# LU6 -Facebook & Instagram Marketing

Introduction to Social Media marketing

Social media marketing is the practice of promoting a product, service, or brand on social media platforms. It involves creating and sharing content, engaging with followers, analyzing results, and running social media advertisements.

The purpose of social media marketing is to:

- increase brand awareness

- reach a wider audience

- engage with potential customers

- drive traffic to a website

- boost sales or conversions.

Understanding the Facebook and Instagram Ad structure
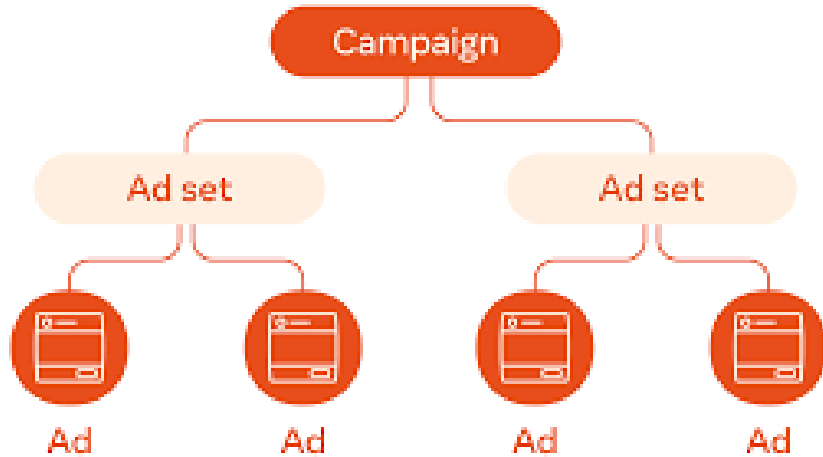
The Facebook and Instagram ad structure consists of three levels: Campaign, Ad Set, and Ad. The Campaign level is where you set your objective, the Ad Set level is where you define your targeting, budget, and schedule, and the Ad level is where you create your ads.

This structure is designed to help you control and organize your ads more effectively. It allows you to have multiple ad sets with different targeting options under one campaign, and multiple ads with different creative under one ad set.

Auction vs Reservation

There are two buying types for Meta ads but best practise is to use **Auction**

Reservation: Lets you plan and buy your campaigns in advance, with predictable performance goals and more control over your frequency controls. Ads can be placed on Facebook and Instagram.

Auction: Offers more choice, efficiency and flexibility, with less predictable results. Ads can be placed across Facebook, Messenger, Instagram and Meta Audience Network.

The **differences between auction and reservation are in the campaign setup and campaign objectives.** We find people who run a reservation campaign also launch auction campaigns for Awareness and Engagement objectives.

Auction vs Reservation

Campaign setup	Reservation	Auction
Budget	Lifetime	Daily Lifetime Advantage campaign budget is also available with daily and lifetime budgets
Bidding	Automatic	Highest volume
CPM	Fixed price	Dynamic price (based on auction)
Performance goal	Reach (default) Ad recall lift ThruPlay	Reach (default) Impressions Ad recall lift ThruPlay 2-second continuous video view
Frequency controls	Target frequency (default) Frequency cap	Frequency cap
Placements	Facebook, Instagram	Facebook, Instagram, Messenger and Audience Network
Formats	All formats available, except 360 video and 360 photos	All formats available, dependent on the campaign objective
Brand safety	Full inventory, standard inventory, limited inventory	Full inventory, standard inventory, limited inventory

Auction vs Reservation

Ad sequencing	Yes	Not available
Targeting	Multi-country targeting is possible Suited for small audiences and can exclude dynamic audiences	Multi-country targeting is possible Suited for small audiences and can exclude dynamic audiences
Delivery	Standard delivery and sequenced or scheduled delivery that helps set up the order or dates on which people see ads	Standard delivery only Meta will try to automatically identify the highest performing ad and serve that ad the most amongst a set
Predictability	Prediction given for reach, frequency distribution, spend per day and placement distribution before purchasing	Daily reach prediction only
Pricing	The CPM that you will pay for impressions won't change once you've placed your order, provided that your campaign is not paused	Prices can change in the auction. You compete in the auction with your bid
Scheduling	Schedule your ads to run during part of the day. You can't vary this selection by the day of the week	Schedule your ads for different times of day for different days of the week

Overview of different Ad types

Image Ads:

These are simple ads that use a single image to attract users' attention. They're easy to create and can be very effective if you have a high-quality, engaging image.

If you're a restaurant owner looking to attract local customers, you could use an Image Ad featuring a mouth-watering dish from your menu. This can entice users to visit your restaurant.

Overview of different Ad types

Video Ads

These ads use video to engage users. They can be up to 240 minutes long on Facebook and 120 seconds on Instagram. Video ads are a great way to tell a more comprehensive story about your brand or product.

If you're launching a new product, a Video Ad can be a great way to demonstrate how it works. For example, a tech company launching a new device might use a video ad to show off its features.

Overview of different Ad types
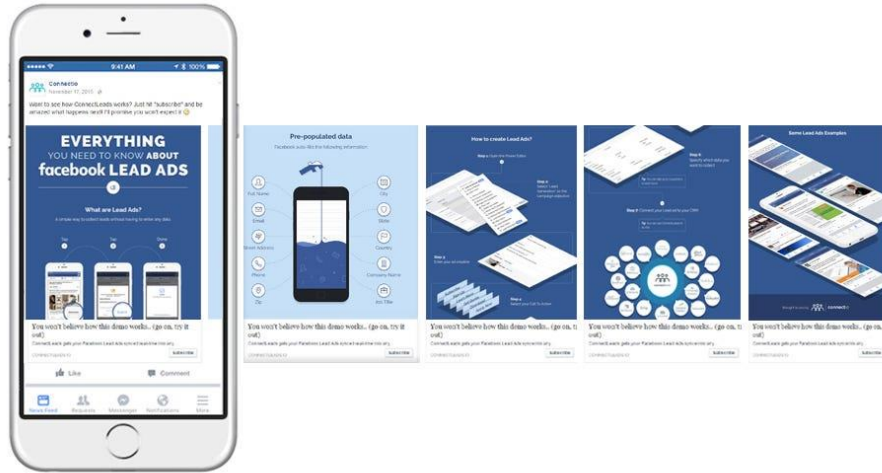
Carousel Ads

These ads allow you to showcase up to 10 images or videos in a single ad, each with its own link. They're useful for highlighting different products or features, or explaining a process step by step.

If you're an e-commerce business with a range of products, Carousel Ads would be a good choice. You can showcase multiple products in one ad, each with its own link directing to its purchase page.

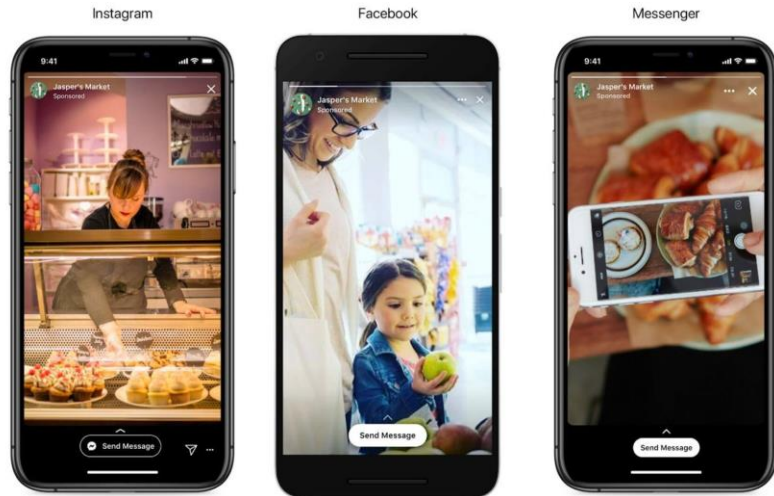# Overview of different Ad types

Collection Ads:

These ads allow you to showcase a collection of products that users can browse and purchase directly from the ad. They're exclusive to mobile devices and are great for e-commerce businesses.

If you're a fashion retailer launching a new collection, you could use a Collection Ad to allow users to browse through the different items directly from the ad.

Overview of different Ad types

Instagram Facebook Messenger

Stories Ads

These are immersive, full-screen ads that appear in users' Stories feed on Facebook and Instagram. They can be images or videos, and they're a great way to create a more engaging and immersive experience for users.

If you're hosting an event, Stories Ads can be a great way to create buzz. You could use a combination of images and short videos to tease the event and encourage users to buy tickets.

Overview of different Ad types

Messenger Ads

These are ads that appear in the Messenger app. They can be used to start conversations with users, promote offers, or drive traffic to your website.

If you're a service-based business, like a spa or salon, Messenger Ads can be a great way to start conversations with potential customers and allow them to book appointments directly through Messenger.

How Buying Type works in fb & ig Ads

There are 2 types;

- AUCTION

- RESERVATION

Buying type

Auction

Choose a campaign objective

- 📢 Awareness
- ➤ Traffic
- 💬 Engagement
- ▼ Leads
- 👥 App promotion
- 🛍 Sales

Buying type

Reservation

Choose a campaign objective

- 📢 Awareness
- 💬 Engagement

How Auction Type works in fb & ig Ads

★ = 💲 × 👆 + 👥❤️

Total Value

The ad with the highest total value wins the auction and shows to the individual

Advertiser Bid

Your bid for the event you selected as your optimization goal–i.e. your desired result

Estimated Action Rates

What's the likelihood that an impression shown to this person will lead to your desired result?

User Value

How interesting do we think this individual is going to find this ad? Is this a high-quality ad?

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How Auction Type works in fb & ig Ads

#1 Advertising Bid

- Have clear defined objective

- Set a budget per action or per campaign

- Determine your Bid Type such as video views vs conversion

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@ASK Training
Attitude | Skills | Knowledge

#1 Advertising Bid

- How to cap budget at campaign level?

- Unhide More under Campaign Details

- Click Edit on Campaign Spending Limit

- Check Add Campaign Spending Limit
and add your total limit for the campaign

✅ **Campaign details**

Buying type

Auction

Campaign objective ⓘ

Awareness

Less ▲

Campaign spending limit ⓘ

☑ Add campaign spending limit

No Limit Set

$0.00 Total Spent

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#2 Estimated Action Rates

- Meta judges your ad on how effective is it to accomplishing the goals such as Estimated CTR, Estimted Conversion, etc

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#3 User Value

- Meta estimates this like Google Ads' Quality Score and based it on;

1. positive ad engagement such as likes, comments, and actions AFTER users clicks through the ad to land on user page

2. Negative a engagement like hiding it or reporting the ads

3. Landing page experience such as loading speed, bounce rate, average session duration

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How Auction Type works in fb & ig Ads

Auction in Action

Scenario: 5 advertisers bid for 2 impression slots. Who wins?

Advertiser	Advertiser Bid	X Estimated CTR	X Estimated CVR	X Per 1,000 Impressions	= Total (CPM) Auction Value	Actual (CPM) Price (VCG Auction)
A	$100.00	2.00%	1.00%	1,000	$20	$10
B	$60.00	2.00%	1.00%	1,000	$12	$10
C	$100.00	1.00%	1.00%	1,000	$10	Lost in Auction
D	$100.00	2.00%	0.50%	1,000	$10	Lost in Auction
E	$50.00	1.00%	0.50%	1,000	$3	Lost in Auction

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Best Practise for Optimizing your Ad spend

Principle	Solution	Description
Media Foundations	Best Practices	Leverage recommended objectives/optimizations.
Account simplification	Learning Phase	Reduce overall investment in learning phase.
	Broad Targeting	Reducing interest targeting to enable a simplified account structure to maximize efficiencies.
Automation	Advantage+ placements	Placement automation in campaigns to maximize campaign performance and efficacy.
	Advantage+ shopping campaigns	Assemble the best possible ad for each person with our latest automated solution.
	Advantage+ catalog ads	Promote your inventory to people who have expressed interest on your website, in your app, across Meta or elsewhere on the internet
	Advantage+ app campaigns	Assemble the best possible ad for each person with our latest automated solution. (App advertisers)

Strategies for optimizing your Ad spend

Media Foundation Best Practises

- Create specific ad images to target each audience
- Use a compelling offer attractive to them
- Create detailed Saved Audiences as a start
- High quality visuals, no blurry pictures, no animated powerpoint converting to video
- Stick to no more than 2 messages in the ad copy & image
- Optimize Ads for moble
- Use testimonials, reviews of customers as well as user generated content as your ads

How budgeting works in fb & ig Ads

Daily Budget:

This is the average amount you're willing to spend on a specific ad set or campaign every day. Facebook will aim to spend this amount evenly throughout the day, but it's not guaranteed that you'll always spend the exact amount each day, depending on the opportunities available.

Lifetime Budget:

This is the amount you're willing to spend over the entire duration of your ad set or campaign. Facebook will automatically try to evenly spread the amount across the period.

Budget Optimisation Techniques

Bid Strategy - This is what you're willing to pay to get the desired result (like a click or conversion). You can set a bid cap (the maximum amount you're willing to pay) or target cost (the average amount you'd like to pay).

Ad Delivery Optimization - This is how Facebook uses your budget to deliver your ads. You can optimize for ad delivery to focus on link clicks, post engagements, daily unique reach, impressions, conversions, etc.

Pacing - Facebook uses pacing to optimize your spending over the duration of your ad set or campaign. It helps ensure that you don't spend your budget too quickly or miss valuable opportunities later.

Setting up a Daily Budget:

1. Go to Ads Manager: Start by logging into your Facebook account and navigating to the Ads Manager.

2. Create a New Campaign: Click on the 'Create' button to start a new campaign.

3. Choose Your Objective: Select the objective that aligns with your goal for this campaign.

4. Set Up Ad Set: In the 'Ad Set' section, you'll define your audience, placement, and optimization & delivery options.

5. Set Your Budget: In the 'Budget & Schedule' section, select 'Daily Budget' from the dropdown menu. Enter the amount you want to spend each day.

6. Continue to Ad Creation: Once you've set your daily budget, you can proceed to create your ad.

Setting up a Lifetime Budget:

1. Go to Ads Manager: Log into your Facebook account and navigate to the Ads Manager.
2. Create a New Campaign: Click on the 'Create' button to start a new campaign.
3. Choose Your Objective: Select the objective that aligns with your goal for this campaign.
4. Set Up Ad Set: In the 'Ad Set' section, you'll define your audience, placement, and optimization & delivery options.
5. Set Your Budget: In the 'Budget & Schedule' section, select 'Lifetime Budget' from the dropdown menu. Enter the total amount you want to spend for the duration of the ad set or campaign.
6. Set Your Schedule: Choose the start and end dates for your campaign. Facebook will automatically try to evenly spread your spend across this time period.
7. Continue to Ad Creation: Once you've set your lifetime budget and schedule, you can proceed to create your ad.

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Setting up ad Scheduling

- Go to Ads Manager and create a new ad set or edit an existing one.
- In the "Budget & Schedule" section, choose a "Lifetime Budget".
- Under "Ad Scheduling", select "Run ads on a schedule".
- Choose the hours/days you want your ads to run.
- Remember, ad scheduling is based on the time zone of your ad account.

Using Delivery Insights

- Go to Ads Manager and click on "Campaigns", "Ad Sets", or "Ads".
- Select the campaign, ad set, or ad you want to see insights for.
- Click on "Delivery Insights" in the side panel.
- Here, you can see metrics like:
- Auction Overlap: Shows if your ad sets are competing against each other. (https://web.facebook.com/business/help/537699989762051?id=561906377587030&_rdc=1&_rdr)
- Audience Saturation: Shows if you're showing your ads too frequently to the same people.
- First-Time Impression Ratio: Shows the ratio of people who are seeing your ads for the first time.
- By understanding these metrics, you can make necessary adjustments to your ad sets to improve their performance. For example, if the Audience Saturation index is high, you might want to broaden your target audience or refresh your ad creative to avoid ad fatigue.

Best Practice for Ad Timing

Consider Time Zones

If your audience is spread across different time zones, consider this in your ad scheduling. You might need to run ads at different times to reach your entire audience.

Test Different Time

Experiment with running your ads at different times of the day and week to see when they perform best. Use this data to optimize your ad schedule.

Align with Your Content

If you're promoting a specific piece of content, like a blog post or a webinar, schedule your ads to run at the same time that this content is published.

Leverage Special Events or Seasons

If there are certain times of the year when your audience is more likely to engage with your ads (like holidays or special events), schedule more ads during these times.

More Best Practices

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