

## A. ASSESSMENT RECAP

Develop social media advertising strategy for a company, including the strategy overview, campaign structure, audience targeting, ad formats, mockups, and measurement plan, with a focus on using Facebook Ads.

### Structure:

1. Overview of social media advertising strategy for the company
2. Ad Campaign settings
3. Ad Set settings
4. Ads (a total of 2 Ad Mock-ups for the same (1) Ad Set)
5. Advertising campaign measurement & optimization

## B. KEYWORDS EXPLANATION

1. **SMART objectives** - A specific, measurable, achievable, relevant, and time-bound marketing objective. It provides focus and direction for the campaign.
2. **Advertising campaign structure** refers to the hierarchical organisation and components of an advertising strategy:
  - **Ad Placement** - The social media platforms, formats, and positioning where the ads will be displayed to reach the target audience. This includes Instagram feed, Facebook stories, YouTube pre-roll etc. Placement impacts ad visibility, engagement rate, and conversion costs.
  - **Ad Sets** - Groups of target audiences, often divided demographically or by interests. Ad sets allow testing messaging and creative variants.

## C. FOOD FOR HUNGRY THOUGHTS

Meta (n.d) *Carousel ads - Get more space to drive action*, Meta website, accessed 18 August 2022. <https://www.facebook.com/business/ads/carousel-ad-format#>

MHBC (Meta Business Help Center) (n.d) *About Custom Audiences*, Meta website, accessed 18 August 2022. <https://www.facebook.com/business/help/744354708981227?id=2469097953376494>

MHBC (Meta Business Help Center) (n.d) *Platforms and Ads Format Supported by Objective*, Meta website, accessed 18 August 2022. <https://www.facebook.com/business/help/398040430994666?id=649869995454285>