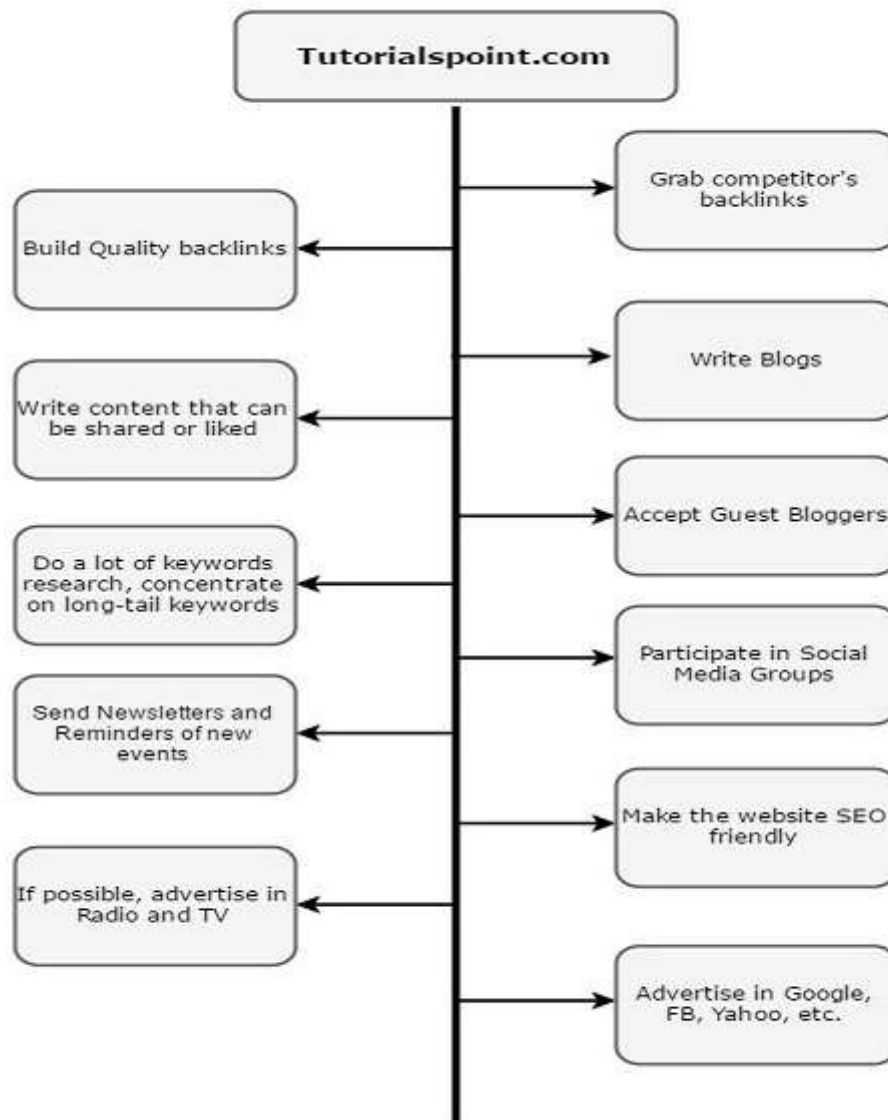


## Advertise Your Webpage

Once you have created your website and it is functional, then comes a very important step of marketing it. This is done to increase site visitors and to spread the word, something that can help exist on internet. The following illustration is a schematic view of all the steps that need to be done when advertising a website.

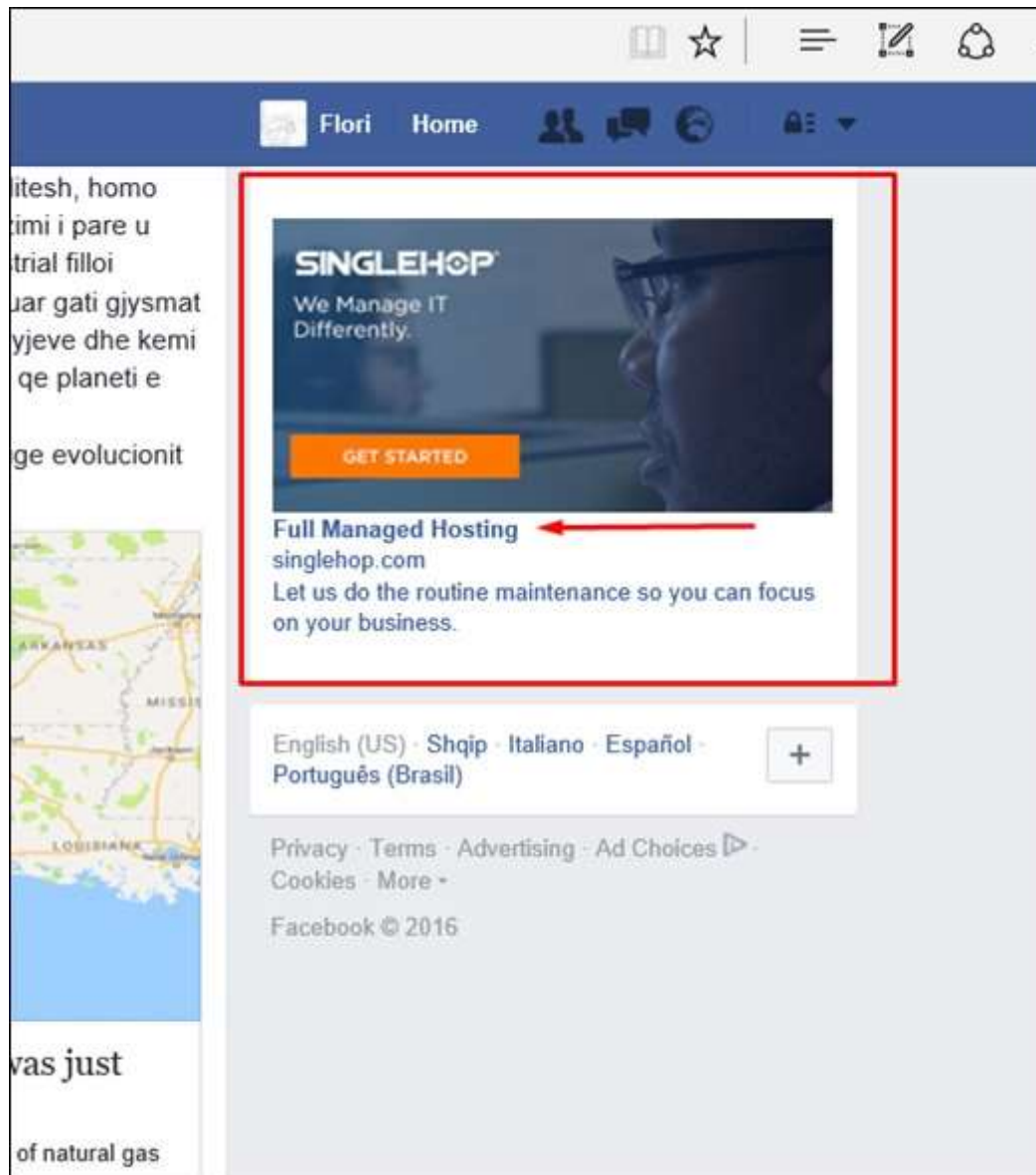


### Social Media Advertisement

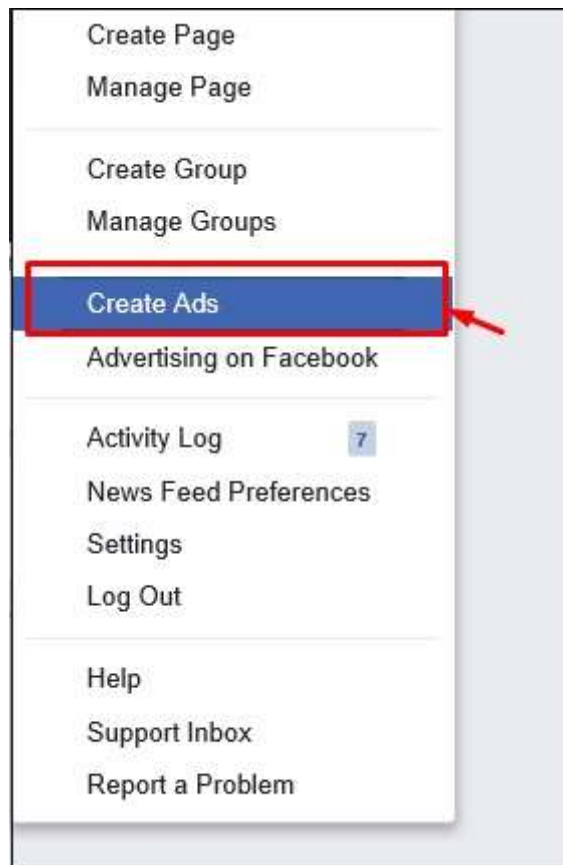
A social media advertisement is any kind of paid content on a social media network. These options run from a one-off promoted Tweet or Facebook post to a full-scale campaign with major budgets attached. Each social network offers different options, but we will discuss how to do it on Facebook because it is the biggest social media platform and the ROI of ads is about 95% on it.

Facebook has around 1.4 billion users and over 900 million visits a day which makes it fit for large and small businesses. The real advantage of Facebook lies in the amount of granular data available to target users. This is because you can target your audience with various criteria such as age, location, sex, etc.

For example, in this tutorial, we have mentioned many times the word **Hosting**. Now, if we log in to Facebook, you can see on the left hand side of the webpage an advertisement regarding hosting as shown in the screenshot below.



To create a Facebook Advertisement, click on account name. Then click on **Create Ads** as shown in the following screenshot.

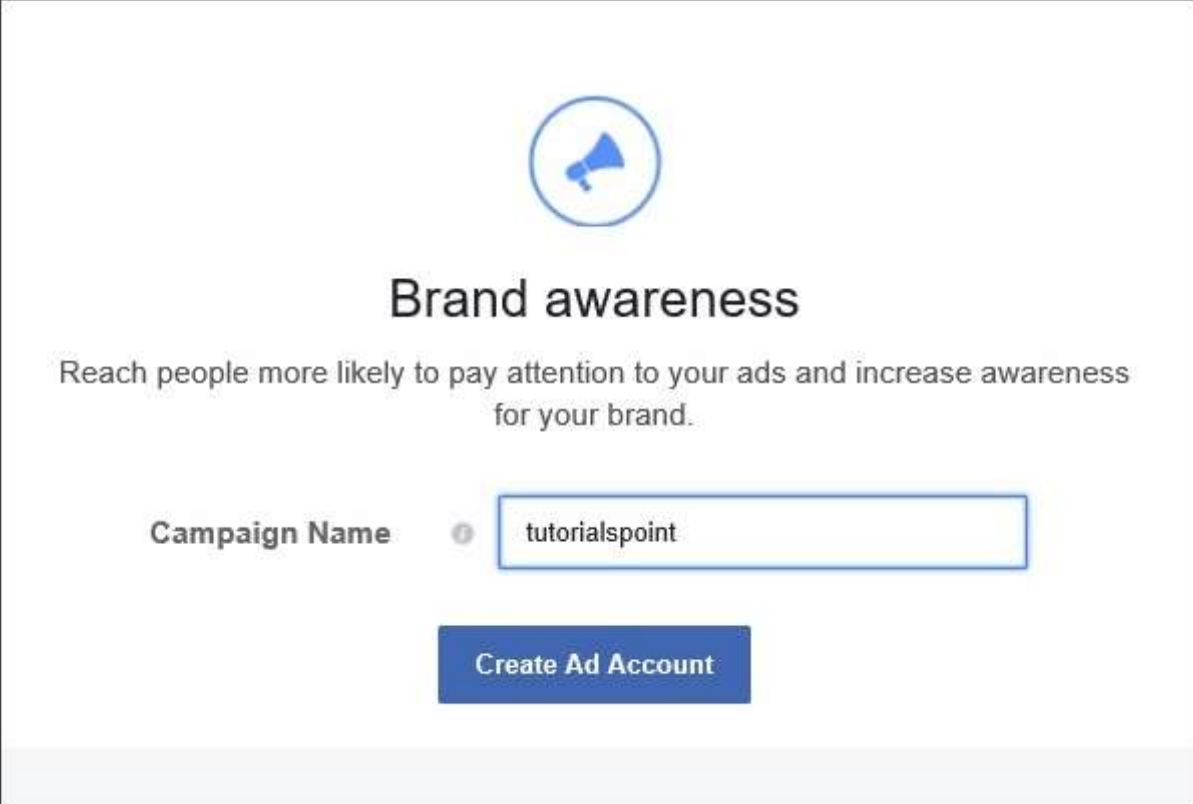


A new window will open and in this you should select your objective. In our case, I will select **Brand Awareness**.

What's your marketing objective?

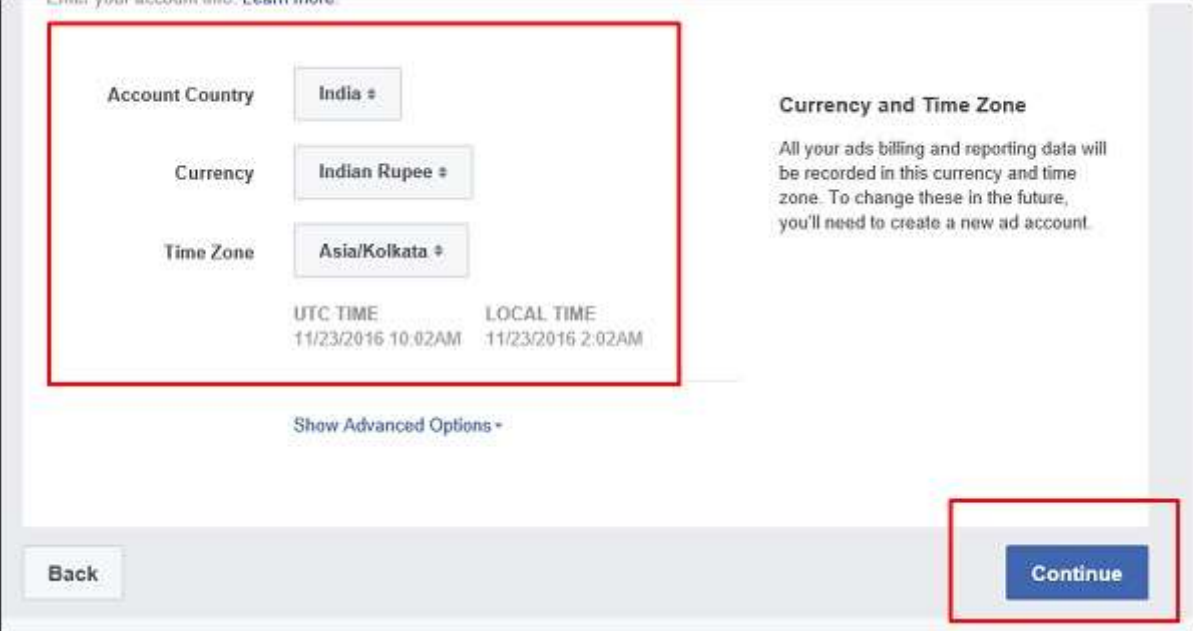
Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Local awareness	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

Write the campaign name, in our case it is – **tutorialspoint** → then Click **Create Ad Account** as shown in the screenshot below.



The screenshot shows the Facebook 'Brand awareness' campaign setup page. At the top is a blue megaphone icon. Below it, the text 'Brand awareness' is centered. Underneath, it says 'Reach people more likely to pay attention to your ads and increase awareness for your brand.' There is a text input field for 'Campaign Name' with the value 'tutorialspoint'. Below the input field is a blue button labeled 'Create Ad Account'.

Select your account country and the currency that you want to pay Facebook as shown in the following screenshot → then Click **Continue**.



The screenshot shows the Facebook account setup page. A red box highlights the 'Account Country', 'Currency', and 'Time Zone' selection area. The 'Account Country' is set to 'India', 'Currency' is 'Indian Rupee', and 'Time Zone' is 'Asia/Kolkata'. To the right, there is a section titled 'Currency and Time Zone' with explanatory text. Below the highlighted area, there are 'UTC TIME' and 'LOCAL TIME' fields showing the date and time. At the bottom, there is a 'Show Advanced Options' link, a 'Back' button, and a 'Continue' button, which is also highlighted with a red box.

To select your audience, you should specify the age range and the location to which this Advertisement will be shown.

**Create New** Use a Saved Audience ▼

Custom Audiences ⓘ

Target Ads to People Who Know Your Business  
You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience.](#)

Locations ⓘ

Everyone in this location ▼

Albania

Albania

Include ▼ | Add locations

Add Bulk Locations...

Age ⓘ

18 ▼ - 65+ ▼

Gender ⓘ

All Men Women

Languages ⓘ

Enter a language...

Scroll down and you will have options to select how this advertisement will be shown. Type text for this advertisement and upload a photo, once done → Click **Place Order**.

**Format**  
Choose how you'd like your ad to look

New! Add text and music to your slideshow.

☒ **Carousel**  
Create an ad with 2-10 scrollable images or videos

☐ **Single Image**  
Create up to 6 ads with one image each at no extra charge

☐ **Single Video**  
Create an ad with one video

☐ **Slideshow**  
Create a looping video ad with up to 10 images

Page & Text Ad Preview 1 of 1 Ad < >

Add an Account

Text

Tutorials for all

Cards

☒ Automatically show the best performing cards first

☒ Add a card at the end with your Page profile picture

1

2

3

+

Image

Video / Slideshow

Remove

Tutorials for all

Headline 1

Description

Headline 2

Description

Like

Comment

Share

Show Advanced Options

Back

Review Order

Place Order

By clicking "Place Order", you agree to the Facebook Statement of Rights and Responsibilities including your obligation to comply with the Self-Serve Ad Terms and the Facebook Advertising Guidelines. We do not use sensitive personal data for ad targeting. Topics you choose for targeting your ad don't reflect the personal beliefs, characteristics or values of users. Failure to comply

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## Google Maps SEO: The 4 Pillars To Rank Your Website Page 1

21 Lectures 2.5 hours

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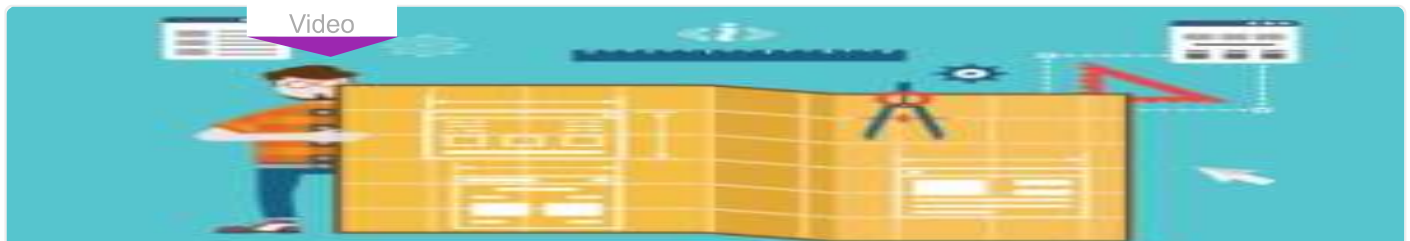


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