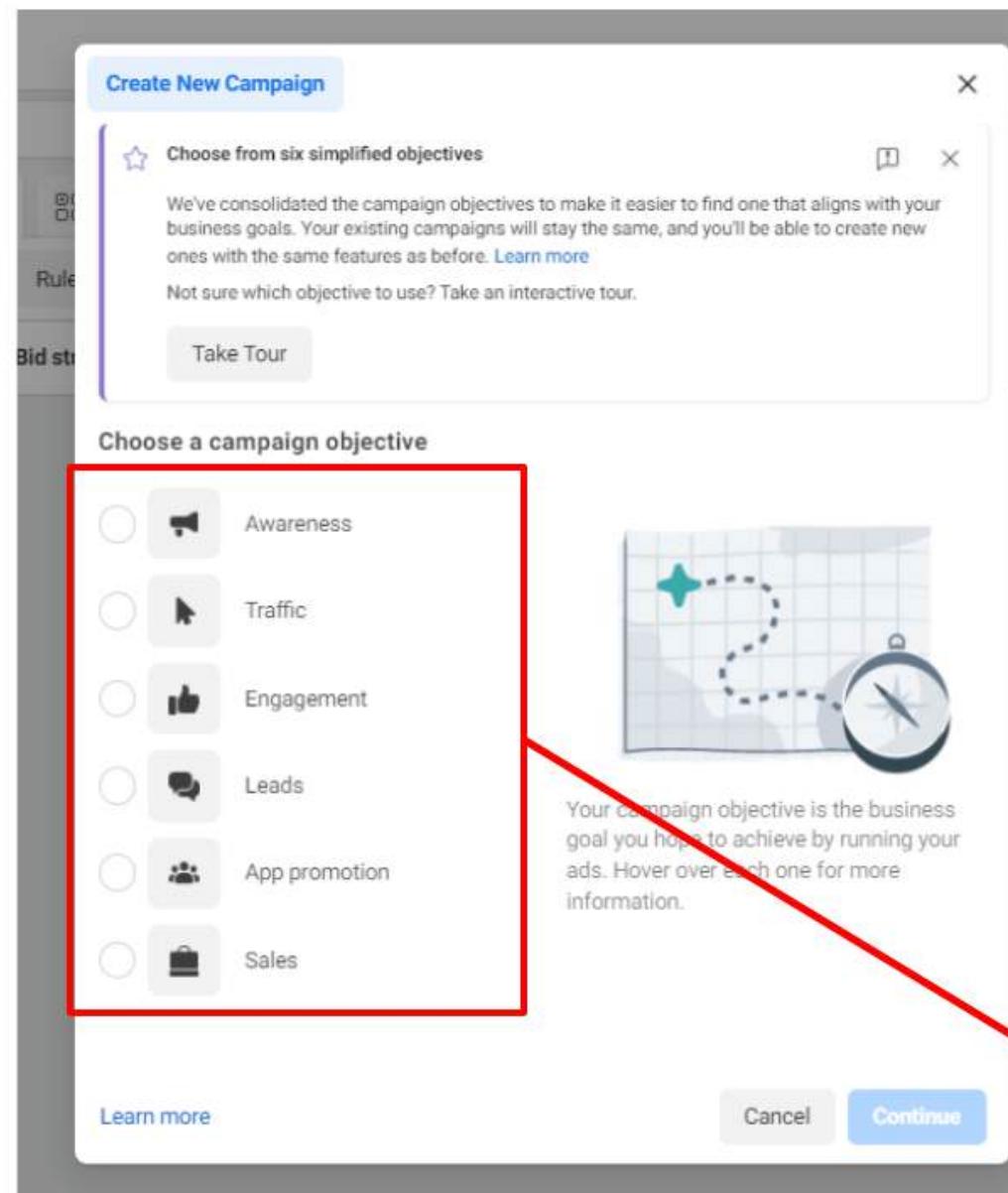


Configuring the Campaign level settings.

- Telling Meta what we want to achieve
- Choose wisely
- Setting the budget

<https://www.facebook.com/business/help/613846972027099>

Selecting A Marketing Objective



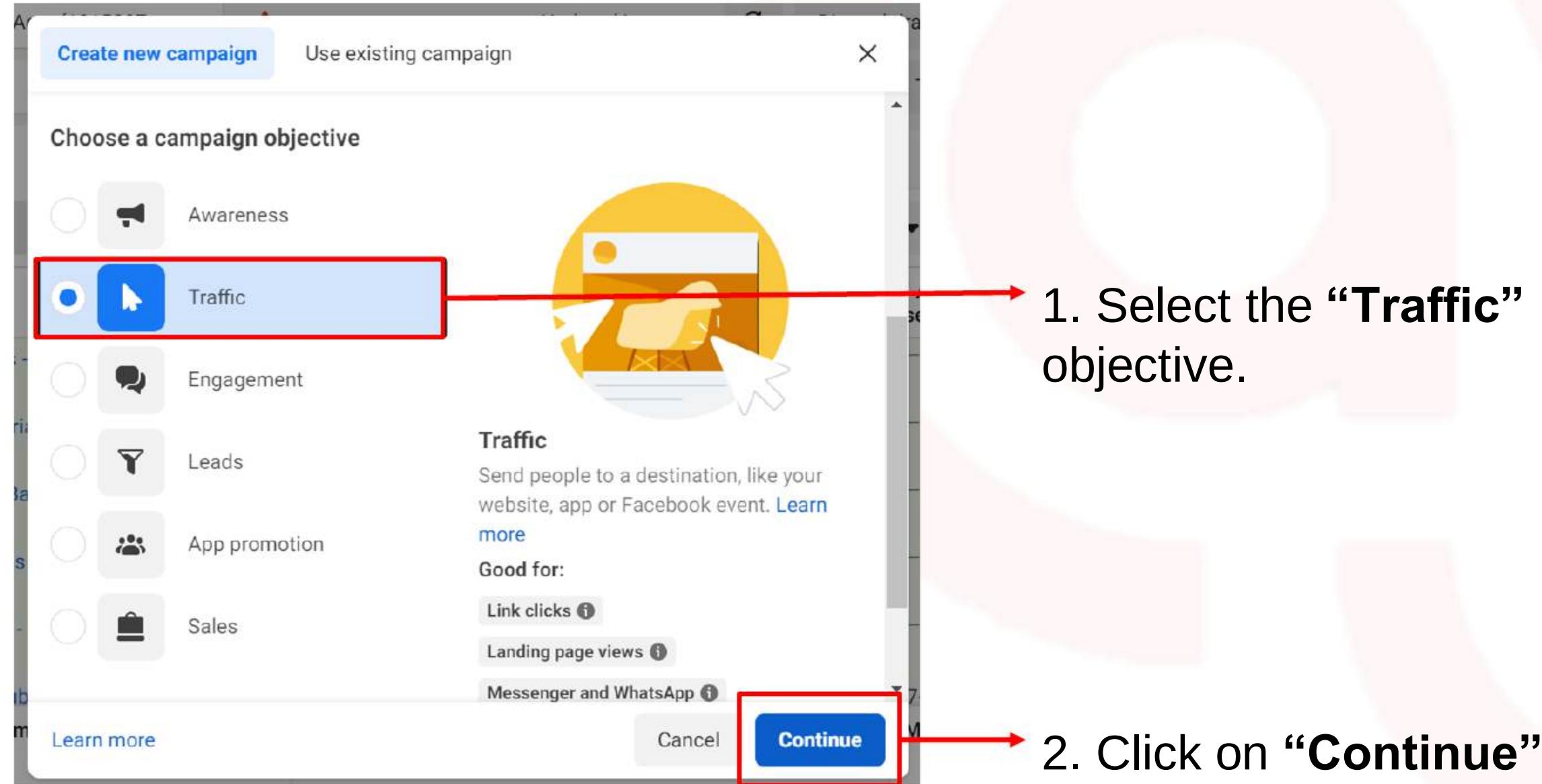
Select 1 out of the 6 marketing objectives

- Consider what your business goals are. It's important to know what you want to achieve in order to choose the right objective.
- Your marketing objective is what you want people to do when they see your ads.
- Facebook provides you with 6 different marketing objectives that you can choose from.

Hover your mouse to read more about the objectives

<https://www.facebook.com/business/help/1438417719786914?id=802745156580214>

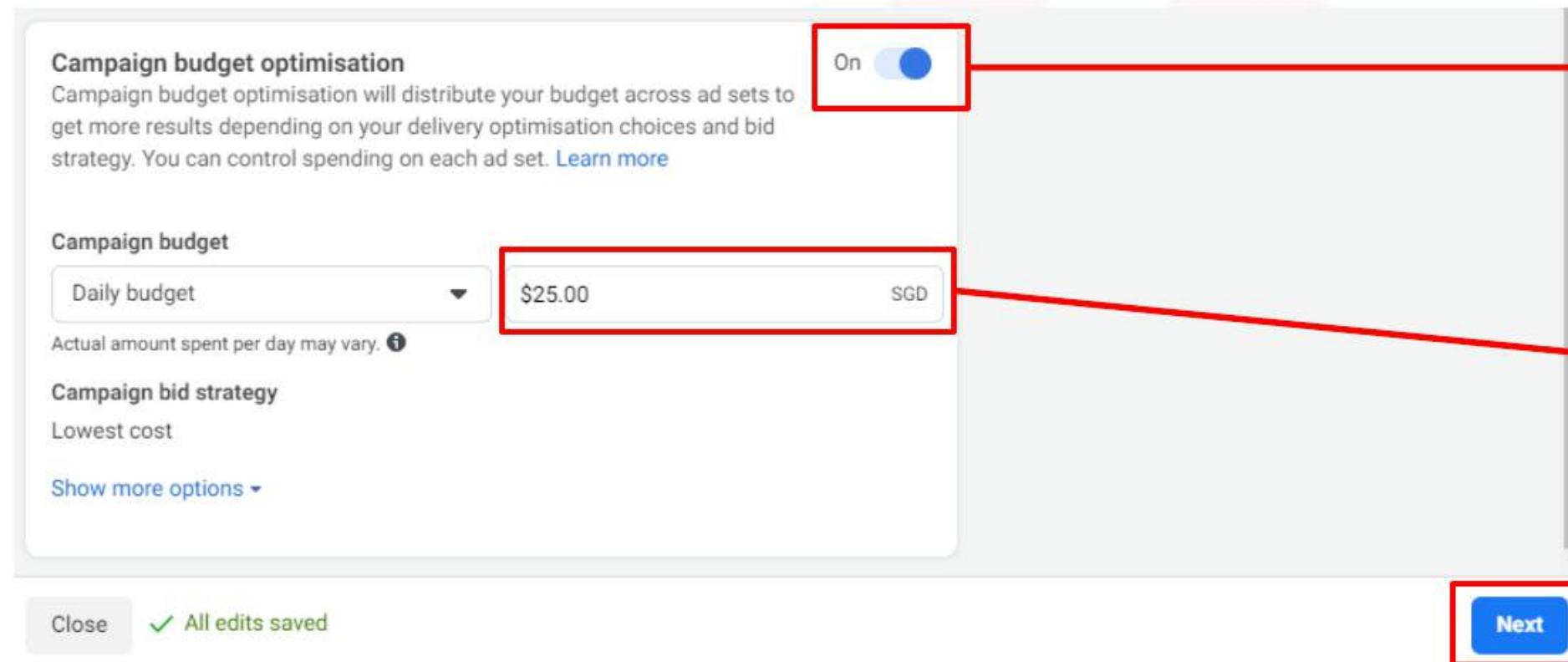
Selecting A Marketing Objective



<https://www.facebook.com/business/help/1438417719786914?id=802745156580214>

Budget Optimisations

The next step is to enable campaign budget optimisation , and to set the amount that you are willing to spend.



1. Toggle “Campaign budget optimisation” on. This allows you to set the budget at the campaign level.
2. Set how much you are willing to spend per day (min is \$1.4/day).
3. Select “Next”

<https://www.facebook.com/business/help/1438417719786914?id=802745156580214>

Meta Ads Costing (CPMs)

CPMs (Cost Per 1000 Impressions):

It's the cost per 1000 impressions of your ads shown on FB/IG.



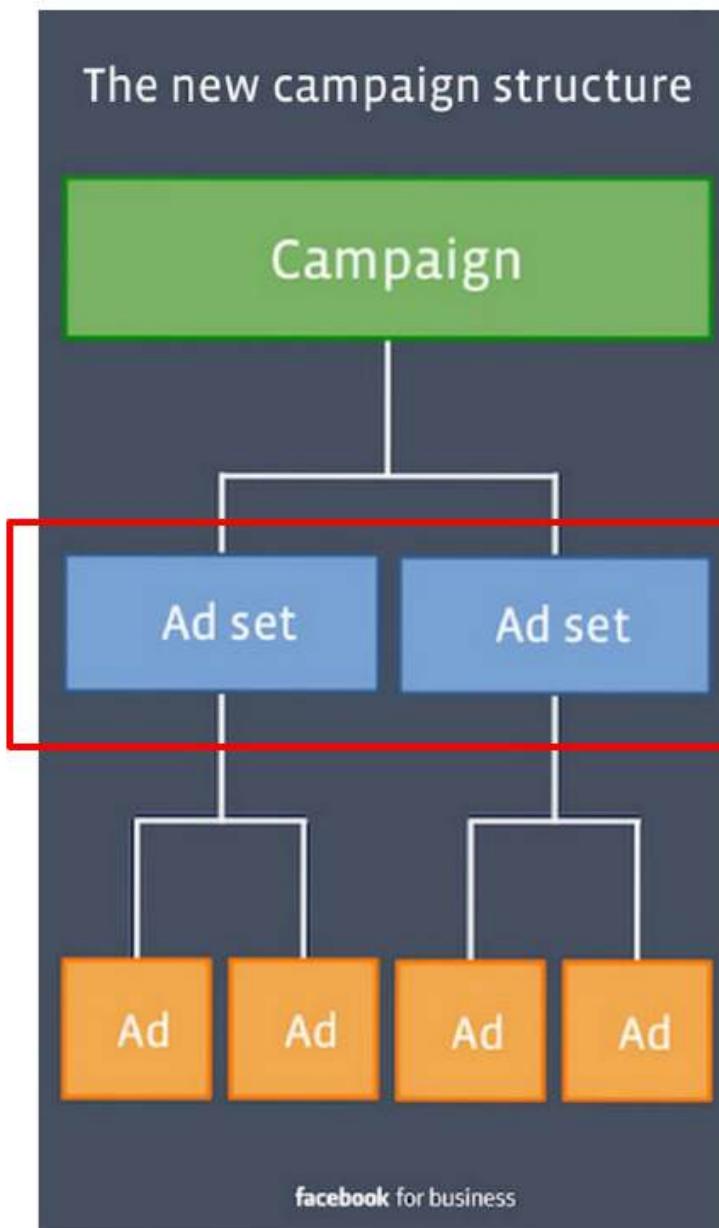
$$\text{Impressions} = \frac{\text{Ad spend}}{\text{CPM}} \times 1000$$

An impression is counted as the number of times an instance of an ad is on screen for the first time. (Example: If an ad is on screen and someone scrolls down, and then scrolls back up to the same ad, that counts as one impression.)

If an ad is on screen for someone two different times in a day, that counts as two impressions.)

<https://www.facebook.com/business/help/675615482516035>

Adset Level Settings



Configuring the adset parameters.

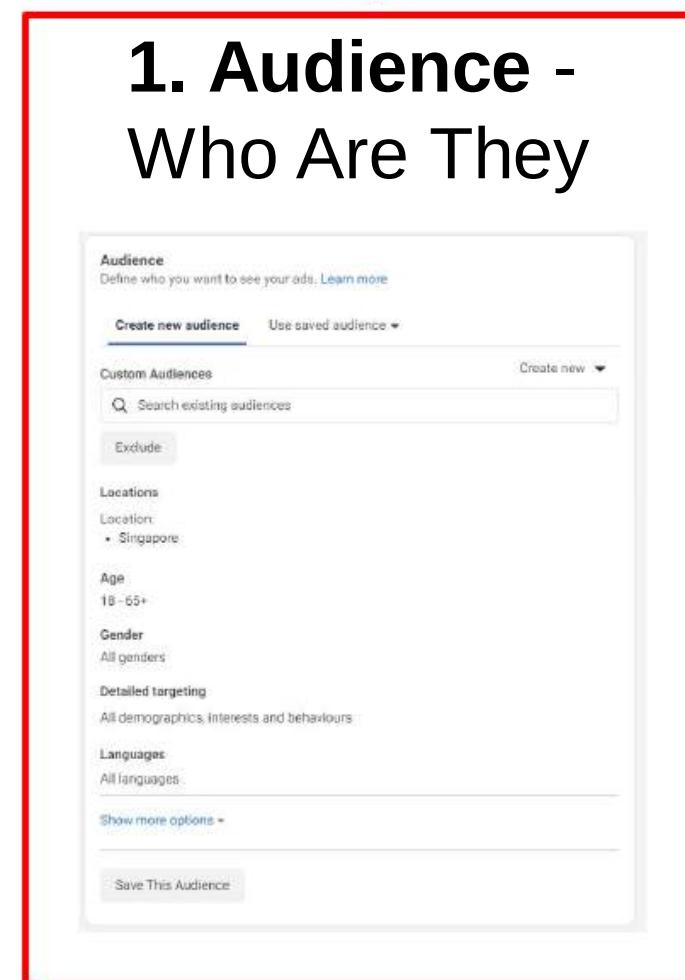
- **Schedule** (When is the ad shown)
- **Audience** (Who will the ad be shown to)
- **Placements** (Where we want our ads to be shown)
- **Optimisation** (What is the cost controls for my ads)

Adset Level (Audience)

Setting the adset level parameters.

Adset Level

1. Audience - Who Are They



Audience
Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience [Create new](#)

Custom Audiences [Create new](#)

Search existing audiences

Exclude

Locations
Location: Singapore

Age
18 - 65+

Gender
All genders

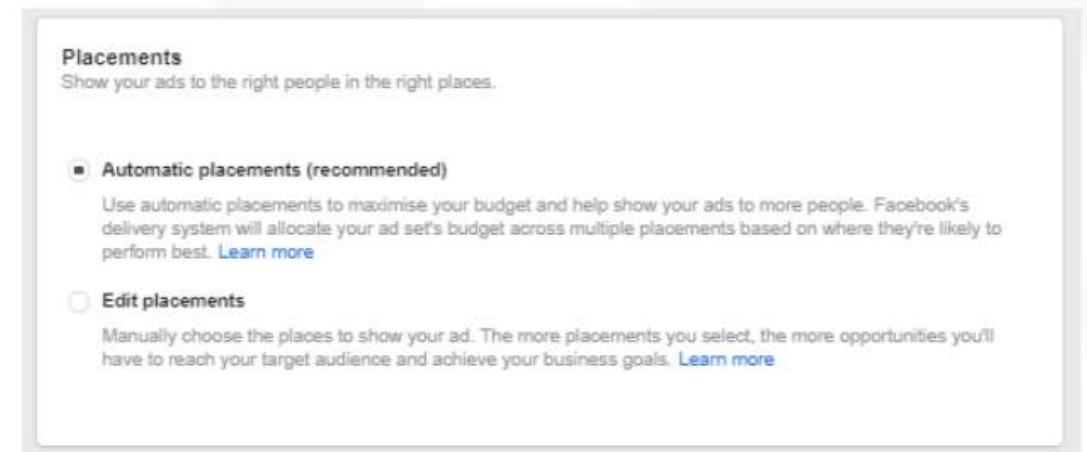
Detailed targeting
All demographics, interests and behaviours

Languages
All languages

Show more options [Show more](#)

Save This Audience

2. Placements - Where The Ads Shows Up?

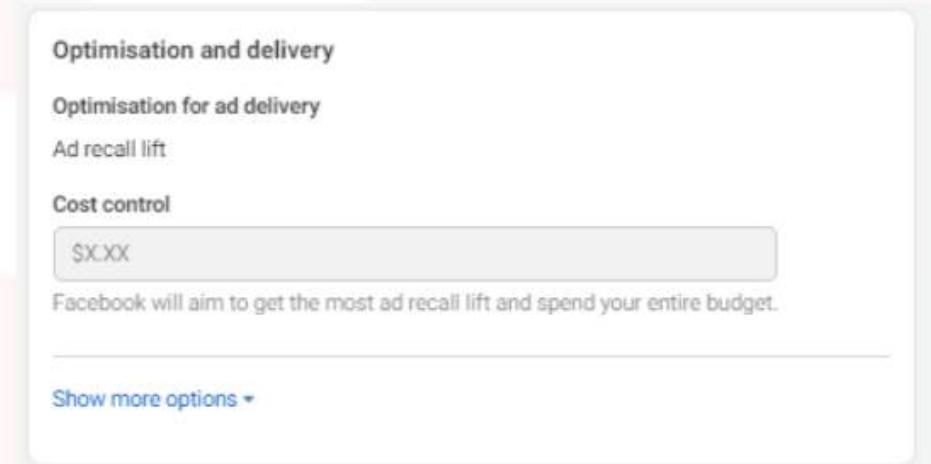


Placements
Show your ads to the right people in the right places.

Automatic placements (recommended)
Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more](#)

Edit placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn more](#)

3. Optimisation - What Is The Cost Control For The Ads?



Optimisation and delivery

Optimisation for ad delivery

Ad recall lift

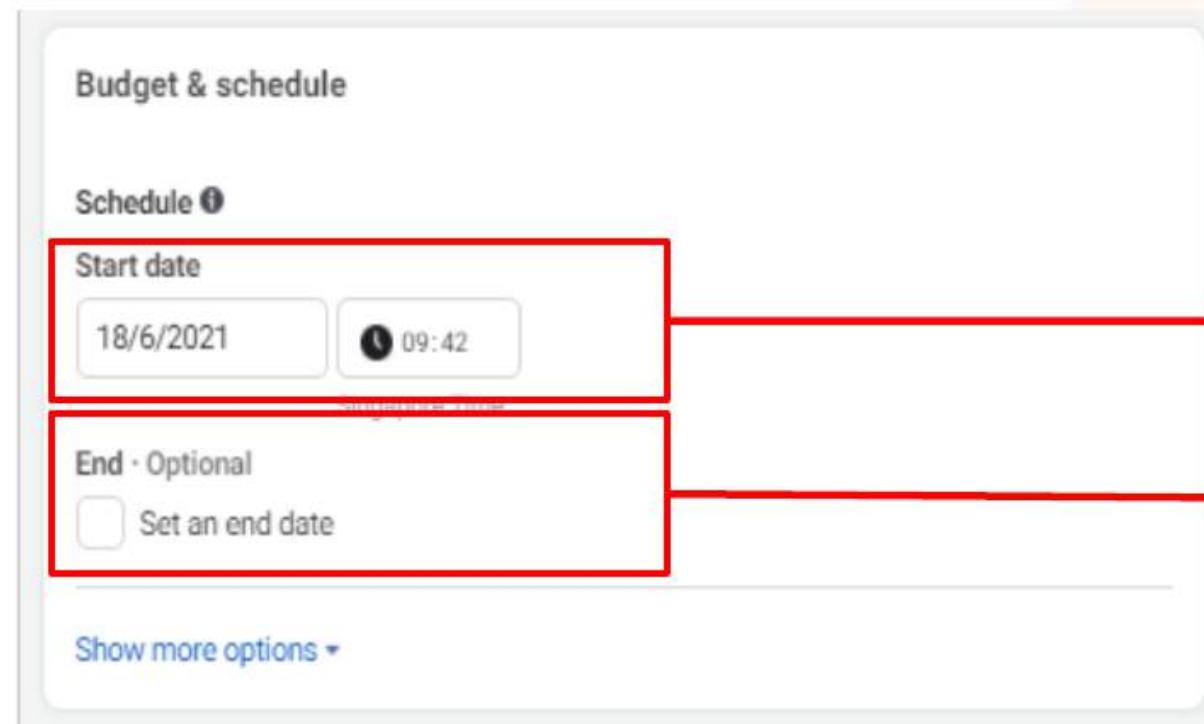
Cost control
\$X.XX

Facebook will aim to get the most ad recall lift and spend your entire budget.

Show more options [Show more](#)

Adset Level (Scheduling)

Scheduling - Setting the start & end dates of your campaign



Click here to set

start date

start time

Adset Level (Location)

Location Targeting - Reach people based on locations such as country, region or city.



<https://www.facebook.com/business/help/202297959811696?id=176276233019487>

Tuition Centre Case Study

Location Targeting - Reach people based on locations such as country, region or city.

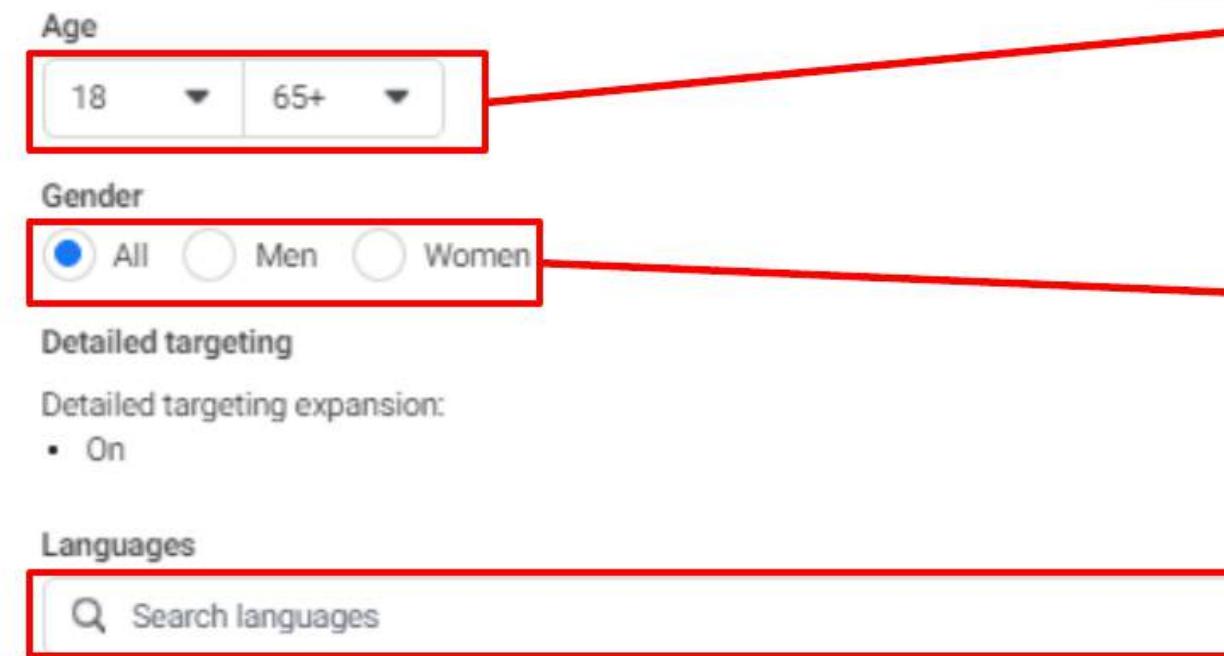


- You are the owner of a tuition centre based in Yishun.
- From your 4 years of running the tuition centre, you know that 90% of your students are coming from homes within a 2km radius of your tuition centre.
- Your tuition is located at 744 Yishun Street 72, Singapore 760744.
- How should you target the ads (based on location)?

<https://www.facebook.com/business/help/202297959811696?id=176276233019487>

Adset Level (Demographics)

Demographics Targeting - Target people based on their personal attributes.



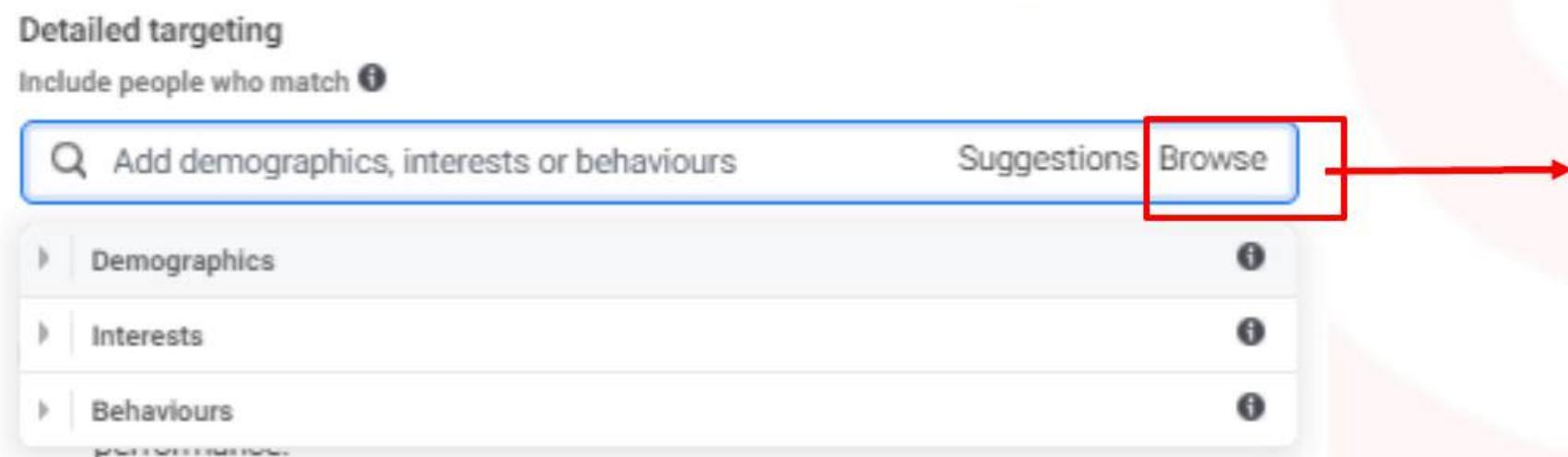
The screenshot shows the 'Demographics' section of a Facebook ad targeting interface. It includes fields for Age (with dropdowns for '18' and '65+'), Gender (radio buttons for 'All', 'Men', and 'Women' with 'All' selected), and Languages (a search bar with placeholder 'Search languages').

1. Change the age by toggling the down button. Minimum age for targeting is 13 years old.
2. Target between Male, Female or both.
3. Target users based on the language that they are using on Facebook/ Instagram.

<https://www.facebook.com/business/help/202297959811696?id=176276233019487>

Adset Level (Interests & Behaviors)

Interests & Behaviors Targeting - Target people based on what they like, and their online behaviors on Facebook.



Click on “**Browse**” button to expand out

- **“Demographics”**
- **“Interests”**
- **“Behaviours”**

<https://www.facebook.com/business/help/202297959811696?id=176276233019487>

B.A.P Framework X Interests & Behaviors

Interests & Behaviors Targeting - Target people based on what they like, and their online behaviors on Facebook.

Facebook B.A.P Ideation Worksheet

I am trying to sell _____.

Step 1: Identify Relevant Brands (B)

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
 7. _____
 8. _____
 9. _____

Using Google (or any other research tool), think about what brands that your potential customer would already know.

It can be:

- Product Brands
- TV Shows
- Magazines Brands
- Events/Competitions
- Schools/Organizations

Step 2: Identify Relevant Activities (A)

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____

- Remember the B.A.P ideation framework?
- You have ideated 5/10 relevant interests.
- Now, we are able to make use of these 5/10 relevant interests to target our core audiences.

<https://www.facebook.com/business/help/202297959811696?id=176276233019487>

Core Audiences - Interests & Behaviors Targeting

Interests & Behaviors Targeting - Target people based on what they like, and their online behaviors on Facebook.



**Using the B.A.P Framework,
type in your interests here
for targeting.**

<https://www.facebook.com/business/help/202297959811696?id=176276233019487>

Best Practice: Interests & Behaviors Targeting

Using the “Suggestions” Button - After inputting 3 interests, press on the “Suggestions” button and Meta will automatically generate a list of suggested interests that are relevant.

Detailed targeting
Include people who match ⓘ

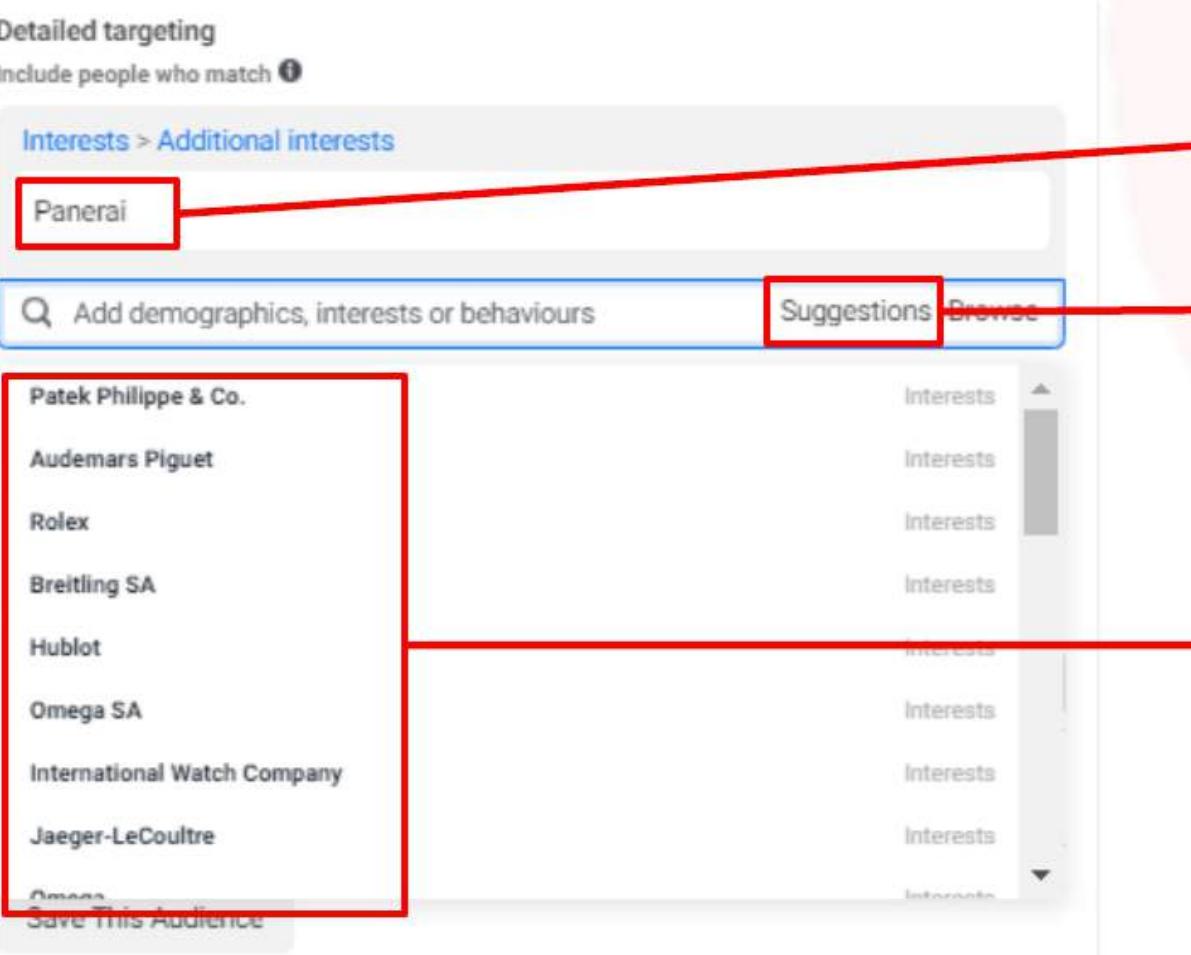
Interests > Additional interests

Panerai

Add demographics, interests or behaviours Suggestions Browse

Patek Philippe & Co.
Audemars Piguet
Rolex
Breitling SA
Hublot
Omega SA
International Watch Company
Jaeger-LeCoultre
Omega

Save This Audience



1. I used “Panerai” as my initial interest.
2. Click on the **“Suggestions”** button
3. Facebook automatically comes up with a list of expensive watch brands.

<https://www.facebook.com/business/help/202297959811696?id=176276233019487>

Adset Level (Placements)

Adset Level

1. Audience -
Who Are They

Audience
Define who you want to see your ads. Learn more

Create new audience Use saved audience ▾

Custom Audiences Create new ▾

Search existing audiences

Exclude

Locations
Location:
• Singapore

Age
18 - 65+

Gender
All genders

Detailed targeting
All demographics, interests and behaviours

Languages
All languages

Show more options ▾

Save This Audience

2. Placements - Where Do We Want Our Ads To Be Shown?

Placements
Show your ads to the right people in the right places.

Automatic placements (recommended)
Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more](#)

Edit placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn more](#)

3. Optimisation –
Secondary media tactic

Optimisation and delivery
Optimisation for ad delivery
Ad recall lift
Cost control
\$X.XX
Facebook will aim to get the most ad recall lift and spend your entire budget.

Show more options ▾

Adset Level (Placements)

Placements

This is where you decide where you want your ads to be shown.



Facebook



Instagram



Messenger

Adset Level (Placements)

Selecting the placements

Placements
Show your ads to the right people in the right places.

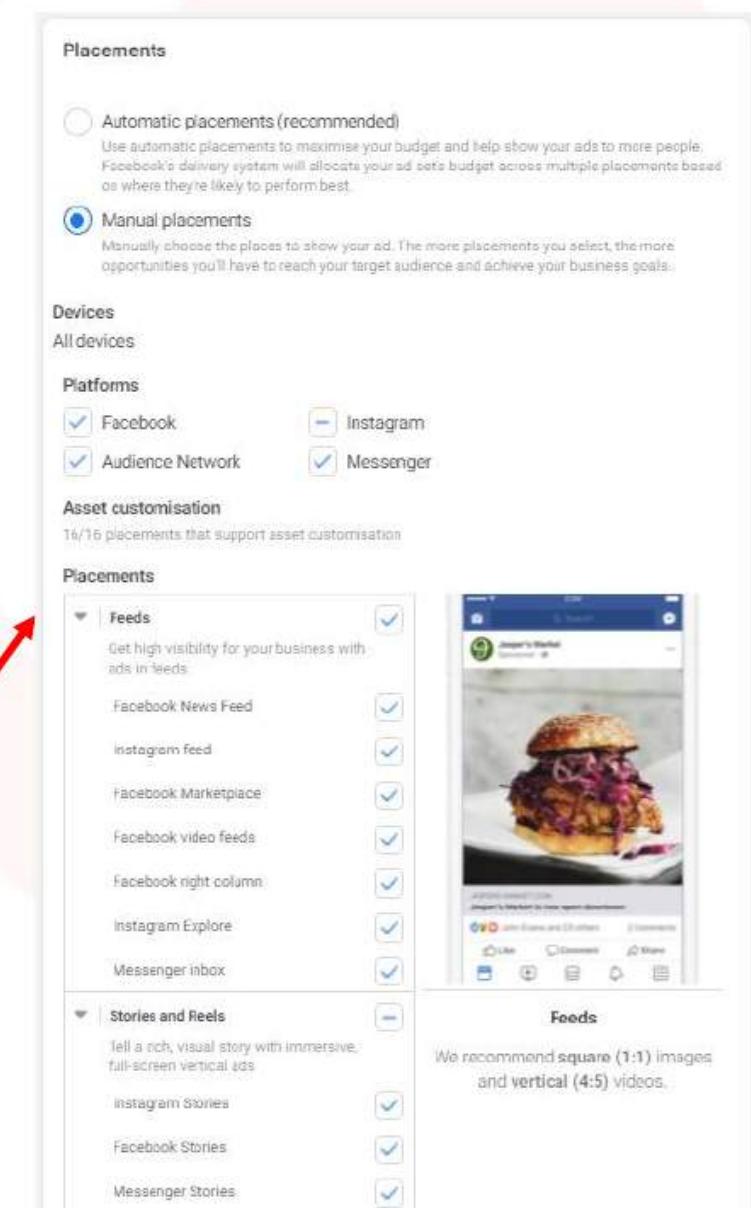
Automatic placements (recommended)

Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more](#)

Edit placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn more](#)

Click “Edit placements”

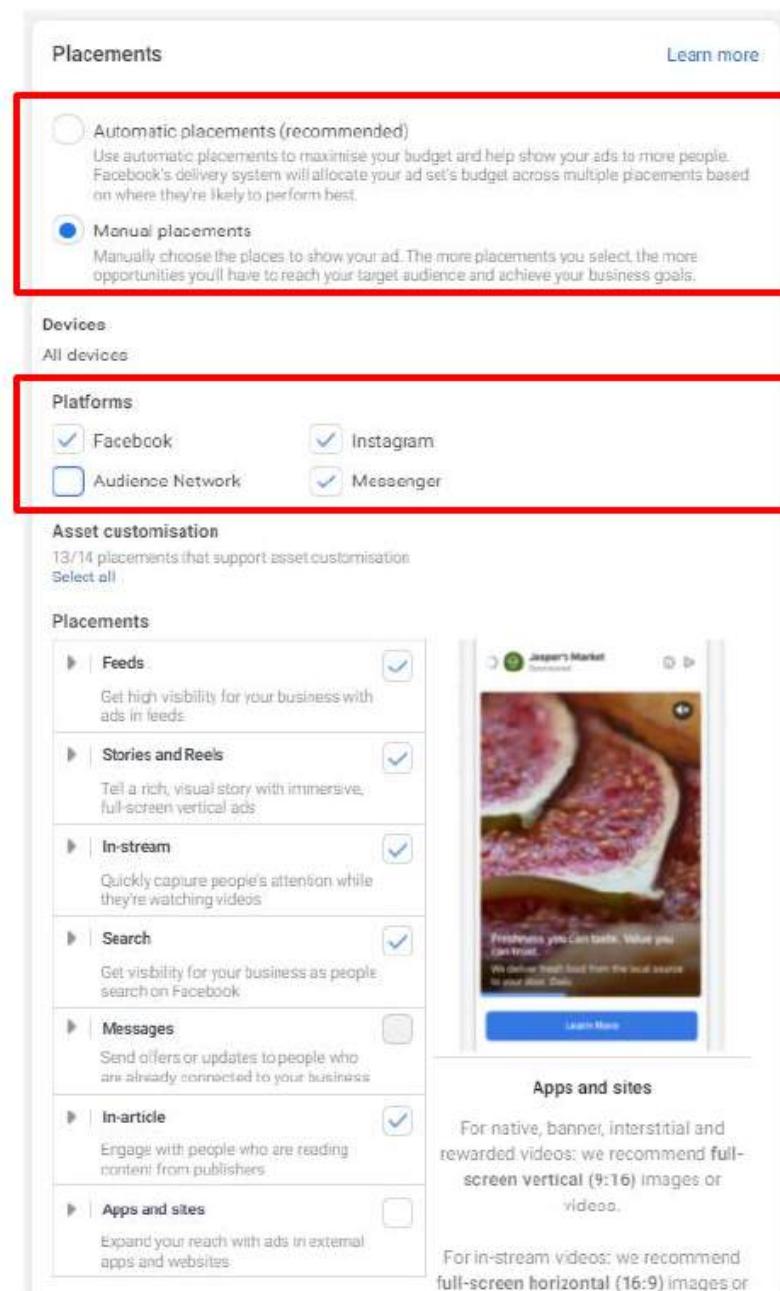


This shows you the list of Meta Placements available advertising.

- Facebook
- Instagram
- Audience Network
- Messenger

Adset Level (Placements)

Choose Relevant Platforms Placements



Placements

Learn more:

Automatic placements (recommended)
Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices
All devices

Platforms

Facebook Instagram
 Audience Network Messenger

Asset customisation
13/14 placements that support asset customisation
Select all

Placements

- ▶ Feeds
Get high visibility for your business with ads in feeds
- ▶ Stories and Reels
Tell a rich, visual story with immersive, full-screen vertical ads
- ▶ In-stream
Quickly capture people's attention while they're watching videos
- ▶ Search
Get visibility for your business as people search on Facebook
- ▶ Messages
Send offers or updates to people who are already connected to your business
- ▶ In-article
Engage with people who are reading content from publishers
- ▶ Apps and sites
Expand your reach with ads in external apps and websites



Apps and sites
For native, banner, interstitial and rewarded videos: we recommend full-screen vertical (9:16) images or videos.
For in-stream videos: we recommend full-screen horizontal (16:9) images or

1. Select “**Manual placements**”

2. Uncheck “**Audience Network**”

Adset Level (Optimisation)

Setting the cost/ bid control parameters.

1. Audience - Who Are They

Audience
Define who you want to see your ads. Learn more

[Create new audience](#) [Use saved audience](#)

Custom Audiences
 Search existing audiences [Create new](#)

Locations
Location:
• Singapore

Age
18 - 65+

Gender
All genders

Detailed targeting
All demographics, interests and behaviours

Languages
All languages

[Show more options](#)

[Save This Audience](#)

2. Placements - Where Do We Want Our Ads To Be Shown?

Placements
Show your ads to the right people in the right places.

Automatic placements (recommended)
Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more](#)

Edit placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn more](#)

Adset Level

Optimisation and delivery

Optimisation for ad delivery

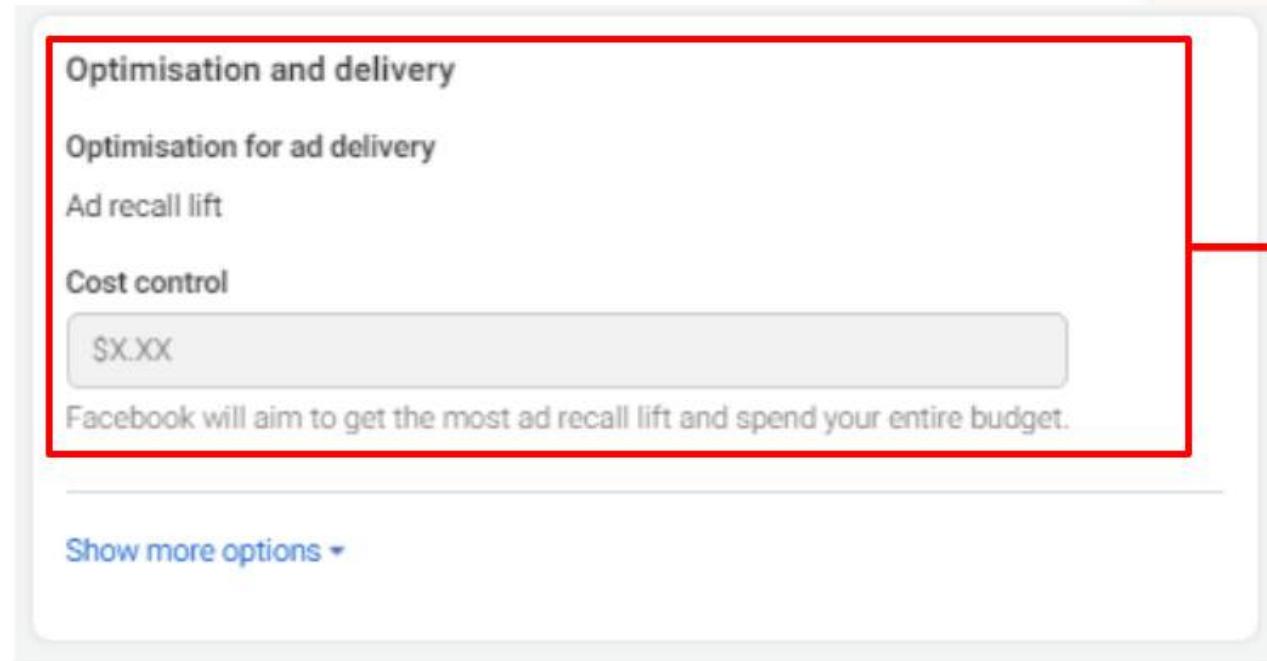
Ad recall lift

Cost control
\$X.XX
Facebook will aim to get the most ad recall lift and spend your entire budget.

[Show more options](#)

Adset Level (Optimisation)

Setting the cost/ bid control parameters.

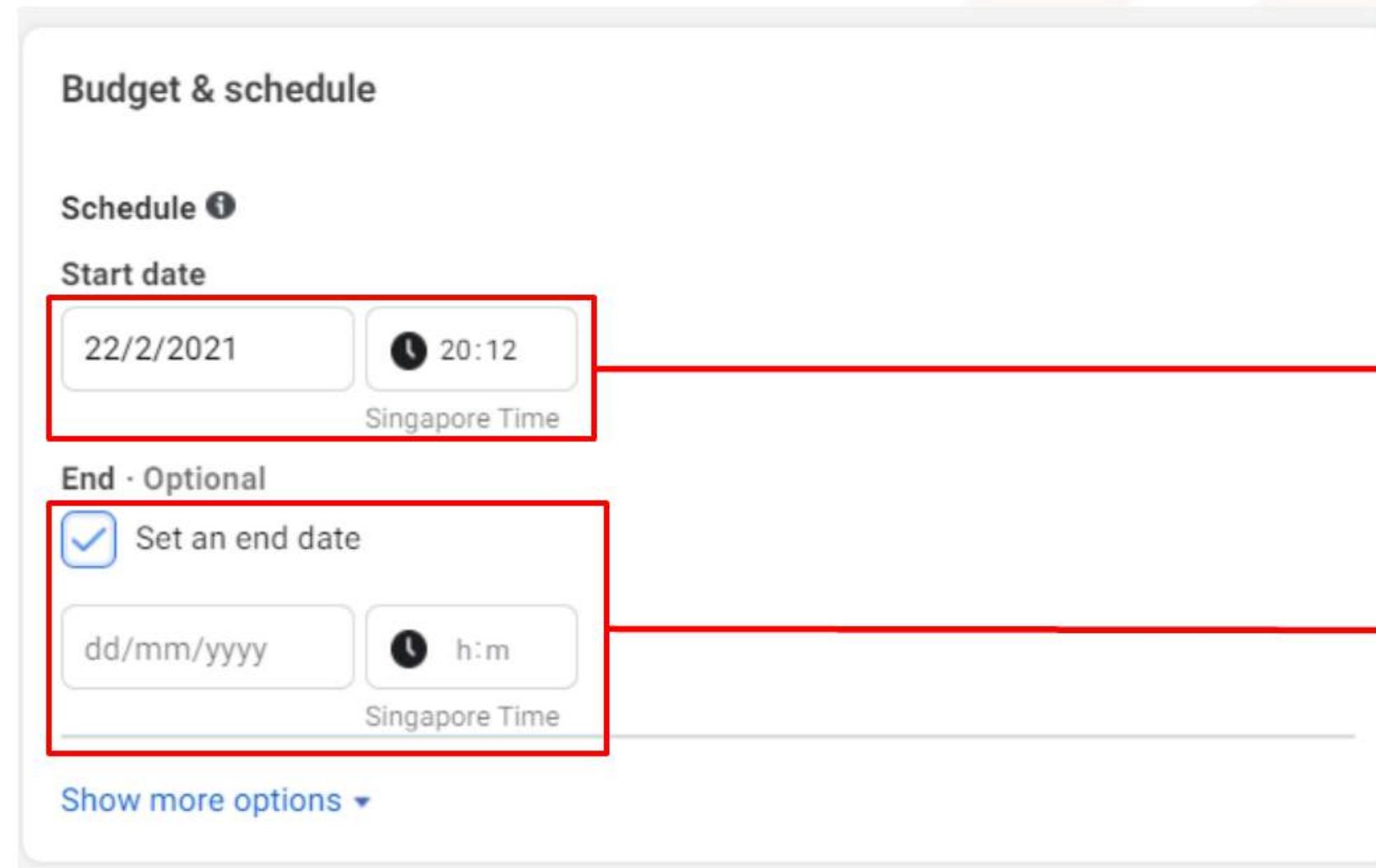


Adset Optimisation:

1. **Setting cost control** (not recommended for new advertisers).
2. Setting options differs based on campaign objectives.

Adset Level (Schedule)

Setting the start & end date of your campaign

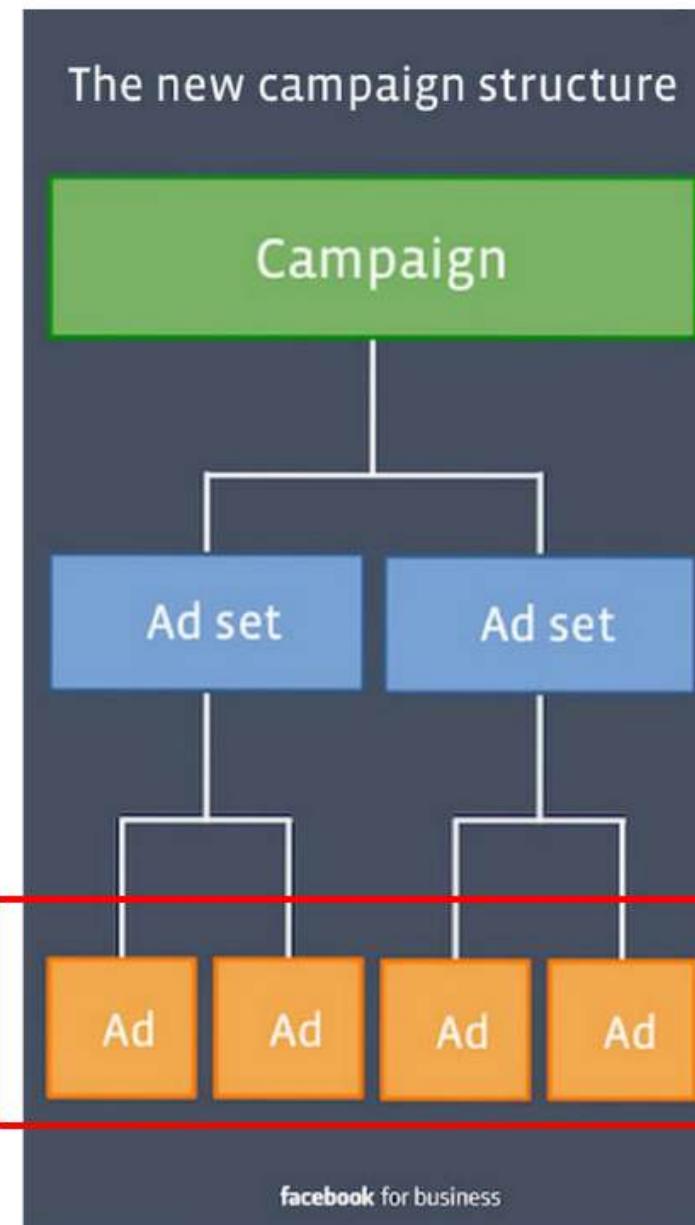


Setting a Start Date of when your campaign will start running.

Setting an End Date of when your campaign will stop running.

Ad Level Settings

Configuring the ad level parameters.



We are setting the creative parameters.

- **Identity** (Which FB & IG Page do we want our ads to be shown from?)
- **Creative Format** (What is the image or video that our ads are showing?)
- **Ad Captions** (What is the text that we want our ads to have?)

Ad Level (Creative)

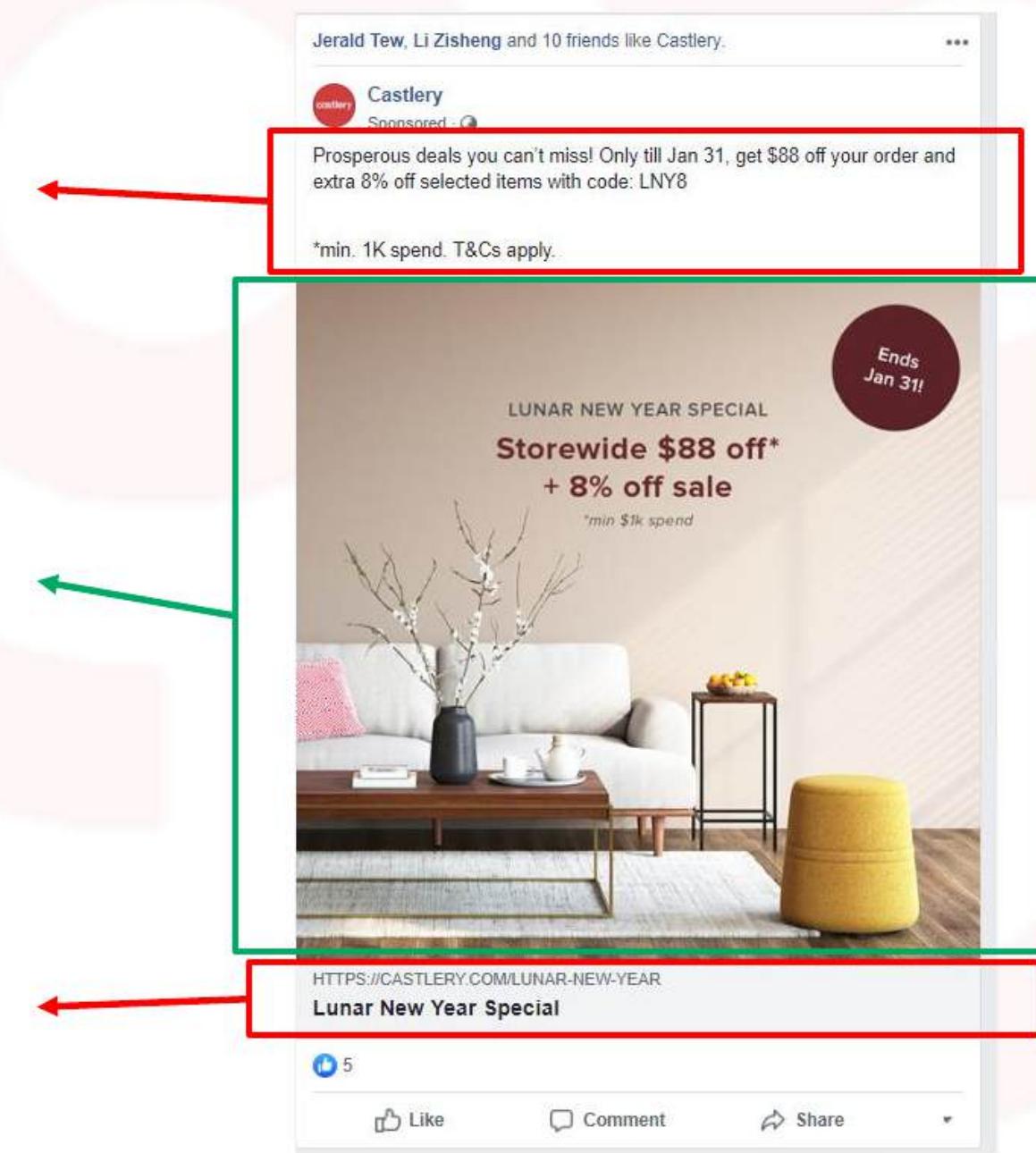
Creatives - This is essentially the image/video + the text that your prospective customer will see on your Facebook ads.



Text
(Ad Copy)

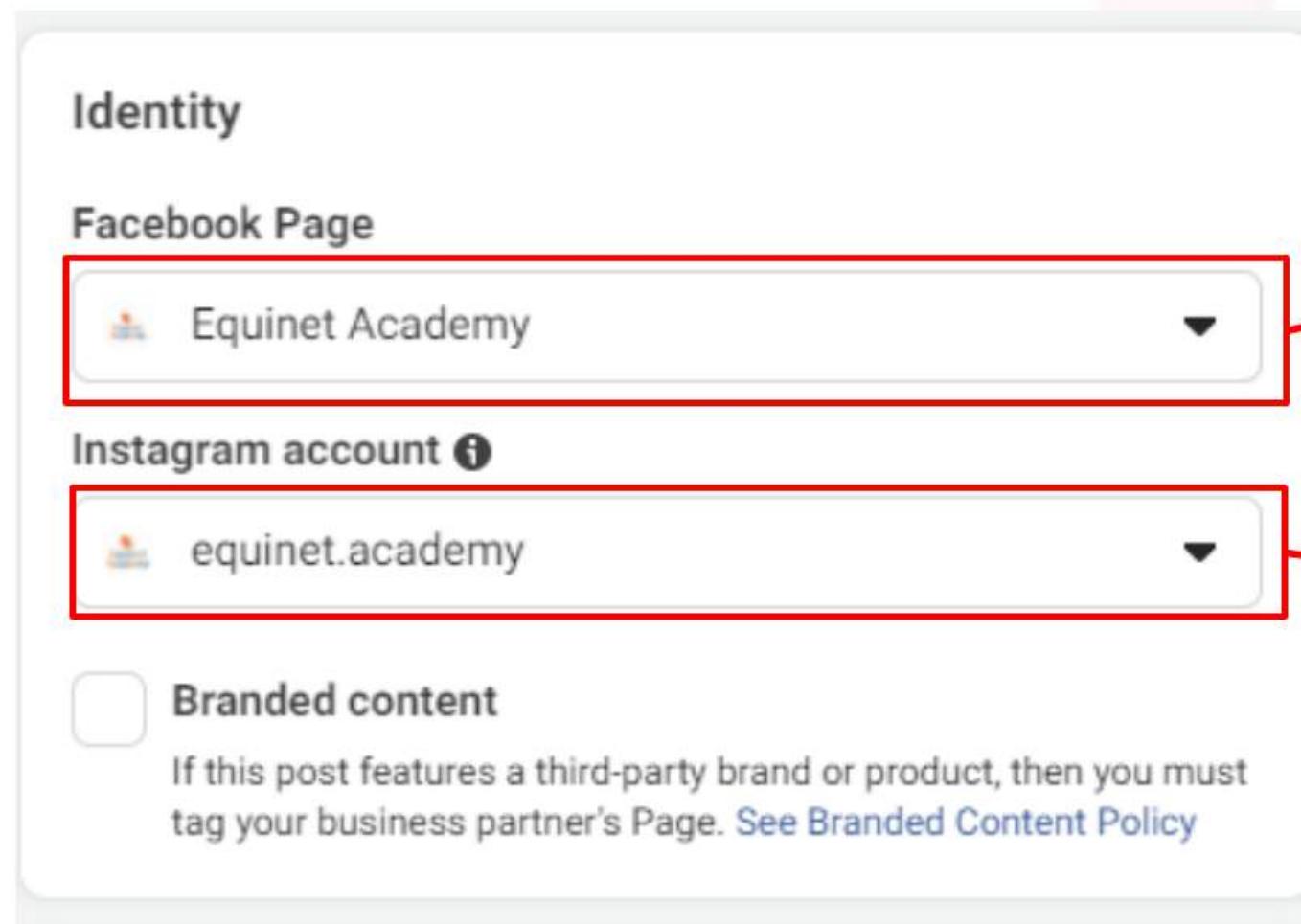
Image/Video

Text
(Ad Copy)



Step 1: Choose Identity

Choose Advertiser Identity - Which Facebook Page or; and Instagram account will you want your customers to see when you are running ads?



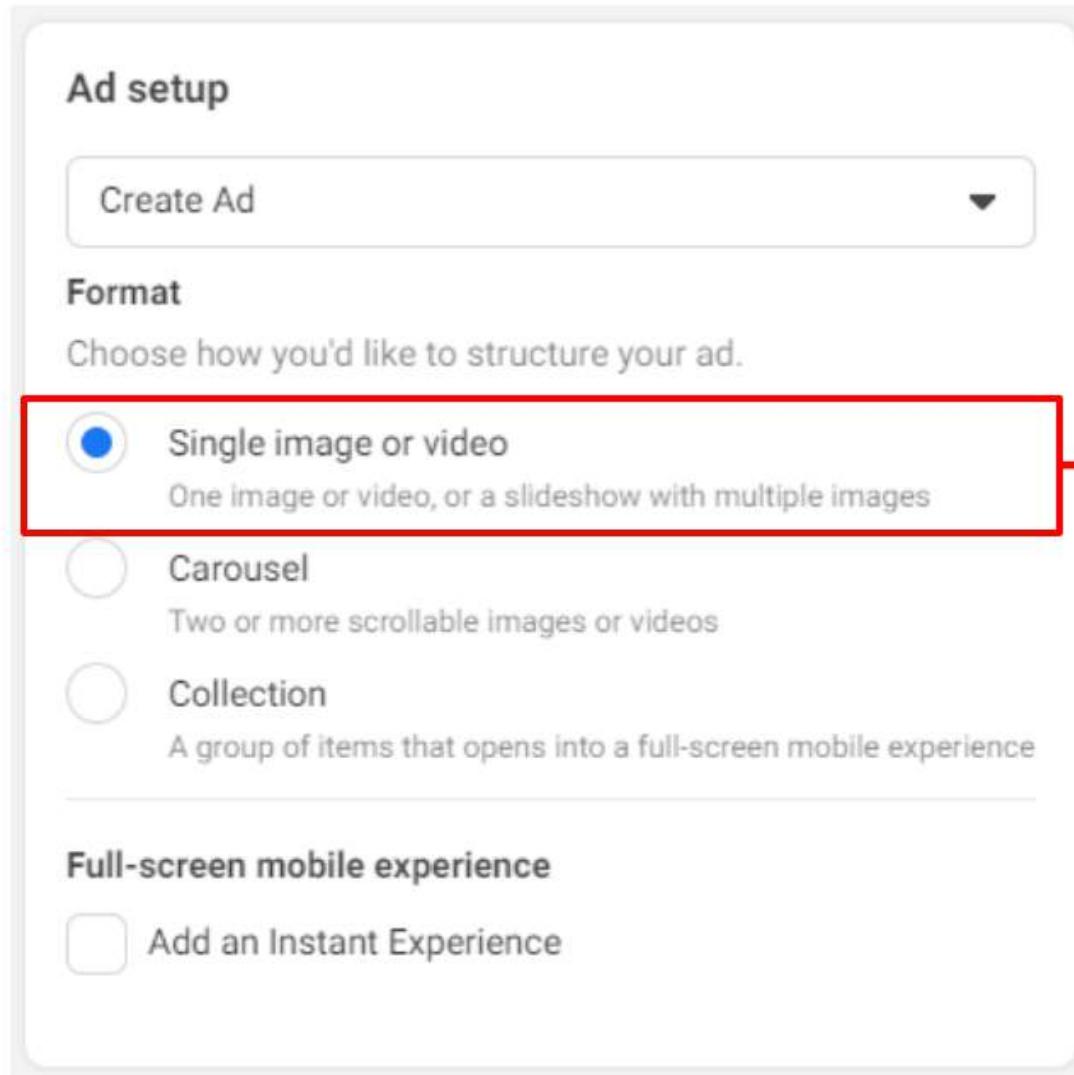
Toggle the down button to choose the correct Facebook Page.

Choose “Use Selected Page” if you don’t have an Instagram business account.

Step 2: Choose Format

Choose Format

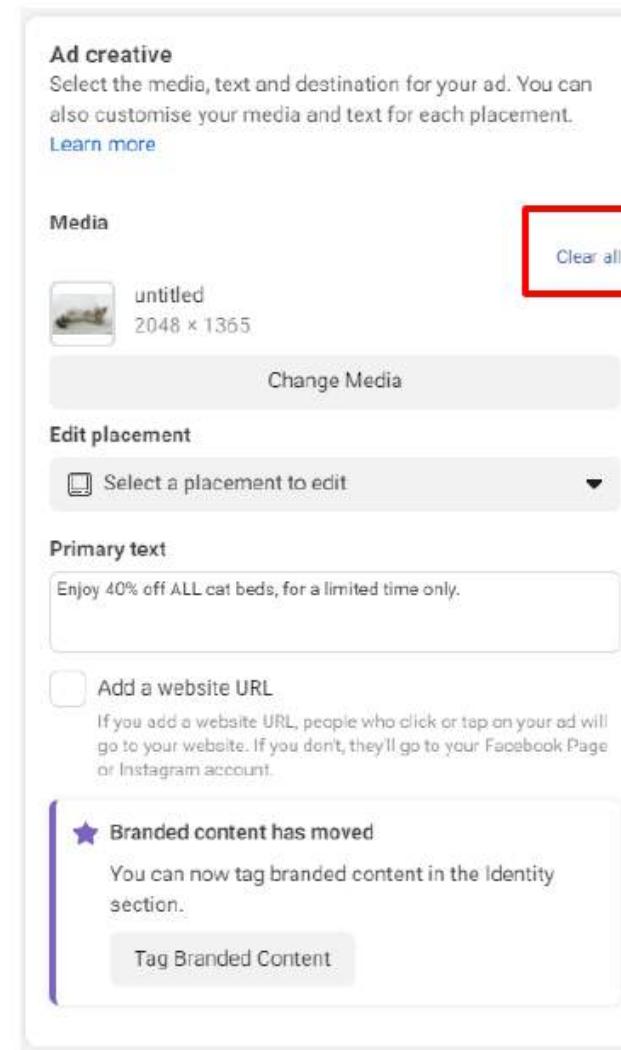
Select one among Single image/Video, Carousel or Collection



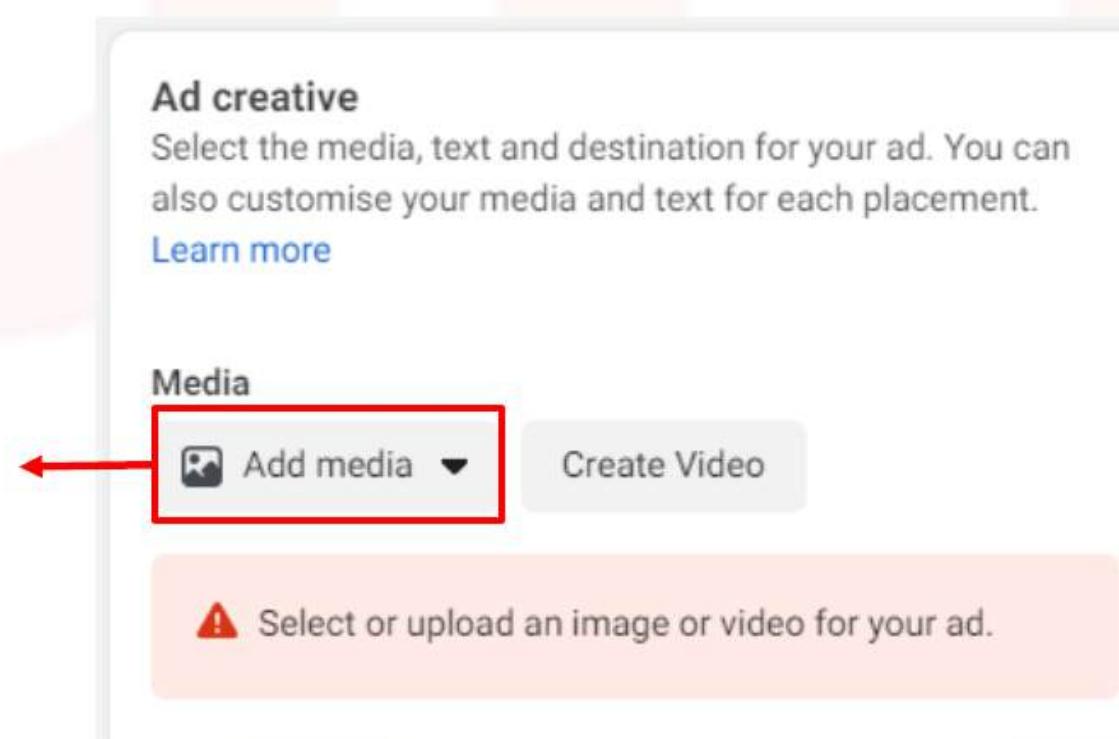
For practice, choose this option.

Step 3: Choose Media

Choose Media - What's the exact image and/or video that you will be using?



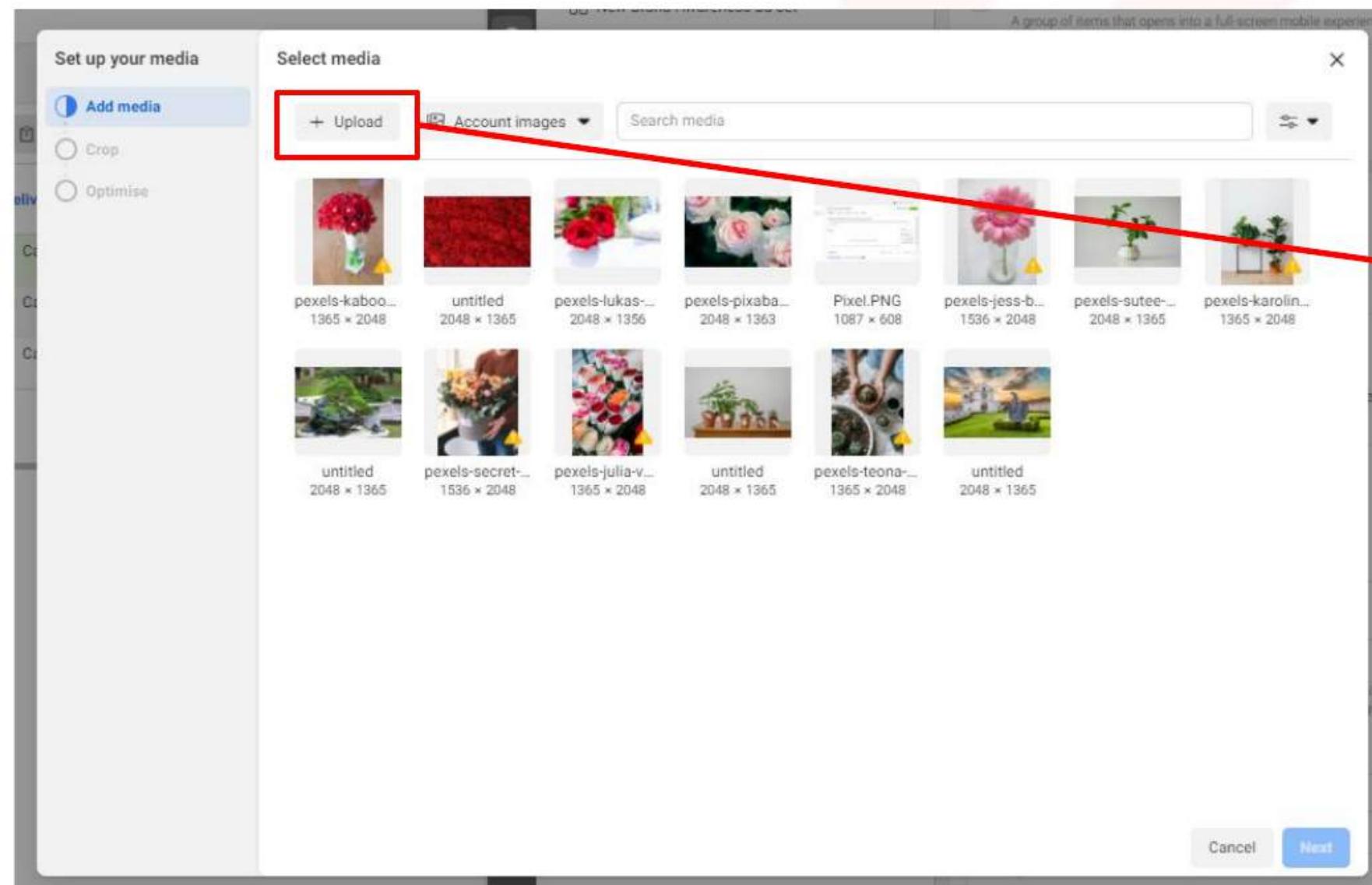
1. Remove any default media by clicking on the **“Clear all”** button.



2. Add your own media (image/video) by clicking on **“Add media”**.

Step 3a: Upload Media

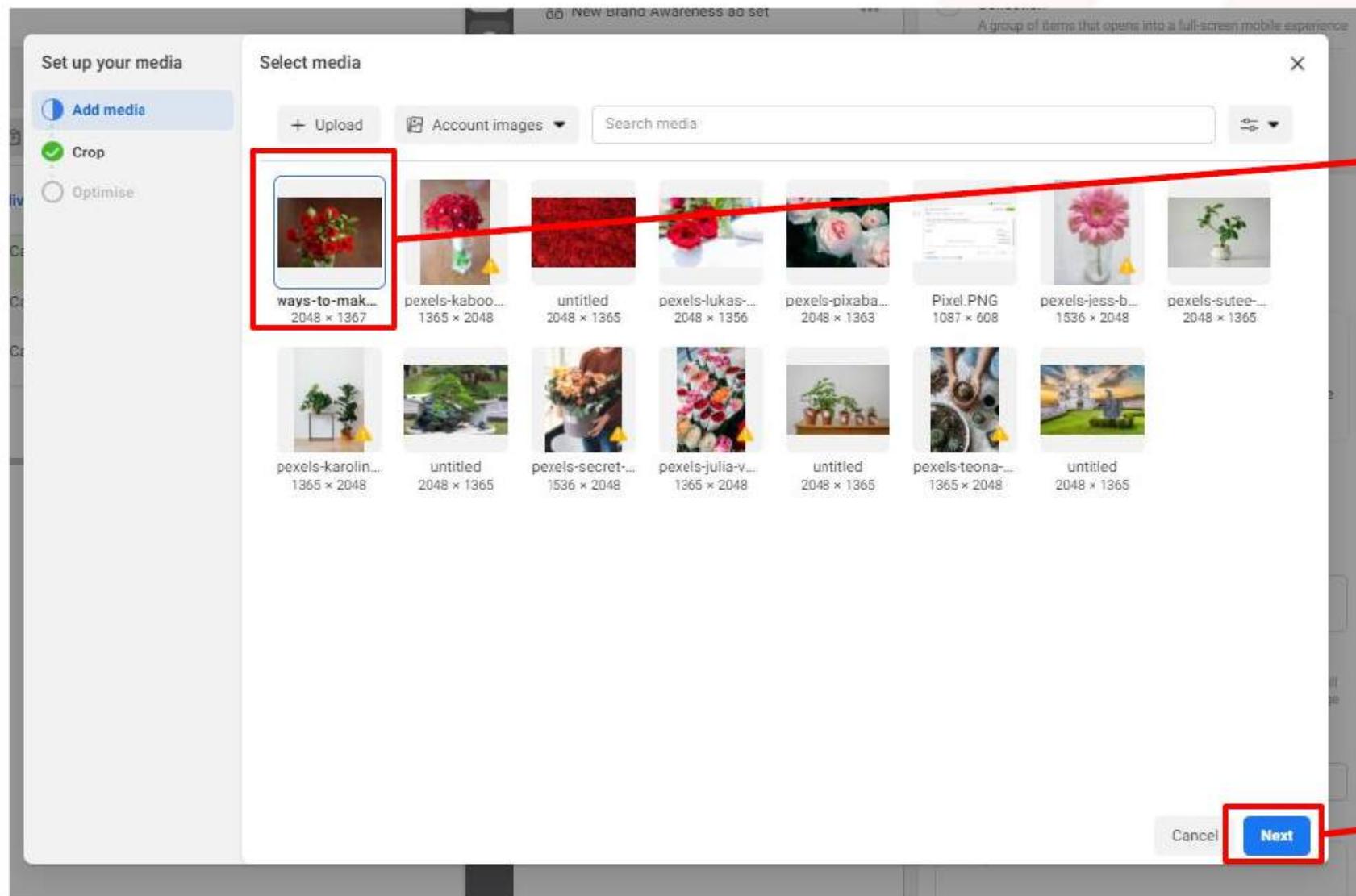
Choose Media - What's the exact image and/or video that you will be using?



Click on the “**Upload**” button to upload your own image/video.

Step 3b: Choose Media

Choose Media - What's the exact image and/or video that you will be using?

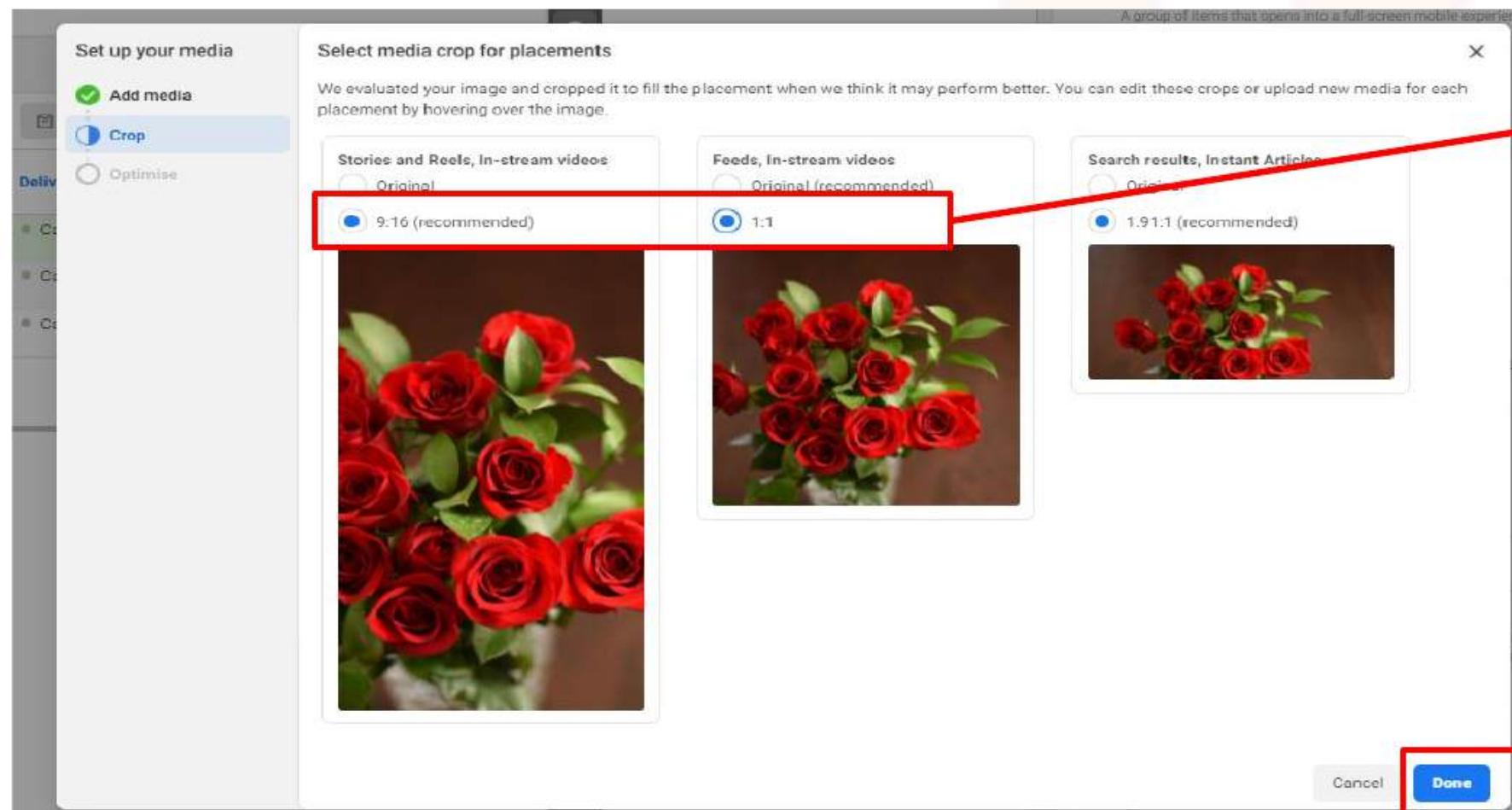


1. Select the image that you have uploaded

2. Click on the “Next” button

Step 3c: Crop Media

Check Media Cropping – Ensure image fit with relevant aspect ratio



1. **Toggle aspect ratio** to ensure image fit

2. Click on the
“Done” button

Step 4: Choose Text

Input Text - What's the text that your prospective customers will be seeing in the ads?

Ad creative
Select the media, text and destination for your ad. You can also customise your media and text for each placement.
[Learn more](#)

Media
Clear all

untitled_105
2048 x 1365
[Change Media](#)

Edit placement

Primary text
Enjoy 40% off ALL cat beds, for a limited time only.

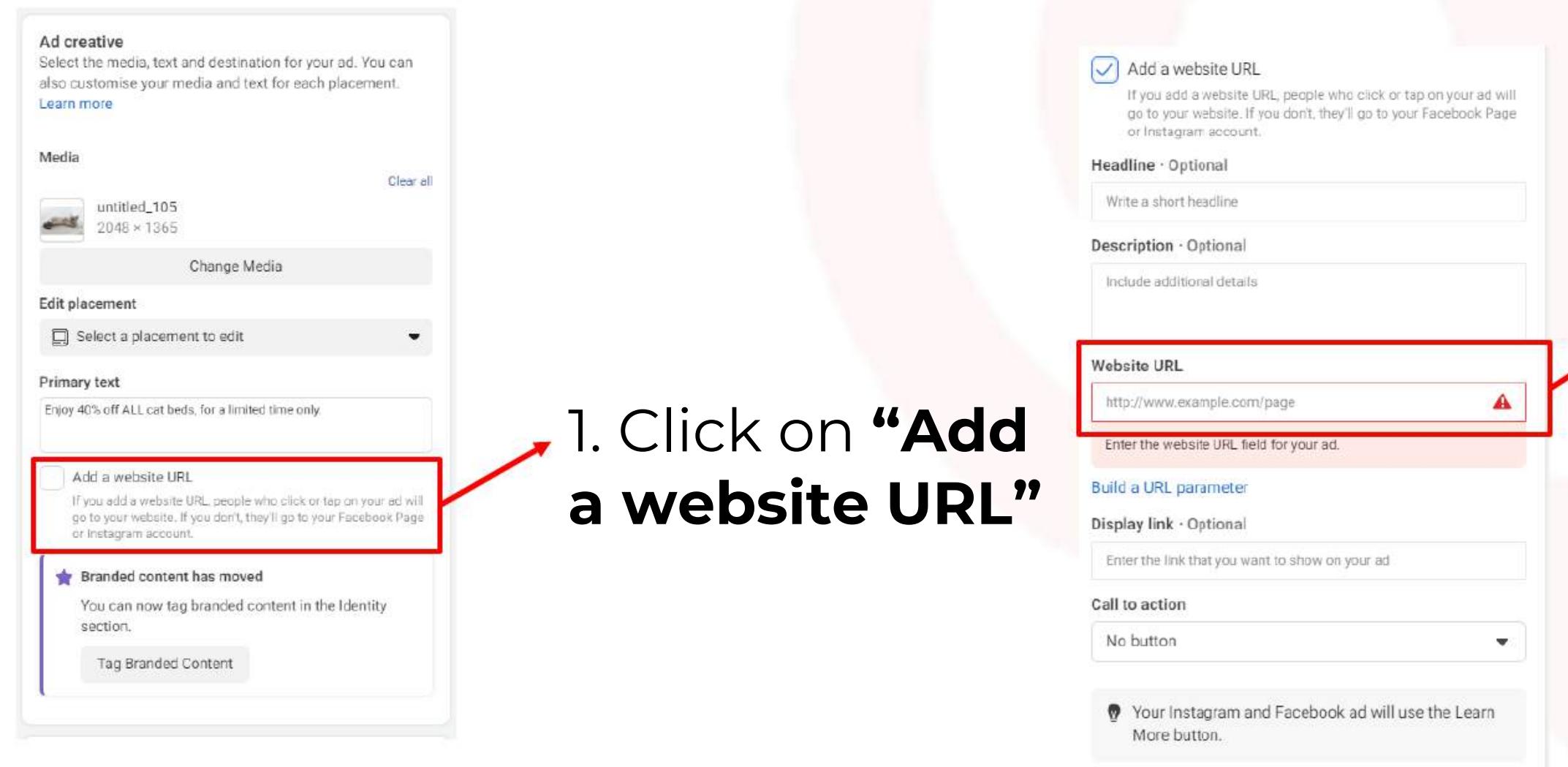
Add a website URL
If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

★ Branded content has moved
You can now tag branded content in the Identity section.
[Tag Branded Content](#)

- Add your advertisement text here.
- This is what your prospective customer will see on your ads.

Step 5: Add A Website URL

Website URL - Where will your prospective customers land after clicking the ads?



The screenshot shows the 'Ad creative' section of the Facebook Ads Manager. On the left, there's a sidebar with 'Media' (untitled_105, 2048 x 1365), 'Edit placement' (Select a placement to edit), and 'Primary text' (Enjoy 40% off ALL cat beds, for a limited time only). The main area has a red box around the 'Add a website URL' checkbox. Below it, a message says: 'If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.' To the right, the 'Add a website URL' checkbox is checked, and a message explains: 'If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.' Below that are sections for 'Headline - Optional', 'Description - Optional', and 'Website URL' (http://www.example.com/page, with a warning icon). Further down are 'Build a URL parameter', 'Display link - Optional', 'Call to action' (No button), and a note about using the Learn More button.

1. Click on “Add a website URL”

2. Input “website URL”

Step 5: Add A Website URL

Website URL - Where will your prospective customers land after clicking the ads?

Add a website URL
If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

Headline · Optional
Write a short headline

Description · Optional
Include additional details

Website URL
http://www.example.com/page ⚠
Enter the website URL field for your ad.

Build a URL parameter
Display link · Optional
Enter the link that you want to show on your ad

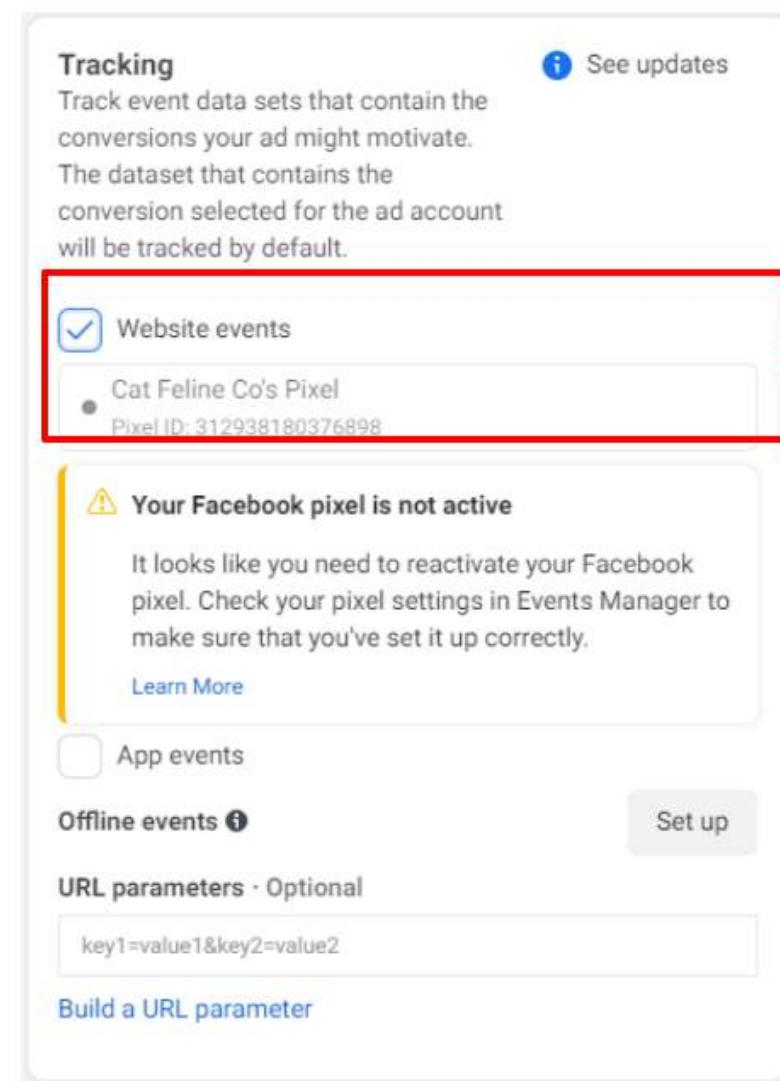
Call to action
No button

💡 Your Instagram and Facebook ad will use the Learn More button.

1. Input **headline** for your ads (most important)
2. Input **description** (optional)
3. Input **website URL**
4. Choose **call-to-action (CTA) button text**

Step 6: Select Meta Pixel

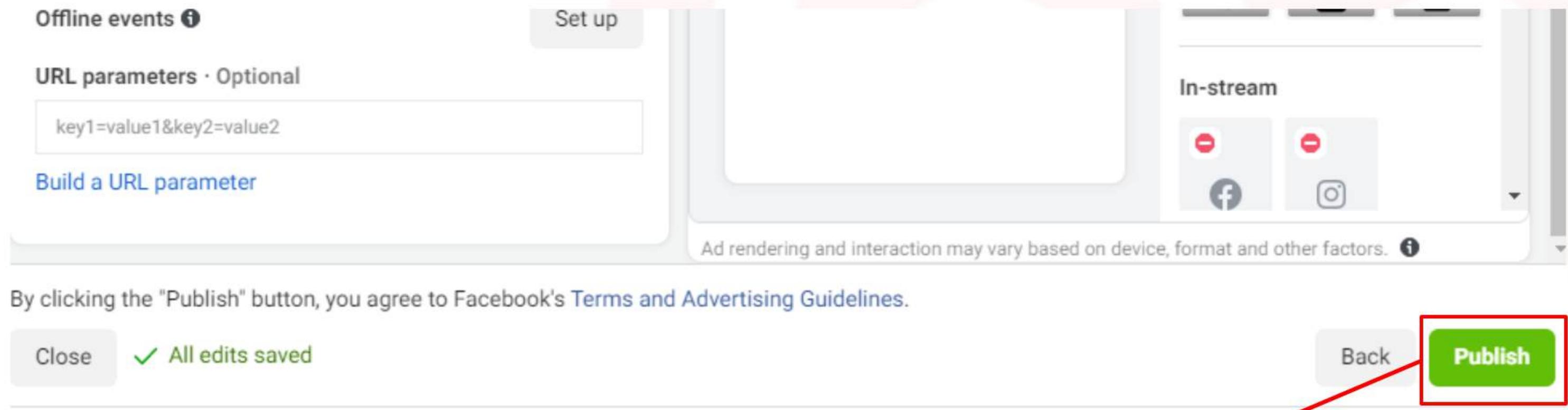
Facebook pixel - Always make sure that the Facebook pixel is switched on!



Toggle the pixel on by selecting the “website events” button

Ad Preview & Publishing

After previewing the ads. Press the “Publish” button and your Ad will be sent to ad approval.



By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Click the **“Publish”** button to launch your Facebook ad.

Checking Campaign Status

Ads Manager - You will see your newly created ads in Facebook Ads Manager

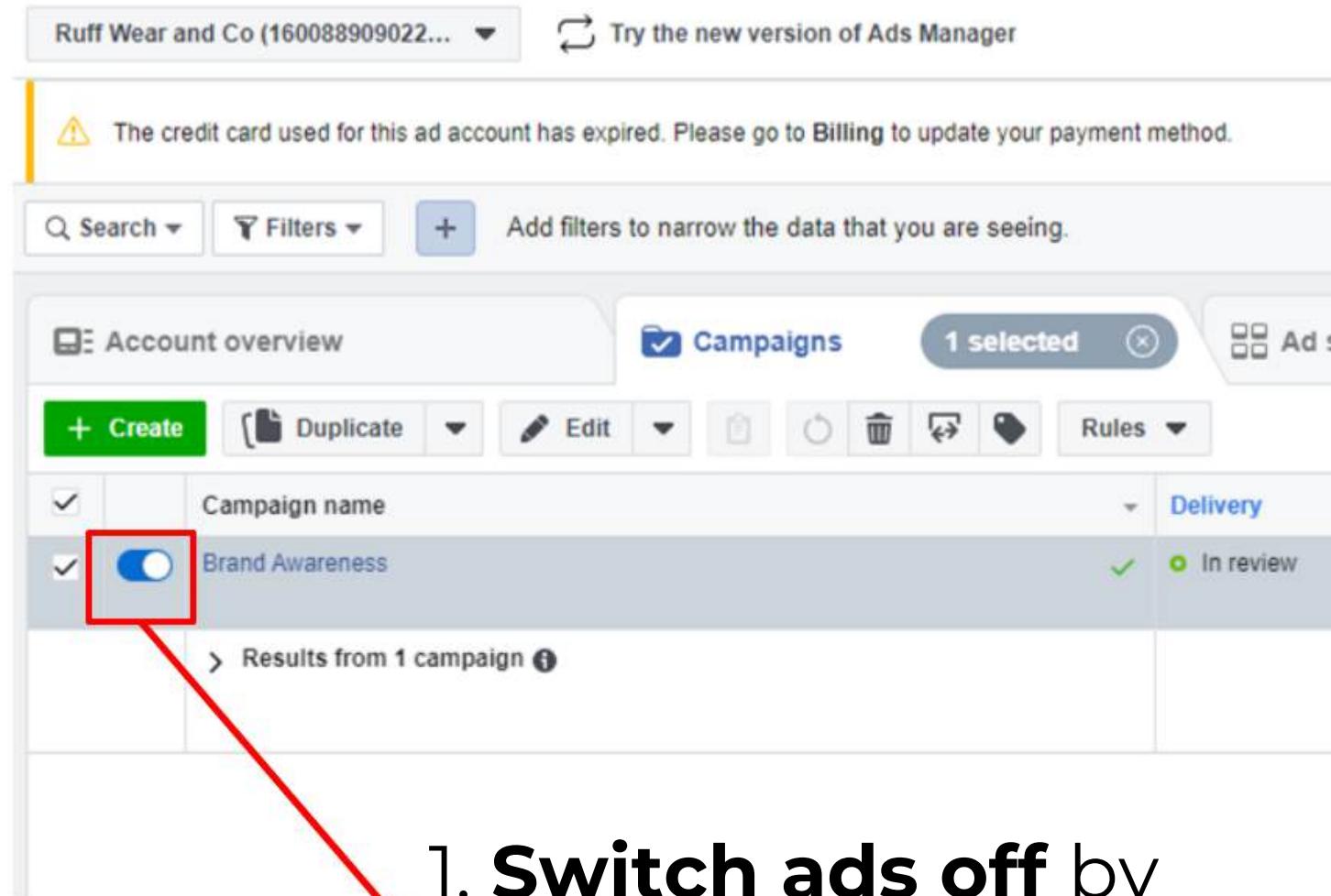
The screenshot shows the Facebook Ads Manager interface. At the top, there's a header with account information, a 'Try the new version of Ads Manager' button, and several status indicators like 'Updated just now' and 'Discard Drafts'. A yellow warning message states: 'The credit card used for this ad account has expired. Please go to Billing to update your payment method.' Below the header, there are search and filter options, and a date range set to 'This month: 1 Jan 2020 - 28 Jan'. The main navigation tabs are 'Account overview', 'Campaigns' (which is selected and highlighted in blue), 'Ad sets', and 'Ads'. Under 'Campaigns', there are buttons for '+ Create', 'Duplicate', 'Edit', 'Delete', 'Rules', and 'View Setup'. To the right, there are dropdowns for 'Columns: Performance', 'Breakdown', and 'Reports'. The main table displays one campaign row:

Campaign name	Delivery	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Brand Awareness	In review	\$1.00 Daily	Estimated ad recall lift (pe...)	—	—	—	\$0.00	Ongoing

A red box highlights the 'Brand Awareness' campaign name. Below the table, it says 'Results from 1 campaign'.

Turning Campaigns On/Off

Switching Ads On/Off - You are able to switch off your ads anytime.



Ruff Wear and Co (160088909022... ▾) Try the new version of Ads Manager

The credit card used for this ad account has expired. Please go to Billing to update your payment method.

Search ▾ Filters ▾ + Add filters to narrow the data that you are seeing.

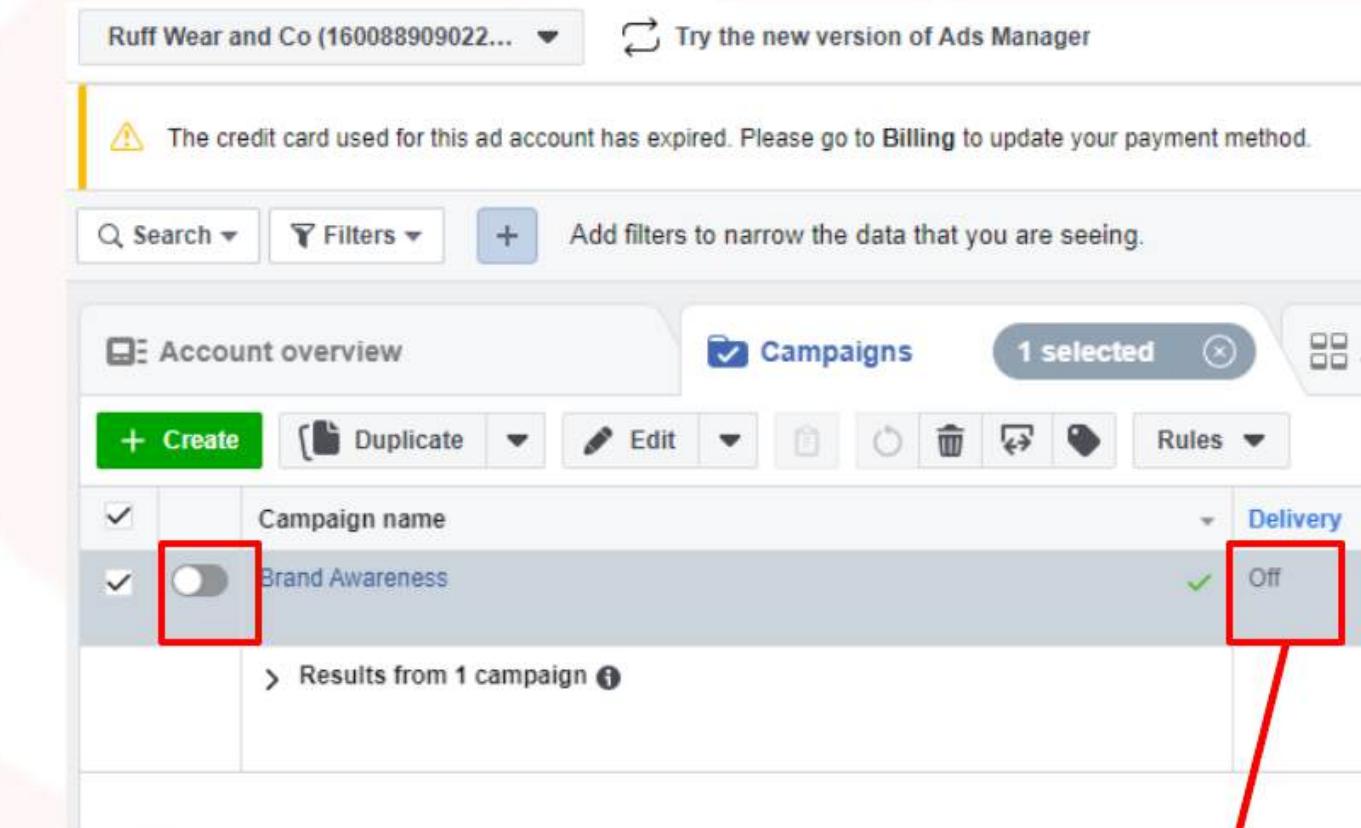
Account overview Campaigns 1 selected Ad sets

+ Create Duplicate Edit Rules

Campaign name	Delivery
Brand Awareness	In review

Results from 1 campaign

1. Switch ads off by toggling the blue button to the right



Ruff Wear and Co (160088909022... ▾) Try the new version of Ads Manager

The credit card used for this ad account has expired. Please go to Billing to update your payment method.

Search ▾ Filters ▾ + Add filters to narrow the data that you are seeing.

Account overview Campaigns 1 selected Ad sets

+ Create Duplicate Edit Rules

Campaign name	Delivery
Brand Awareness	Off

Results from 1 campaign

2. Ads that are off will appear Grey, and the delivery will have the word “Off”

Editing Campaigns

Editing - You are able to edit your campaign/ ad set/ ad anytime.

The screenshot shows the Facebook Ads Manager interface. On the left, there's a list of campaigns: 'Prospecting - Brand Awareness - Lookalike Audience Targeting' (selected), 'Remarketing - Brand Awareness - Custom Audience Targeting', and 'Prospecting - Brand Awareness - Core Audience Targeting'. The 'Edit' button for the first campaign is highlighted with a red box and a red arrow pointing to it from the text '1. Edit ads by pressing the “Edit” button'. On the right, a detailed view of the selected campaign shows 'Campaign budget optimisation' turned 'On'. It also displays the 'Campaign budget' section where the 'Daily budget' is set to '\$80.00 SGD'. A red box highlights the '\$80.00' input field, and a red arrow points to it from the text '2. Change the daily budget'. At the bottom right of this panel is a green 'Publish' button, which is also highlighted with a red box and a red arrow pointing to it from the text '3. Click on “Publish” to save your changes'.

1. Edit ads by pressing the “**Edit**” button

2. **Change** the daily **budget**

3. Click on “**Publish**” to save your changes



Day 2

Recap Day 1 Learning



RECAP

Learning Activity

Eco Furniture: Revolutionising Home Decor with Sustainable Digital Marketing on Meta Platforms

Group Discussion



Refer to Learner Guide page 25-26
for the Scenario-based Case-Study

Provide answers to Questions 1 to 6.



Facebook Marketplace

What Is FB Marketplace?

Facebook Marketplace is a **FREE** open exchange where users can buy and sell new and pre-owned items to other users.

Anyone can list products for sale and gain access to a local audience.

Facebook Marketplace is similar to Carousell.

Access FB Marketplace

www.facebook.com/marketplace

Marketplace

Search Marketplace

Browse all

Notifications

Selling

Your account

+ Create New Listing

Filters

Singapore - Within 5 kilometres

Categories

Vehicles

Property for rent

Apparel

Classifieds

Electronics

Entertainment

Family

Free stuff

COVID-19: Buyers and sellers
Please follow local guidelines about physical distancing and staying at home.

Learn More

Today's picks for you

Singapore

Item	Price	Description	Location
Low price sale 916 gold ring men and women couple...	\$188	Low price sale 916 gold ring men and women couple...	Singapore
Assassin's Creed: The Rebel Collection (Nintendo Switch)	FREE	Assassin's Creed: The Rebel Collection (Nintendo Switch)	Singapore
Baby playpen, free to 2 person	FREE	Baby playpen, free to 2 person	Singapore
Pahang frozen old tree MSW 400g	\$310	Pahang frozen old tree MSW 400g	Singapore
Apple AirPods Pro	\$1	Apple AirPods Pro	Singapore
Keropok / Fresh Lekor /Cheeseball Lekor	\$1	Keropok / Fresh Lekor /Cheeseball Lekor	Singapore
Malaysia Yong Sheng Traditional Mooncake	\$26	Malaysia Yong Sheng Traditional Mooncake	Singapore
Men's jacket thickened in autumn and winter	\$1	Men's jacket thickened in autumn and winter	Singapore
single casual shoes a pedal spring tide low-top lazy shoe...	\$1	single casual shoes a pedal spring tide low-top lazy shoe...	Singapore
Bearbrick series 40 and series 39	\$7	Bearbrick series 40 and series 39	Singapore
1.0ct 18K white Moissanite Adjustable Ring (GRA card)	\$23	1.0ct 18K white Moissanite Adjustable Ring (GRA card)	Singapore
Newspaper shirt men's short-sleeved Japanese art loose	\$1	Newspaper shirt men's short-sleeved Japanese art loose	Singapore
T-shirt S -Xxxxl 0033	FREE	T-shirt S -Xxxxl 0033	Singapore
Brother necklace man cross man pendant	\$1	Brother necklace man cross man pendant	Singapore
Bakso bahira kitchen	\$5	Bakso bahira kitchen	Singapore
Hooded denim jacket me spring and autumn new..	\$1	Hooded denim jacket me spring and autumn new..	Singapore

Sponsored

Antiques & collectables

See all

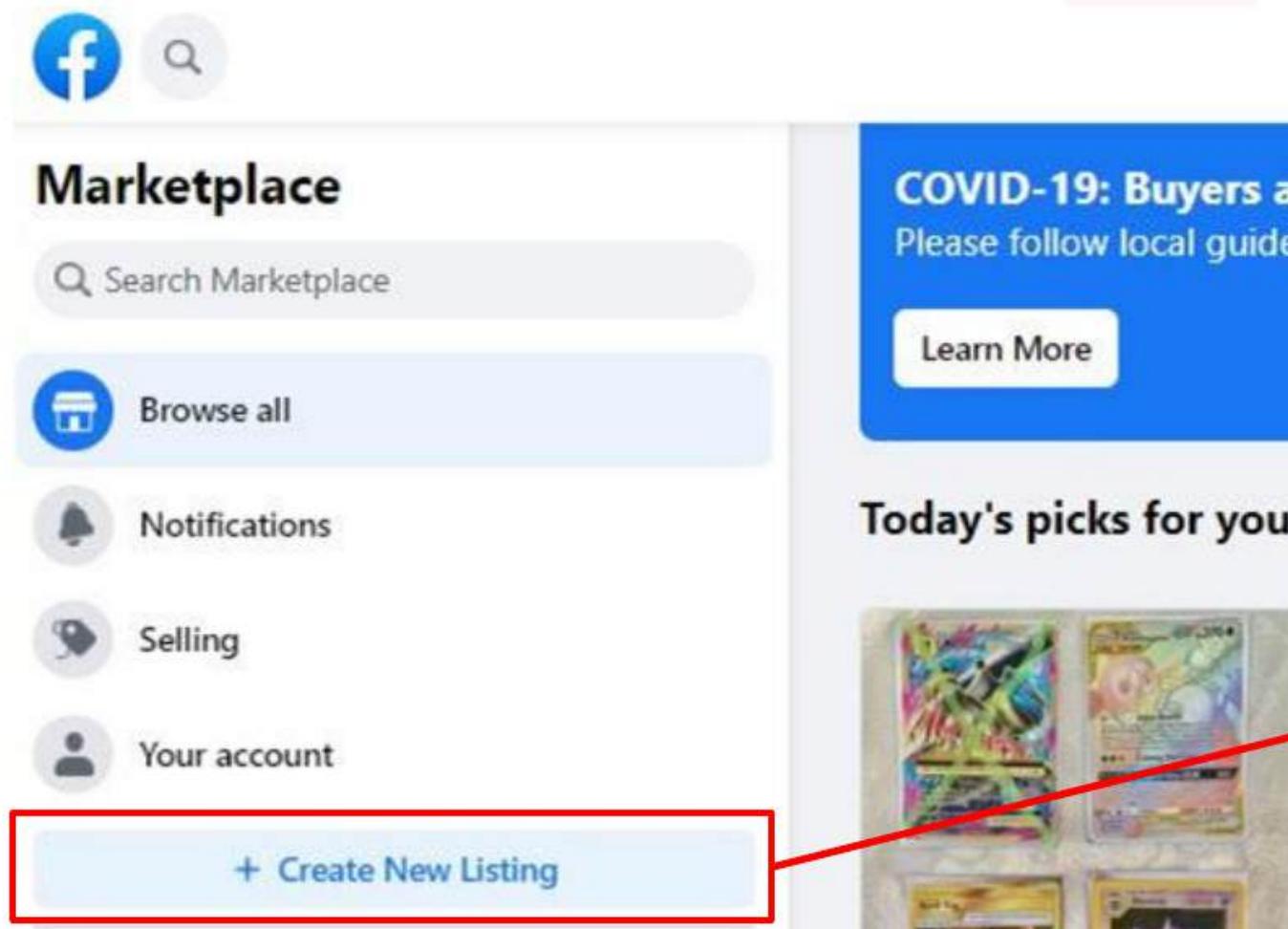
Why List On FB Marketplace?



- 100% free to use
- You can post your products in Facebook Marketplace
- People will “Private Message” you if they are interested.

Listing on FB Marketplace

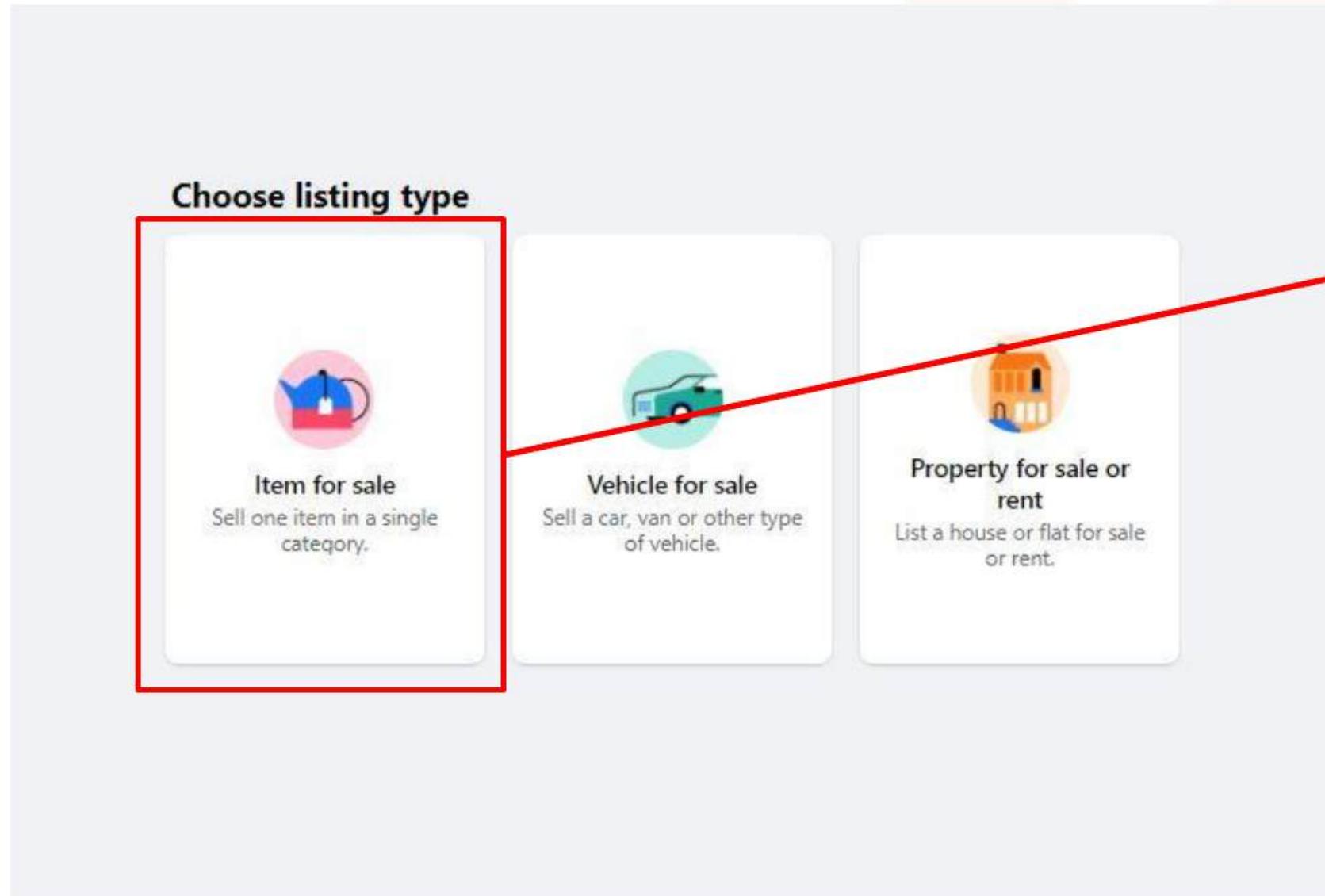
A simple process with a few steps.



Click on “Create New Listing”

Choosing A Listing Type

3 different listing types to choose from



Click on “Item for sale”

Filling Up More Details

Marketplace
Item for sale

Save Draft

Listing to Marketplace - Public

Photos - 0/10 - You can add up to 10 photos.

Add Photos

Title

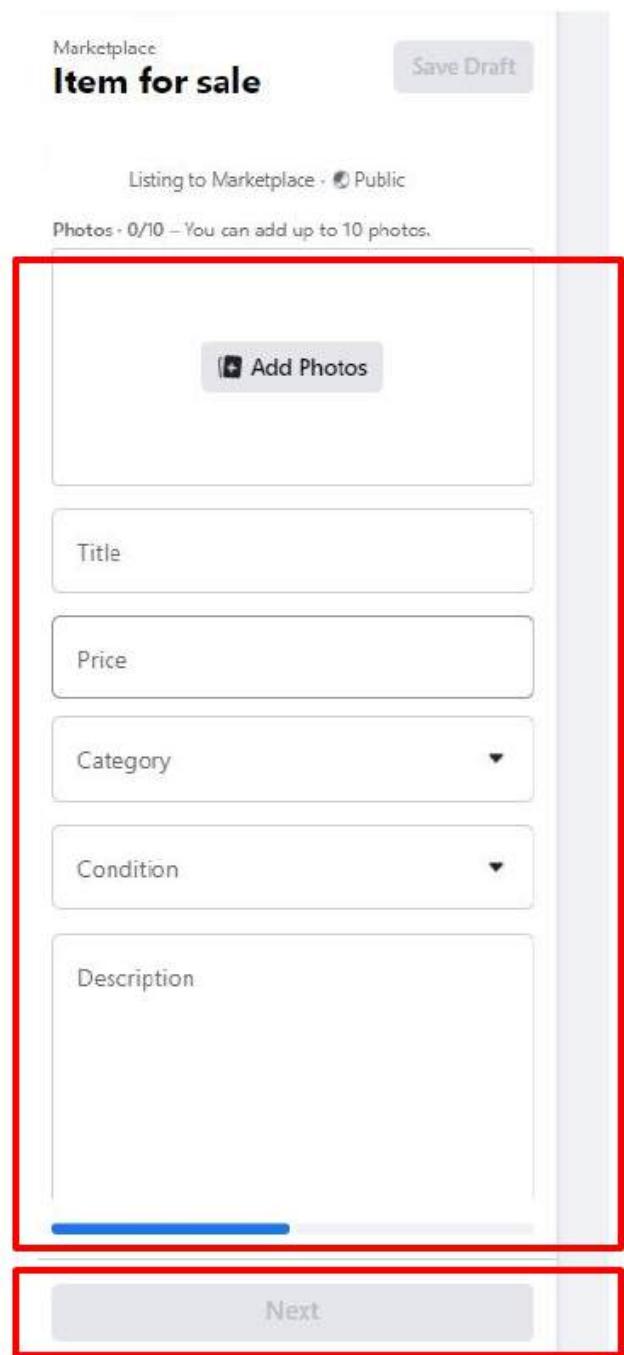
Price

Category

Condition

Description

Next



Add photo(s), description & pricing

- Add photos
- Add the description
- Add pricing
- Your listing will go through a review process before it is approved
- Usually takes less than 5 minutes

What Are Facebook Groups?

Groups are a place to communicate about shared interests with certain people. You can create a Group for anything — your family reunion, your after-work sports team or your book club.

It's a place on Facebook where like-minded individuals come together to share their interests and hobbies.

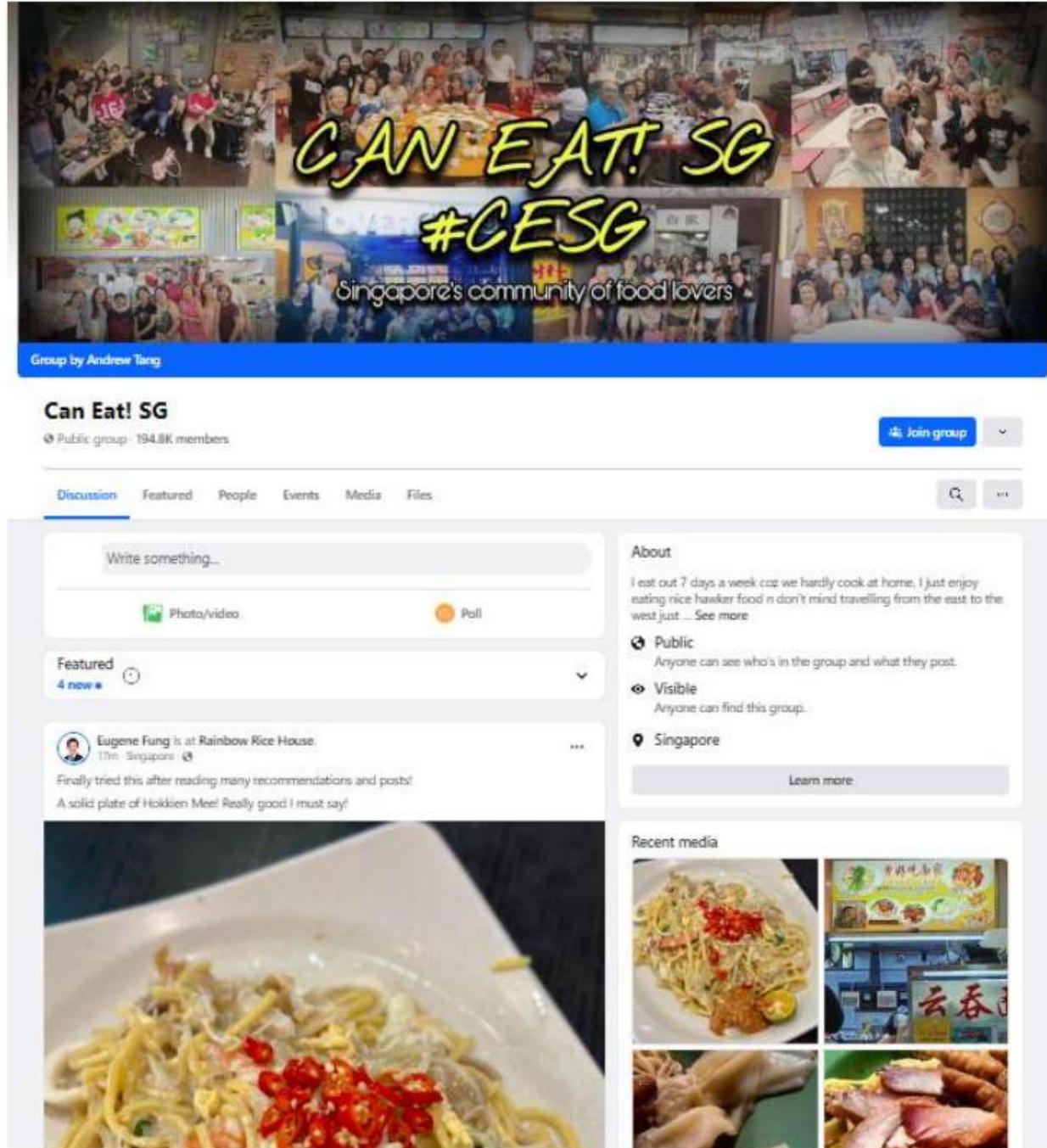
Q: Private vs Public, which is better?

Q: How do you get people into your group?

Q: What do you post in your group? (UGC etc)

Q: What type of business is good for FB group?

Examples of Big SG Groups



Group by Andrew Tang

Can Eat! SG

Public group · 194.8K members

Join group

Discussion Featured People Events Media Files

Write something...

Photo/video Poll

Featured 4 new

Eugene Fung is at Rainbow Rice House. 1 hr Singapore

Finally tried this after reading many recommendations and posts! A solid plate of Hokkien Mee! Really good I must say!

About

I eat out 7 days a week coz we hardly cook at home. I just enjoy eating nice hawker food n don't mind travelling from the east to the west just ... See more

Public Anyone can see who's in the group and what they post.

Visible Anyone can find this group.

Singapore Learn more

Recent media



<https://www.facebook.com/groups/2773435079585801/>

Promote Your Business To Online Communities

Nineties Pasta & Grill shared a post
18 November at 05:27 ·

Haven't you tried our affordable western food? Drop by and try it yourself.



really anybody can eat this one

Announcement!
Pasar United Dabao 2020 and Sweet United are not longer a link group with Hawkers United Dabao 2020. Kena stolen away by ex admin.... See more

Public
Anyone can see who's in the group and what they post

Visible
Anyone can find this group.

General group

Popular topics in posts
Island-Wide Deli... Mother's Day 20...
Father's Day 202...

Show more ▾

Recent media



See All

shared a post.
OK ·

No GST and No Service Charge !!! 49 Seats at The Centrepark #01-49 (Somerset)

Opening Hours
1130am - 0230am (mon-sat)
1130am - 11pm (sun)... See more



49 Seats is at 49 Seats.
8 October · Singapore ·

Tom Yum fish and chips! 🍣 from @49seats. Hot Crispy thick fish with a Tom Yum dipping sauce 🍲

Saw this place scrolling on IG and saw their Tom Yum pasta so ... See more

OK · 28 · 1 comment 2 shares

View 20 more comments.

Yesterday at 05:35 ·

Hi Dear Customer, we are previously from blk 333 yishun street 31 thai food, now we have move over to yishun park hawker center #01-31 shop name (Phawo Thai) do come over try out our new menu thanks alot for your support 🙏



+24

203 · 28 comments 63 shares

Like Comment Share

Do you promote your business or should you create yourself?

Communities of Target Audience

Some of these groups have massive number of users inside! This means that you can potentially promote your business or services for free.

The screenshot shows a list of Facebook groups under the search term "jobs". The groups listed are:

- SINGAPORE JOBS (Private group - 257K members): Hey guys! Do you know that you could help us grow this group bigger by add... 460 posts a day
- SG Job Seekers (Private group - 56K members): Greetings to the members of this group, please note that this group is created... 240 posts a day
- Singapore Part Time Jobs (Private group - 81K members): 140 posts a day
- Singapore Jobs for Local and Foreigners (Private group - 28K members): This group is only For Job Advertiser and Job Seeker, please dont post any oth... 410 posts a day
- Jobs in Singapore (Private group - 75K members): Jobs in Singapore is a private FB group managed by https://FutureWork.SG. Si... 50 posts a day
- Singapore FDW and Employer - Direct Hiring (Private group - 84K members): A group created to connect employer and foreign domestic worker directly. W... 100 posts a day

Singapore Jobs Groups
272k Members

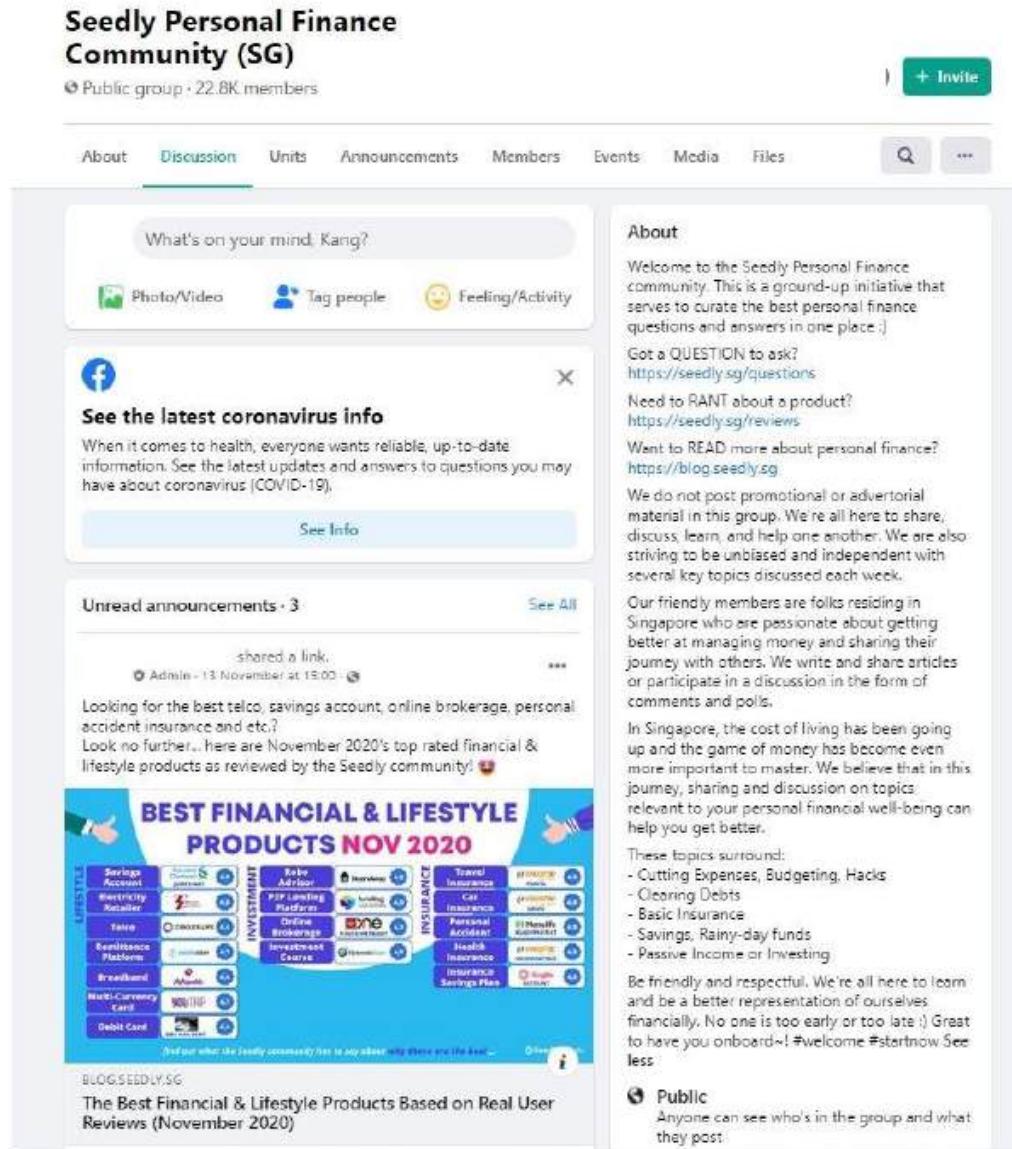
The screenshot shows a list of Facebook groups under the search term "keto". The groups listed are:

- Singapore Keto Lifestyle For The Busy (Private group - 12K members): A platform for people who are willing to share their knowledge about Keto di... 10 posts a day
- Singapore Keto - Our Journey (Private group - 4.1K members): This is a platform for Ketoians to share their journey and learn from each othe... 60 posts a day
- MARKETPLACE - Singapore Keto Lifestyle For The Busy (Private group - 4.7K members): Hello! Our marketplace is to help sellers and buyers with Keto diet objectives i... 10 posts a day
- Dirty/Lazy LCHF/Keto Singapore (Public group - 2.4K members): #KetoJiak Whatsapp group : <https://is.gd/dirtylazyketosg> No Keto police allow... 6 posts a week
- LCHF Keto Market SG (Public group - 3.9K members): Marketplace for selling "low carb and high fat" or ketogenic friendly products ... 10 posts a day

Singapore Keto Groups
12k Members

Facebook Group Rules

Some groups might not allow commercial content. Always check the rules of the Group first.



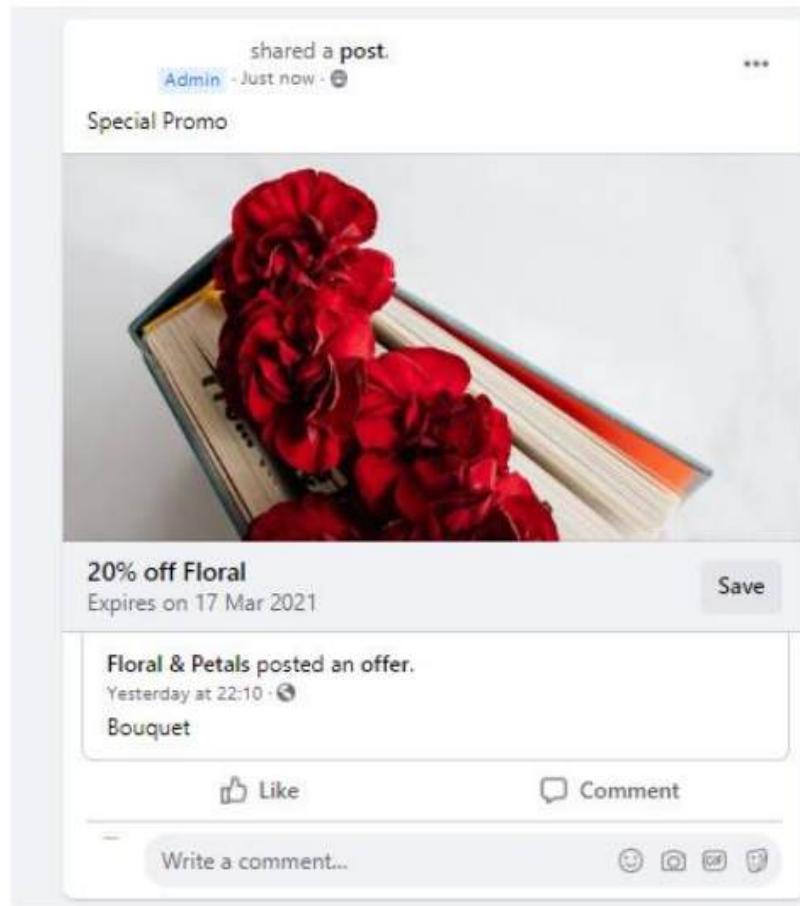
The screenshot shows the homepage of the "Seedly Personal Finance Community (SG)" Facebook group. At the top, it displays "Seedly Personal Finance Community (SG)" with 22.8K members and a "Public group" status. Below the header, there's a navigation bar with links for About, Discussion, Units, Announcements, Members, Events, Media, and Files. A search bar and a "... more" button are also present. The main content area features a "What's on your mind, Kang?" input field and three buttons: Photo/Vdeo, Tag people, and Feeling/Activity. A sidebar on the left contains a "See the latest coronavirus info" section with a link to a post about COVID-19 updates. Another sidebar on the right provides links for asking questions, ranting about products, and reading personal finance articles. The central content area includes a "Unread announcements - 3" section with a post from an admin sharing a link about top-rated financial products for November 2020. Below this is a "BEST FINANCIAL & LIFESTYLE PRODUCTS NOV 2020" section featuring a collage of various financial and lifestyle service logos. At the bottom, a note says "The Best Financial & Lifestyle Products Based on Real User Reviews (November 2020)".

- We do not post promotional or advertorial material in this group. We're all here to share, discuss, learn, and help one another. We are also striving to be unbiased and independent with several key topics discussed each week.
- If you post commercial content that is against the group rules, the admin of the group can kick you out of the group.
- When in doubt, always check the “About” section of any group first.

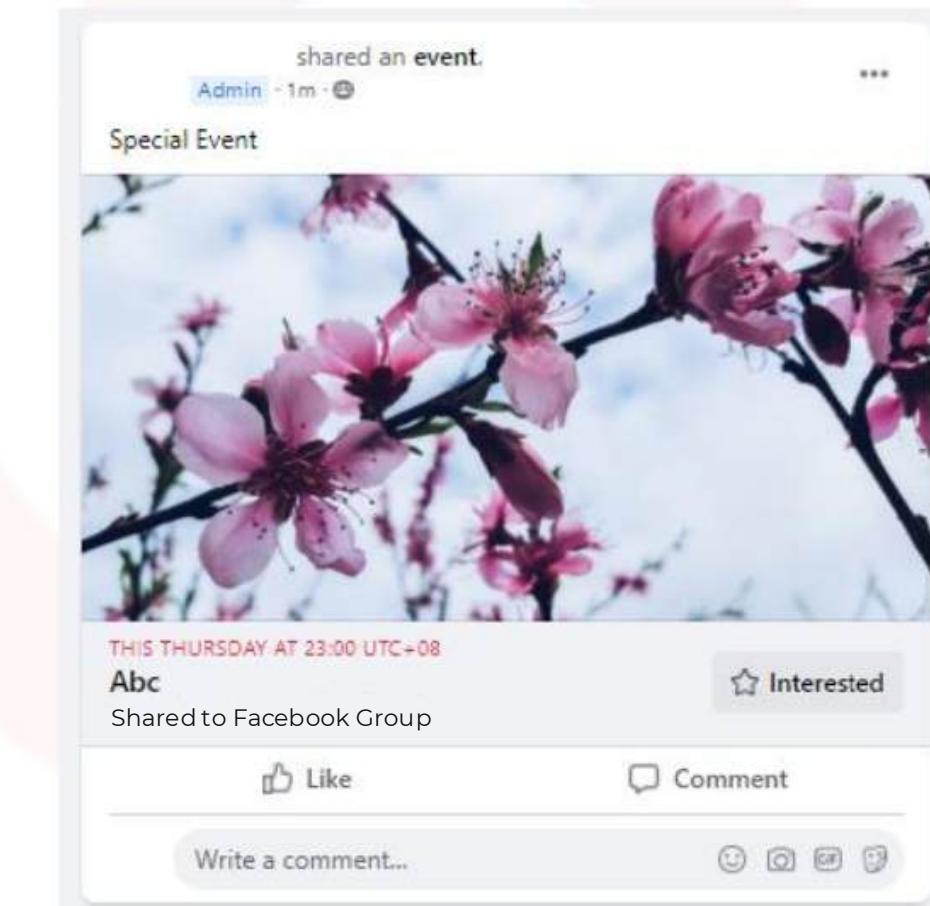
<https://www.facebook.com/groups/seedlyfinance>

Sharing Your Facebook Page Offers & Events

After joining a Group, you can share your Facebook Page Events and Offers in those Groups.

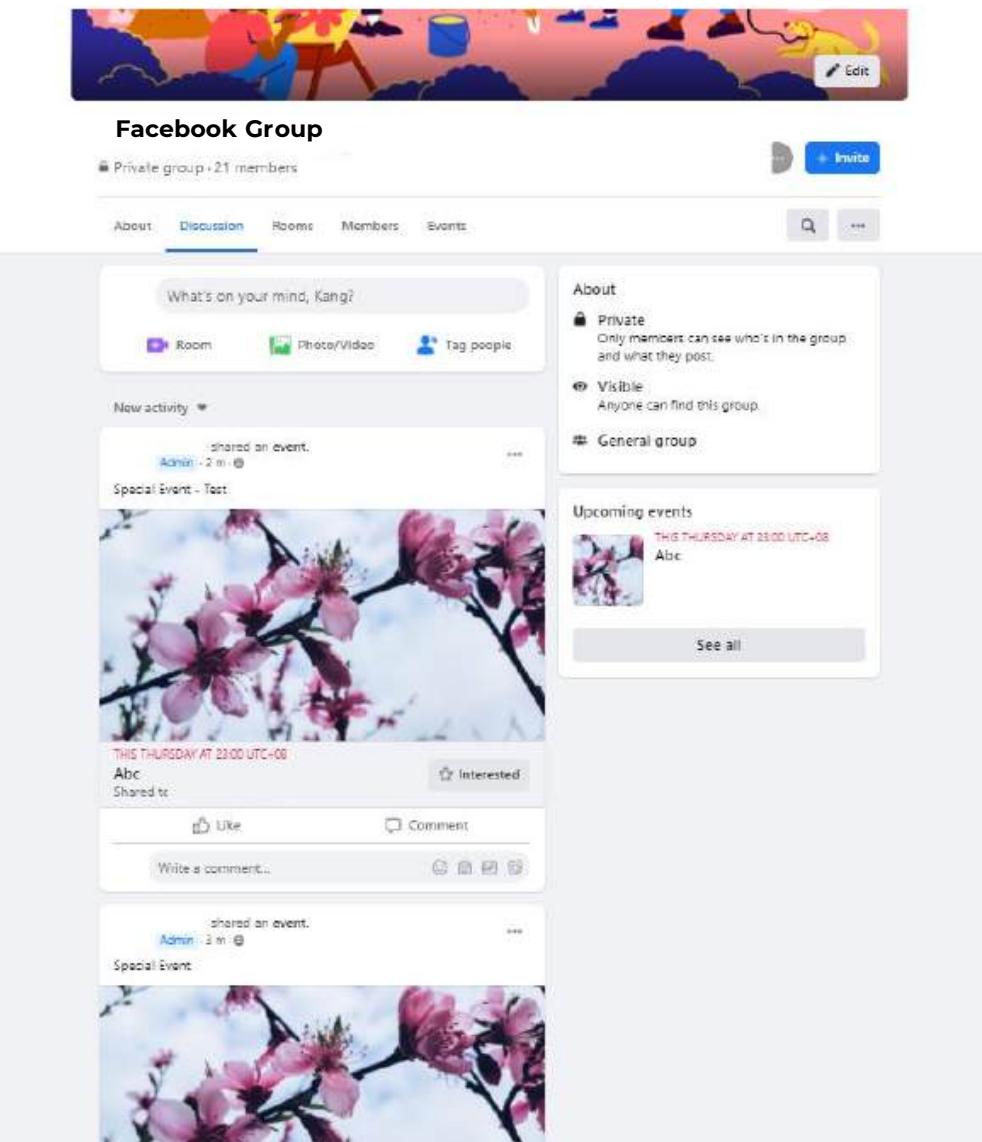


1. Sharing an offer to a FB Group



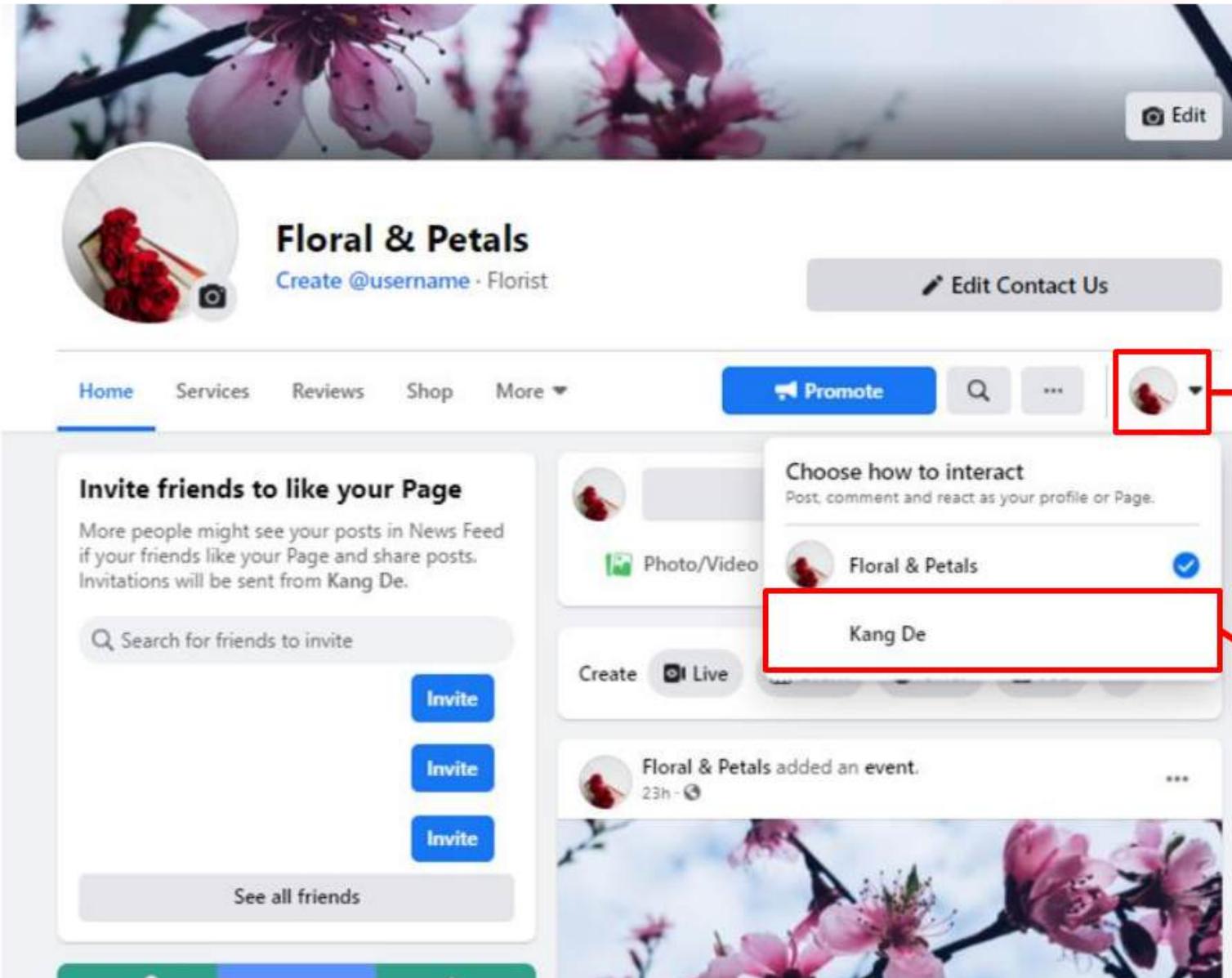
2. Sharing an event to a FB Group

Sharing Your Facebook Page Offers & Events



- This is how a shared Event & Offer will look like in a Facebook Group
- Notice that your Facebook Page is getting referenced in the Facebook Post, which gives you additional visibility and publicity.

To Share, Change To Personal Profile

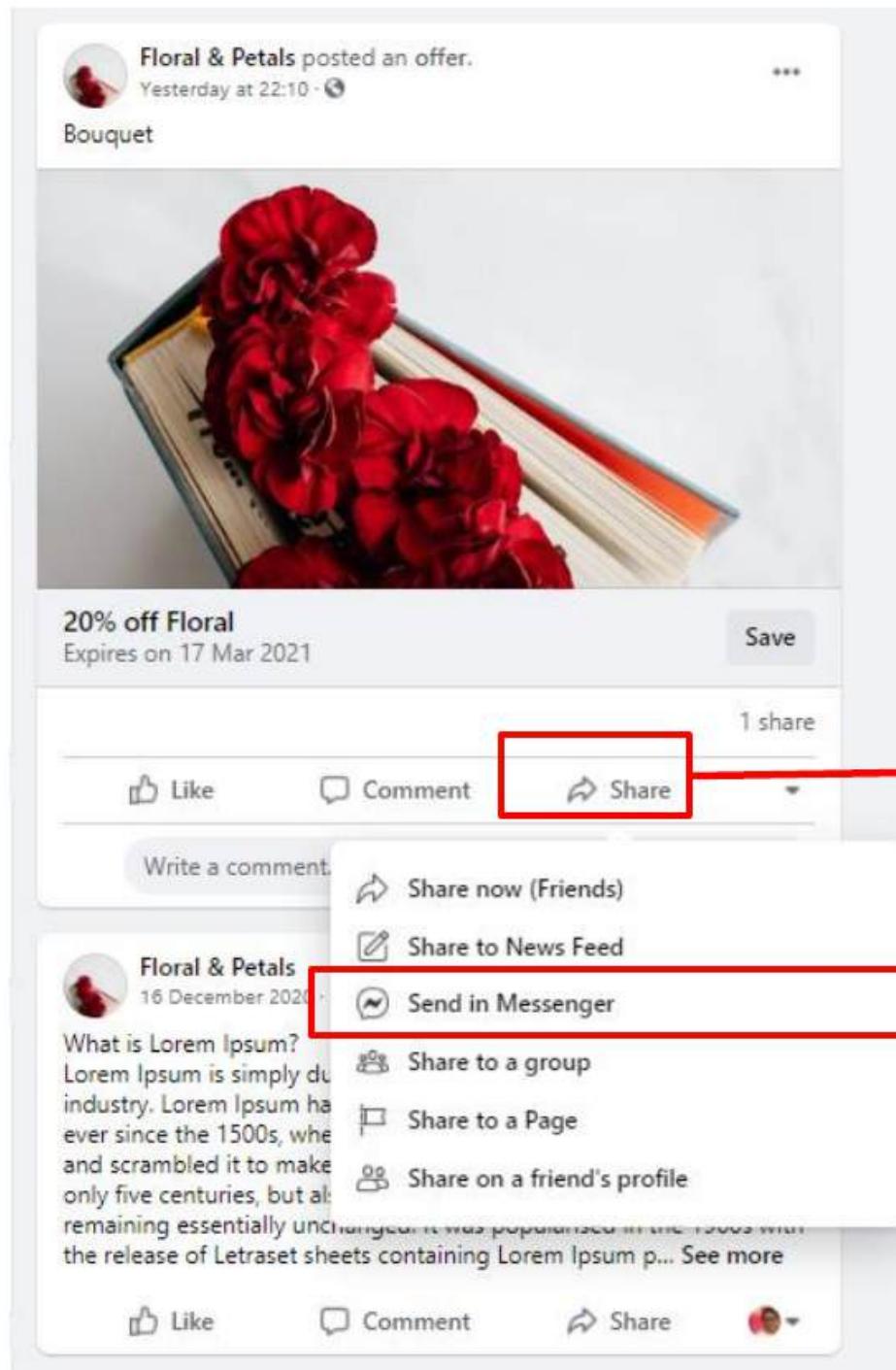


Choose to interact with your personal profile on your FB Page.

1. Click on this button at the right hand side of your Facebook page. The “**Choose how to interact**” option should pop-up.

2. **Select your personal account profile.** Ensure that the “Blue Tick” is on your personal account profile.

Share Your Facebook Offer & Event



Click on the “Share” button and share the post to preferred Facebook Group.

1. Click on the **“Share” button**

2. Select **“Share to a group”**

Effective But Don't Abuse



A free method to get your business noticed, but be sure to check out the Group's policies.

- Find niche relevant groups to contribute.
- For example, if you are selling pet products for ants, find niche relevant Groups and contribute.
- Be active and friendly.
- Avoid making too many commercial posts, which might run you the risk of getting removed from the Group.

Some groups don't allow commercial content, so be sure to take note of that.



Facebook Events

What Are Facebook Events?

Events let you organise and respond to gatherings in the real world or virtual world with people on Facebook.

The screenshot shows the Facebook Events page. On the left, there's a sidebar with navigation links: Home, Your events, Birthdays, + Create New Event, Your upcoming events (empty), Categories (Art, Causes, Comedy, Crafts, Dance, Drinks, Film, Fitness), and a search bar. The main area is titled "Discover events" and shows a grid of event thumbnails. The events listed are:

- WED, 8 APR-8 APR Virtual Tour: Vatican City Online 22K interested - 13K going
- FRI, 27 FEB-27 FEB A Virtual Tour of Buckingham Palace Online 31K interested - 24K going
- WED, 13 MAY-13 MAY Virtual Tour: Old City of Jerusalem Online 7.6K interested - 578 going
- MON, 23 FEB-23 FEB Online Course: Successful Vegetable Gardening Online 7K interested - 728 going
- SAT, 10 APR-12 APR Joey Yap's Learn BaZi 2021 Online 299 interested - 30 going
- WED, 22 APR-22 APR Virtual Tour: Antarctica Online 15K interested - 909 going
- SUN, 1 AUG AT 06:00 UTC+08 George Strait, Little Big Town & Chris Stapleton Online 247K interested - 16K going
- SAT, 20 FEB-24 FEB Dinosaur Domain Melbourne 2021 Online 8.2K interested - 702 going
- MON, 22 FEB AT 20:30 UTC+08 Bazi Practitioner Module 1 - Online Online 202 interested - 26 going
- SUN, 1 MAR-1 MAR The Amalfi Coast – A Virtual Italy Tour live Online 21K interested - 2K going
- TOM THOMSON TRIBUTE
- JOEY YAP'S THE IRREFUTABLE LAWS OF PERIOD 9

<https://www.facebook.com/events>

Why Use Facebook Events?

- Great way to generate leads, build customer loyalty, and stay engaged with your audience.
- Lets you (as a business owner) attract and retain users' attention.
- Allows you to easily connect with your customers virtually (Facebook Live) or in-person (via an offline event).
- You can charge money for your virtual event too!

<https://sproutsocial.com/insights/facebook-events/>

What Facebook Event Looks Like

The screenshot shows a Facebook event page for a "Virtual Tour: Vatican City". The event is scheduled for April 8 at 5 AM UTC+08 to April 8 at 6:30 AM UTC+08. It is an online event hosted by Girl Travel Tours. The event has 23.6K people responded, 1.4K going, and 22.2K interested. The description mentions the Vatican Museums as a voyage through art history and encourages users to come with them through the door separating Rome from the Vatican City State. The host, Girl Travel Tours, is listed as an interest. There are sections for "Go with friends" and "Popular With Friends".

VATICAN CITY

APR 8 AT 5 AM UTC+08 – APR 8 AT 6:30 AM UTC+08

Virtual Tour: Vatican City

Online event

About Discussion

8

Go to link

Interested Going Invite ...

Details

23.6K people responded

Event by Girl Travel Tours

Online: us02web.zoom.us

Apr 8 at 5 AM UTC+08 – Apr 8 at 6:30 AM UTC+08

Price: Free · Duration: 1 hr 30 min

Public · Anyone on or off Facebook

The Vatican Museums - a voyage through art history

Come with us through the door separating two worlds: Rome - Italy on one side, Vatican City State beyond the threshold.

We will... See more

Art Online

Host

Girl Travel Tours Interest

Go with friends

1.4K GOING 22.2K INTERESTED

See All

Invite

Invite

Invite

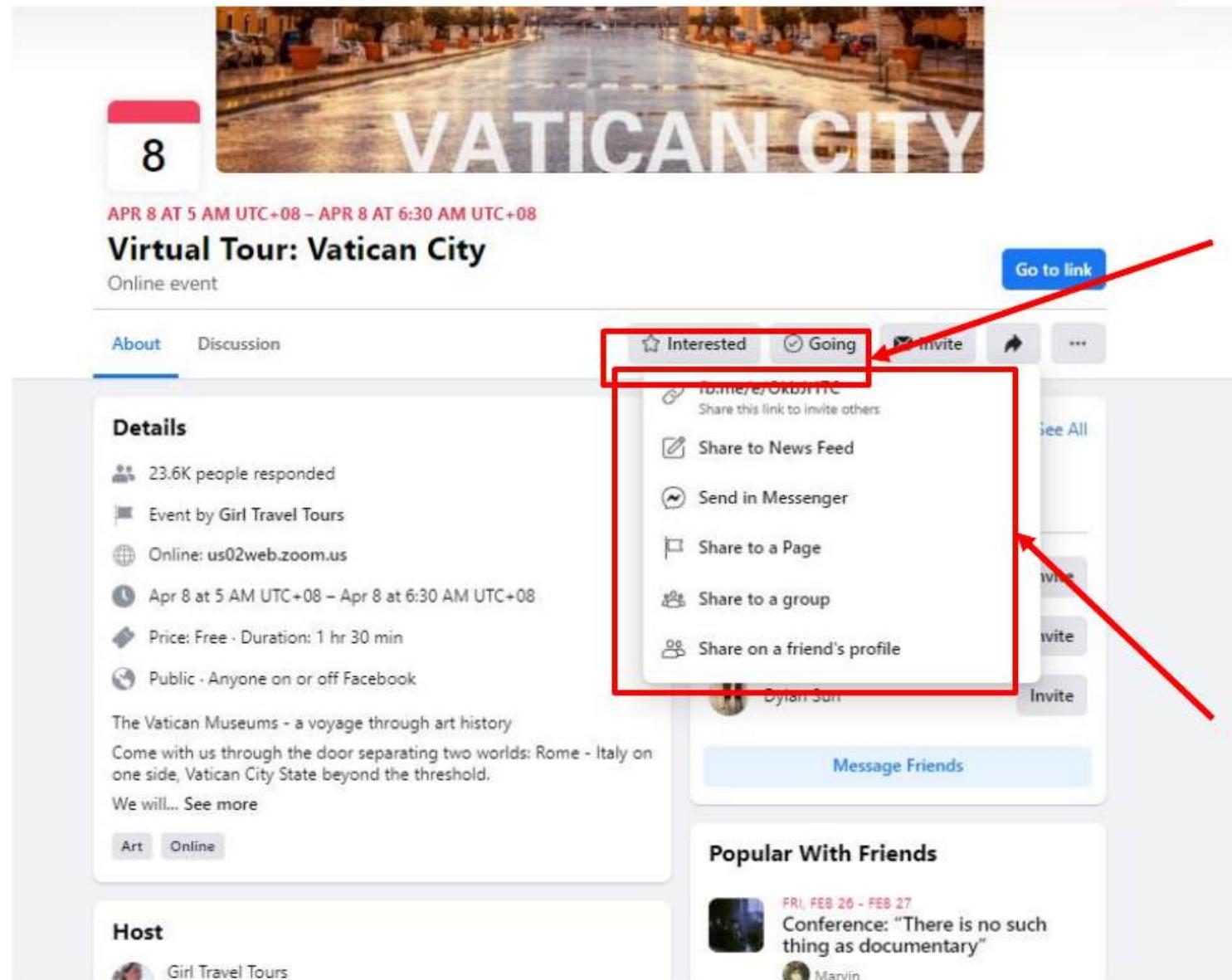
Message Friends

Popular With Friends

FRI FEB 26 - FEB 27 Conference: "There is no such thing as documentary"

Interested

Facebook Event Features



1. Indicate your interest in the event:

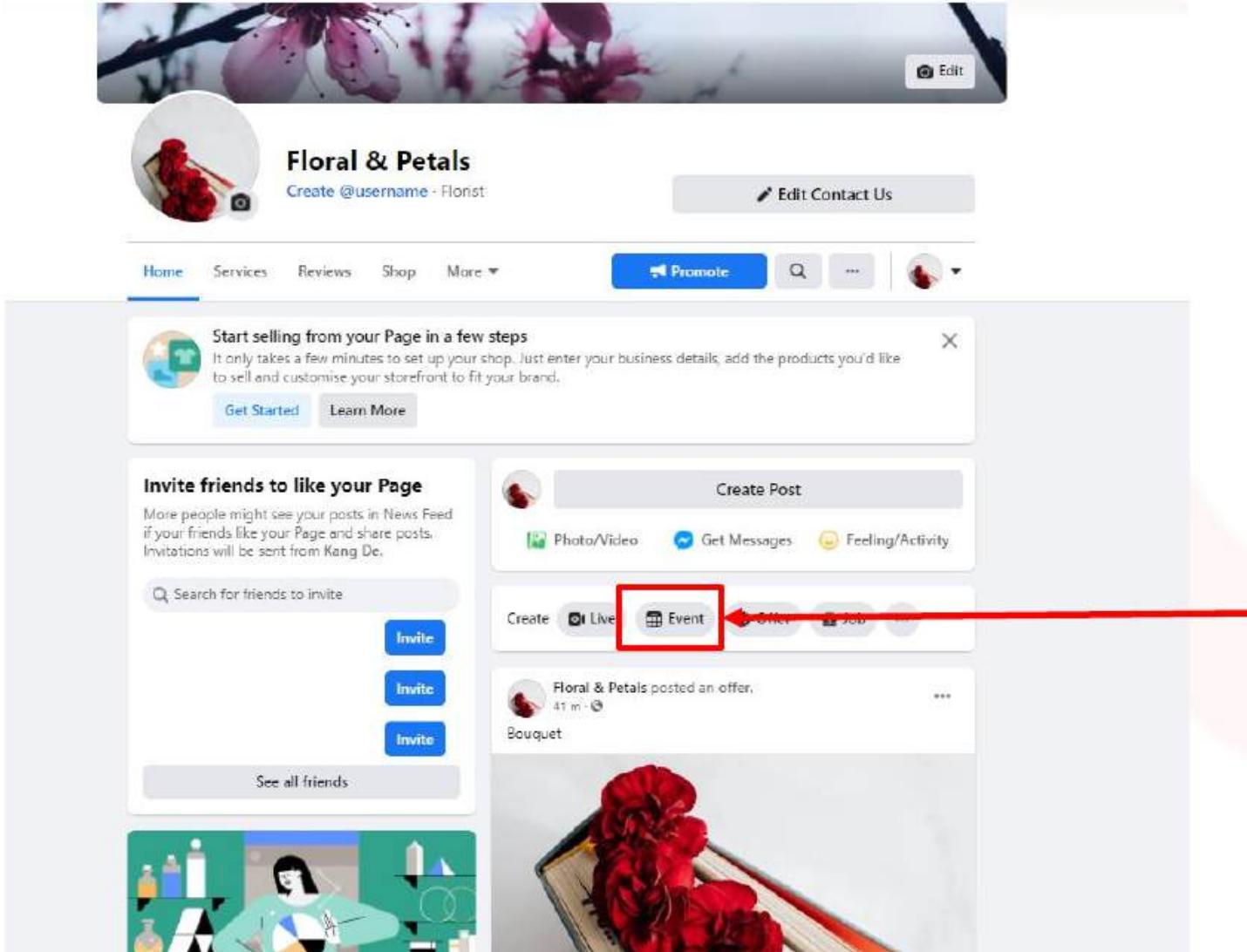
- Interested: You are considering going to the event
- Going: You are going to the event

2. You can also promote the event via:

- Sharing the direct link to your personal news feed
- Sending event to your friend in Messenger
- Sharing the event to your FB page to your FB groups, on your friends' profile

Creating Facebook Event

You can create your event via your personal account, or Facebook Page.

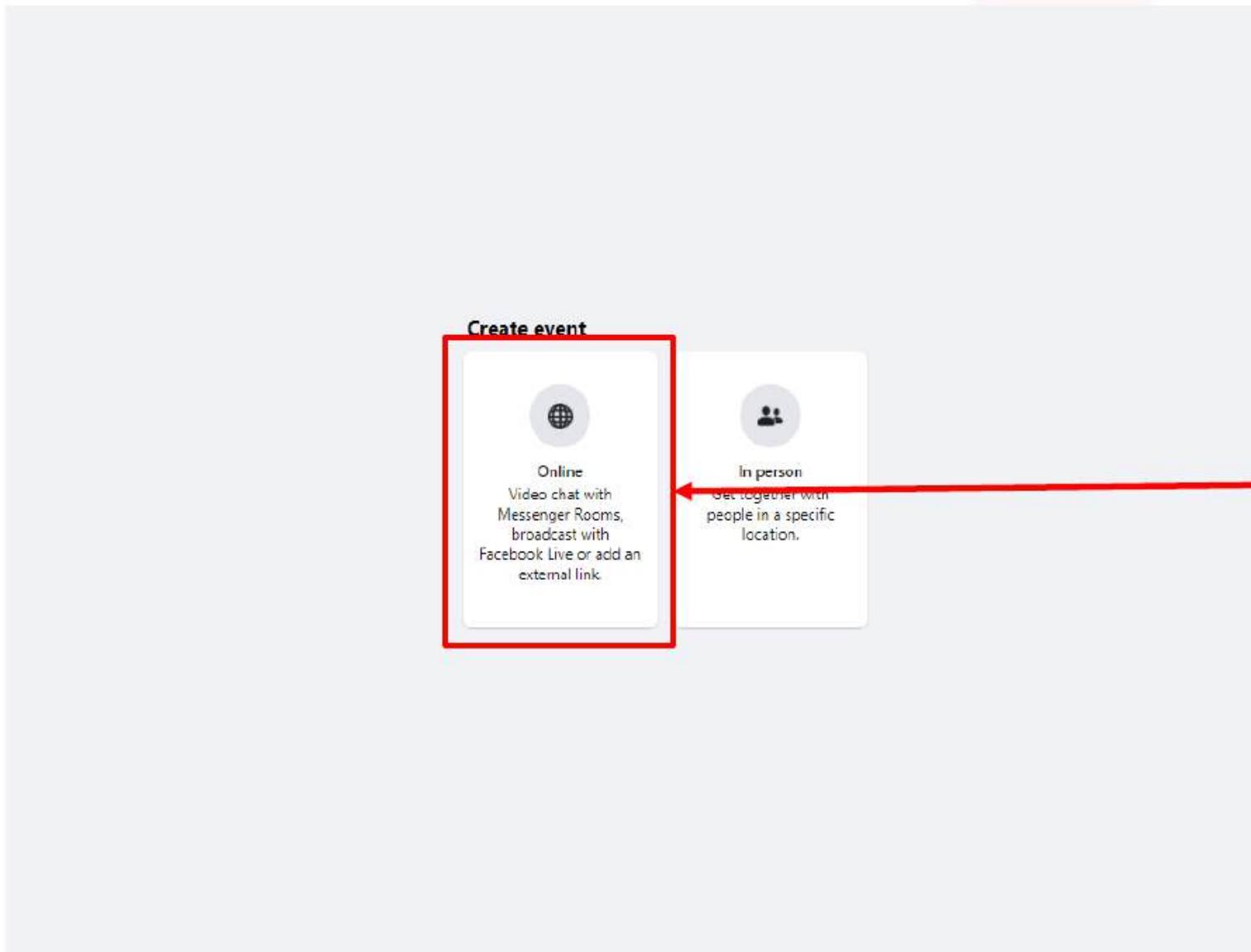


1. Navigate to the Facebook Page that you have created.

1. On Your Facebook Page, click on the "**Event**" button.

Choose Type Of Event

There are 2 types of events. **In-person event or Online event.**



Select an Online event. This allows you to connect with your audience with FB Messenger, FB Live, or via an external link such as Zoom.

Selecting Event Admission

Free or Paid events



1. Select either **Free or Paid** event admissions.
2. Paid events' payments are transferred to the bank account that you provided when you set up payments for your Page.

(<https://www.facebook.com/business/help/274870883877590?id=249507379665693>)

Populating Event Details

Letting your audience know more about your event.

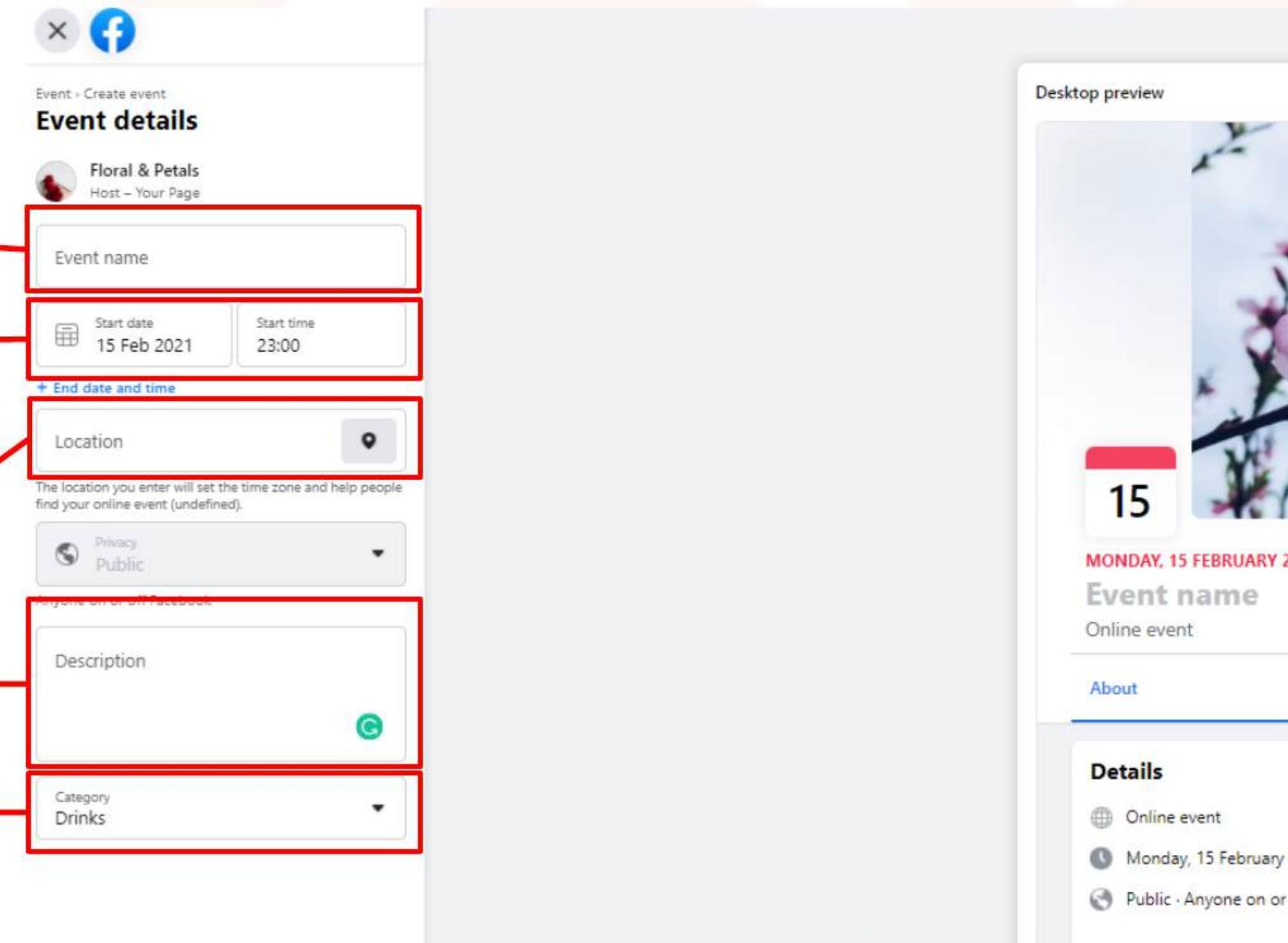
1. Your event name

2. Your event start date and end date (optional for end date)

3. Your event location

4. Your event description

5. Your event category

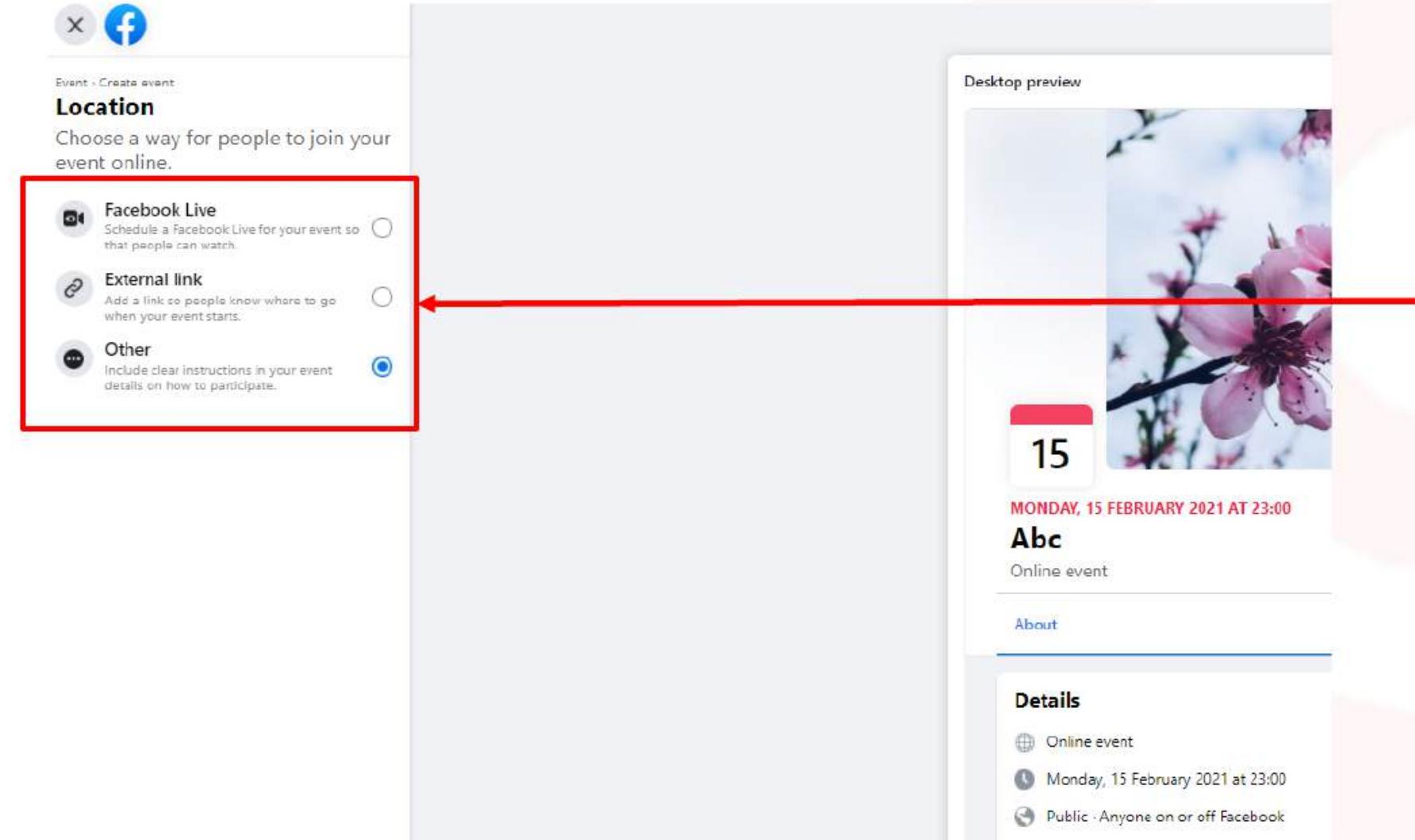


The screenshot shows the 'Event details' section of the Facebook 'Create event' interface. The fields highlighted by red boxes and arrows are:

- 1. Event name: The input field where 'Floral & Petals' is entered.
- 2. Start date: The date input field showing '15 Feb 2021'.
- 3. Location: The location input field.
- 4. Description: The description input field.
- 5. Category: The dropdown menu showing 'Drinks'.

On the right, a 'Desktop preview' window shows the event details: 'Event name' is 'Online event', 'About' is 'About', 'Details' show it's an 'Online event' on 'Monday, 15 February 2021' at 'Public · Anyone on or off Facebook'.

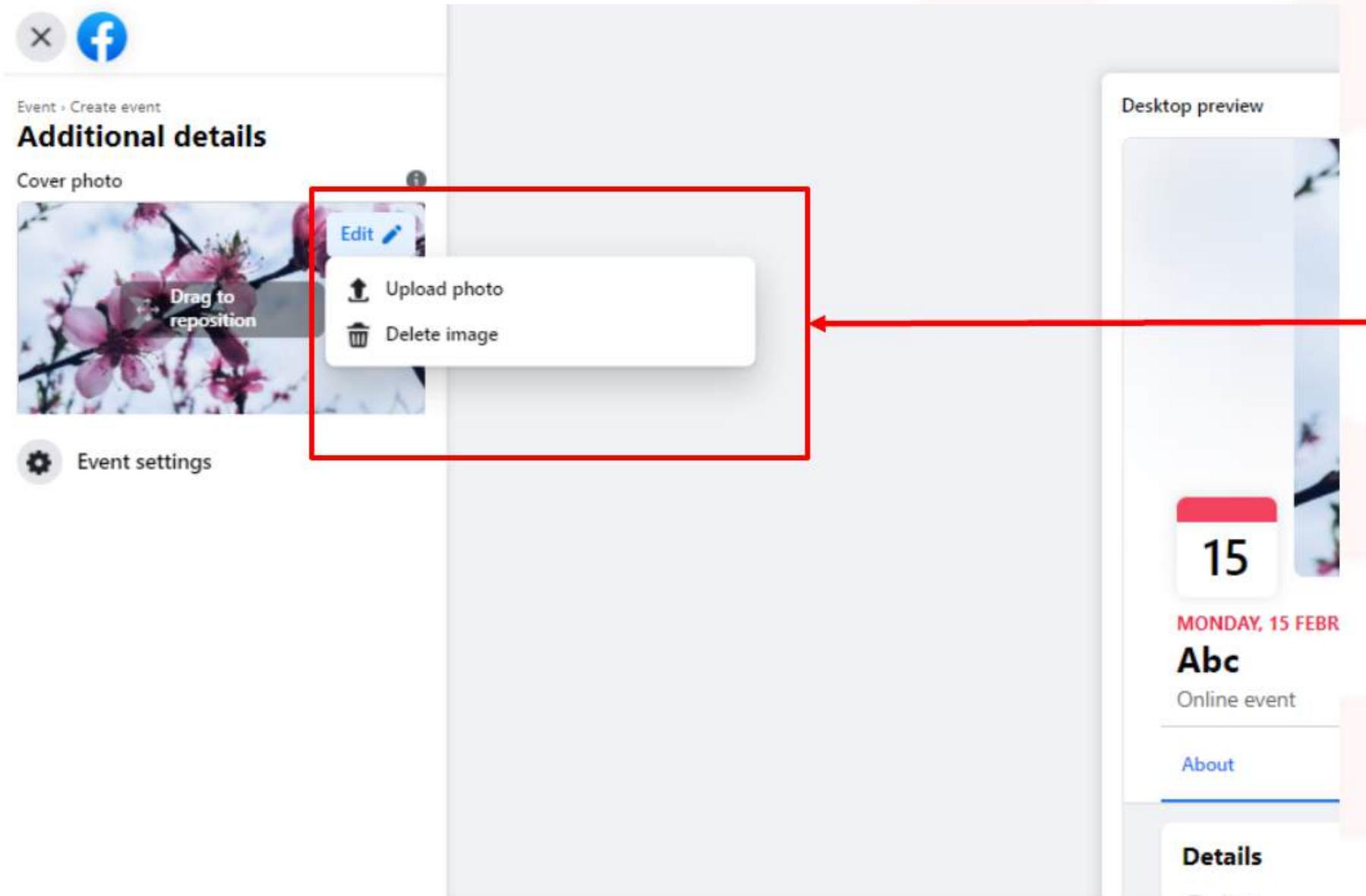
How Can Customers Join Your Event?



Facebook Live, External Links or Others?

1. Choose either Facebook Live, External link or Other.
2. If you are looking to host the event on Zoom, Microsoft Teams or Google Hangouts, choose “Other”.

Choosing Your Event Cover Image



1. There will be a default image that has already been chosen for you.

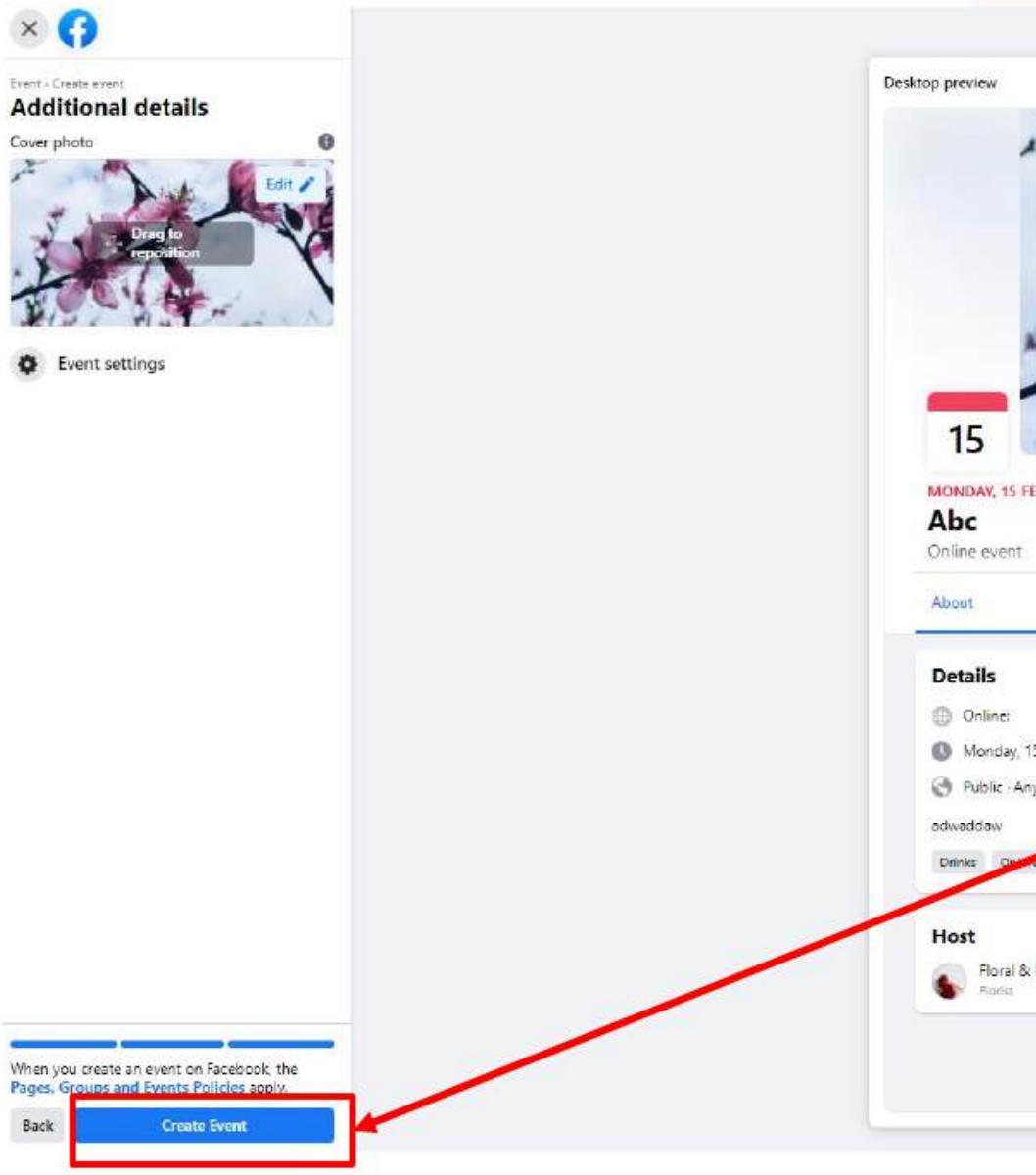
2. To change it, click on the “**Edit**” button.

3. Select either “**Upload photo**” or “**Delete image**”.

This is the image that your event will display on its event listing.

Creating Your 1st Event

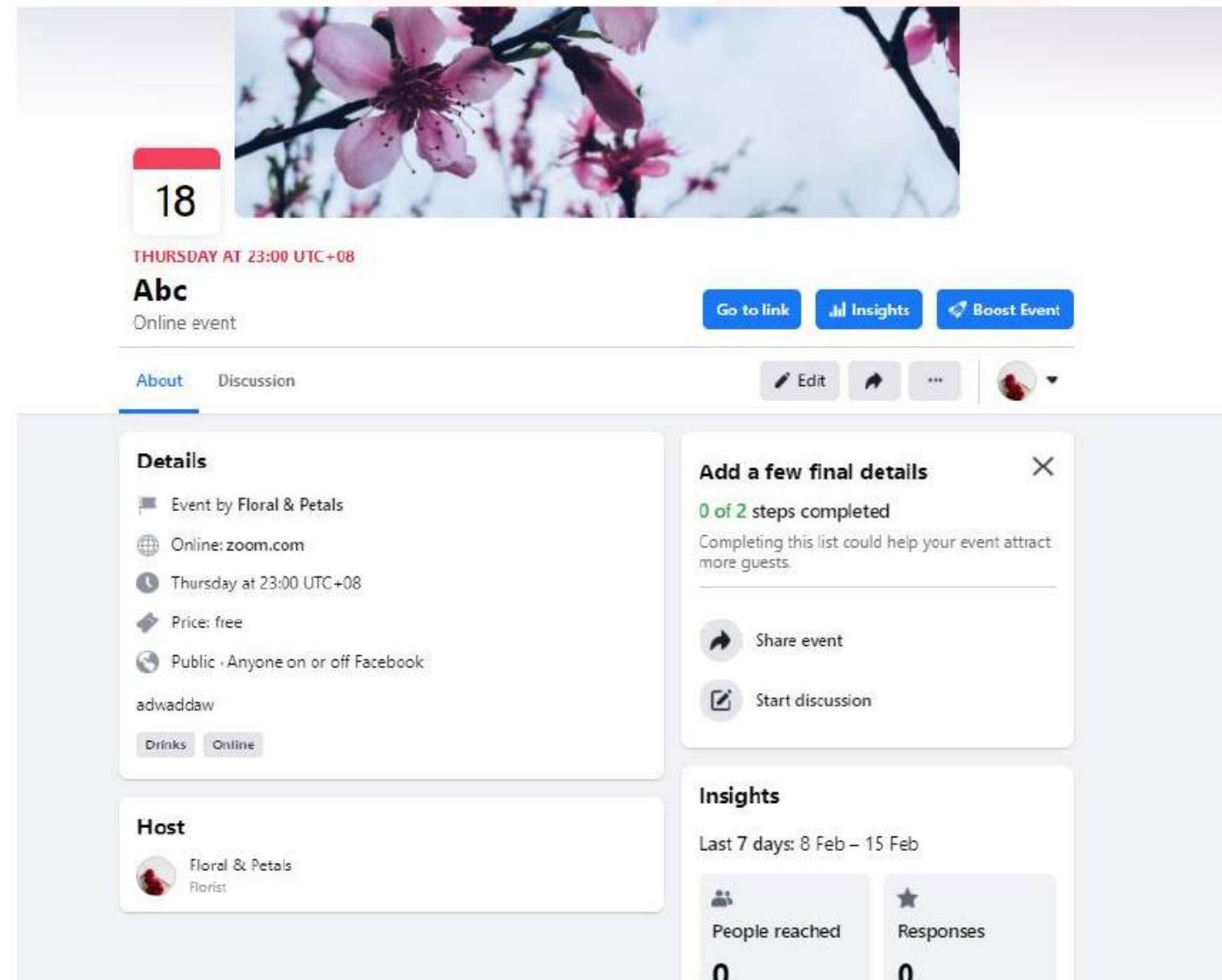
Once you are happy with everything, click on “Create Event”.



Click on the “**Create Event**” button to create your 1st event.

Creating Your 1st Event

After event page creation, promote your event page for more visibility



18

THURSDAY AT 23:00 UTC+08

ABC

Online event

Go to link  Insights  Boost Event

About Discussion  Edit  ... 

Details

- Event by Floral & Petals
- Online: zoom.com
- Thursday at 23:00 UTC+08
- Price: free
- Public - Anyone on or off Facebook

adwaddaw

Drinks: Online

Host

Floral & Petals Florist

Add a few final details

0 of 2 steps completed

Completing this list could help your event attract more guests.

Share event Start discussion

Insights

Last 7 days: 8 Feb – 15 Feb

People reached	Responses
0	0

Published Event On Facebook Page

The screenshot shows a Facebook page interface. On the left, there's a sidebar with sections like 'Invite friends to like your Page', 'Create Post' (with options for Photo/Video, Get Messages, Feeling/Activity), 'Create' (with sub-options Live, Event, Offer, Job), 'See all friends', and 'WEEK 4 TIPS' which includes a 'Customise your Page' section and a 'View Tips' button. The main content area shows a post from 'Floral & Petals' about adding an event. The post includes a photo of pink cherry blossoms, the text 'THIS THURSDAY AT 23:00 UTC+08', and 'ABC' (likely a placeholder). It shows 0 going and 0 interested. Below the post are metrics for 'People reached' (0) and 'Engagements' (0), a 'Boost Event' button, and social sharing options (Like, Comment, Share). There's also a comment input field for 'Comment as Floral & Petals'.

Your event is live!

Coffee/Tea Break

15 minutes



Ads Performance

Meta Ads Performance

Your Meta ads manager will show you the performance statistics of your advertising campaigns

Campaigns												Equinet Academy (139518865744725...)	Updated just now		Discard Drafts	Review and Publish	...
												This month: 1 Mar 2022-6 Mar 2022					
Resource centre			Campaigns			Ad sets			Ads			Columns	Breakdown	Reports			
	Off/On	Campaign name	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Link clicks	Web site purch			
<input type="checkbox"/>		Remarketing Testimonial Videos	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	1,139 ThruPlays	595	2,417	\$0.05 Cost per ThruPlay	\$60.03	Ongoing	32				
<input type="checkbox"/>		Awareness DMS Nov 2021	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	1 visited any thank you...	12,185	20,442	\$359.82 Per visited any thank...	\$359.82	Ongoing	37				
<input type="checkbox"/>		Remarketing DMS Nov 2021	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	— visited any thank you...	75	736	— Per visited any thank...	\$26.60	Ongoing	1				
<input type="checkbox"/>		Remarketing CMS Nov 2021	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	— visited any thank you...	—	—	— Per visited any thank...	\$0.00	Ongoing	—				
<input type="checkbox"/>		Remarketing SEO Nov 2021	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	— visited any thank you...	—	—	— Per visited any thank...	\$0.00	Ongoing	—				
<input type="checkbox"/>		Remarketing DA Nov 2021	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	— visited any thank you...	—	—	— Per visited any thank...	\$0.00	Ongoing	—				
<input type="checkbox"/>		Remarketing SMM Nov 2021	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	— visited any thank you...	—	—	— Per visited any thank...	\$0.00	Ongoing	—				
<input type="checkbox"/>		Remarketing DMA Nov 2021	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	— visited any thank you...	—	—	— Per visited any thank...	\$0.00	Ongoing	—				
<input type="checkbox"/>		Remarketing FB Nov 2021	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	— visited any thank you...	—	—	— Per visited any thank...	\$0.00	Ongoing	—				
<input type="checkbox"/>		Remarketing WP Nov 2021	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	— visited any thank you...	—	—	— Per visited any thank...	\$0.00	Ongoing	—				
<input type="checkbox"/>		Remarketing GADS Nov 2021	Active	Using ad set bi...	Using ad set bu...	7-day click or ...	— visited any thank you...	—	—	— Per visited any thank...	\$0.00	Ongoing	—				
<input type="checkbox"/>		Remarketing CDMS Nov 2021	Active	Lowest cost	\$10.00 Daily	7-day click or ...	10 visited any thank you...	878	2,325	\$6.04 Per visited any thank...	\$60.40	Ongoing	9				
<input type="checkbox"/>		Awareness CDMS Dec 2021	Off	Using ad set bi...	Using ad set bu...	7-day click or ...	— visited any thank you...	—	—	— Per visited any thank...	\$0.00	Ongoing	—				

Meta Ads Performance

Your Meta ads manager will show you the performance statistics of your advertising campaigns

The screenshot shows a performance reporting interface with the following key elements:

- Header:** Updated just now, Discard Drafts, Review and Publish, ...
- Date Range:** This month: 1 Mar 2022-6 Mar 2022 (highlighted with a red box and arrow).
- Ad Sets:** A list of ad sets with their respective results, reach, impressions, cost per result, amount spent, ends, link clicks, and website purchases.
- Cost per Result:** A detailed breakdown for one ad set, showing cost per result type (e.g., \$0.05 Cost per ThruPlay, \$359.82 Per visited any thank...).

Results	Reach	Impressions	Cost per result	Amount spent	Ends	Link clicks	Webs purch
1,139 ThruPlay	595	2,417	\$0.05 Cost per ThruPlay	\$60.03	Ongoing	32	
1 visited any thank you...	12,185	20,442	\$359.82 Per visited any thank...	\$359.82	Ongoing	37	
— visited any thank you...	75	—	Per visited any thank...	\$26.60	Ongoing	1	
— visited any thank you...	—	—	Per visited any thank...	\$0.00	Ongoing	—	
— visited any thank you...	—	—	Per visited any thank...	\$0.00	Ongoing	—	
— visited any thank you...	—	—	Per visited any thank...	\$0.00	Ongoing	—	
— visited any thank you...	—	—	Per visited any thank...	\$0.00	Ongoing	—	
— visited any thank you...	—	—	Per visited any thank...	\$0.00	Ongoing	—	
— visited any thank you...	—	—	Per visited any thank...	\$0.00	Ongoing	—	
— visited any thank you...	—	—	Per visited any thank...	\$0.00	Ongoing	—	
10 visited any thank you...	878	2,325	\$6.04 Per visited any thank...	\$60.40	Ongoing	9	
— visited any thank you...	—	—	Per visited any thank...	\$0.00	Ongoing	—	

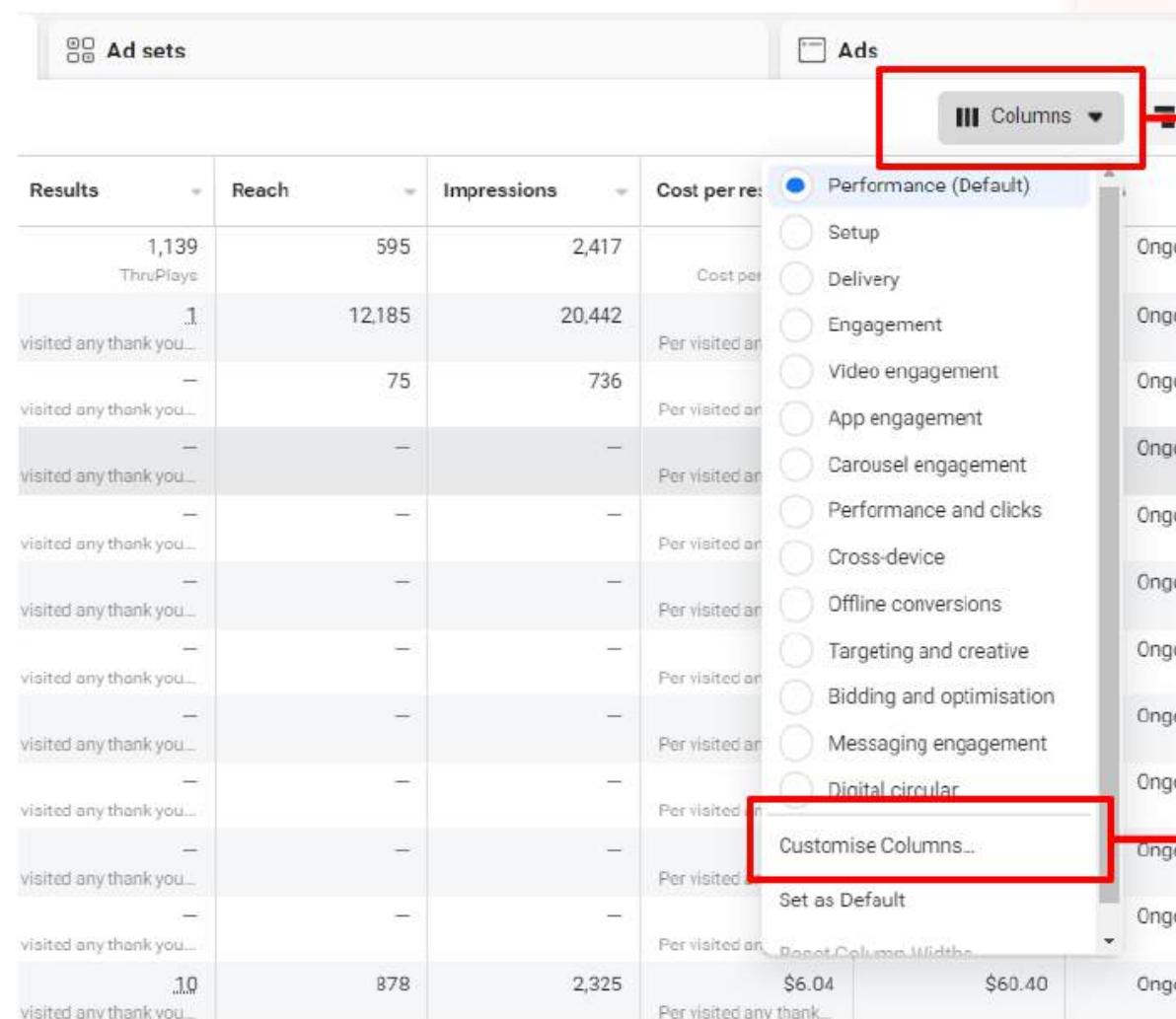
Select the date range of your reporting

Cost per result (based on the objectives that you have chosen)

of results that you have achieved (based on the objectives that you have chosen)

Customise Your Meta Ads Reporting

You are able to customise your reporting based on other advertising metrics

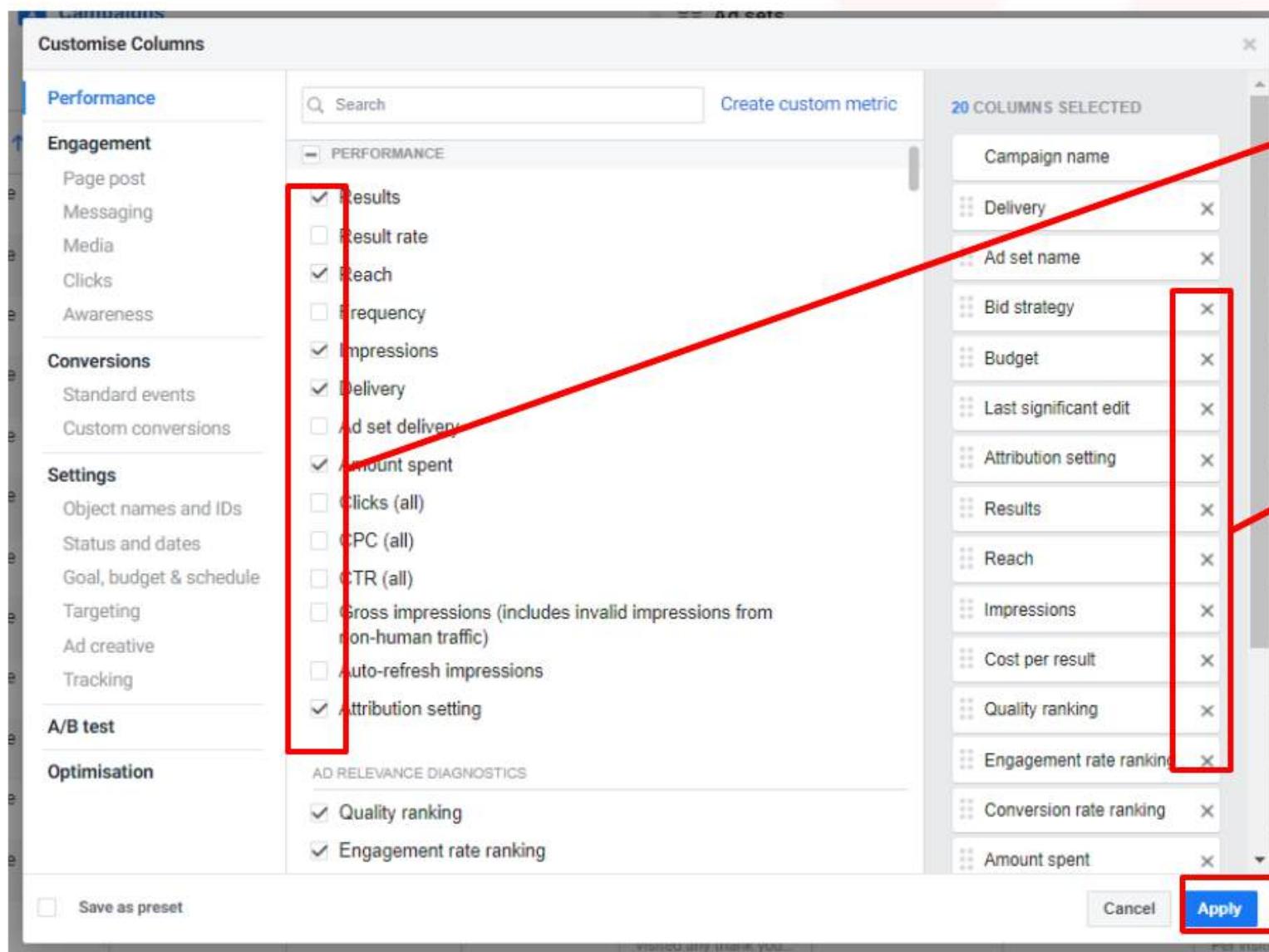


→ 1. Click on “**Columns**”

2. Click on
“Customise Columns”

Customise Your Meta Ads Reporting

These are all the metrics that you are able to customise for your Facebook ads reporting.



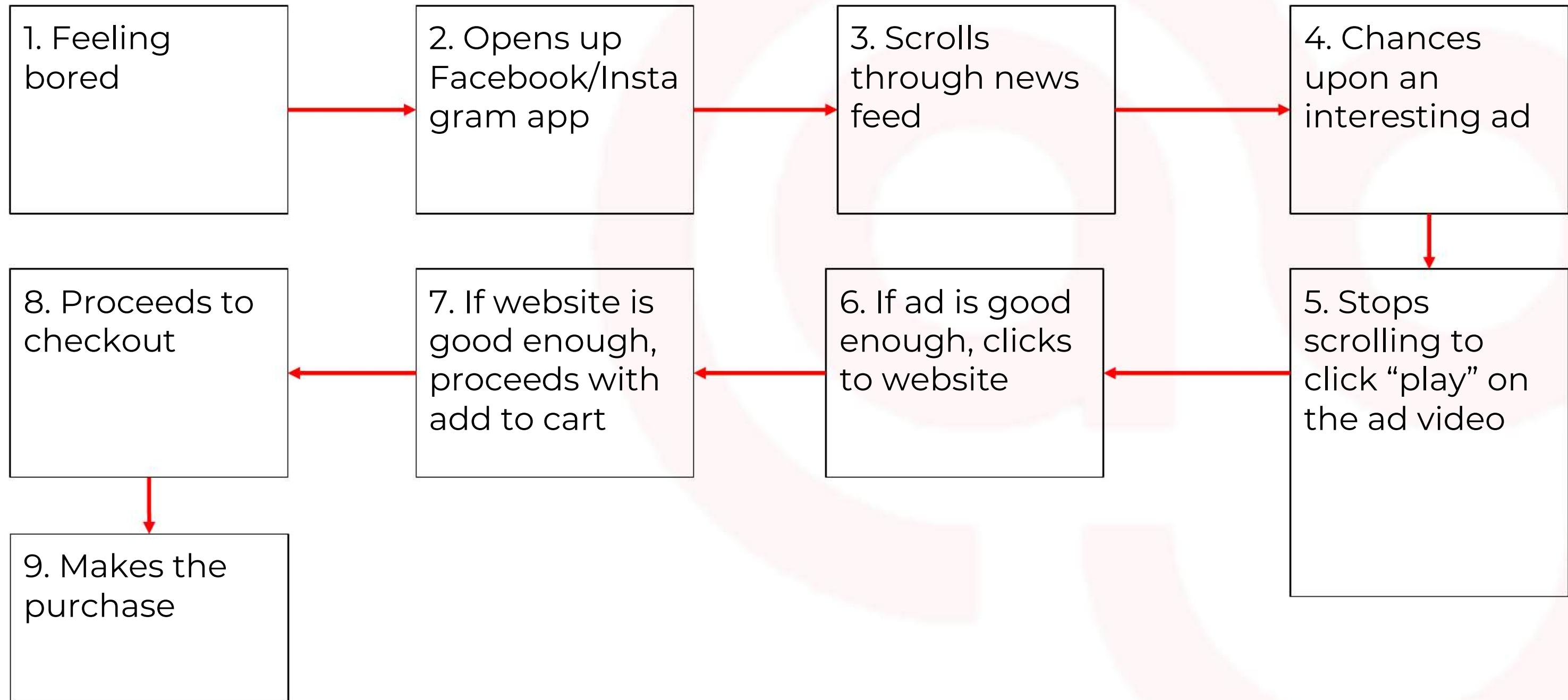
- 1. Select and unselect your desired metrics**
- 2. Remove your metrics** by clicking on the “cross” button
- 3. Click on “Apply”** once you have completed

Important Meta Ads Metrics

Important Meta Ads metrics to track

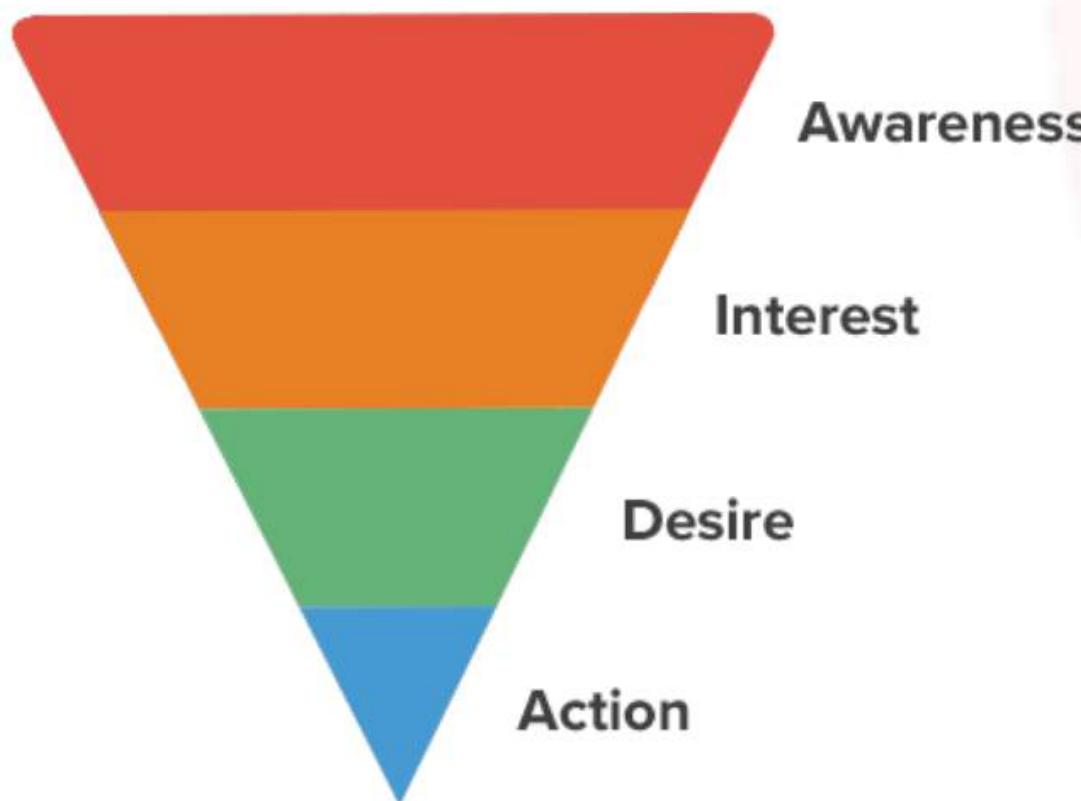
Metrics	#1: Click Through Rate (CTR)	#2: Cost Per 1000 Impression (CPM)	#3: Frequency
What It Tracks?	It tracks the % of people that have seen your ad, and clicked on it	It is the cost of serving your ads a thousand times.	It is the average number of times a person has seen your ad.
Importance	This tells you how effective your advertisement and targeting is. A low CTR = Poor creatives and/or audience targeting	A high CPM could indicate that the competition is high, hence you might not be able to achieve your targeted results.	A high frequency (>5) per week could mean that people could be fatigued from seeing your ads. Hence, a high frequency means you should change your ad.

Meta Conversion Lifecycle



A framework for evaluating the ads effectiveness, via the A.I.D.A model.

The AIDA Model



Awareness: 3s/Impression Ratio

- This measures the effectiveness of the opening hook.

Interest: Average Video Watch Time

- This measures how interesting the video is.

Desire: Outbound Click Through Rate (CTR)

- This measures the effectiveness of the ad concept.

Different Performances For Different Ads

A framework for evaluating the ads effectiveness, via the A.I.D.A model.

Ad name	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking
DMCH - Conversion - Single Image (Reach)	1,527 Downloaded DMCH	102,081	374,145	\$3.74 Per Downloaded DMCH	Above average	Below average	Above average
DMCH - Conversion - Slideshow	.15 Downloaded DMCH	4,302	5,988	\$4.59 Per Downloaded DMCH	—	—	—
Results from 2 ads		1,542 Downloaded DMCH	103,521 People	380,133 Total	\$3.75 Per Downloaded DMCH		

Different creatives will usually perform differently. To aid performance, you **can choose to switch off the lower performing creative** (measured as a cost per result), by toggling the blue dot button to grey.

Meta Ads Setup (Custom Audience)

Learning Activity

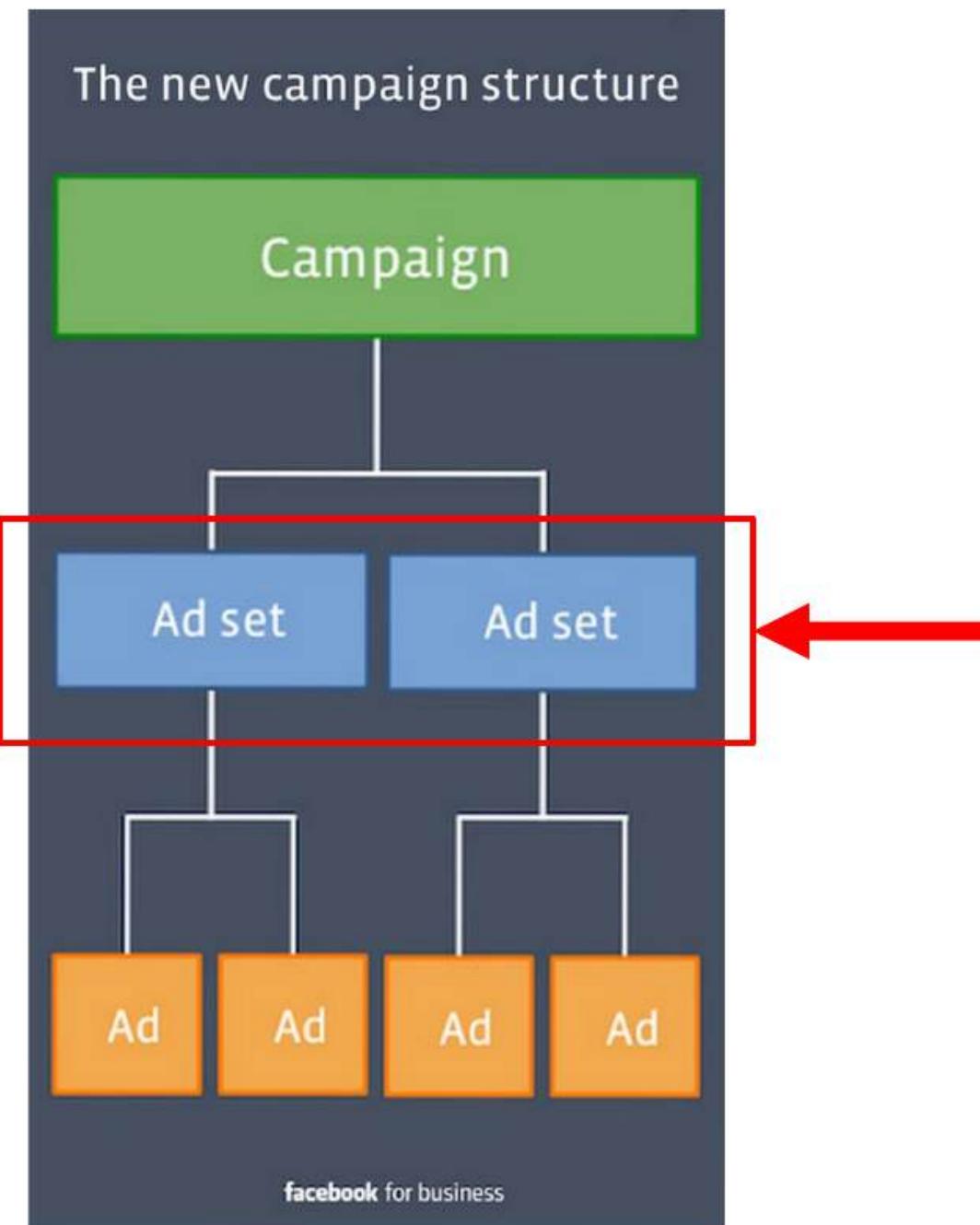
Meta Ads Setup (Custom Audience)



Create a campaign targeting custom audience

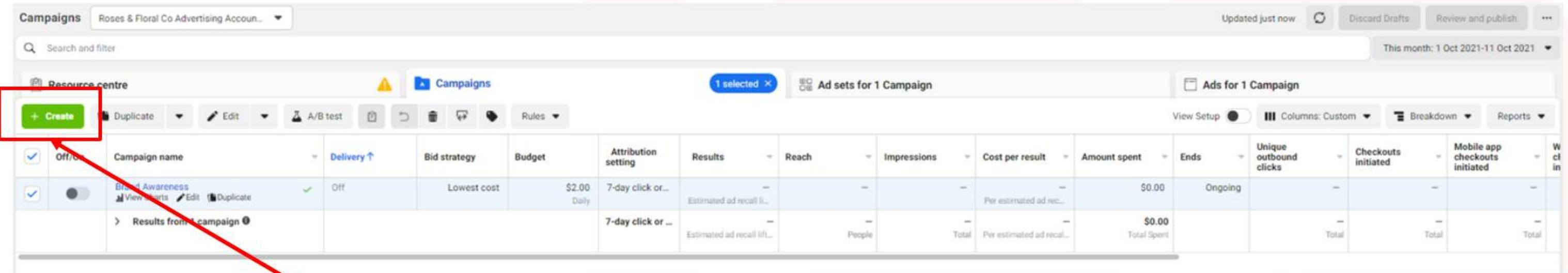
Let's Revisit The Adset Level

Configuring the adset level parameters.



Create A New Campaign

Start by creating a new campaign

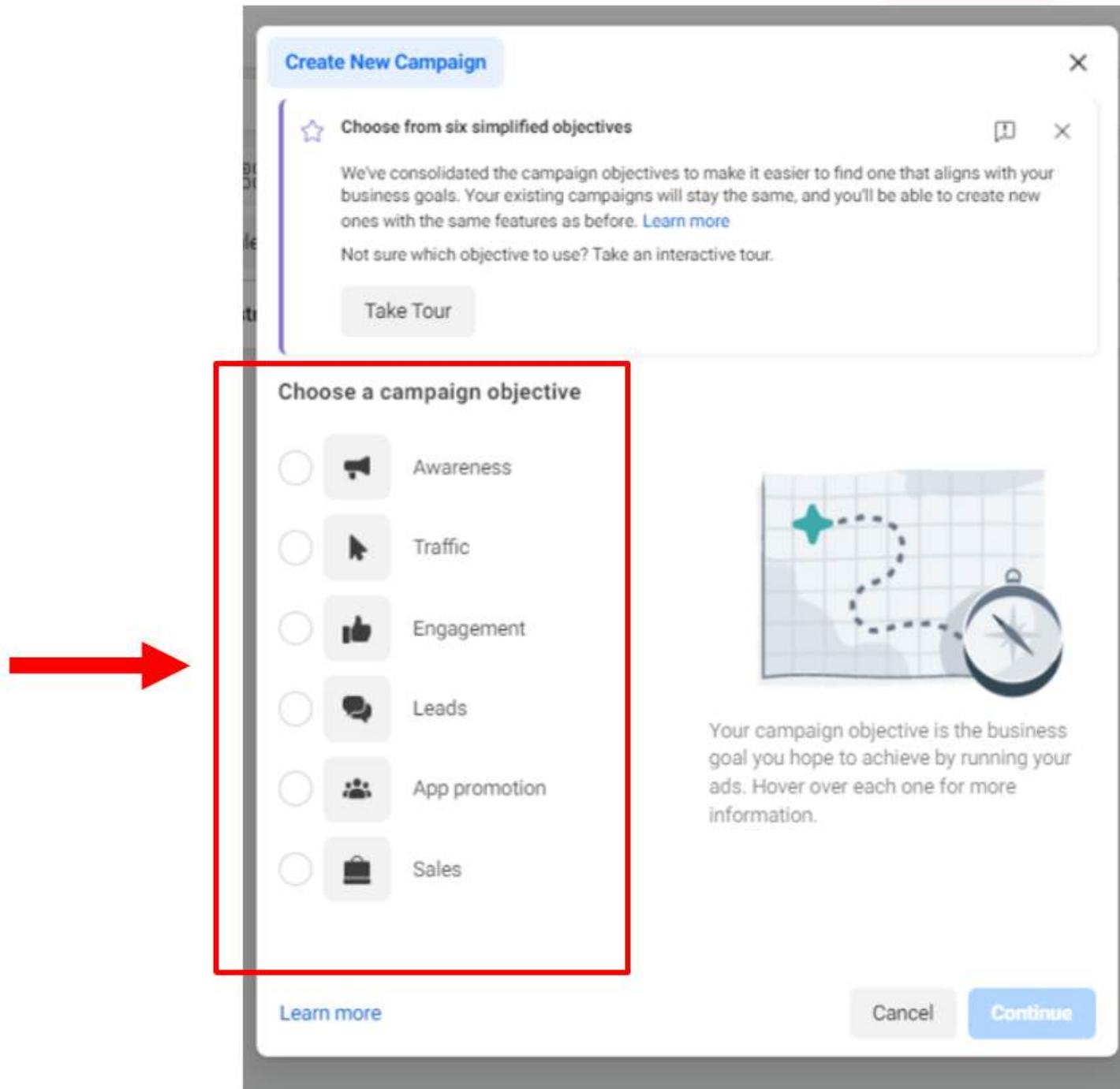


The screenshot shows the Facebook Ads Manager interface. At the top, it displays 'Campaigns' and 'Roses & Floral Co Advertising Account...'. On the right, there are buttons for 'Updated just now', 'Discard Drafts', 'Review and publish', and more. Below the header is a search bar and a date range selector ('This month: 1 Oct 2021-11 Oct 2021'). The main area is titled 'Campaigns' and shows '1 selected'. It includes tabs for 'Ad sets for 1 Campaign' and 'Ads for 1 Campaign'. The main table lists campaigns, with one row highlighted for 'Brand Awareness'. The first column has a checkbox and an 'Off/On' switch. The 'Create' button is located in the top left of the table area, with a red box and a red arrow pointing to it from below.

Create a new Meta campaign
by clicking on the green “Create” button.

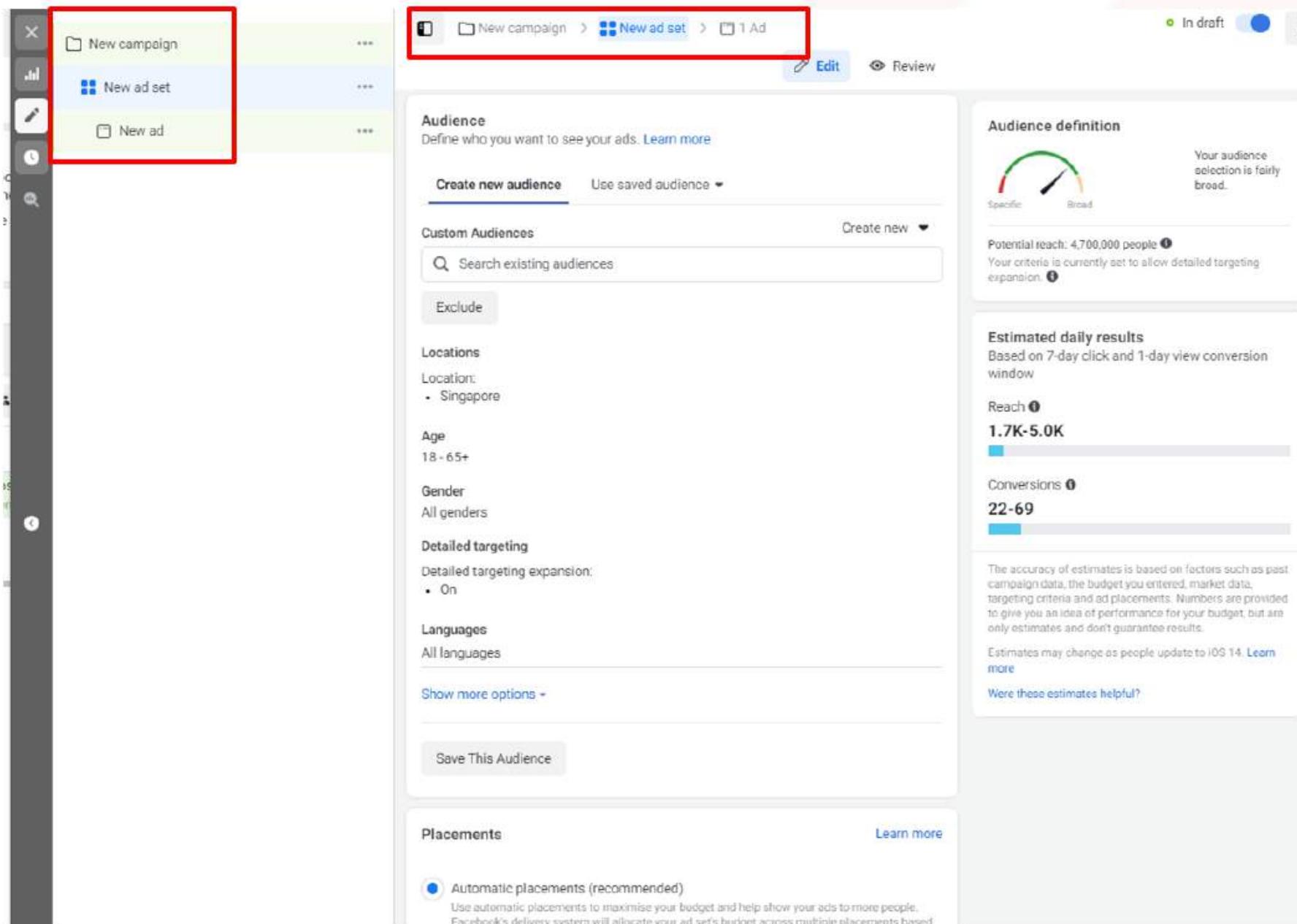
Choosing A Campaign Objective

Choose 1 among the 6 different objectives



Adset Level

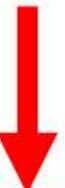
Navigate (toggle) between Campaign, Adset & Ad level tabs



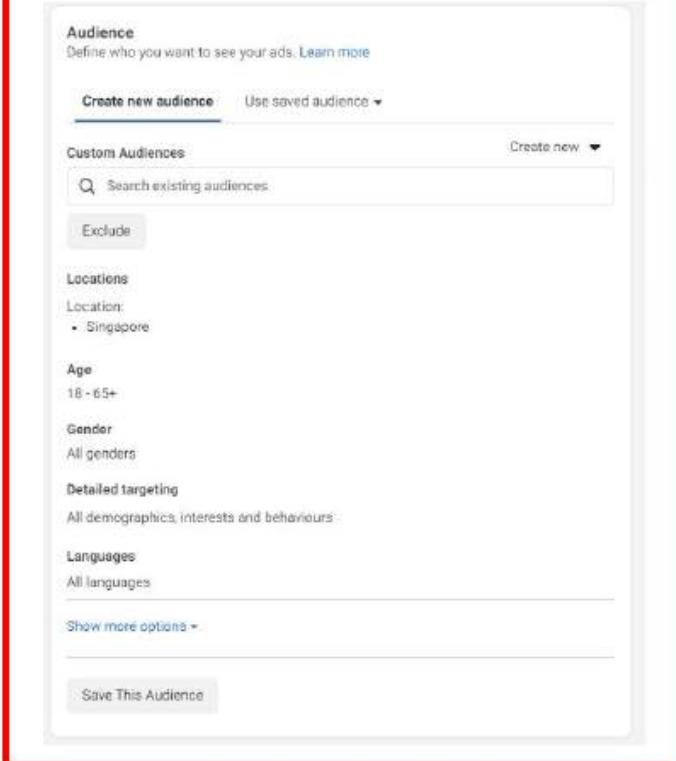
The screenshot shows the Facebook Ads Manager interface at the Adset level. The top navigation bar indicates the path: New campaign > New ad set > 1 Ad. The main content area is titled "Audience" and includes sections for "Create new audience", "Custom Audiences", "Exclude", "Locations" (Singapore), "Age" (18 - 65+), "Gender" (All genders), "Detailed targeting" (On), "Languages" (All languages), and "Placements" (Automatic placements recommended). To the right, a sidebar titled "Audience definition" shows a dial from "Specific" to "Broad" with the needle pointing towards "Broad". It also displays "Potential reach: 4,700,000 people" and "Estimated daily results" for Reach (1.7K-5.0K) and Conversions (22-69).

Adset Level (Audience)

Configuring the adset level parameters.



1. Audience - Who Are They?



Audience
Define who you want to see your ads. Learn more

Create new audience Use saved audience ▾

Custom Audiences Create new ▾

Q Search existing audiences

Exclude

Locations Location: Singapore

Age 18 - 65+

Gender All genders

Detailed targeting All demographics, interests and behaviours

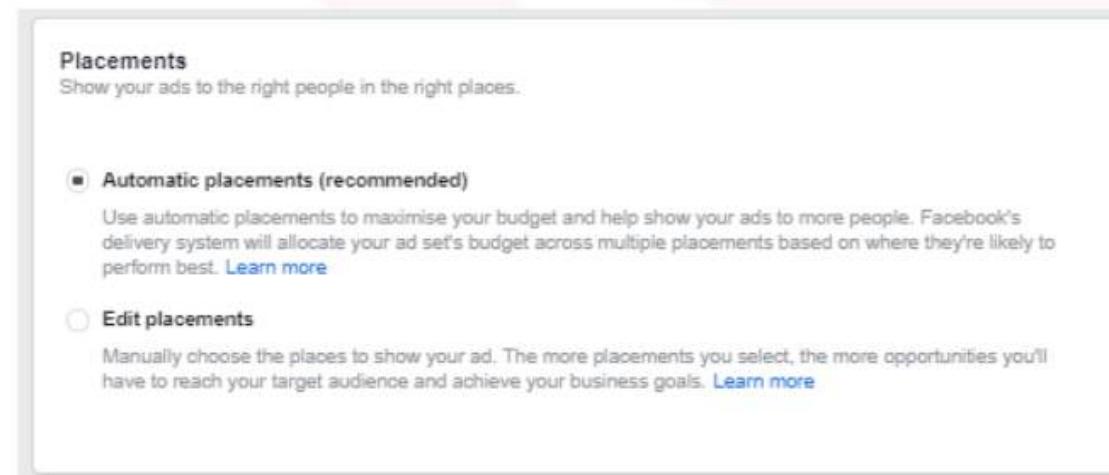
Languages All languages

Show more options ▾

Save This Audience

Adset Level

2. Placements – Where Do We Want Our Ads To Be Shown?

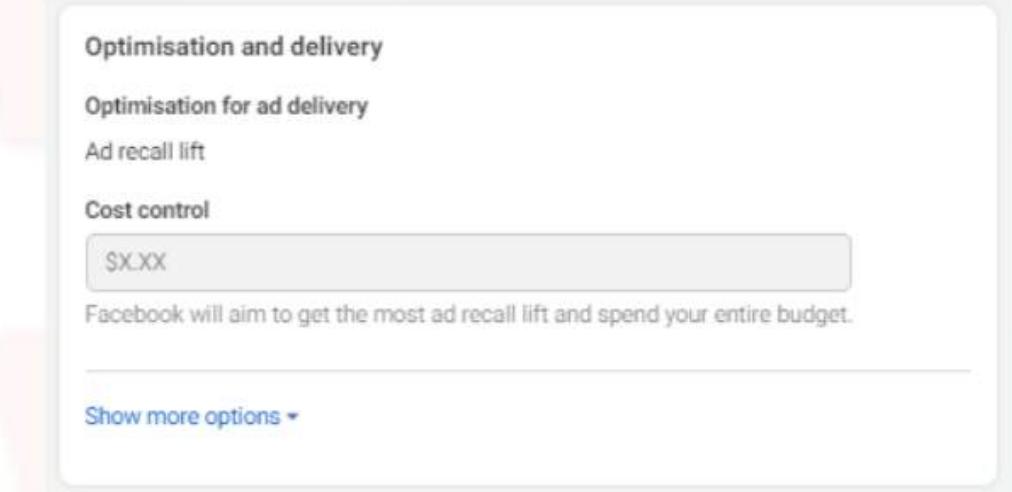


Placements Show your ads to the right people in the right places.

Automatic placements (recommended)
Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more](#)

Edit placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn more](#)

3. Optimisation - What Is The Cost Control For My Ads?



Optimisation and delivery

Optimisation for ad delivery

Ad recall lift

Cost control

SX.XX

Facebook will aim to get the most ad recall lift and spend your entire budget.

Show more options ▾

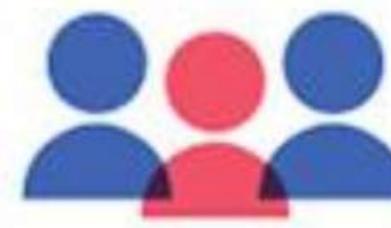
Adset Level - 3 Different Types of Audiences

3 different types of audiences that you can choose.
(Core, Custom & Lookalike)



Core Audiences

Define an audience based on criteria such as age, interests, geography and more.



Custom Audiences

Get back in touch with people who have engaged with your business, online or off.



Lookalike Audiences

Reach new people whose interests are similar to those of your best customers.



Custom Audiences Data Sources



1. Customer's Data

Upload your customer's data onto FB (name, email, phone number). FB matches the data with FB profiles.



2. Website/App

Reach people on Facebook who have visited your website/app before.



3. FB Assets

Reach people who have interacted with your Facebook assets before.

Custom Audience Creation

Custom Audience - We can create via the adset level, or via the “Audience” tab in your Business Manager.

The image consists of two side-by-side screenshots of the Facebook Business Manager audience creation interface. Both screenshots show the same targeting parameters: Location (Singapore), Age (18 - 65+), Gender (All genders), and Detailed targeting expansion (On). The left screenshot focuses on the targeting options, with a red box highlighting the 'Create new' button at the top right of the targeting panel. A large red arrow points from this button down to the first numbered instruction below. The right screenshot shows the results page, with a red box highlighting the 'Custom Audience' option under the 'Estimated daily results' section. A large red arrow points from this option down to the second numbered instruction below.

Audience
Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience ▾

Custom Audiences [Search existing audiences](#)

Exclude

Locations
Location:

- Singapore

Age
18 - 65+

Gender
All genders

Detailed targeting
Detailed targeting expansion:

- On

Languages
All languages

Show more options ▾

Save This Audience

Audience
Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience ▾

Custom Audiences [Search existing audiences](#)

Exclude

Locations
Location:

- Singapore

Potential reach: 4,700,000 people
Your criteria is currently set to all expansion. [i](#)

Estimated daily results
Based on 7-day click and 1-day window

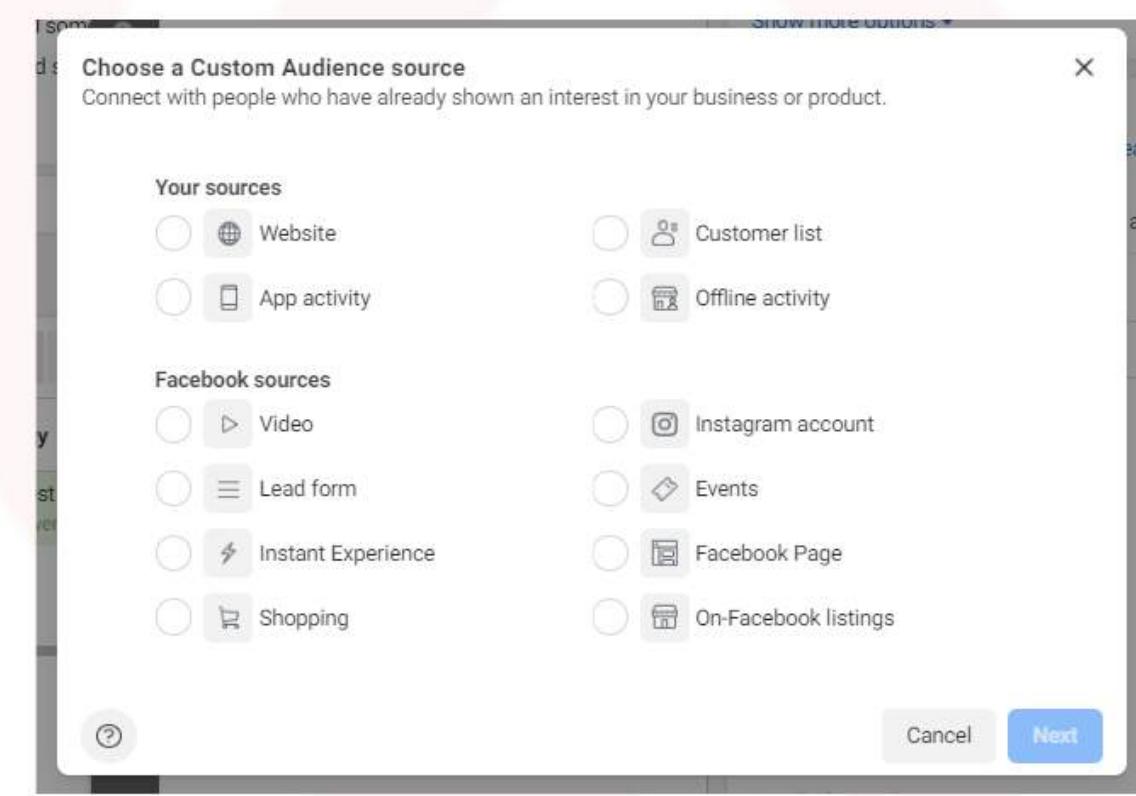
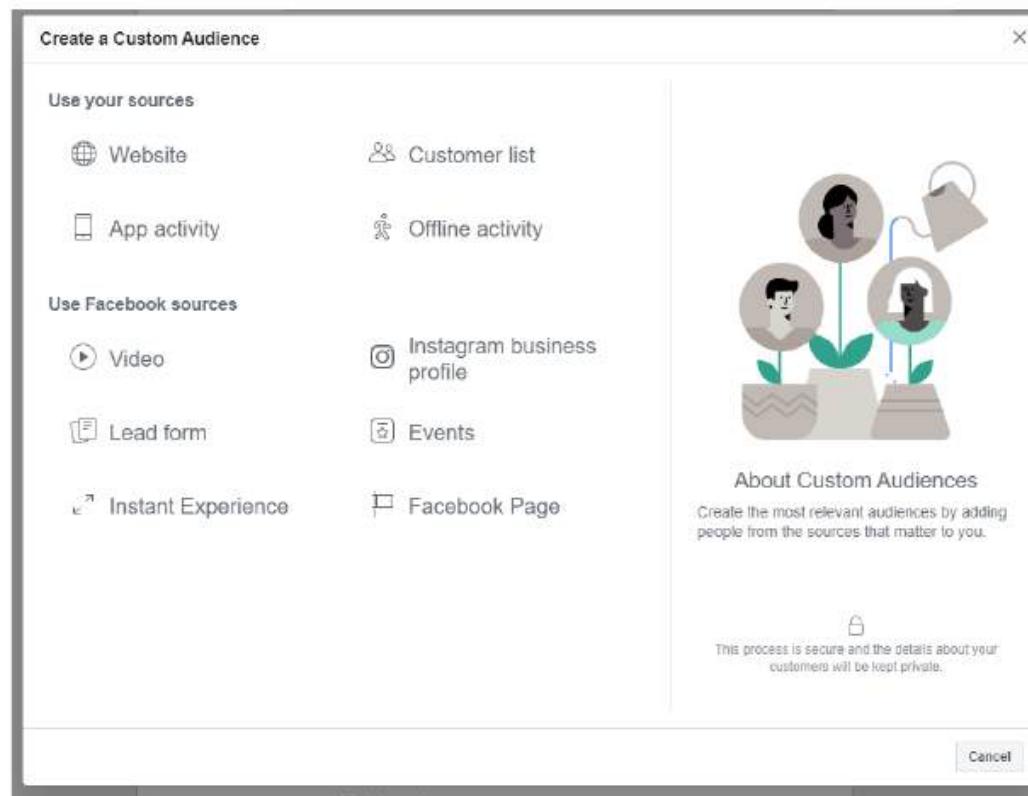
Custom Audience
Reach people who've already interacted with your business.

Lookalike Audience
Reach new people on Facebook who are similar to your most valuable audiences.

1. Click on “Create new”
2. Select “Custom Audience”

2 Different Sources Of Custom Audience

Custom Audience - One source is “Your sources”, which are audiences that you “own”. The other source is “Meta sources”, which are audiences that are part of the Meta ecosystem.



1. Your Sources

- Website (needs pixel)
- Customer list

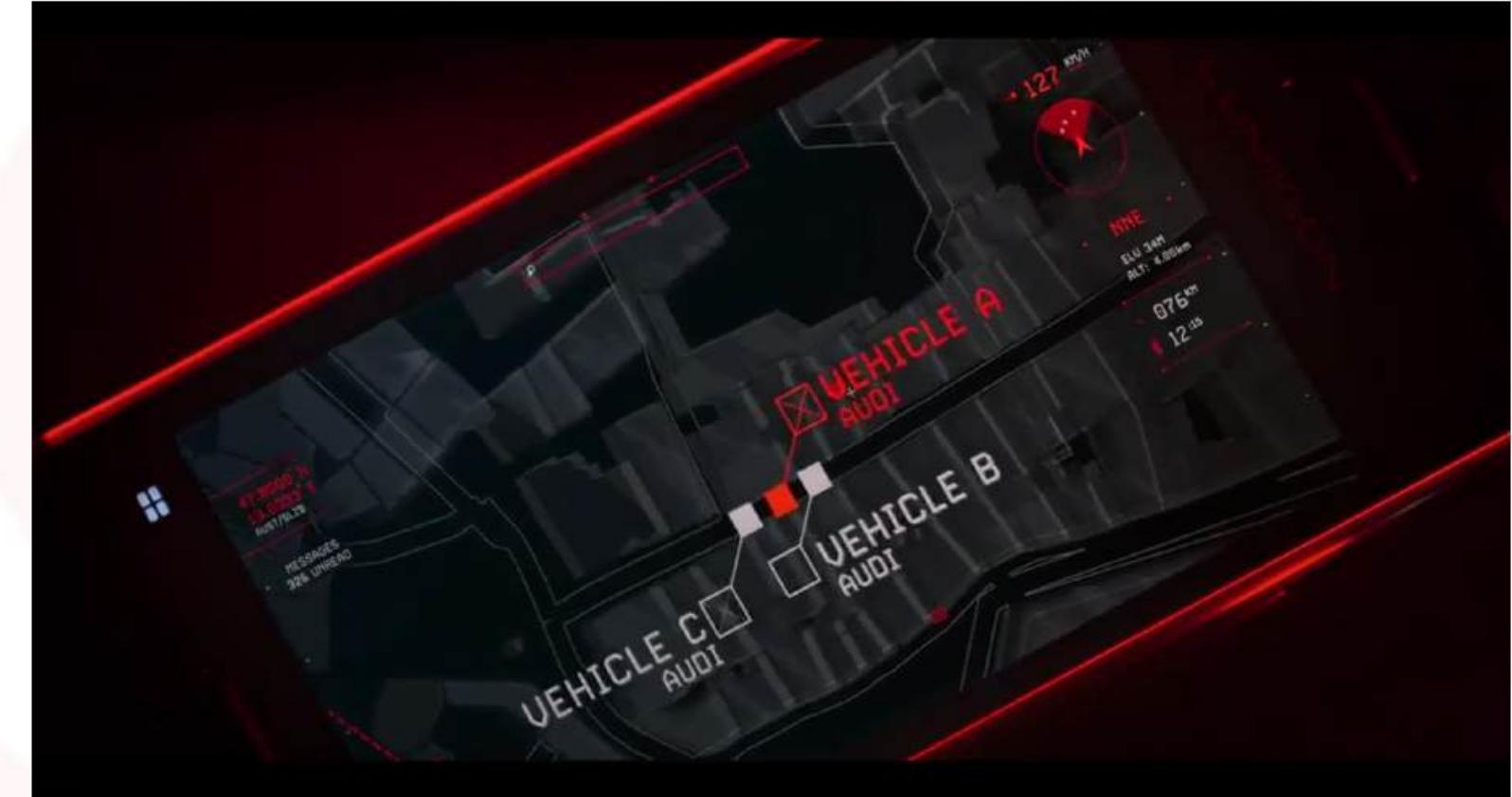
2. Facebook Sources (Do not need pixel)

- Facebook assets

What Is Facebook Pixel?

A piece of code for your that lets you measure, optimise and build audiences for your advertising campaigns.

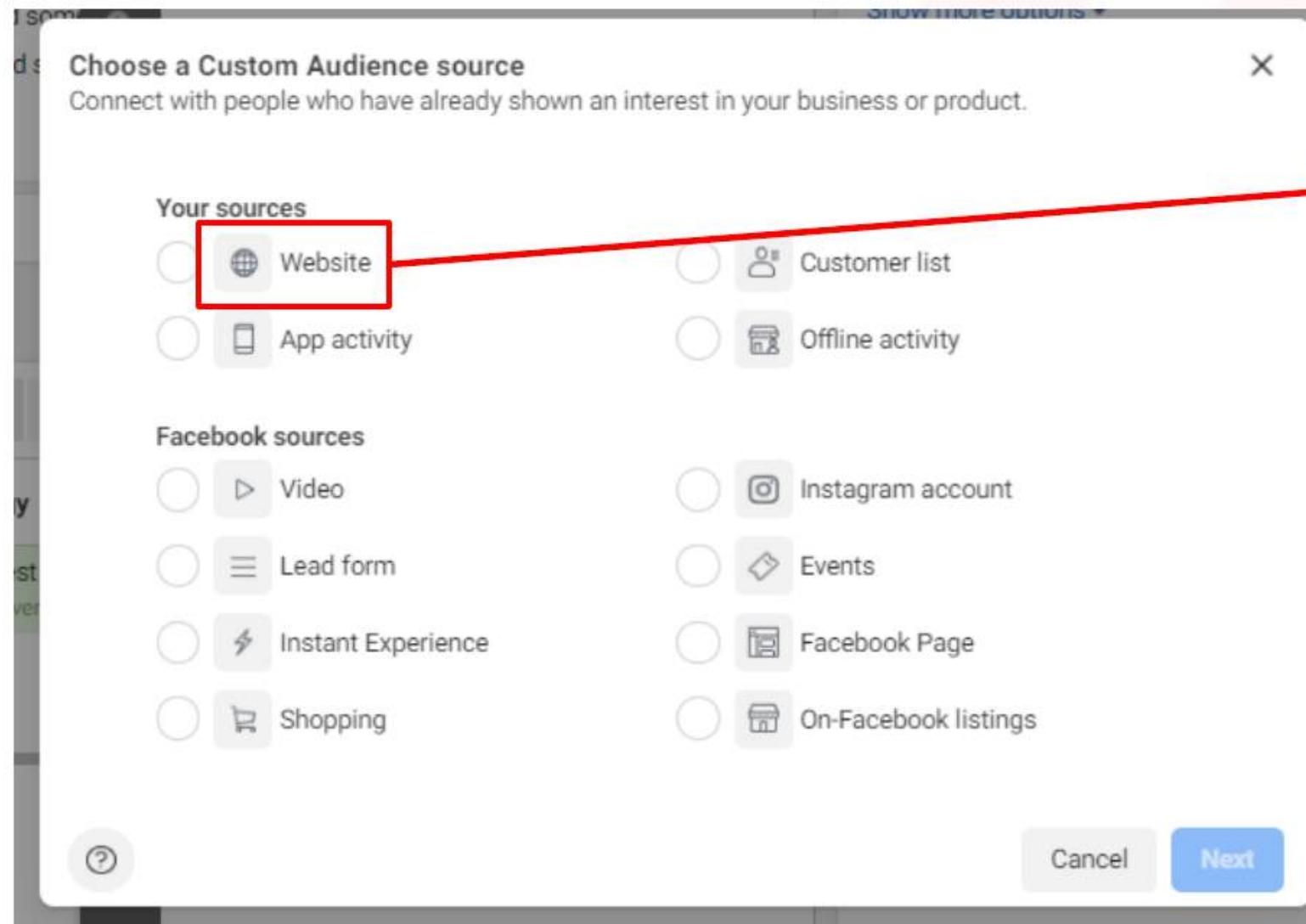
Think of it as a tracking mechanic that help you better measure the performance & returns of ads.



<https://www.facebook.com/business/learn/facebook-ads-pixel12>

Your Sources - Website

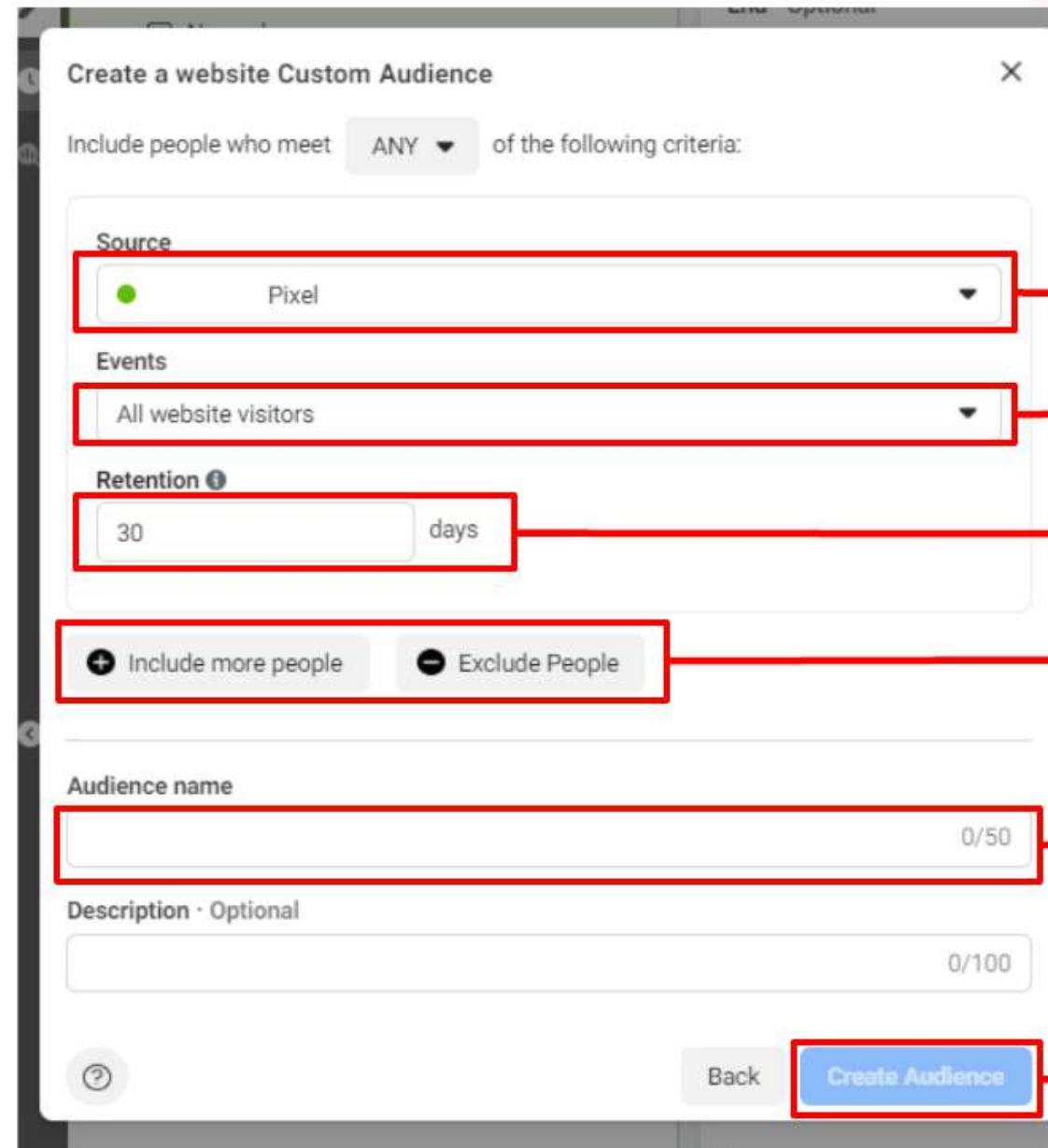
Visitors of Your Website: You can setup a custom audience of people who have visited your website. This can only work if your pixel is installed on your website.



Click on “Website”

Your Sources - Website

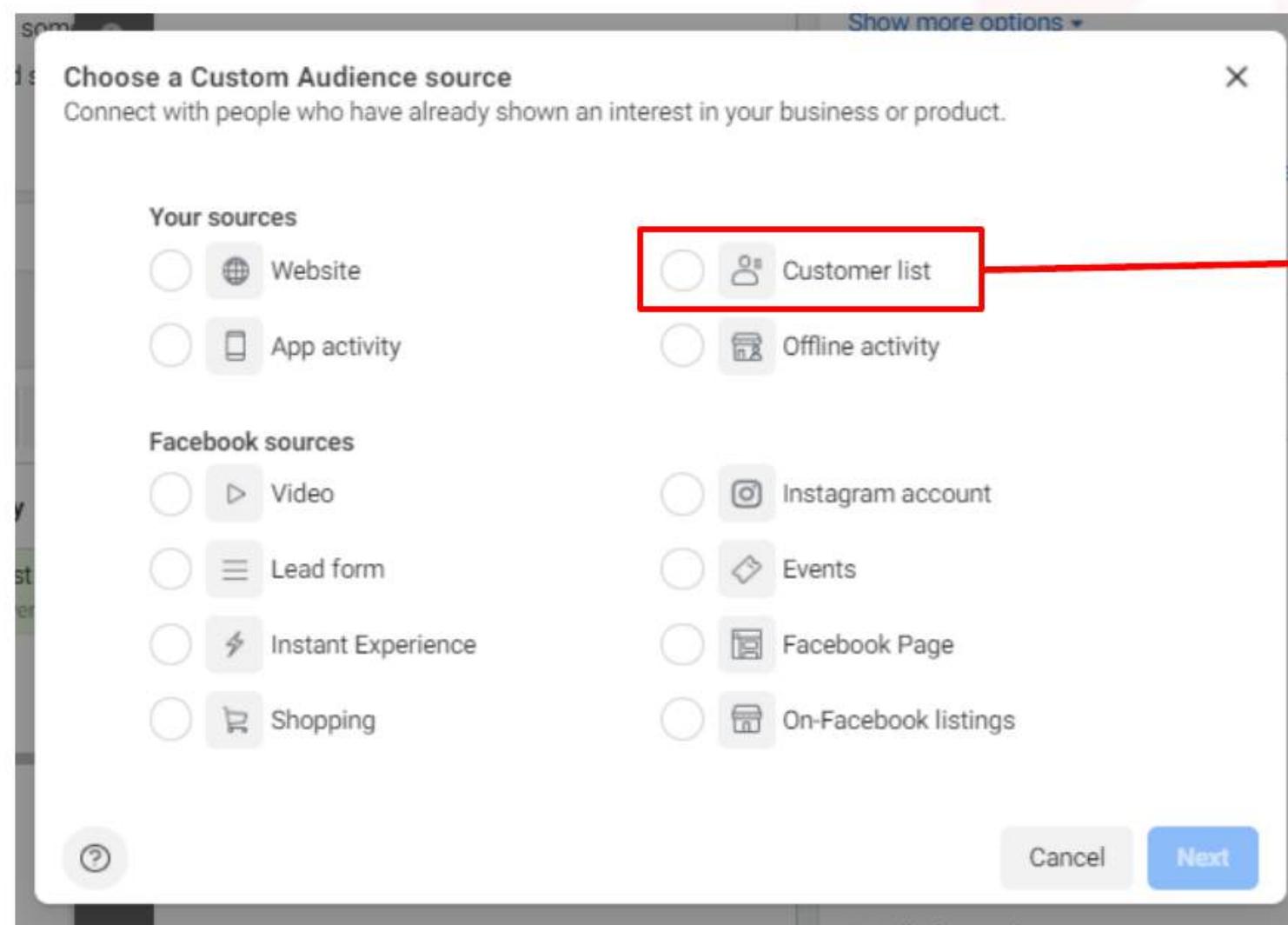
Website Visitors - You are able to setup a custom audience of people who have visited your website. This can only work if your pixel is installed on your website.



1. Select correct pixel
2. Toggle between options
3. Choose # of days
4. Include or exclude people
5. Name your audience
6. Create Audience

Your Sources - CRM List

CRM/ Customer List - If you have access to your customers' information such as names, emails, contact numbers etc, you are able to upload them to Facebook as your custom audience.



Click on “Customer list”

Your Sources - CRM List

CRM/ Customer List - These are customers' information that you have access to. For example, their names, emails, contact numbers, addresses etc.

Create audience from a list

Prepare list

Select list type

Add customer list

Map identifiers

Upload

Confirmation

Prepare your customer list

★ Easily update customer lists

Now, after you create a customer list Custom Audience, you can update it in Audience Manager by replacing your customers with a new list. This will also update any ad sets and lookalikes that use it, and won't reset your campaign learning phase.

Update existing customer list Custom Audience

How to prepare your customer list

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate. Before the list is sent to Facebook for your audience to be created, we use a cryptographic security method known as hashing, which turns the identifiers into randomised code and cannot be reversed. [Learn More](#)

Import from Mailchimp

Download file template

see formatting guidelines

Include at least one main identifier ⓘ

Email address Phone number Mobile advertiser ID Facebook app user ID Facebook Page user ID First name Surname

Include more identifiers ⓘ

City County/Region Country ZIP/Postcode Date of birth Year of birth Gender Age

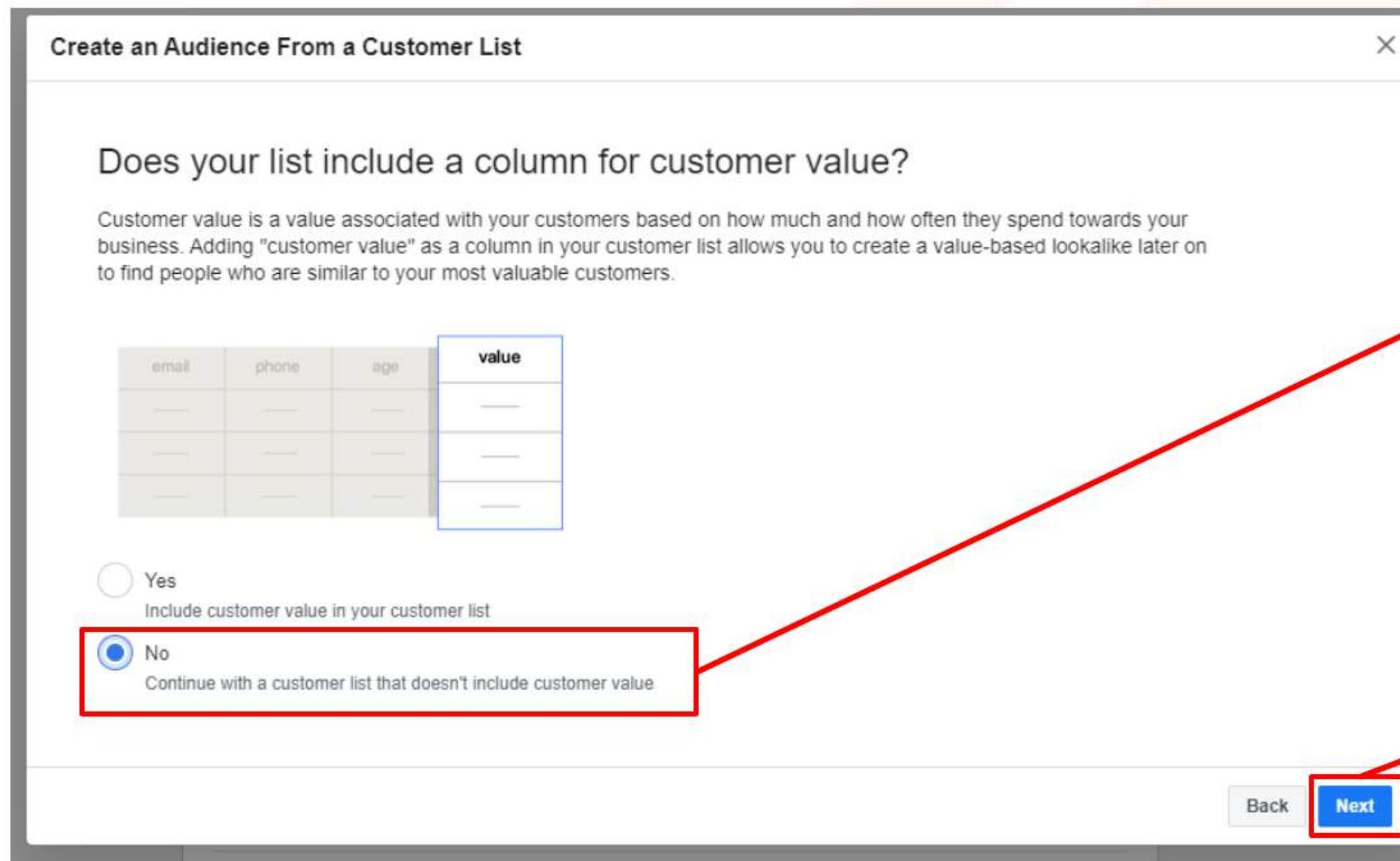
Add value information to create a value-based lookalike ⓘ

Customer value

Download file template to see what a customer list looks like

Your Sources - CRM List

Customer List - These are customers' information that you have access to. For example, their names, emails, contact numbers, addresses etc.



1. Select “No”. If you are an ecommerce store, you may wish to select “Yes”.

2. Press “**Next**”

Your Sources - CRM List

CRM/ Customer List - These are customers' information that you have access to. For example, their names, emails, contact numbers, addresses etc.

Create audience from a list

- Prepare list
- Select list type
- Add customer list
- Map identifiers
- Upload
- Confirmation

Map identifiers

Map your columns to identifiers to upload your list. Your data will be hashed before it's uploaded. [Learn More](#)

17 columns are mapped and will be uploaded. Please correct the errors before continuing.

(Email address (1) Email address (2) Email address (3) Phone number (1) Phone number (2) Phone number (3) Mobile advertiser ID First name Surname ZIP/Postcode City County/Region Country Date of birth Year of birth Gender Age)

Mapped (17) Action needed (1)

Map column to identifier	Formatting guidelines	Example
email elizabetho@fb.com andrewj@fb.com margaretj@fb.com johnnd@fb.com	We accept email addresses in up to three separate columns. Only one email address can go in each cell. All universal email address formats are...	Emily@example.com John@example.com Helena@example.com
email olsene@fb.com jamisona@fb.com johnsonm@fb.com doe@fb.com	We accept email addresses in up to three separate columns. Only one email address can go in each cell. All universal email address formats are...	Emily@example.com John@example.com Helena@example.com
email eelsen@fb.com ajamison@fb.com mjohnson@fb.com jdoe@fb.com	We accept email addresses in up to three separate columns. Only one email address can go in each cell. All universal email address formats are...	Emily@example.com John@example.com Helena@example.com
phone 1-(650)-551-5622 1-(212) 736-3100	Phone numbers must include a country code to be used for matching.	1(222)333-4444 001(222)333-4444

Back Import and Create

1. Map your data (if needed)

2. Upload and Create

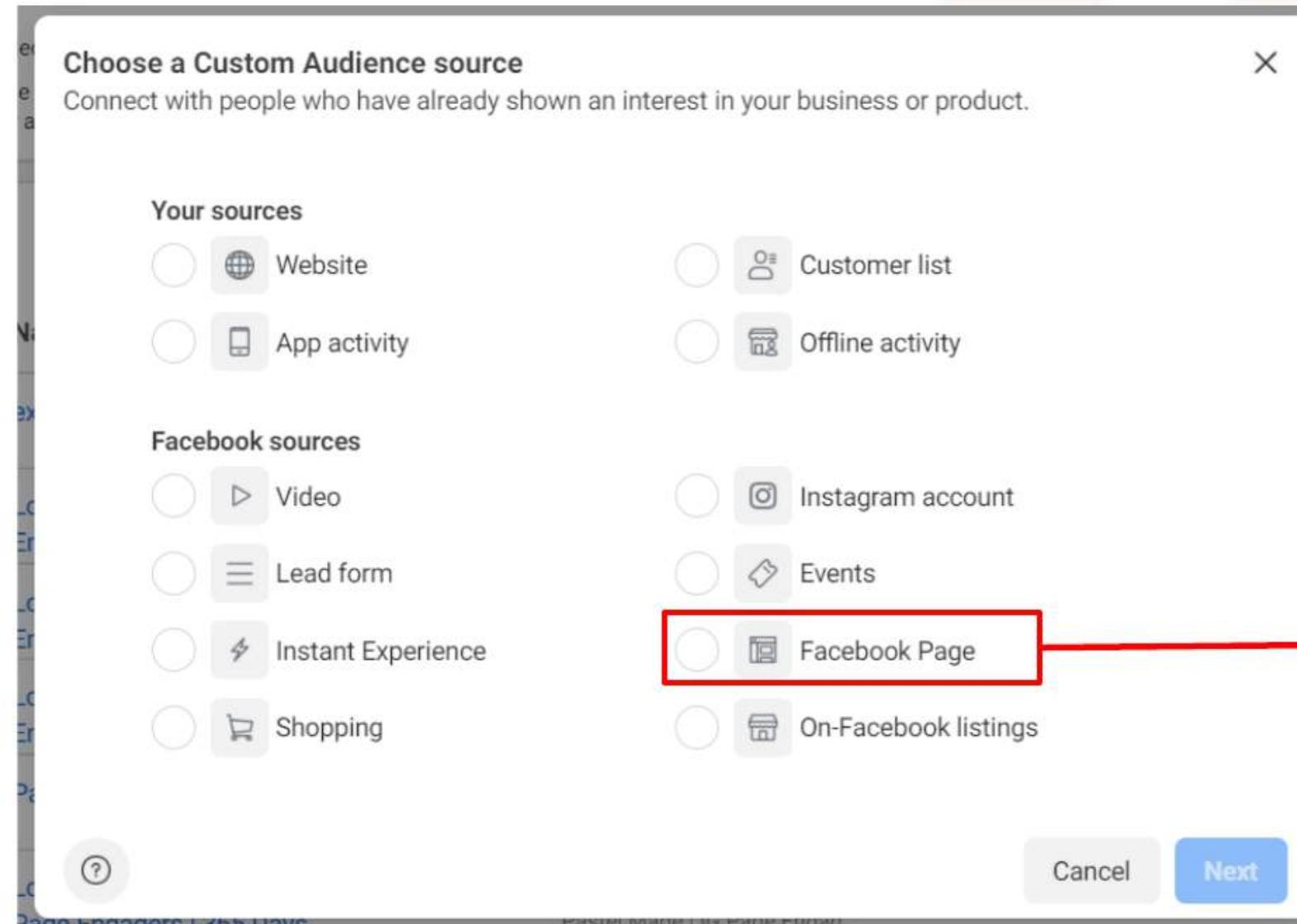
Your Sources - CRM List

CRM/ Customer List - These are customers' information that you have access to. For example, their names, emails, contact numbers, addresses etc.

The screenshot shows a confirmation dialog box titled "Confirmation" for creating an audience from a customer list. On the left, a vertical sidebar lists the steps completed: "Prepare list" (green checkmark), "Select list type" (green checkmark), "Add customer list" (green checkmark), "Map identifiers" (green checkmark), "Upload" (green checkmark), and "Confirmation" (blue outline). The main area displays a green checkmark icon and the message "Your customer list is hashed and uploaded" followed by "9 rows uploaded (100%)". A note below states: "It may take a few minutes for us to finish matching your customers to people on Facebook. You can check the status in Audience Manager." Below this, under "Next Steps", are three options: "Create a Lookalike Audience" (with a people icon), "Create an ad" (with a clipboard icon), and "Create another Custom Audience" (with a people icon). Each option includes a "Learn More" link. At the bottom right of the dialog is a blue "Done" button.

Meta Sources - FB Page

Facebook Page - When selecting Facebook Page, you can setup a custom audience of everyone that has interacted with your Facebook Page.



Click on “Facebook Page”

Meta Sources - FB Page

Facebook Page - When selecting Facebook Page, you can setup a custom audience of everyone that has interacted with your Facebook Page.

The screenshot shows the 'Create a Facebook Page Custom Audience' dialog box. It includes the following fields:

- Page:** A dropdown menu showing "Hamster Supplies & Co".
- Events:** A dropdown menu showing "Everyone who engaged with your Page".
- Retention:** A field set to "365 days".
- Include/Exclude:** Buttons for "Include more people" and "Exclude People".
- Audience name:** An input field with a character limit of 0/50.
- Description:** An optional input field with a character limit of 0/100.
- Buttons:** "Back", "Create Audience" (highlighted in blue), and a question mark icon.

1. Select your **Facebook Page**
2. Select **parameters**
3. Name **Audience**
4. Create **Audience**

Meta Ads Setup (Lookalike Audience)

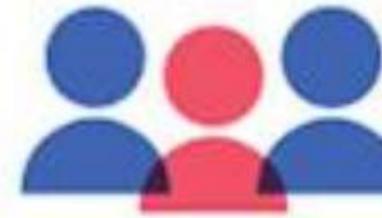
Adset Level - 3 Different Types of Audiences

3 different types of audiences that you can choose. (Core, Custom & Lookalike)



Core Audiences

Define an audience based on criteria such as age, interests, geography and more.



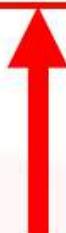
Custom Audiences

Get back in touch with people who have engaged with your business, online or off.



Lookalike Audiences

Reach new people whose interests are similar to those of your best customers.



Audience #3 - Lookalike Audiences

Lookalike Audiences - A Lookalike Audience is a way to reach new people who are likely to be interested in your business because they're similar to your (best) existing customers.



Custom Audience

Creates

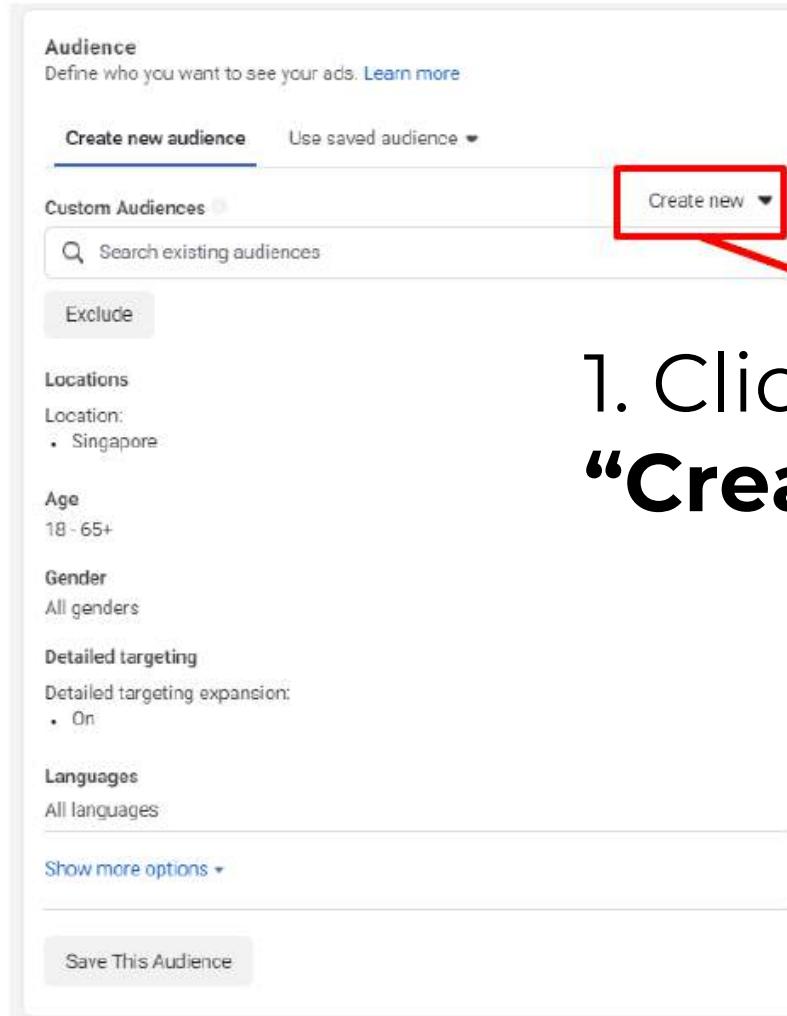


Reach new audiences who are **similar to your existing customers.**

<https://www.facebook.com/business/help/164749007013531?id=401668390442328>

Creating A Lookalike Audience

Lookalike Audience - We can create via the adset level, or via the “Audience” tab in your Business Manager.



Audience
Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience ▾

Custom Audiences [Search existing audiences](#)

Exclude

Locations
Location:

- Singapore

Age
18 - 65+

Gender
All genders

Detailed targeting
Detailed targeting expansion:

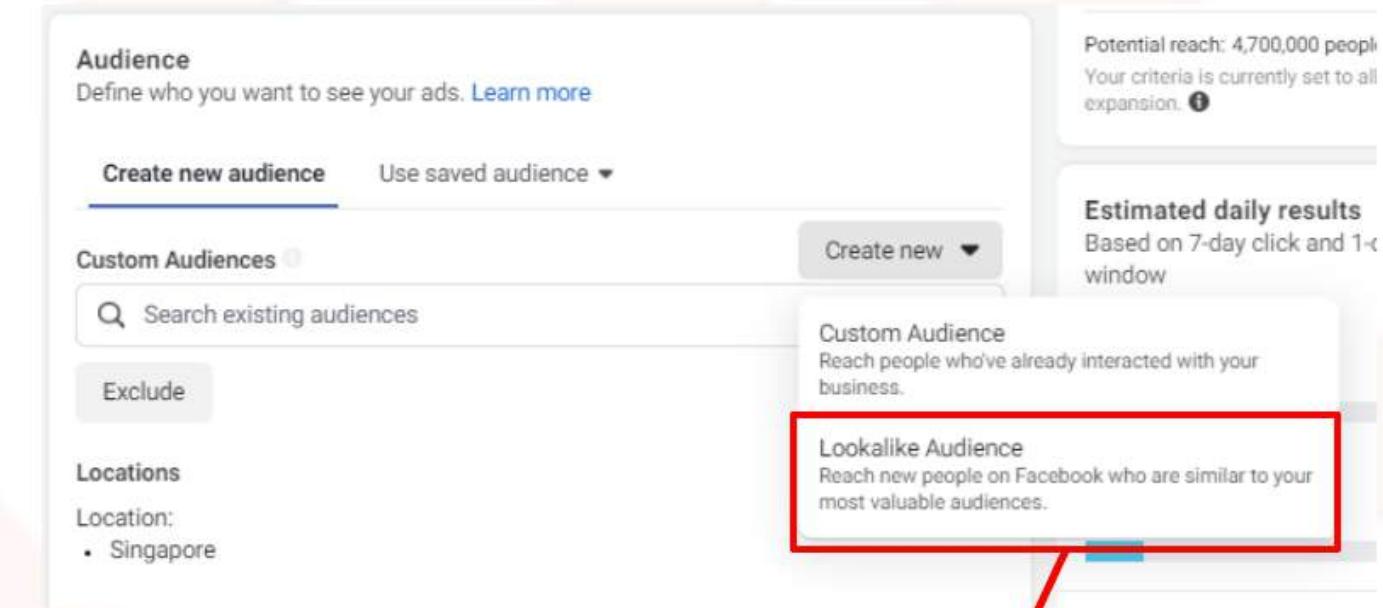
- On

Languages
All languages

Show more options ▾

Save This Audience

1. Click on
“Create new”



Audience
Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience ▾

Custom Audiences [Search existing audiences](#)

Exclude

Locations
Location:

- Singapore

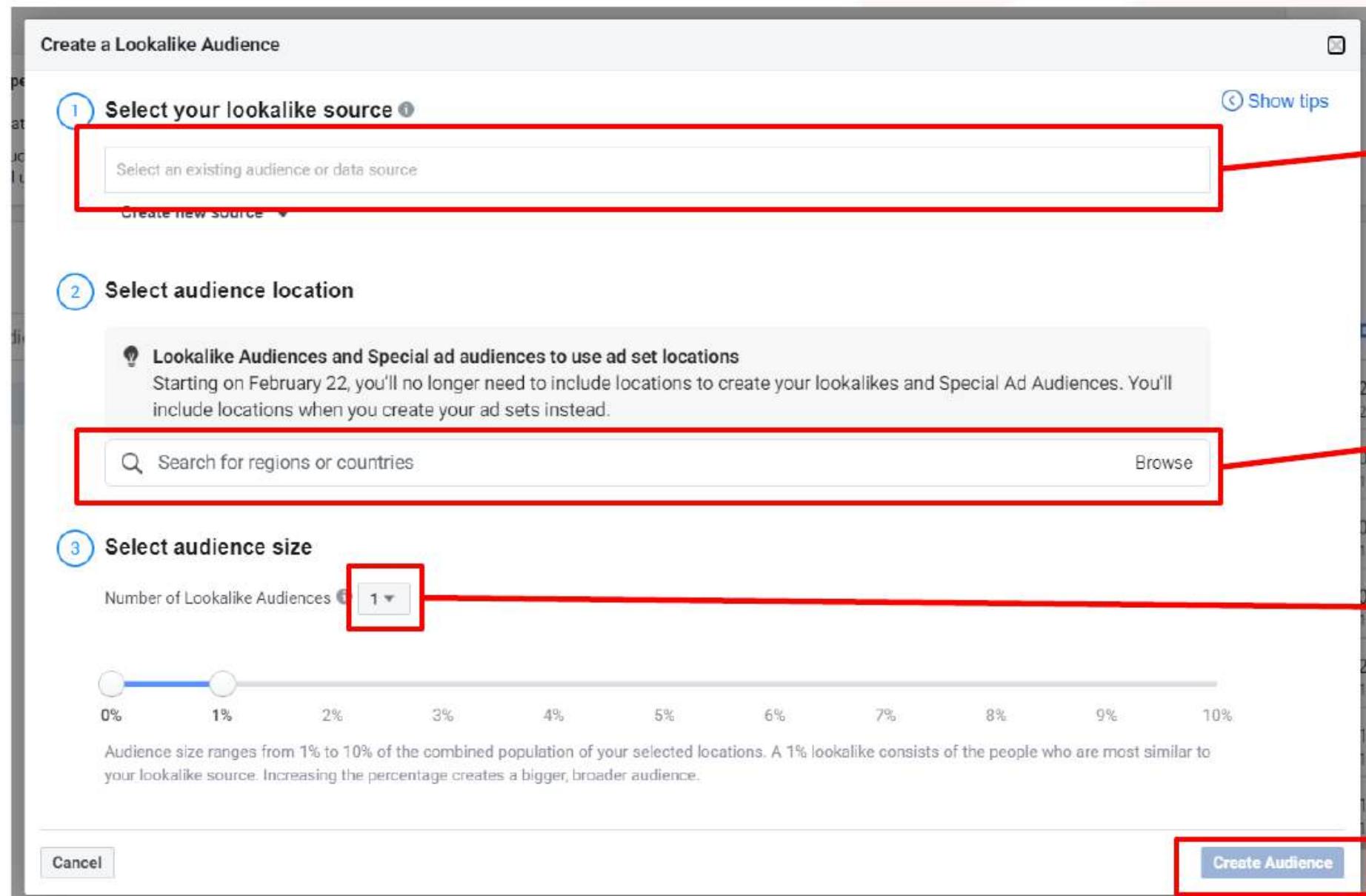
Custom Audience
Reach people who've already interacted with your business.

Lookalike Audience
Reach new people on Facebook who are similar to your most valuable audiences.

2. Select **“Lookalike Audience”**

Learning Activity

Creating A Lookalike Audience



1. Choose your lookalike source (custom audience)
2. Select your lookalike audience location (SG)
3. Choose “1”
4. Press “Create Audience”



Lunch Break

Meta Creative Best Practices

Best Practice #1

Competitors Creatives Research

View your competitors' ads via their FB page (Page transparency section)

1. Click on “**About**” tab while on competitor FB page

2. Click on “**Page transparency**” tab

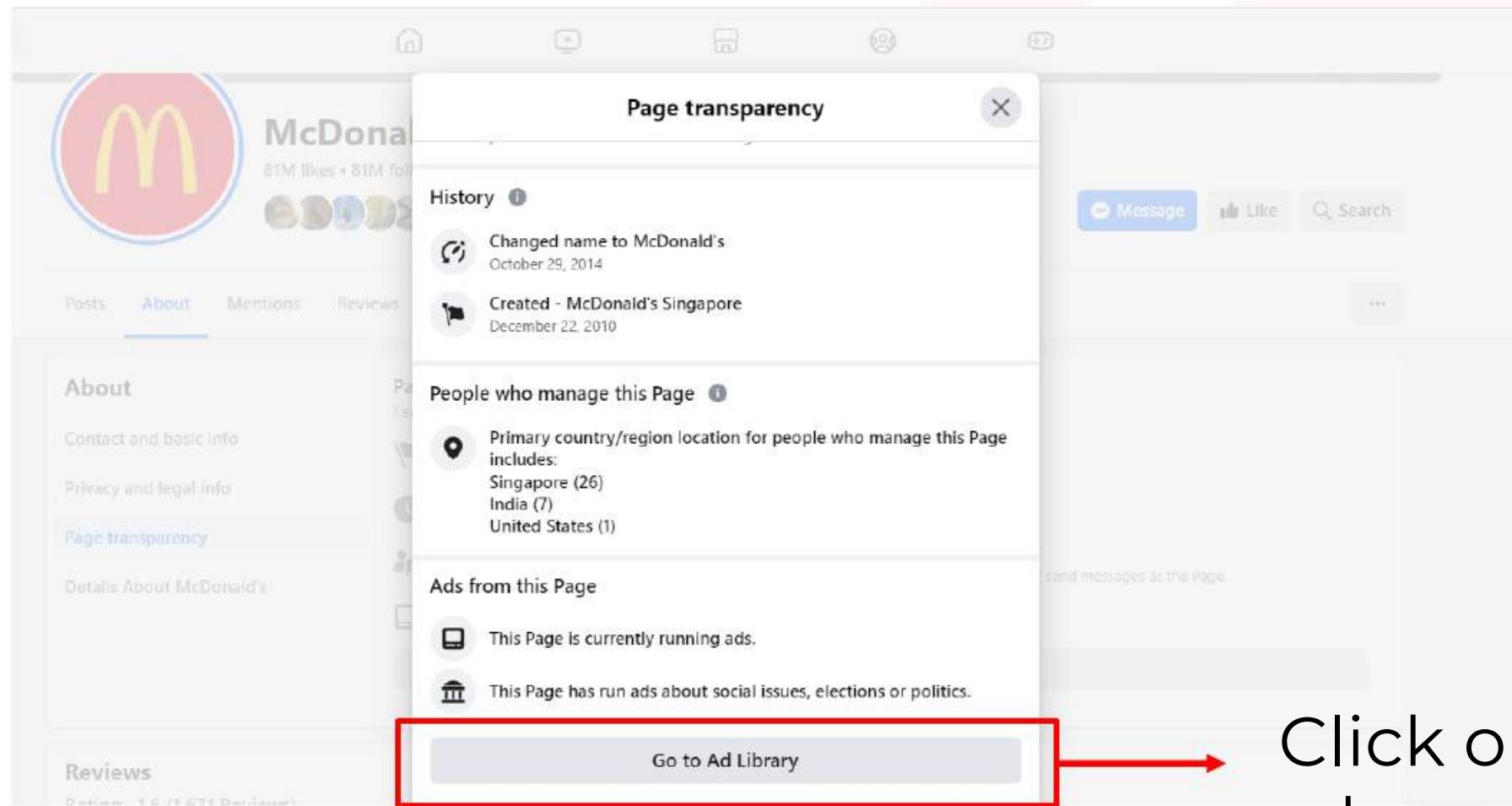


3. Click on “**“See All”**”

Best Practice #1

Competitors Creatives Research

View your competitors' ads via their FB page (Page transparency section)

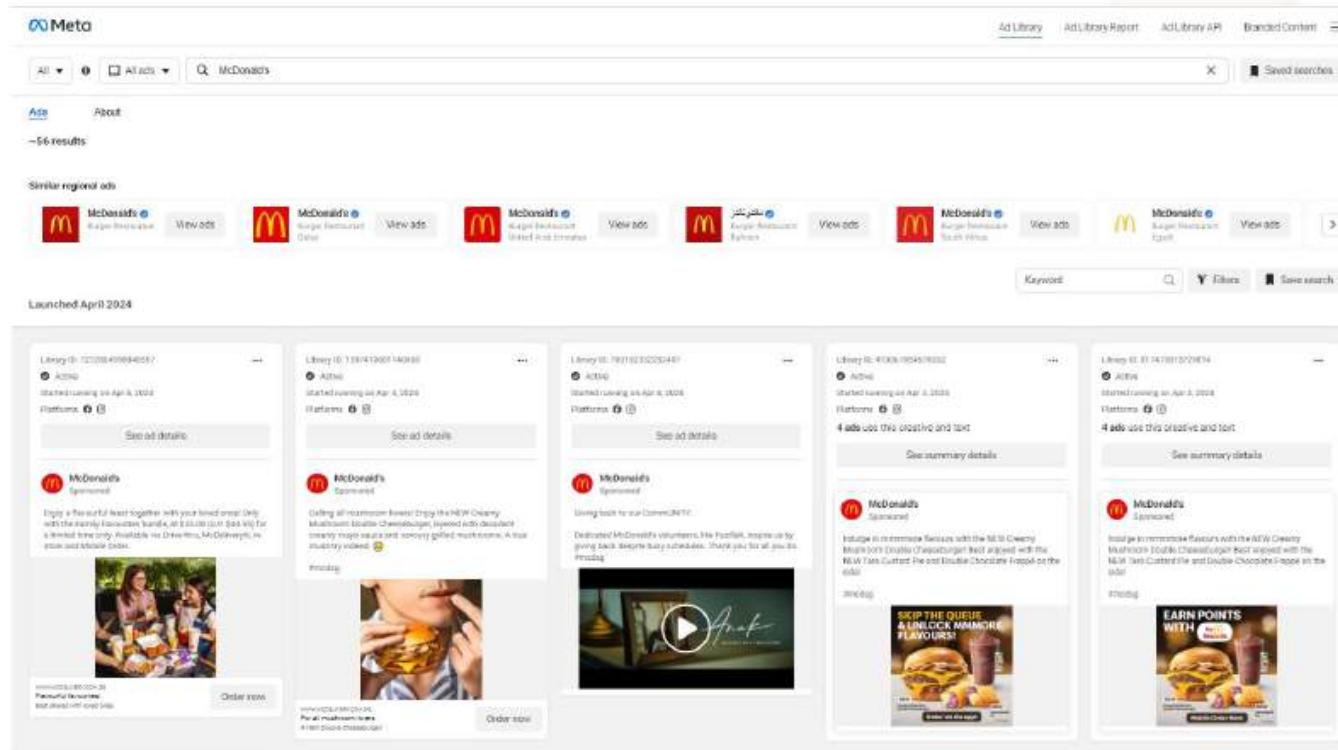


Click on “**Go to Ad Library**” when popup appears

Best Practice #1

Competitors Creatives Research

View your competitors' ads via their FB page (Page transparency section)



- Here you can see all the ads that your competitors are running.
- Get inspiration from the types of creatives that they are using (images/text). Which platforms they are running on.
- You can even see the date when the ad was first running. A further date is a good indication that the ad is successful.

Learning Activity

Competitors Ads Research



Ad Library

Search all of the ads currently running across Meta technologies, as well as:

- Ads about social issues, elections or politics that have run in the past seven years
- Ads that have run anywhere in the EU in the past year

To find an ad, search for keywords or an advertiser.

[See what's new](#)

Search ads

Set your location and choose an ad category to start your search. [View search tips.](#)

Singapore ▾ All ads ▾  Search by keyword or advertiser

Hands-on Ads Library

www.facebook.com/ads/library

Best Practice #2

Creatives Sizing

Creatives Size - Always use a square (1:1) or a vertical (4:5) format creative.



- A square or a vertical creative takes up so much more ad real estate as compared to a horizontal creative.
- Since you are paying Facebook to serve your ads on a per impression basis, why not make full use of it and choose a creative that takes up the most attention.

Best Practice #3

Write What's In It For Them



Copywriting

Not product features. But outcomes & benefits

- What's the **promise** to them
- Help them **picture** the end goal
- What you can do for the targeted audience

Best Practice #4

Write Call-To-Value

CTA	CTV
... Sign up now	... Create your website
... Get started for free	... Hire top marketers
... Start free trial effortlessly	... Show me website audit

Copywriting

Amplify Value than Action

- Eliminate adverbs
- Keep call to value **succinct**
- **Amplify value** over action

Learning Unit 4

Crisis Communication Plan

LU3: Crisis Communications Plan

What will you be learning?

- Brand Equity
- Five Key Elements
- Crisis Response Workflow
- Crisis Communication Skills



The Power Of Brand Equity



**Would you pay S\$38
for this white T-shirt?**

The Power Of Brand Equity

Would you pay S\$38
for these white T-shirt?



The Power Of Brand Equity



NIKE

Logo-Print Cotton-Jersey T-Shirt

£22.50 / Approx. SGD 38

Colour: White

Size: L

[View size guide](#)

XS

S

M

L

XL

XXL

SOLD OUT



Add to Wish List

Brand Equity, An Intangible Asset

What do these brands have in common?



Brand Equity, An Intangible Asset

What do these brands have in common?



- Strong brand equity built over years of legacy
- Put brand equity as priority
- Stringent media policy

Brand Equity

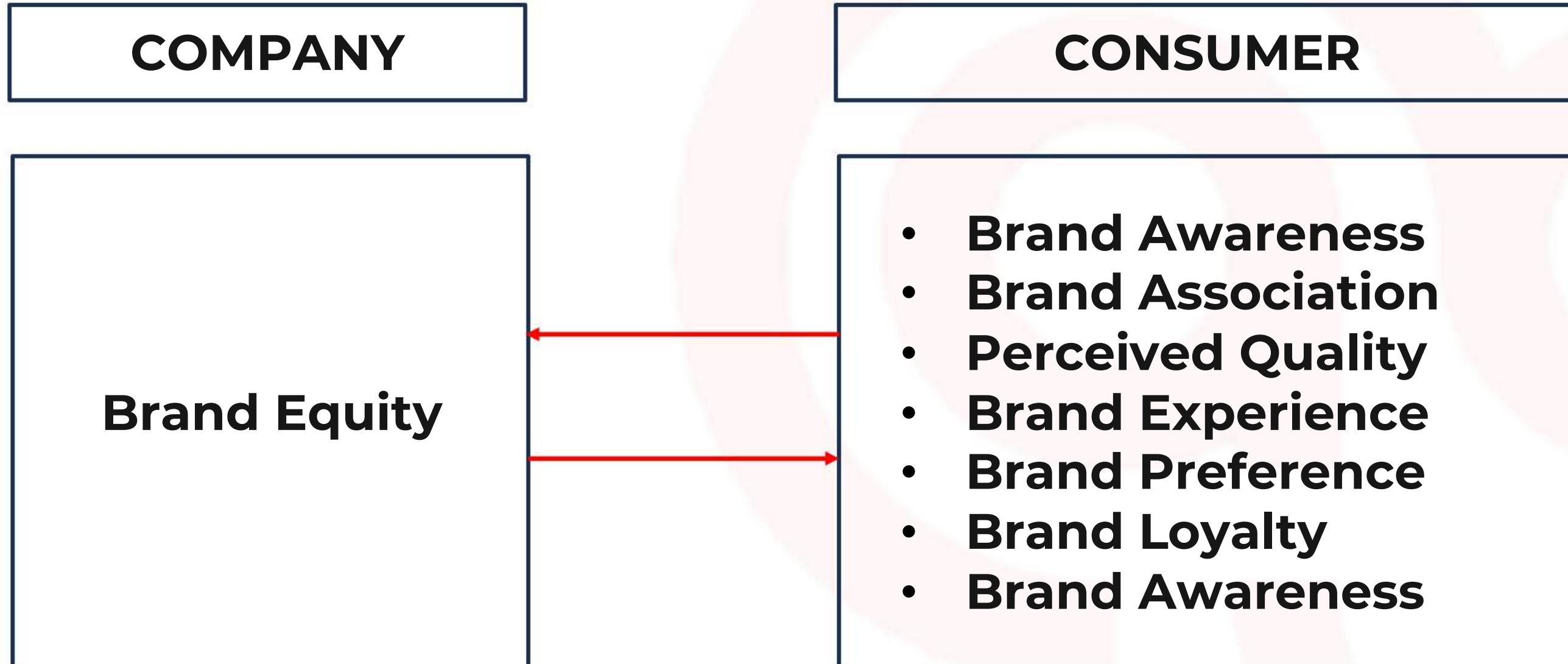
Is the premium that a customer is willing to pay for a product despite having existing alternatives.



Category	What is the first brand that comes to your mind?
Fast Food	
Sports Shoe	
Bank	

Category	What is the first brand that comes to your mind?
Fast Food	
Sports Shoe	
Bank	

Brand Equity As A Competitive Advantage



A crisis communication plan consist of FIVE key elements

- 1. Personnel**
- 2. Protocols**
- 3. Messaging**
- 4. Escalation & turnarounds**
- 5. Active monitoring**

1. Personnel

- **Identity & designate** individuals
- **Clear roles** & responsibilities
- Communicate & clarify role

2. Protocols

- **Establish response protocols** & workflow
- **Clear guidelines** for swift responses to different types of crises
- **Protocols should empower autonomy** then create bottlenecks

3. Messaging

- **Pre-developed messaging structure / statements**
 - Acknowledge
 - Explain facts
 - Share mitigation taken or express commitment to resolution
- Avoid speculative statements, **focus on empathy & accuracy**
- **Ensure consistency of messaging** across impacted channels

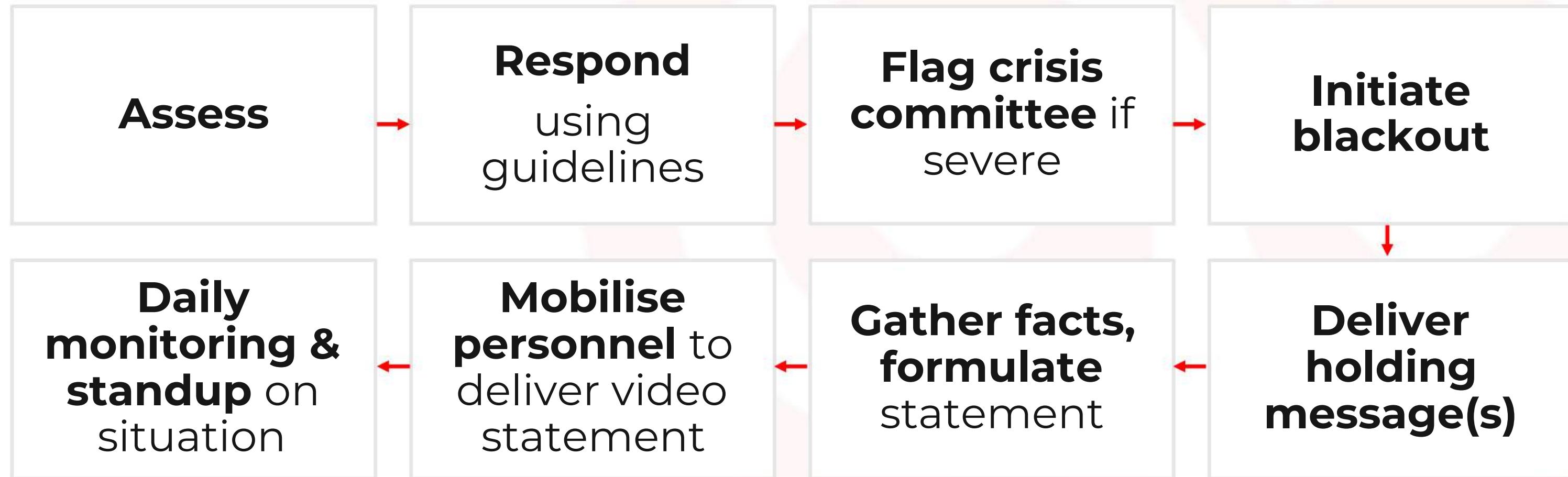
4. Escalation & Turnarounds

- **Define committee of escalation**
- Define **turnaround time for internal & external response**
- **Pause all media activities during crisis** (e.g. 72hrs blackout)

5. Active Monitoring

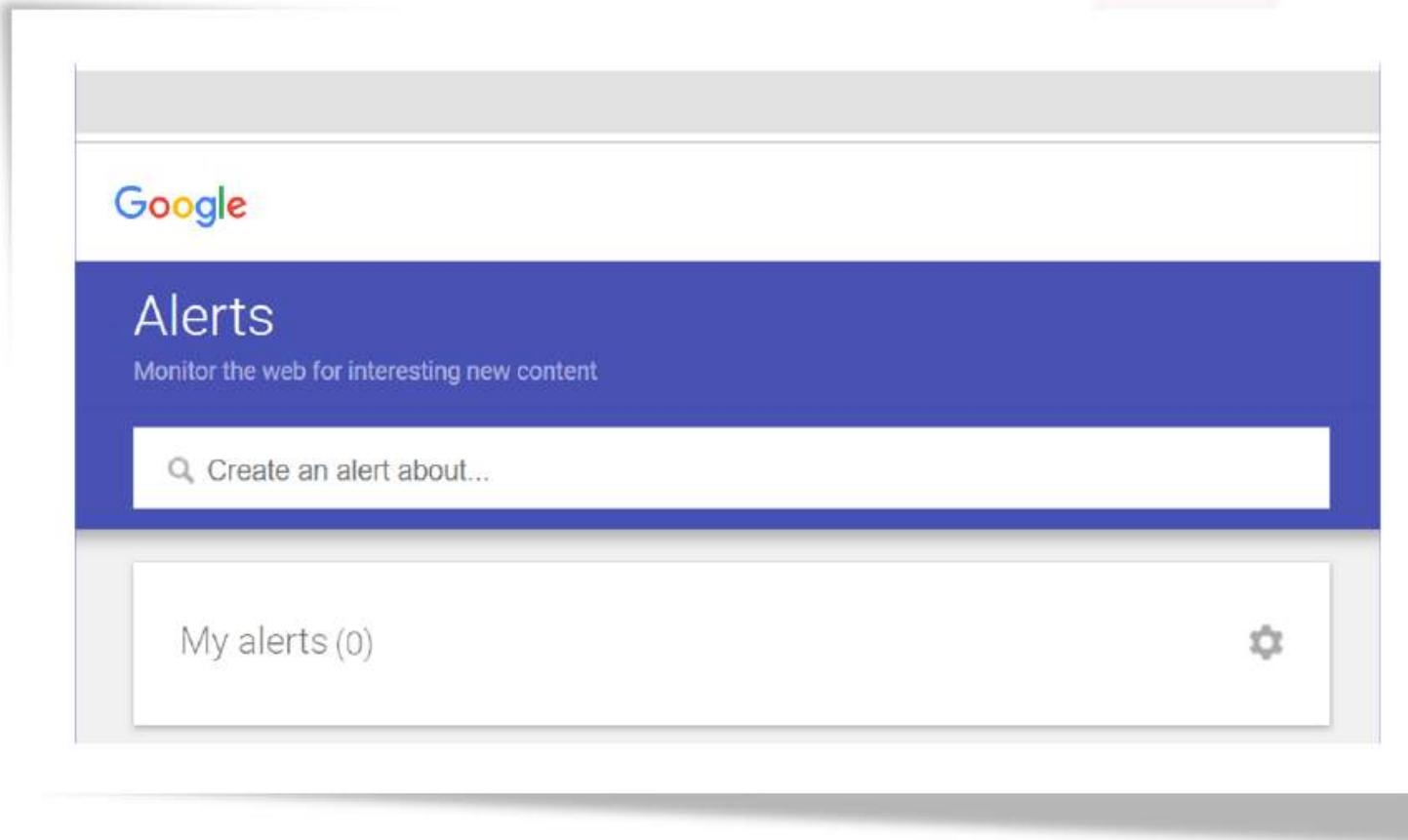
- **Active digital monitoring** using free tools (e.g. Google alert tracking internet mentions)
- **Conduct post-crisis evaluation**
- Identify lessons learned
- Update protocols & messaging to improve future crisis response

Sample Crisis Communication Workflow



Class Discussion

Google Alerts



Monitor the web for brand mentions
www.google.com/alerts

Coffee/Tea Break

15 minutes



Crisis Communication Skills

- Empathy and active listening.
- Transparency and honesty in communication.
- Swift and professional response to complaints.
- Proactive resolution and follow-up with affected customers.

How to Handle Negative Comments and Complaints?

Acknowledge the comments promptly

Apologise for any dissatisfaction

Offer to address concerns privately through direct messages or email.

Investigate the complaints internally and provide transparent updates.

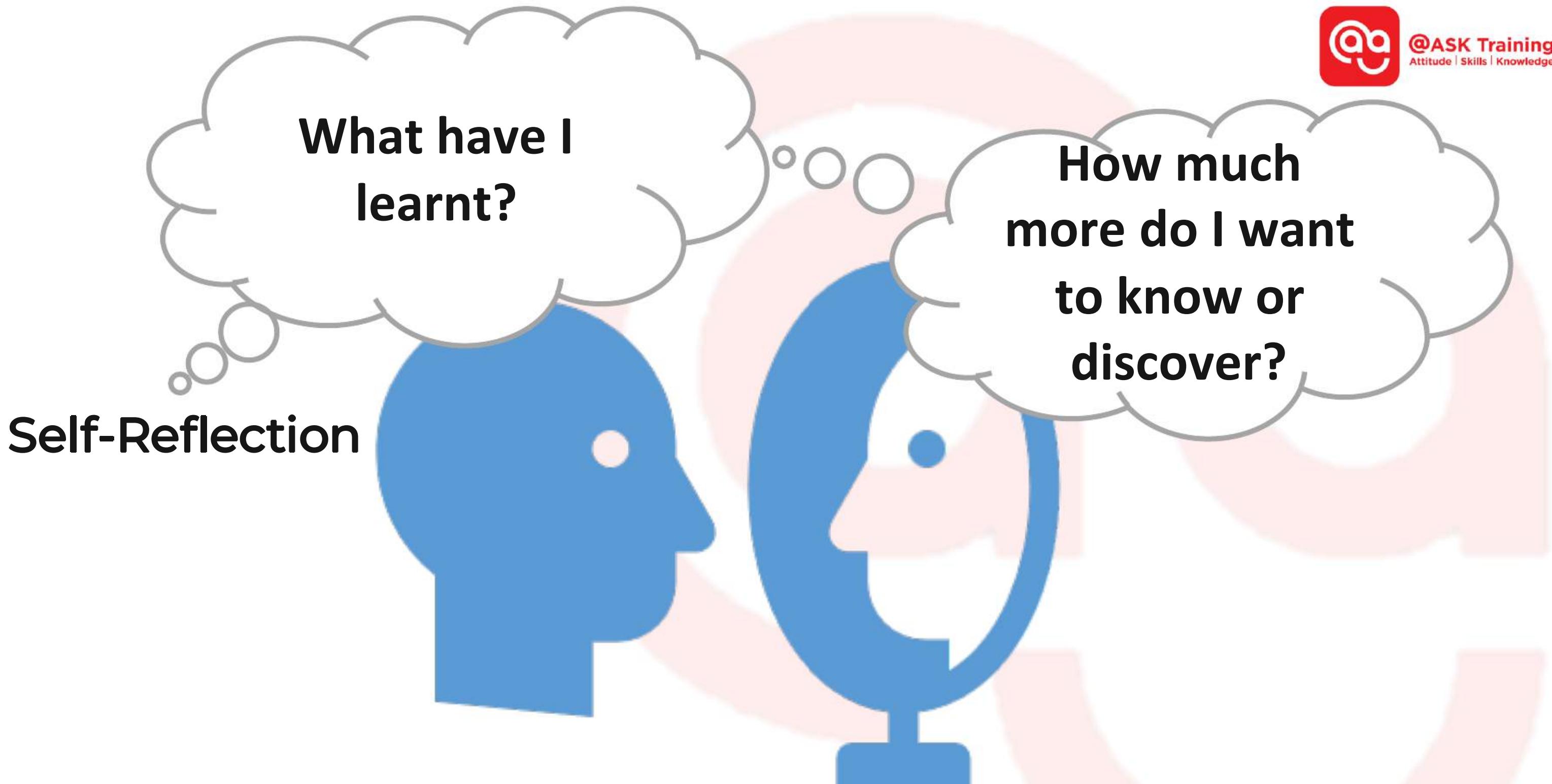
Steps to resolve conflicts and complaints effectively while preserving the brand's image:

- Investigate the complaints internally and provide transparent updates.
- Active listening to customer concerns.
- Providing accurate information and solutions.
- Implementing necessary changes to address complaints.
- Communicating openly with customers and updating them on progress.



Assessment Requirements

Assessment Method	Duration	Type of assessment
Individual Project	80 mins	Summative
Written Assessment (Case Study with Questions)	40 mins	Summative
Total	120 mins	-



Your Comment/Feedback/Review

Course Feedback



Traqom Course Survey



WSQ Course Feedback

Google
Review



Thank you

