



**@ASK Training**  
Attitude | Skills | Knowledge

## WSQ FACEBOOK & INSTAGRAM MARKETING

ICT-PRE-4003-1.1



Participant's Name: \_\_\_\_\_

Trainer's Name : \_\_\_\_\_

Course Date : \_\_\_\_\_

## Copyright

Copyright © 2024, @ASK TRAINING PTE LTD

All Rights Reserved.

### Headquarter at The JTC Summit

8 Jurong Town Hall Road

#27-01 The JTC Summit

Singapore 609434

### East Branch – Mountbatten Square

229 Mountbatten Road

#03-43 Mountbatten Square

Singapore 398007

### Central Branch – International Plaza

10 Anson Road

#06-11 International Plaza

Singapore 079903

Tel: (65) 6484 6723, Fax: (65) 6567 3283

Email: [information@asktraining.com.sg](mailto:information@asktraining.com.sg)

Web: [www.asktraining.com.sg](http://www.asktraining.com.sg)

Join us on our Facebook: [www.facebook.com/asktraining.com.sg](https://www.facebook.com/asktraining.com.sg)

This material is copyrighted and all rights are reserved by @ASK Training Pte Ltd. No part of this publication may be reproduced, transmitted, transcribed, stored in a retrieval system, or translated into any language or computer language, in any form or by any means, electronic, mechanical, magnetic, optical, chemical, manual, or otherwise, without the prior written permission of @ASK Training Pte Ltd.

We make a sincere effort to ensure the accuracy of the material described herein; however, @ASK Training Pte Ltd makes no warranty, expressed or implied, with respect to the quality, correctness, reliability, accuracy, or freedom from error of this document or the products it describes.

Data used in examples and sample data files are intended to be fictional. Any resemblance to real persons or companies is entirely coincidental.

## Version Control Record

Version	Effective Date	Details	Author
1.0	1 April 2023	For Course Accreditation	Dr. Lee Swee Yee
2.0	4 November 2023	Revision: <ul style="list-style-type: none"> <li>• Learning Units</li> <li>• Topics</li> <li>• Learning Outcomes</li> </ul> Academic and Examination Board approved the revision effective 4 November 2023	Mr Yoet Siang  Dr. Lee Swee Yee
3.0	10 Apr 2024	Revision: <ul style="list-style-type: none"> <li>• Additional learning contents for LU2 &amp; LU3</li> </ul>	Mr Yoet Siang

## Table of Contents

<b>Version Control Record</b>	<b>2</b>
<b>Course Overview</b>	<b>4</b>
<b>Learning Outcomes</b>	<b>4</b>
<b>Teaching Methodology</b>	<b>5</b>
<b>1. Meta (Facebook and Instagram) Marketing</b>	<b>6</b>
<b>1.1 Meta Media Trends</b>	<b>8</b>
<b>1.2 Meta Organic Marketing</b>	<b>9</b>
<b>2. Meta Marketing Plan and Ads Campaign</b>	<b>12</b>
<b>2.1 Building a Meta advertising plan</b>	<b>14</b>
<b>2.2 Creating Meta ads campaign</b>	<b>15</b>
<b>2.3 Components of a media engagement plan</b>	<b>15</b>
<b>2.4 Profile and page hygiene</b>	<b>16</b>
<b>3. Launch and Evaluate Meta Ads Campaign</b>	<b>17</b>
<b>3.1 Advertisement</b>	<b>17</b>
<b>3.2 Audience Targeting</b>	<b>18</b>
<b>3.3 Ads Setup</b>	<b>19</b>
<b>3.4 Creative Best Practices</b>	<b>21</b>
<b>3.5 Mobile-prioritised Contents</b>	<b>23</b>
<b>3.6 Evaluation &amp; Optimisation</b>	<b>24</b>
<b>Learning Activity – Eco Furniture</b>	<b>28</b>
<b>4. Crisis Communication Plan</b>	<b>30</b>
<b>4.1 Brand Equity</b>	<b>30</b>
<b>4.2 Crisis Communication Plan</b>	<b>30</b>
<b>Learning Activity – [Google Alerts]</b>	<b>32</b>
<b>4.3 Crisis Communication Skills</b>	<b>32</b>
<b>References</b>	<b>35</b>
<b>Appendix</b>	<b>36</b>
<b>Answers to Learning Activity – Eco Furniture</b>	<b>36</b>
<b>Individual Project: Meta Ad Campaign Creation and Evaluation</b>	<b>38</b>

### Course Overview

**Skills Framework:** Infocomm Technology

**TSC Category:** Sales and Marketing

**TSC:** Media Platforms Management

**TSC Code:** ICT-PRE-4003-1.1

**TSC Proficiency Level and Description:**

Level 4 – Manage development of media plan frameworks, contents and integration of media platforms to achieve business strategies

Knowledge	Abilities
K1: Media platform management strategies	A1: Determine media platforms for communications
K2: Components of media engagement plans	A2: Develop and facilitate the content and integration of media platforms
K3: Trends in media usage	A3: Develop the media plan framework by defining the activities, timeline targets and responsibilities
K4: Media usage trends	A4: Manage and address escalated complaints, conflicts and crisis situations
K5: Methods to integrate various media platforms	
K6: Key performance indicators to evaluate media platform effectiveness	

### Learning Outcomes

- Utilise media platforms for marketing and media management while aligning platform selection with audience, content, goals, and resources to enhance social media strategy effectiveness.
- 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.
- Demonstrate proficiency in refining the advertising strategy, optimising ad creatives, and making data-driven decisions for improved campaign results and return on investment.
- Develop crisis communication skills to effectively manage and resolve conflicts and complaints in Meta Ads campaigns.

## LEARNER GUIDE

### Teaching Methodology

- Lectures: Traditional lectures are an essential component of the course, where the trainer/facilitator presents the core concepts, theories, and principles related to Meta marketing and Ads campaign. Visual aids such as slides, diagrams, and examples may be used to enhance understanding.
- Interactive Discussions: Organise interactive class discussions to encourage participation. This allows you to ask questions, share your thoughts, and engage in debates related to Meta marketing and Ads campaign topics.
- Applied Learning: During the classroom learning sessions. You will be actively engaged with the material through hands-on experiences or projects, which can enhance their understanding and retention of the content.

### Assessment Methods

To receive and be awarded a “Statement of Attainment (SOA)”, you must complete a written E-Assessment comprising of Written Individual Project and Short Questions and Answers as stated below.

Assessment Method	Duration	Type of assessment
Written Assessment – Individual Project	80 mins	Summative
Written Assessment – Case study with Questions	40 mins	Summative
Total	120 mins	-

### 1. Meta (Facebook and Instagram) Marketing

In today's fast-paced digital era, the marketing landscape is continually evolving, with new technologies and platforms emerging regularly. One of the most significant players in this transformation is Meta Platforms, Inc., formerly known as Facebook, Inc.

Facebook began in 2004 as a social media website. A platform for friends, families and communities to connect. In October 2021, Facebook changed its corporate name to Meta.

Meta, in this context, reflects Facebook's ambition to move beyond being primarily a social media company and to become a leader in the development of immersive technologies and experiences. Meta has become a cornerstone in digital marketing strategies for businesses worldwide, offering unique tools and platforms to connect with audiences in unprecedented ways.

During the final quarter of 2023, Meta stated that 3.98 billion people were using at least one of the company's core products (Facebook, WhatsApp, Instagram, or Messenger) each month (Meta, 2023).

View the [number of monthly Meta product users](#) published by the Statista.

#### The Concept of Meta in Digital Marketing

Meta's concept in digital marketing revolves around its integrated platforms, including Facebook, Instagram, WhatsApp, and others. These platforms offer a unified approach to reach diverse audiences, leveraging the vast amount of user data to facilitate precise targeting. Marketers can choose from various content formats like images, videos, stories, and interactive ads, each tailored to suit the audience of the respective platforms. This variety ensures that businesses can craft campaigns that resonate with their target demographics.

#### The Purpose of Meta in Digital Marketing

The primary purposes of using Meta in digital marketing include:

1. **Broad Reach:** Meta's platforms collectively host billions of active users, offering businesses an unparalleled audience size.
2. **Brand Awareness:** By leveraging these platforms, businesses can significantly enhance their brand visibility.
3. **Customer Engagement:** Direct interaction with customers is facilitated, allowing for real-time feedback and enhanced customer service.

## LEARNER GUIDE

4. **Performance Tracking:** Meta's robust analytics tools enable businesses to track and evaluate the effectiveness of their marketing campaigns.

### Pros of Meta in Digital Marketing

1. **Extensive Reach:** Meta's platforms have billions of users worldwide, providing a vast audience for businesses to target.
2. **Advanced Targeting Options:** With access to a wealth of user data, Meta allows for precise targeting based on demographics, interests, behaviours, and more.
3. **Diverse Ad Formats:** Marketers can choose from a variety of ad formats, including video, image, carousel, stories, and more, tailored to the platform and audience.
4. **Robust Analytics:** Meta provides comprehensive analytics tools that help businesses track the performance of their campaigns, understand audience behaviour, and make informed decisions.
5. **Cross-Platform Advertising:** With multiple platforms under its umbrella, Meta enables cohesive and integrated marketing campaigns across different social media channels.
6. **Customer Engagement and Community Building:** These platforms are excellent for engaging directly with customers, building communities, and fostering brand loyalty.
7. **Cost-Effective:** Compared to traditional advertising mediums, Meta can be more affordable with a measurable return on investment.

### Cons of Meta in Digital Marketing

1. **Privacy and Data Concerns:** In light of various data breaches and privacy concerns, some users are becoming more cautious about the information they share online, which can impact the effectiveness of targeted advertising.
2. **Ad Fatigue and Blindness:** Users on Meta platforms are increasingly experiencing ad fatigue, leading them to ignore or block advertisements.
3. **Changing Algorithms:** Frequent changes in Meta's algorithms can affect the visibility and effectiveness of organic and paid content, requiring constant adaptation from marketers.
4. **Competition and Market Saturation:** The vast number of businesses on Meta platforms leads to high competition, making it challenging for new or smaller businesses to stand out.
5. **Dependence on Platform Policies:** Businesses are at the mercy of Meta's policies and guidelines, which can change without notice and impact marketing strategies.



## LEARNER GUIDE

6. **Negative Feedback and Public Scrutiny:** Any misstep in advertising can be quickly amplified on social media, potentially leading to public relations challenges.
7. **Evolving User Demographics:** The demographic makeup of platforms like Facebook is changing, with younger audiences migrating to other platforms, which can impact the effectiveness of campaigns targeted at younger demographics.

While Meta's platforms offer powerful tools for digital marketing, businesses must navigate these advantages and disadvantages carefully. It is essential to stay updated with the latest trends, algorithm changes, and best practices to maximise the benefits and mitigate the risks associated with digital marketing on Meta platforms.

### 1.1 Meta Media Trends

Meta operates and owns a number of applications, ranging from Facebook, Instagram, Messenger, WhatsApp, to Threads and more.

- ❖ **Facebook** is a social networking platform that connects people globally.
- ❖ **Instagram** is a photo and video sharing app emphasizing visual content.
- ❖ **Messenger** is a messaging app providing real-time communication.
- ❖ **WhatsApp** is a messaging and voice calling platform with a focus on end-to-end encryption.
- ❖ **Threads** is a text-based conversation app likened to the similarities of X (formerly Twitter).
- ❖ **Oculus** is a line of virtual reality products, including VR headsets.
- ❖ **Portal** is a line of smart display devices designed for video calling.
- ❖ **Novi** is a digital wallet for cryptocurrency transactions.

### Meta Singapore Trends

With over 3.4 million users in Singapore, Meta family of apps is able to reach over 83.2% of the population (Howe, 2023). The top 3 most commonly used social media platforms in Singapore are Meta's apps (WhatsApp, Facebook, Instagram). You can access to the [Global Digital Report 2023](#) to obtain the latest data and trends.

As a brand or advertiser, utilising Facebook and Instagram for both organic and paid marketing can significantly enhance your reach and engagement with both existing customers and new audiences. These platforms, under the Meta umbrella, offer a wealth of tools and features tailored for diverse marketing strategies.

## LEARNER GUIDE

### 1.2 Meta Organic Marketing

Meta organic marketing refers to the use of non-paid methods and strategies to promote a product, service, or brand on Meta platforms through content creation, community building and engagement.

A prerequisite for Meta organic or; and paid marketing is a company/ brand Facebook page. Organic marketing and advertising will appear as the Facebook page and not as a personal profile.

#### Facebook Brand Page

- Enables ads, organic posting, offers, events, (networking) groups
- Page - Page insights (Engagement metrics, see competitors brand pages insights)
- Follow the unicorn - Look at competitors best-performing postings - #No of Likes, shares, comments, tags - Replicate their post

There are several ways to promote your business on Facebook free of charge.

#1. Facebook marketplace

#2. Facebook groups

#3. Facebook events

Each of which has their own pros and cons.

#### #1. Facebook Marketplace:

**Pro:** Complimentary Product Listings:

**Con:** Bargain hunting audiences. More suitable for consumer/ lifestyle mass products.

**Tips:** Encourage to optimize product listings with engaging descriptions and high-quality images. Create compelling promotions or exclusive offers to stand up against competitors listing similar product on marketplace.

#### #2. Facebook Groups:

**Pro:** Reach out to targeted/ niche communities with no cost. Social listening

**Con:** Some Facebook groups have no sales pitch/ business promotion policy

**Tips:** Create or join niche-specific groups related to your products or services or industry. Actively participate in discussions and provide valuable content. Build visibility and subject matter expert awareness through engagements. Promote business and engage across multiple groups to expand reach organically.

### #3. Facebook Events:

**Pro:** Free listing

**Con:** Meta's event directory does not have much visibility. Require advertising to create awareness on listed event

**Tip:** Clear event details and call-to-action on listing page. Regular sharing on content leading up to actual event(s) to build anticipation and create hype. Promote the event across groups, pages, and personal profiles.

### The Power of Organic Marketing on Meta Platforms

Organic marketing on Meta's platforms involves creating and sharing content without paid promotion. It's the groundwork for building brand awareness and fostering community. Here's how:

1. **Content is King:** Regularly posting engaging, relevant, and authentic content on Facebook and Instagram helps in building a solid follower base. This content can range from informative posts, engaging stories, to interactive live sessions.
2. **Community Engagement:** Utilising features like Facebook Groups and Instagram comments to foster a sense of community. Engaging directly with your audience builds trust and loyalty.
3. **Brand Storytelling:** Sharing your brand's story and values organically can resonate deeply with the audience, creating a strong brand identity.

### The Role of Paid Marketing in Meta's Arena

While organic efforts lay the foundation, paid marketing helps in scaling your reach and targeting specific audience segments. Here's how paid strategies can be employed:

1. **Targeted Ad Campaigns:** With Meta's sophisticated targeting tools, you can display ads to a finely-tuned audience, increasing the likelihood of reaching potential customers.
2. **Diverse Ad Formats:** From carousel ads to video ads, Meta offers a variety of formats to showcase your brand in a compelling way.
3. **Retargeting Techniques:** Paid ads allow for retargeting strategies that re-engage users who have shown interest in your brand but haven't made a purchase.

### Integrating Organic and Paid Strategies

## LEARNER GUIDE

The magic happens when organic and paid strategies are integrated. Here's how to do it effectively:

1. **Leverage Data Insights:** Use insights from organic interactions to inform your paid strategies. Understand what content resonates with your audience organically, and use similar themes in your paid campaigns.
2. **Boost High-Performing Posts:** Identify organic posts that perform well and boost them with paid advertising to amplify their reach.
3. **Consistent Messaging Across Channels:** Ensure that both organic and paid content align in terms of messaging, visual style, and overall brand voice.
4. **Optimise Customer Journey:** Use organic content to build brand awareness and nurture customer relationships, while employing paid ads for conversion and retargeting.
5. **Experiment and Adapt:** Continuously test different combinations of organic and paid content. Analyse the results to understand what mix works best for your audience.

### Challenges and Considerations

While integrating these strategies, remember:

- **Budget Allocation:** Finding the right balance in budget allocation between organic and paid efforts is crucial.
- **Changing Algorithms:** Stay updated with Meta's ever-changing algorithms to ensure your content strategy remains effective.
- **Authenticity Matters:** In the pursuit of paid reach, don't lose the authenticity that organic content brings.

## 2. Meta Marketing Plan and Ads Campaign

In the ever-evolving world of digital marketing, understanding your audience and competition is crucial for success. Facebook Page Insights, a powerful analytical tool offered by the social media giant, provides a wealth of data that can be instrumental in assessing your performance and that of your competitors.

### Understanding Facebook Page Insights

Facebook Page Insights is a feature that gives page administrators detailed information about their audience's engagement and interaction with their page. It includes data on page views, post reach, engagement rates, audience demographics, and much more. This tool is invaluable for understanding the effectiveness of your content, determining the best times to post, and getting to know your audience better.

### The Role of Facebook Page Insights in Competitor Analysis

1. **Benchmarking Your Performance:** By analysing your own page's insights, you can establish a performance benchmark. This includes understanding what types of content resonate with your audience, the best posting times, and how your engagement rates fare over time.
2. **Identifying Industry Trends:** Observing the general trends on Facebook, like the increasing popularity of video content or the best times for user engagement, can provide insights into broader industry trends that your competitors are likely experiencing as well.
3. **Competitor Page Analysis:** While Facebook does not directly offer insights for competitor pages, you can manually monitor their pages for public metrics like number of likes, shares, comments, and the nature of content they are posting. This can give you a sense of their content strategy and audience engagement.
4. **Audience Overlap and Differences:** Use your insights to understand your audience demographics and interests. Compare this with publicly available information about your competitors' audiences to identify overlaps and differences. This can help in tailoring your content to either align with industry norms or differentiate your brand.

### Strategies for Effective Competitor Analysis Using Facebook Insights

1. **Content Strategy Evaluation:** Assess what kind of content (videos, images, live streams, etc.) is working well for your competitors. Analyse their most engaging posts and consider how similar content types might work for your page.

## LEARNER GUIDE

2. **Engagement Analysis:** Look at how your competitors interact with their audience. Note their response times, the tone of their interactions, and how they handle customer queries or complaints.
3. **Frequency and Timing of Posts:** Observe how often your competitors post and when they do so. This can provide insights into optimal posting times and frequencies.
4. **Promotional Strategies:** Keep an eye on any promotions, contests, or campaigns your competitors are running. This can offer ideas for your own promotional strategies and help gauge the audience's response to different types of campaigns.
5. **Utilise Third-Party Tools:** To get a more in-depth analysis, consider using third-party tools that can provide more detailed competitor insights, such as engagement rates, growth trends, and audience sentiment.

The strategic use of Facebook Page Insights and competitor analysis plays a crucial role in shaping and optimising a comprehensive Meta marketing plan and advertising campaigns. Understanding these connections can help businesses create more effective and targeted marketing strategies on platforms under the Meta umbrella. Here's how the insights gathered from Facebook Page Insights and competitor analysis feed into the broader Meta marketing plan and ad campaigns:

### Integration into Meta Marketing Plan

1. **Audience Insights for Targeting:** Data from Facebook Page Insights helps in understanding your audience's demographics, interests, and behaviours. This knowledge is crucial for crafting a Meta marketing plan that accurately targets potential customers across various Meta platforms.
2. **Content Strategy Development:** Insights into what types of content (videos, images, interactive posts) resonate with your audience inform the development of a content strategy across Meta platforms. Understanding competitors' successful content can also inspire your content creation, ensuring it's engaging and relevant.
3. **Optimising Posting Schedules:** Analysing when your audience is most active on Facebook helps in optimising the posting schedule not just on Facebook, but across other Meta platforms as well, as audience behaviour can have similarities across these platforms.
4. **Brand Positioning and Differentiation:** Competitor analysis enables you to understand market positioning and identify gaps or areas for differentiation. This can shape your overall brand messaging and positioning on Meta platforms.

### Impact on Ads Campaign

## LEARNER GUIDE

1. **Refined Targeting for Ads:** The demographic and interest data from Facebook Page Insights can be used to create more refined target audiences for your ad campaigns on Meta platforms, ensuring that your ads reach the most relevant users.
2. **Content and Format Optimisation:** Insights into high-performing content types and formats guide the creation of ads. If video posts garner more engagement, for instance, it might be beneficial to invest more in video ads.
3. **Competitive Benchmarking:** Understanding your competitors' ad strategies, like the type of promotions they run or the calls to action they use, can provide valuable benchmarks and ideas for your own ad campaigns.
4. **Budget Allocation:** Insights and competitor analysis can help in better budget allocation. By understanding which content types and campaigns yield the best ROI, you can allocate your budget more effectively across various types of Meta ads.
5. **Ad Timing and Frequency:** Data from Facebook Page Insights about when your audience is online can guide the timing and frequency of your ad campaigns, ensuring that they are seen by the largest possible relevant audience.
6. **Cross-Platform Synergy:** The insights gained can be applied not just for Facebook ads but across other Meta platforms, ensuring a cohesive and consistent advertising strategy.

### 2.1 Building a Meta advertising plan

Creating a Facebook advertising plan involves a strategic approach to leverage the platform's advertising features for optimal results.

#### Meta Advertising Goal

For instance, you would like to achieve 50 leads per month via Meta channel.

Your KPI could look something like this

- Receive 50 leads via Meta channel with \$1500 digital advertising budget.

Next, we will build an advertising plan. Here's are some details that we would need for the Meta advertising plan:

1. **Define Objectives:**
  - ❖ Clearly articulate specific and measurable objectives such as brand awareness, lead generation, website traffic, or product sales.
2. **Budget Allocation:**
  - ❖ Determine the advertising budget based on campaign goals and overall marketing budget.
  - ❖ Allocate budget across different campaigns and ad sets.

### 3. Know Your Target Audience:

- ❖ Identify and understand the target audience's demographics, interests, and online behaviour.
- ❖ Utilise Facebook Audience Insights for deeper audience understanding.

### 4. Ad Creatives and Copies

- ❖ Select appropriate ad formats based on campaign objectives (e.g., carousel ads for product showcases, video ads for engagement) and resources available for design work.
- ❖ Ensure ad creatives align with the chosen format and are visually appealing.
- ❖ Ad copies are concise and compelling. With a clear call-to-action (CTA) to prompt user engagement.

### 5. Ad Scheduling

- ❖ Determine the flight period and optimal times to display ads based on audience behaviour.
- ❖ Adjust ad delivery schedules to maximize reach during peak times.

## 2.2 Creating Meta ads campaign

To proceed with the Meta advertising, you will require information around audience, budget and creative while setting up the campaign in Meta's ads manager platform. Henceforth, it is pertinent that we put some thoughts into the advertising plan and roadmap then rush into advertising.

In media agencies, the larger the advertising budget. The more strategists are involved and throughout research and planning are carried out prior to media buying.

Audience precision and well-defined plan will help you reach the right audiences and attain the intended media outcomes then wasting ad spends on unintended audiences.

## 2.3 Components of a media engagement plan

You will then outline the overall advertising plan to define necessary resources and facilitate the ads setup.

Based on the earlier lead generation example. This could be the suggested Meta advertising plan.

- Objective: Lead Gen
- Budget: \$1500
- Schedule: Always-on (Monthly)
- Platform: Facebook and Instagram
- Target Audience: Working professionals
- Creative: 2 Videos
- URL Link: <https://asktraining.com.sg/>



### 2.4 Profile and page hygiene

In the following chapter, we will discuss how to launch our advertising based on planned media plan. For new advertisers, it is recommended that the Facebook page and Instagram profile are well-optimised before any form of advertising or extensive marketing.

A complete profile portrays professionalism and credibility. It gives you the opportunity to showcase the brand identity and additional messaging to the audiences. Lastly, an incomplete Facebook and Instagram may result in delays or rejections in the ad review process.

Here are some ways to optimise your brand profiles

#### Facebook Page

1. **Complete Profile:** Fill out all profile sections.
2. **Customize Username and URL:** Choose a relevant and succinct username and vanity URL.
3. **Eye-Catching Visuals:** Use high-quality cover photo and ensure the profile picture isn't cropped at the edges when displayed
4. **Engaging About Section:** Highlight brand's proposition.
5. **Add CTA Button:** Encourage specific actions like "Shop Now" or "Contact Us."
6. **Organize Page Tabs:** Arrange tabs based on business priorities.

#### Instagram Profile

1. **Profile Picture:** Use brand logo and ensure the profile picture isn't cropped at the edges when displayed.
2. **Username and Handle:** Choose a username and handle that is consistent with Facebook.
3. **Bio:** Craft a compelling bio that concisely describes your brand, what you offer, and your unique value proposition. Use relevant keywords and emojis to make it visually appealing.
4. **Link in Bio:** Utilise the link in your bio to drive traffic to your website, blog, or specific landing pages. Highly recommend to use free tool like Linktree to create links directory to multiple destinations.
5. **Highlight Reels:** Create highlight reels. Which will be shared in more detail in later chapter.

6. **Story Highlights:** Use story highlights to feature important announcements, promotions, or ongoing campaigns. This helps keep your profile engaging.
7. **Consistent Aesthetics:** Maintain a consistent visual aesthetic in your feed to create a cohesive brand identity. Use consistent colors, filters, and themes that align with your brand's image.

By implementing this, a well optimised Facebook page and Instagram profile helps your business to be discovered on Meta and facilitate audience nurturing through the contents shared.

### 3. Launch and Evaluate Meta Ads Campaign

#### 3.1 Advertisement

Meta Platforms, Inc., offers a diverse array of advertisement types to cater to various digital marketing needs across its platforms. 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. Here's an overview of the key types of advertisements available in Meta for digital marketing:

##### 1. Image Ads

- **Description:** Simple yet effective, image ads feature compelling visuals accompanied by text. They are straightforward to create and can be used across Facebook and Instagram.
- **Best For:** Brand awareness, direct response campaigns.

##### 2. Video Ads

- **Description:** Video ads include anything from short, looping video clips to full-length commercials. They can appear in News Feeds, Stories, or as in-stream ads in longer Facebook videos.
- **Best For:** Storytelling, product demonstrations, engaging audiences.

##### 3. Carousel Ads

- **Description:** Carousel ads allow advertisers to showcase up to ten images or videos in a single ad, each with its own link. Users can scroll through these carousel cards.
- **Best For:** Highlighting multiple products, showcasing different features of a single product, or telling a story that develops across each card.

##### 4. Slideshow Ads

- **Description:** Slideshow ads create a video-like experience with sound, text, and motion using just a series of still images.
- **Best For:** Businesses with limited resources for video production, reaching audiences with slower internet connections.

### 3.2 Audience Targeting

Through Facebook ads manager, we can place ads to our intended audiences when they are on Facebook, Instagram and Messenger platforms.

There are 3 types of audience targeting options available on Meta.

**#1. Core (BAP)** - Target audiences based on their Location, Demographics, Interests and Behaviours

- Location (Country, state, pin geo-fencing)
- Demographic (Age, gender, relationship, job titles etc)
- Interests (Hobbies, publications, events etc)
- Behaviour (Purchase habits, device usage etc)
- Connection (Audience engagement with page or events or app)

**#2. Custom** - Target existing audiences based on their interactions

- People interacted with your businesses/ website/ app
- Potential custom audiences: Highest value customers, non-converters, abandoned cart, previous website visitors, loyal customers, seasonal purchasers, sales shoppers, dormant, lapsed buyers

**#3. Lookalike** - Use customer information or; and preferred data sources to find similar new prospects on Meta.

- Individuals who are alike to our defined custom audience

### Understanding the Brand, Activity, Person Framework

The BAP framework is a comprehensive approach that encompasses three core elements:

1. **Brand:** This involves understanding how your brand is perceived in the market, what your brand stands for, and how it differentiates from competitors.
2. **Activity:** This element focuses on the behaviours of your target audience, including online activities, purchasing habits, and other actions relevant to your product or service.
3. **Person:** This aspect delves into the demographic and psychographic characteristics of your target audience, such as age, gender, interests, lifestyle, and values.

Integrating these three components allows for a more nuanced and effective targeting strategy.

### Applying the BAP Framework in Meta Targeting Research

#### 1. Brand Targeting

- ❖ **Brand Identity Analysis:** Use Meta's tools to understand how your brand is being discussed and perceived on platforms like Facebook and Instagram. Analyse user interactions, comments, and engagement patterns.
- ❖ **Competitive Differentiation:** Leverage insights to position your brand uniquely. Utilise Facebook and Instagram's ad platforms to highlight your brand's unique selling propositions (USPs).

### 2. Activity-Based Targeting

- ❖ **Behavioural Insights:** Utilize Facebook Pixel and Instagram Insights to track user behaviour on your website and understand how it correlates with their social media activity.
- ❖ **Engagement Patterns:** Analyse which types of posts and content drive the most engagement. Use this data to tailor your content and ads to mirror these successful activities.

### 3. Person-Centric Targeting

- ❖ **Demographic Data:** Use Meta's vast demographic data to target specific age groups, genders, locations, and more.
- ❖ **Psychographic Segmentation:** Go beyond demographics and target based on interests, hobbies, and lifestyle choices, which can be gleaned from user interactions and shared content on Meta platforms.

## Integrating BAP into Meta's Targeting Options

Meta offers a range of targeting options that align well with the BAP framework:

- ❖ **Custom Audiences:** Create audiences based on your existing customer data, website visitors, and app users. This aligns with the 'Activity' component of the BAP framework.
- ❖ **Lookalike Audiences:** Expand your reach by targeting new users who resemble your best existing customers, tying into the 'Person' aspect.
- ❖ **Interest and Behaviour Targeting:** Tailor your audience based on their declared interests and online behaviours, aligning with both 'Activity' and 'Person' elements.

The Brand, Activity, Person framework offers a structured and effective approach to targeting research in Meta's digital marketing environment. By understanding and applying this framework, marketers can create more personalized, relevant, and successful advertising campaigns. As the digital landscape continues to evolve, the BAP framework provides a robust foundation for understanding and engaging with your target audience effectively on Meta platforms.

## 3.3 Ads Setup

### Facebook ad formula

## LEARNER GUIDE

**Total Value = (a) Advertiser Bid Amount \$ x (b) Estimated Action Rates x (c) User Value**

Facebook uses more than 140 factors to determine which ads are shown

1. Bid you input as you're setting up your ad
2. How we predict people in your audience will react to your ad
3. How relevant we think they'll find your ad

### **Business Manager**

Likened to a control centre. Manage all of your marketing and advertising activity on Facebook.

Allows agencies and advertisers (brands) to centrally manage different permissions working on ad accounts or pages. Increased control, privacy, security and efficiency measures.

- Credit, primary page, admin, ad accounts, pages and employees
- Manage multiple facebook or instagram assets, ad accounts together
- Offers robust security tools through security center to safeguard assets
- See reports and performance of your ads across different ad accounts
- One Business Manager for each credit line/currency

### **Adding People/ Staffs**

- Under Users, click People. See [guide](#)

### **Adding Business Partner/ Agency/ Freelancer access**

- You can grant via User > Partners > Add people, partners, Pages and ad accounts. See [guide](#); or
- Partners/ agencies can request access to page or ad accounts. See [guide](#)

### **Adding Page**

- To Add a Page, Request Access to a Page or Add a Page (via Page or FB page URL)
- Create a New Page, under Accounts, click Pages.

### **Adding Ad Account**

Under Accounts, click Ad Accounts. From here you can:

- Add an Ad Account you control (moving the ad account to your BM); or
- [Request Access to an Ad Account](#) (someone else controls and belongs to original owner); or
- Create a New Ad Account

### **Connect Instagram to Business Mgr**

## LEARNER GUIDE

- Go to Business Settings > Accounts > Click Instagram Accounts
- Click the blue Add button > Click Connect Your Instagram Account
- Enter Instagram username and password. (May prompt SMS or email security code).  
See [guide](#)

### [Video Guide](#)

### 3.4 Creative Best Practices

This section outlines best practices for unleashing creativity in launching Meta ads, ensuring your campaigns stand out and resonate with your target audience.

#### 1. Understand Your Audience

##### a) Deep Dive into Demographics and Psychographics

Before unleashing creativity, know who you're creating for. Analyse your audience's age, gender, interests, and behaviour patterns on Meta platforms. Tailoring your creative approach to your audience's preferences can significantly boost engagement.

##### b) Leverage Meta's Insights Tools

Use Facebook and Instagram insights to understand what type of content your audience interacts with the most. This data is invaluable in shaping your creative strategy.

#### 2. Embrace Platform-Specific Creativity

##### a) Tailor Content to Each Platform

What works on Facebook might not resonate on Instagram. Customise your creative approach based on the platform's unique features and audience behaviours.

##### b) Utilise the Full Range of Ad Formats

From stories and carousel ads to augmented reality (AR) experiences, Meta offers diverse ad formats. Experiment with these to create immersive and interactive experiences for your audience.

#### 3. Focus on High-Quality Visuals

##### a) Prioritise Professional Imagery

High-resolution images and videos are non-negotiable. They capture attention and convey quality. Ensure your visuals are on-brand and visually appealing.

##### b) Experiment with Video

Video content often has higher engagement rates. Utilise various video formats, from short, snappy clips to longer, narrative-driven pieces, depending on your campaign goals.

### 4. Craft Compelling Copy

#### a) Clear, Concise, and Catchy

Your ad copy should be straightforward yet captivating. It should complement your visuals and clearly convey your message or call to action (CTA).

#### b) Test Different Messages

A/B testing different messages can help identify what resonates best with your audience. This allows for more targeted and effective messaging in future campaigns.

### 5. Create a Strong Call to Action (CTA)

#### a) Action-Oriented CTAs

Your CTA should be clear and persuasive, encouraging users to take the desired action, whether it's making a purchase, signing up for a newsletter, or visiting a website.

#### b) Placement and Visibility

Ensure that your CTA is prominently placed and easy to locate within your ad.

### 6. Leverage User-Generated Content

#### a) Build Trust and Authenticity

Incorporating content created by your audience can enhance trust and provide social proof. This approach often resonates more with users, as it feels genuine and relatable.

### 7. Test and Learn

#### a) Embrace Experimentation

Don't be afraid to try new ideas. Creative risk-taking can lead to breakthroughs in how your audience interacts with your brand.

#### b) Analyse and Adapt

Use Meta's analytics tools to track the performance of your ads. Understand what elements are working and continuously refine your approach based on this feedback.

Launching successful ad campaigns on Meta's platforms requires a blend of creativity, strategic planning, and ongoing optimization. By understanding your audience, tailoring your approach to each platform, focusing on quality visuals and copy, crafting compelling CTAs, and continuously testing and adapting, you can create Meta ads that not only capture attention but also drive meaningful engagement and conversions. Embrace these creative best practices, and watch your Meta ad campaigns soar to new heights of success.

### 3.5 Mobile-prioritised Contents

What do Meta reels, TikTok videos and YouTube shorts, all share in common? They're all tailored for vertical 9:16 aspect ratio viewing, optimised for full-screen display on mobile devices.

Given that most user interactions on Meta apps occur via mobile devices, it's imperative that we prioritize optimizing both our organic social content and paid advertising materials for the mobile aspect ratio.

Here are common content themes that you can leverage on Instagram reels to immerse your target audiences with.

#### Product/ Service Led

1. **Quick Tutorials:** Share short tutorials on your product/ service, relates it to how it improves or delight the lifestyle of user.
2. **Product Showcases:** Highlight features of products or services in an engaging way.
3. **Behind-the-Scenes:** Give a peek behind your business or creative process.

#### Social Proof

4. **User-Generated Content:** Feature content created by your audience to foster engagement.
5. **Transformation Stories:** Document before-and-after transformations or personal journeys of customers who use your products.

#### Community and Partnerships

6. **Challenges:** Create challenges for your audience to participate.
7. **Collaborations:** Partner with other creators or brands for cross-promotion.

Tailor your content to your audience and brand identity while experimenting with different formats to keep your Reels fresh and engaging.

#### IG Reel Creation

Here a guide on how you can go about producing mobile-optimised video for marketing.

1. **Open Instagram:** Go to the camera by tapping the camera icon or swiping right.
2. **Select Reels:** Swipe right until you reach "Reels."



## LEARNER GUIDE

3. **Frame Your Shot:** Position your phone vertically and ensure good lighting.
4. **Start Recording:** Hold the capture button to record your Reel.
5. **Add Effects:** Experiment with effects and filters while recording.
6. **Edit:** Trim and rearrange your clips using Instagram's editing tools.
7. **Add Music:** Enhance your Reel with music or audio.
8. **Write a Caption:** Write a caption, add hashtags, and tag accounts.
9. **Share:** Tap "Share" to publish your Reel to your feed or Stories.
10. **Pin:** For Reels that performed well, pin up to 3 of those reels on your IG profile for maximum visibility.

Remember to leverage on added effects, animations, interactive polls, licensed music from the Instagram library as they have been shown to improve engagement rate.

### 3.6 Evaluation & Optimisation

We evaluate advertising performance through 2 key themes. Efficiency and effectiveness.

#### 1. Media efficiency

Focus on maximising the media results at lowest cost. Are we obtaining media results at the lowest cost possible? Key metrics used to evaluate media efficiency include cost per thousand impressions (CPM), cost per click (CPC), and cost per acquisition (CPA).

#### 2. Media effectiveness

Focus on if the media has achieved the intended goals and objectives. It goes beyond cost considerations and focuses on the impact of the media efforts in terms of brand awareness, audience engagement, conversions, or other relevant metrics. Key performance indicators (KPIs) for media effectiveness vary based on campaign objectives and may include metrics such as brand lift, click-through rate (CTR) and conversion rate (Conv. Rate)

Here are some of the most common metrics often reviewed when campaign is in-flight and post flight.

#### 1. Reach:

**Definition:** The total number of unique users who have seen an ad at least once.

**Significance:** Indicates the potential audience size reached by the campaign.

#### 2. Impressions:

**Definition:** The total number of times an ad has been displayed, including multiple views by the same user.

**Significance:** Provides an overall measure of ad exposure and frequency.

### 3. Click-Through Rate (CTR):

**Definition:** The percentage of people who clicked on an ad after seeing it.

**Significance:** Measures ad engagement and indicates how compelling the ad is to the audience.

### 4. Cost per Click (CPC):

**Definition:** The average cost incurred for each click on the ad.

**Significance:** Measures the efficiency of ad spend in driving user engagement.

### 5. Cost per Thousand Impressions (CPM):

**Definition:** The cost of 1,000 ad impressions.

**Significance:** Useful for assessing the efficiency of ad reach in terms of cost.

### 6. Conversion Rate:

**Definition:** The percentage of users who completed the desired action (e.g., making a purchase) after clicking on the ad.

**Significance:** Measures the effectiveness of the ad in driving specific outcomes.

### 7. Cost per Acquisition:

**Definition:** The average cost incurred for each conversion (e.g., purchase, lead, sign-up).

**Significance:** Indicates the efficiency of ad spend in achieving the campaign's primary goals.

### 8. Engagement Metrics: Likes, Shares (sometimes also known as vanity metrics)

**Definition:** The number of users who liked, shared, or commented on the ad.

**Significance:** Reflects user interaction and involvement with the ad content.

### 9. Frequency:

**Definition:** The average number of times a user sees an ad.

**Significance:** Helps manage ad fatigue and ensures that users are not exposed to the same ad too frequently.

### 10. Video Metrics (for video assets): Video Views, View-through Rate:

**Definition:** The number of views and the percentage of viewers who completed watching a video ad.

**Significance:** Measures the effectiveness of video content in capturing and retaining audience attention.

### The Awareness, Interest, Desire, Action (AIDA) model

The AIDA model is a classic marketing framework that can be effectively applied to evaluate and structure Facebook and Instagram ads campaigns. This model guides marketers through the stages a consumer typically goes through before making a purchase decision. Let's explore how each stage of the AIDA model can be used to evaluate and optimize Facebook and Instagram ad campaigns:

#### 1. Awareness

- ❖ **Objective:** The first goal is to make potential customers aware of your brand or product.
- ❖ **Application in Ads:** Use eye-catching visuals and compelling content that stand out in the Facebook and Instagram feeds. Focus on reach and impressions as key metrics.
- ❖ **Evaluation:** Assess how many people have seen your ad (reach) and how many times it's been seen (impressions). High numbers in these metrics indicate successful awareness.

#### 2. Interest

- ❖ **Objective:** Once aware, you want to spark interest in your audience about your product or service.
- ❖ **Application in Ads:** Use informative and engaging content that highlights the unique selling points of your brand or product. This could include customer testimonials, product details, or an intriguing storyline.
- ❖ **Evaluation:** Track engagement metrics such as likes, comments, shares, and click-through rates (CTR) on your ads. High engagement rates suggest that your audience is interested in what you're offering.

#### 3. Desire

- ❖ **Objective:** Transform interest into a desire for your product or service. This is about making your audience feel they need or want it.
- ❖ **Application in Ads:** Create ads that evoke emotions or showcase the benefits of your product in real-life scenarios. This could involve storytelling, showing the product in use, or highlighting its benefits.
- ❖ **Evaluation:** Look at metrics like increased time spent on your website, more inquiries about your product, or interactions with your content that indicate consideration, such as saving a post or viewing a product video.

### 4. Action

- ❖ **Objective:** Finally, prompt the audience to take a specific action, such as making a purchase, signing up for a newsletter, or downloading an app.
- ❖ **Application in Ads:** Include clear, compelling calls-to-action (CTAs) in your ads. Ensure the purchasing or sign-up process is as seamless as possible.
- ❖ **Evaluation:** The key metrics here are conversion rates, such as the number of sales made, sign-ups completed, or apps downloaded directly attributable to the ads. High conversion rates indicate a successful action stage.

### Additional Considerations for Facebook and Instagram Ads

- **Segmentation and Targeting:** Tailor your content at each AIDA stage to specific audience segments for better results.
- **Creative Consistency:** Maintain a consistent theme or style across all stages to build a cohesive brand image.
- **Retargeting:** Utilise retargeting ads to move customers through the Interest and Desire stages, especially if they've interacted with your ads but haven't taken action yet.

Applying the AIDA model to evaluate your Facebook and Instagram ads campaigns can provide structured insights into how effectively your ads guide potential customers through the buying journey. By understanding and optimising each stage - Awareness, Interest, Desire, Action - you can create more focused and impactful ad campaigns that not only capture attention but also drive conversions.

### Learning Activity – Eco Furniture

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

##### Background:

Eco Furniture, a dynamic e-commerce company specialising in sustainable and eco-friendly furniture, stands at the forefront of the green home decor revolution. Renowned for its commitment to ethical manufacturing and use of environmentally friendly materials, Eco Furniture is a pioneer in the industry. The launch of their new line of furniture made from recycled and sustainably sourced materials represents a significant leap in their journey towards promoting eco-conscious home living.

##### Challenge:

Eco Furniture is faced with the exciting challenge of effectively showcasing their innovative products to a broader audience through Meta's platforms – Facebook and Instagram. The campaign is designed to achieve the following goals:

1. **Increase Website Traffic:** Aim for a 30% increase in website traffic, focusing particularly on the new eco-friendly product range.
2. **Lead Generation:** Generate a minimum of 1,000 new leads from potential customers who are interested in sustainable living and eco-friendly furniture.
3. **Return on Ad Spend (ROAS):** Target a ROAS of at least 400%, ensuring the advertising investments yield profitable returns.

##### Target Audience:

The target audience for this campaign includes environmentally conscious consumers aged 25-45, primarily urban dwellers. These individuals are not only aware of environmental issues but are also actively seeking ways to incorporate sustainability into their lifestyles. They value eco-friendly products, especially those that combine sustainability with style and functionality in home decor.

##### Campaign Strategy:

The strategy to introduce and promote Eco Furniture's new line focuses on:

- Creating visually appealing and informative ad creatives showcasing the unique features and benefits of the sustainable furniture line.
- Utilising Facebook and Instagram's precise audience targeting to reach environmentally conscious consumers within the defined age group.
- Conducting A/B testing of ad creatives, headlines, and ad copy to optimise performance and maximise engagement.

##### Questions:

1. What specific objectives would you set for the Meta ad campaign to align with the company's goals?
2. Who is the target audience for this sustainable fashion campaign, and what are their characteristics?
3. What key strategies would you employ to achieve the campaign objectives and resonate with the target audience?

## LEARNER GUIDE

4. What considerations should be taken into account when launching the ad campaign on Meta platforms?
5. Which KPIs would you track to measure the campaign's success, and why are they relevant to the campaign objectives?
6. How often would you monitor the campaign's performance, and what actions would you take based on the data?

### 4. Crisis Communication Plan

In the volatile landscape of digital marketing, a well-crafted crisis communication plan is essential for any organization, including a tech giant like Meta Platforms, Inc. Crises can strike unexpectedly, and how a company responds can significantly impact its brand equity.

#### 4.1 Brand Equity

Brand equity is the premium that a customer is willing to pay for a product despite having existing alternatives. It is a competitive advantage and intangible asset for the brands.

Brands put brand equity as priority with stringent media policy and best-in-class crisis management plans to protect the brand equity they built over the years.

Positive digital channels engagement with customers/ communities and a crisis communication plan are critical to ensure the continual customer trust of a brand.

A crisis communication plan helps teams plan and a clear workflow empowers staff to react and respond timely, but also factually for day to day complaints to crisis situations.

#### 4.2 Crisis Communication Plan

A crisis communication plan consists of 5 key elements:

##### 1. Personnel: Clear Roles and Responsibilities

- a. Crisis Response Team:
  - Designate a crisis response committee with clear roles and responsibilities.
  - For large organisations, include representatives from key departments such as PR, legal, communication, and senior management.
- b. Responder(s):
  - Identify and train designated responders.
  - Clearly define who has the authority to communicate during a crisis, ensuring a consistent and controlled message.
- c. Internal Mode of Communication(s):
  - Establish communication channels for immediate contact in case of crisis

##### 2. Protocols: Clear Guidelines and Workflows

- a. Decision-Making Protocols:
  - Develop clear decision-making protocols outlining who and the 2ICs that have the authority to make critical decisions.
  - Communicate to in-charge and 2nd in-charge at the same time for approval in case one is not immediately available.
  - Eliminate extensive chain of command for approvals. This will result in bottlenecks and speed to respond.
- b. Autonomy and Flexibility:

- Empower team members with autonomy within defined boundaries.
- Provide guidelines but allow flexibility to adapt for day-to-day customer engagements and during crisis.
- c. Scalable Workflows:
  - Create scalable workflows that can accommodate various levels of crises.
  - Define triggers that prompt different levels of response and engagement.

### **7. Messaging: Pre-developed Messaging with Empathy and Accuracy**

- a. Pre-Developed Templates:
  - Prepare pre-developed messaging templates for various crisis scenarios.
  - Tailor these templates based on the nature and severity of the crisis.
- b. Empathy and Transparency:
  - Infuse messaging with empathy and transparency.
  - Acknowledge the impact on stakeholders and communicate genuine concern.
- c. Accuracy and Consistency:
  - Ensure accuracy in messaging by verifying information before dissemination.
  - Maintain consistency in messaging across all communication channels.

### **8. Escalation and Turnarounds: Define Turnaround Time and Implement Blackout**

- a. Turnaround Time:
  - Clearly define turnaround times for acknowledging the crisis, providing initial responses, and resolving the issue.
  - Establish realistic timelines based on the nature of the crisis.
- b. Blackout Periods:
  - Implement blackout periods for internal and external communication during the initial stages of a crisis.
  - Use blackout periods to gather accurate information and develop a comprehensive response.

### **9. Active Monitoring: Use Free Tools and Conduct Post-Crisis Evaluations**

- a. Social Media Monitoring:
  - Utilise free tools for active monitoring of social media and other online channels.
  - Identify potential issues early and respond promptly.
- b. Post-Crisis Evaluations:
  - Conduct thorough post-crisis evaluations to analyse the effectiveness of the response.
  - Document lessons learned and areas for improvement to enhance crisis preparedness.
- c. Continuous Improvement:
  - Implement changes and improvements based on post-crisis evaluations.



## LEARNER GUIDE

- Regularly update the crisis communication plan to adapt to emerging challenges.

As much as we can plan for, the workflow and responding team can only be put to test during an actual crisis. Henceforth, organisations need to constantly take learnings from day-to-day customer engagement case studies, actual crisis management situations and update their crisis communication plan/ workflow to ensure robustness.

### Learning Activity – [Google Alerts]

#### Learning Reflection:

Does your company have a predefined workflow to respond promptly to negative Google alerts notification or customer reviews?

Will you be able to onboard a new hire on the crisis communication workflow and he/she will be able to take on the role adequately?

### 4.3 Crisis Communication Skills

Effectively managing negative comments on Meta's platforms is a critical component of crisis communication in digital marketing. It requires a combination of rapid response, empathy, clarity, consistency, professionalism, problem-solving, and transparency. By honing these skills and implementing strategic response protocols, digital marketers can protect their brand's reputation, maintain customer trust, and navigate through crises more effectively. Remember, how a company communicates during a crisis can leave a lasting impression on its audience, making these skills not just beneficial but essential. The crisis communication skills include:

- 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.

### FAQs

**Q: How to contact Meta for support?**

Best to use their 24/7 online live chat support.

Go to this website - [facebook.com/business/help/support](https://facebook.com/business/help/support) . Make sure you are login to your FB account, the interface will be based on your login data. On the website, select the relevant ad account, facebook page from dropdowns and write the issue in the form. You will be connected to FB live chat rep once you submit the form.

**Q: How to verify profile/ page?**

[Submit form](#) on Facebook and Instagram with relevant identification

**Q: How to monitor competitor pages?**

[Meta business suite > Insights > Benchmarking >](#) Add up to 5 competitor FB pages

**Q: Where to set up Facebook page offers?**

Only available on mobile apps. Facebook mobile app > Shortcuts> Offers > Create new offers

**Q: Are Facebook ads or Google search ads better?**

FB ads - cheaper (Brand awareness and remarketing)

Search ads - higher intent (Conversion)

**Q: How much should we spend on Facebook ads?**

Depends on the cost of media buying for your targeted audiences.

Start small. E.g. \$200 >> If proven, scale it up e.g. \$2,000

**Q: How do we target audiences on Facebook?**

Core – Demographics, interests, location, behavioural

Custom – Create custom audiences from sources: Upload customer list, interacted FB assets

Lookalike – of Custom audiences

**Q: What is a pixel?**

A piece of coding. Enables measurement and performance of campaigns

**Q: Should we select automatic or manual placements during campaign setup?**

Manual placements.

**Q: Should we use (Meta) lead gen form on the ads or landing page (our website) lead gen form?**

Meta lead gen forms have better completion rate as users do not need to be redirected to landing pages.

### References

Diamond, S., & Haydon, J. (2020, October 13). Facebook Marketing for Dummies. Wiley.

eMarketer. (2022, October 24), *The Future of Meta*, <https://content-na1.emarketer.com/future-of-meta>

Howe, S. (2023), *Digital 2023 Singapore*, <https://wearesocial.com/sg/blog/2023/01/digital-2023/>

Meta. (2023, December), Fourth Quarter and Full Year 2023 Results, <https://investor.fb.com/investor-news/press-release-details/2024/Meta-Reports-Fourth-Quarter-and-Full-Year-2023-Results-Initiates-Quarterly-Dividend/>

Meta. (2023, February), *Media Planning Professional Exam Study Guide*, <https://www.facebookblueprint.com/student/page/206246-media-planning-professional-study-guide>

Meta. (2023, February), *Media Buying Professional Exam Study Guide*, <https://www.facebookblueprint.com/student/page/206244-media-buying-professional-study-guide>

Meta. (2023), *Facebook ads*, <https://www.facebook.com/business/tools/facebook-ads>

### Appendix

#### Answers to Learning Activity – Eco Furniture

1. What specific objectives would you set for the Meta ad campaign to align with the company's goals?

Answers:

- Increase website traffic by 30% within the next three months.
- Generate a minimum of 1,000 leads through the campaign.
- Achieve a return on ad spend (ROAS) of 400% within the campaign duration.

2. Who is the target audience for this sustainable fashion campaign, and what are their characteristics?

Answers:

- Demographics: The campaign targets environmentally conscious consumers aged 25-45, predominantly residing in urban areas.
- Characteristics: This audience is socially and environmentally aware, values sustainability in their lifestyle, and seeks stylish yet eco-friendly home decor solutions. They are likely to be active on social media and responsive to brands that align with their eco-conscious values.

3. What key strategies would you employ to achieve the campaign objectives and resonate with the target audience?

Answers:

- Creating visually appealing and informative ad creatives highlighting sustainability.
- Utilising Facebook and Instagram's precise audience targeting to reach the intended demographic.
- A/B testing ad creatives, headlines, and ad copy to optimise performance.

4. What considerations should be taken into account when launching the ad campaign on Meta platforms?

Answers:

- Scheduling ads to run during peak engagement times.
- Double-checking ad placements to ensure they align with campaign goals.
- Ensuring tracking pixels and conversion events are correctly implemented.

5. Which KPIs would you track to measure the campaign's success, and why are they relevant to the campaign objectives?

Answers

## LEARNER GUIDE

- Click-through rate (CTR) to assess ad engagement.
- Conversion rate to evaluate lead generation.
- Return on ad spend (ROAS) to measure campaign profitability.

6. How often would you monitor the campaign's performance, and what actions would you take based on the data?

### Answers

How often would you monitor the campaign's performance?

- Monitor the campaign daily initially and then adjust the frequency based on performance.

What actions would you take based on the data?

- Actions would include reallocating budget to high-performing ads, pausing underperforming ones, and refining audience targeting.

## LEARNER GUIDE

### Individual Project: Meta Ad Campaign Creation and Evaluation

#### Instruction:

The Individual Project consists of **FOUR** Parts. The candidate must complete all tasks indicated in each part.

#### Part 1:

##### Campaign Planning

#### Tasks:

1. **Define Campaign Objectives:** Choose one specific marketing goal for your Meta ad campaign, including the KPI.
2. **Target Audience:** Identify your target audience for the campaign. Create a detailed buyer persona that includes demographics, interests, behaviours, and pain points.

##### Campaign Planning (II)

#### Tasks:

3. **Campaign Strategy:** Develop a campaign strategy that outlines your approach to achieving your objectives. Determine the types of ads you will create (e.g., image ads, video ads), the ad budget, and the campaign duration.
4. **Ad Creative:** Create ad creatives, including images or videos, ad copy, headlines, and descriptions, that align with your campaign strategy and resonate with your target audience.

#### Part 2: Campaign Creation

#### Tasks:

1. **Set Up Ads Manager:** Access Facebook Ads Manager and create a new ad campaign. Select the appropriate campaign objective based on your chosen goal.
2. **Audience Targeting:** Define your audience targeting criteria within Ads Manager. Use Facebook's targeting options to reach your ideal audience.
3. **Ad Creatives:** Upload the ad creatives you developed earlier and configure the ad format, placements, and budget.

#### Assessment criteria

## LEARNER GUIDE

### Part 3: Campaign Launch

Task:

1. **Launch the Campaign:** Initiate your ad campaign within Facebook Ads Manager. Ensure that your ad set is live and running.

### Part 4: Campaign Evaluation

Tasks:

1. **Key Performance Indicators (KPIs):** Identify at least two KPIs that will measure the success of your campaign. Common KPIs include click-through rate (CTR), conversion rate, reach, and return on ad spend (ROAS).
2. **Monitor and Analyse:** Regularly monitor your ad campaign's performance within Ads Manager. Track the selected KPIs and assess whether the campaign is meeting your objectives.
3. **Optimisation:** Based on the performance data, make data-driven adjustments to your campaign. You can allocate more budget to well-performing ads, pause underperforming ones, or refine your targeting.