**CHOOSING THE RIGHT ADVERTISEMENT OBJECTIVE FOR YOUR BUSINESS**

Below are the three broader categories, or goals, that your objectives may fall under.

1. Awareness: generating interest in your product or service.
2. Consideration: getting people to think about your product or service and seek more information
3. Conversions:  encourage people interested in your business to buy or use your product or service

**Awareness**

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| Objective | Your business goal is to: |
| Brand Awareness | Increase people's awareness of your business, brand or service. |
| Reach | Show your ad to as many people as possible in your target audience |

**Consideration**

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| Objective | Your business goal is to: |
| Traffic | Send people from Facebook to any URL you choose, such as your website's landing page, a blog post, app etc. |
| Engagement | Reach people more likely to engage with your post. Engagement includes likes, comments and shares but can also include offers claimed from your page |
| App Installs | Send people to the store where they can download your business's app. |
| Video Views | Share videos of your business with people on Facebook most likely to watch it. |
| Lead Generation | Collect leads for your business. Create ads that collect info from people interested in your product, such as sign-ups for newsletters |
| Messages | Connect with people on Messenger, Instagram Direct, and WhatsApp. Communicate with potential or existing customers to encourage interest in your business. |

**Conversion**

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| Objective | Your business goal is to: |
| Conversions | Encourage people to take a specific action on your business's site, such as having them to add items to a cart, download your app, register for your site, or make a purchase |
| Catalog Sales | Show products from your ecommerce store's catalog to generate sales |
| Store Traffic | Promote your brick-and-mortar business locations to people that are nearby. |