



# IT6506 - e-Business Technologies

## 6. Digital Marketing Strategies

**Level III - Semester 6**

# Overview

In this digital era, digital marketing has overcome traditional marketing. Social media platforms such as Facebook, Instagram and Twitter are the most popular digital marketing platforms.

This section will discuss how we can use social media platforms to launch a targeted digital marketing campaign.

# Intended Learning Outcomes

At the end of this lesson, you will be able to;

- describe theories related to digital marketing and social media marketing.
- create a Facebook page and create a targeted advertisement.
- create a business account on Instagram and develop a targeted advertisement.
- create a Twitter advertisement.

# List of sub topics

6.1 Theories related to Digital Marketing and Social Media Marketing

6.2 Facebook

6.2.1 Creating a Facebook page

6.2.2 Creating a targeted ad on Facebook

6.2.3 Facebook business suite

6.3 Instagram

6.3.1 Creating a business account on Instagram

6.3.1 Creating a targeted ad on Instagram

6.4 Twitter

6.4.1 Twitter Ads

## 6.1 Theories related to Digital Marketing and Social Media Marketing

What is social media?

- A category of media focussing on participation and peer-to-peer communication between individuals, with sites providing the capability to develop user-generated content (UGC) and to exchange messages and comments between different users

# 6.1 Theories related to Digital Marketing and Social Media Marketing

What is social media marketing?

- Monitoring and facilitating customer–customer interaction and participation throughout the web to encourage positive engagement with a company and its brands
- Interactions may occur on a company site, social networks, and other third-party sites.

# 6.1 Theories related to Digital Marketing and Social Media Marketing

Types of Social Sites a company need to consider

- Social Networks
  - e.g.- Facebook , Twitter
- Social Streaming
  - e.g. - YouTube, Vimeo
- Social Search
  - e.g. - Google, Yahoo
- Social Knowledge
  - e.g. - Wikipedia
- Social Blogging
  - e.g. - Company Blog, Company Forum
- Social Customer Service
  - e.g. - Company Customer Support, Twitter
- Social Publishing
  - e.g. - Niche Sites
- Social Bookmarking
  - e.g. - Stumbleupon, Pinterest

## 6.1 Theories related to Digital Marketing and Social Media Marketing

### Social Networking

- The emphasis here is on listening to customers and sharing engaging content.
- Facebook tends to be most important for consumer audiences and LinkedIn for business audiences.

### Social Knowledge

- These are informational social networks like Reddit, Quora where the users can help an audience by solving their problems and subtly showing how the users' products have helped others
- Wikipedia is another site in this category, although it has relatively little application for marketing.



## 6.1 Theories related to Digital Marketing and Social Media Marketing

### Social Sharing.

- These are social bookmarking sites like Pinterest ([www.pinterest.com](http://www.pinterest.com)) which can be useful for understanding the most engaging content within a category.

### Social News

- A website that features user-posted stories ranked by popularity using votes by other users in the community.
- Reddit ([www.reddit.com](http://www.reddit.com)) is a popular social news site.

# 6.1 Theories related to Digital Marketing and Social Media Marketing

## Social Streaming

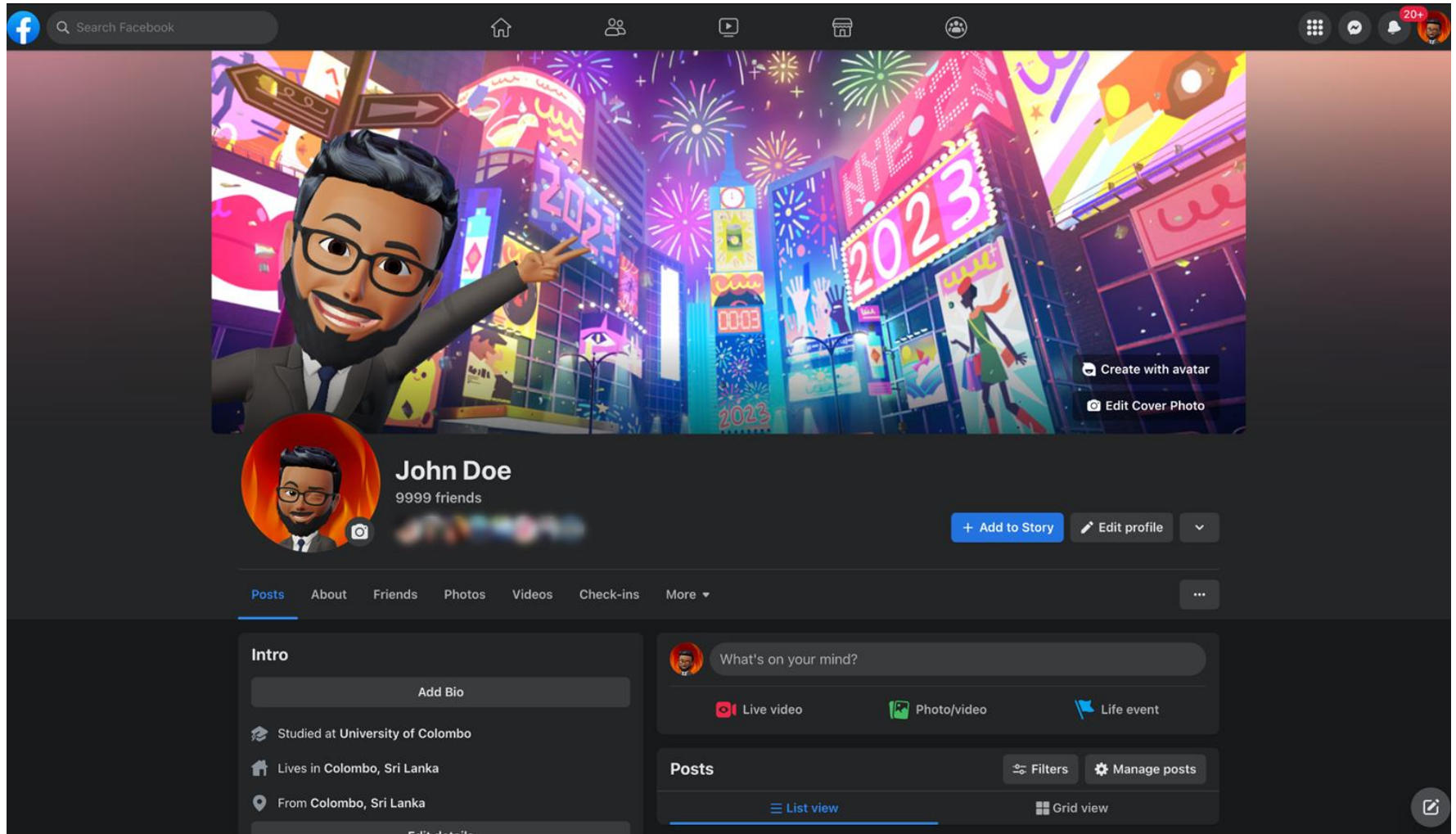
- Rich and streaming media social sites for sharing photos, videos, and podcasting.
- E.g. - Twitch ([www.twitch.tv](http://www.twitch.tv))

## Company user-generated content and community

- Different from other types of social presence which are independent of the company
- May be integrated into
  - product content such as reviews and ratings
  - customer support community
  - blog
- E.g. - Company Forums

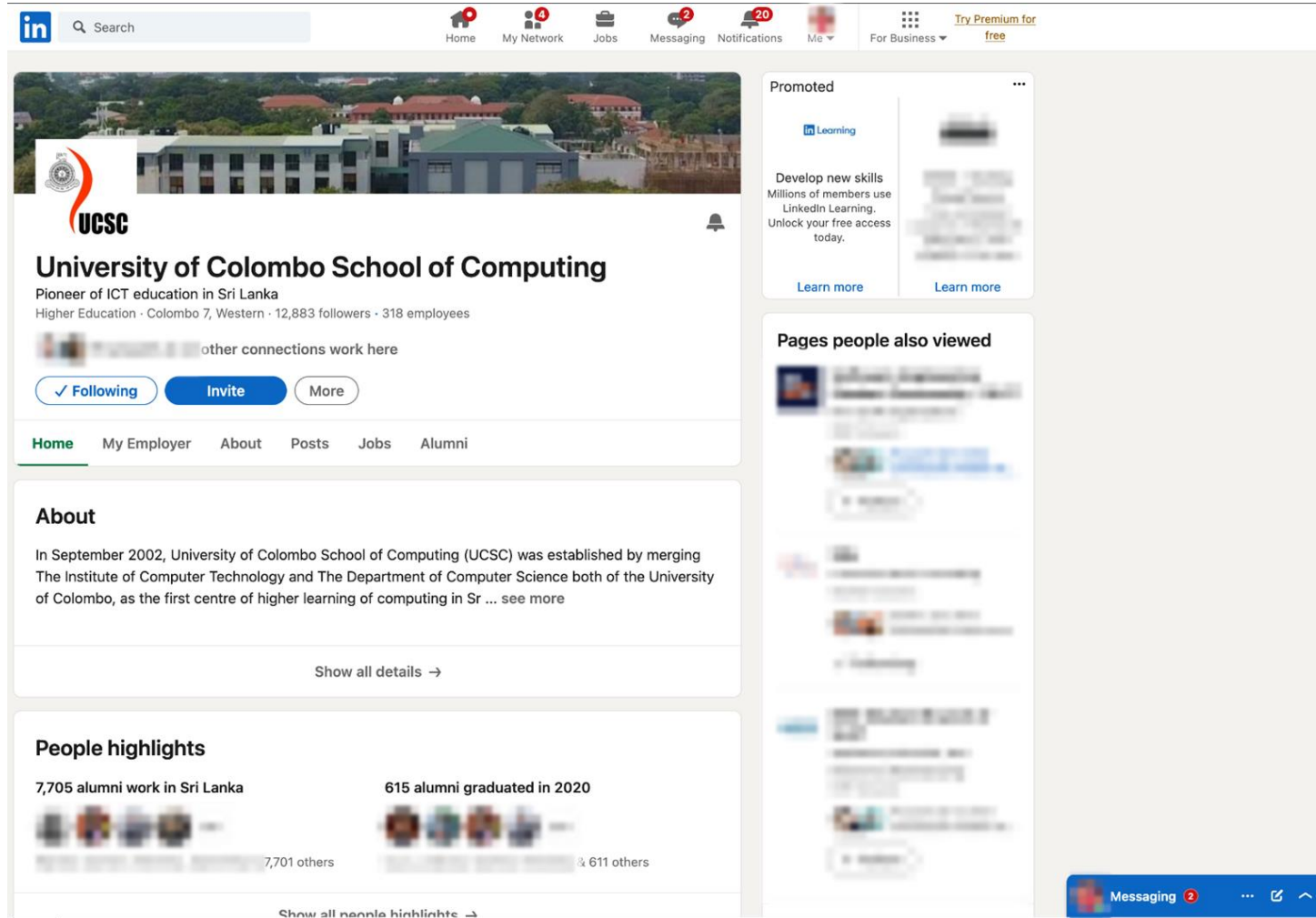
# Screenshots of some example social media sites

## Facebook



# Screenshots of some example social media sites

## LinkedIn



# Screenshots of some example social media sites

Reddit



About Business Blog [Log in](#) [Sign up](#)

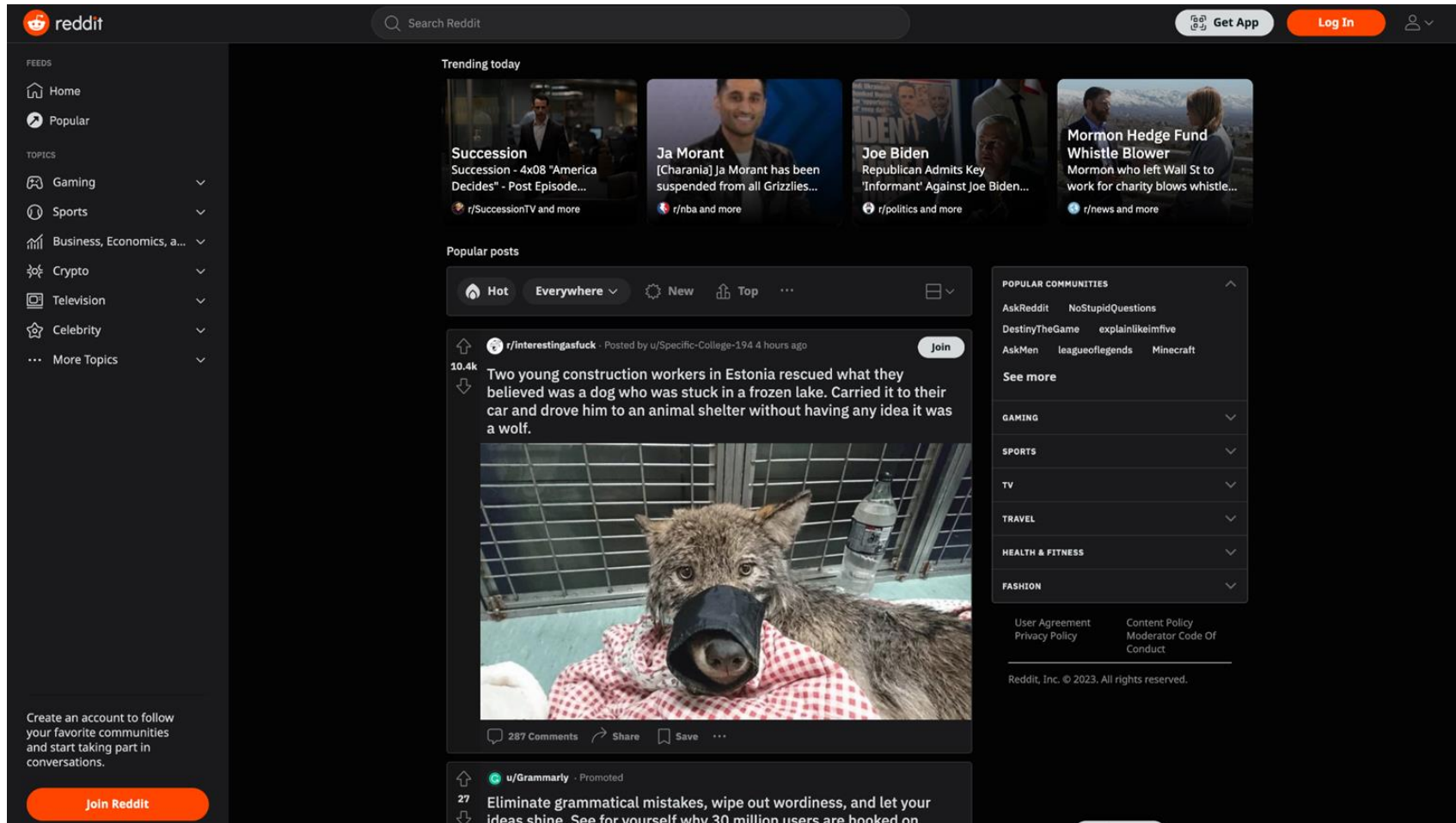
Get your next  
green thumb idea





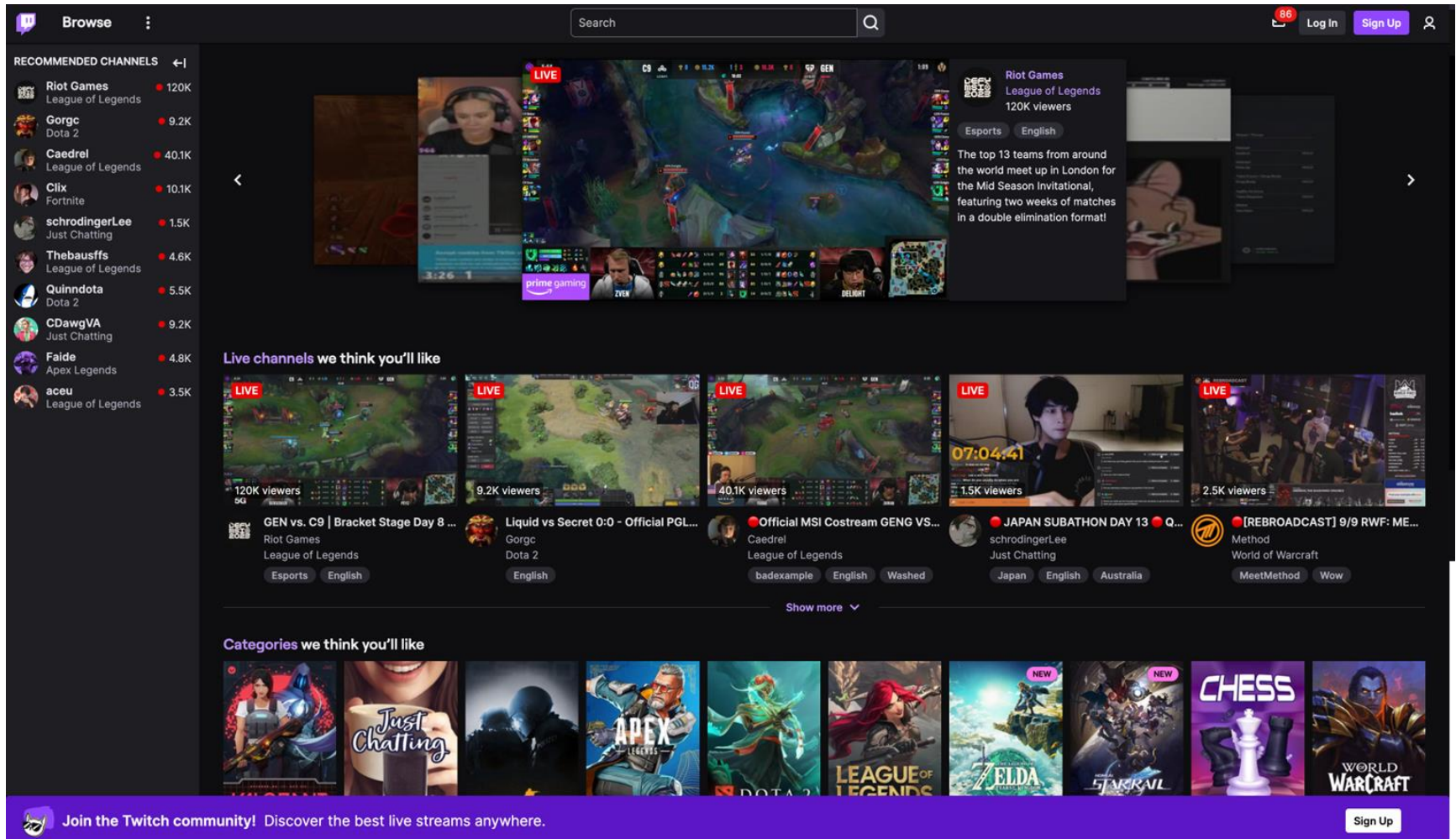
# Screenshots of some example social media sites

## Reddit



# Screenshots of some example social media sites




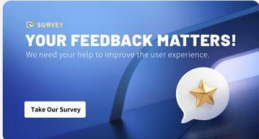

## Twitch




# Screenshots of some example social media sites

## DJI Forum


**dji FORUM**    Tutorials & Tips    Products    Works    Events    Service    🔍 Login Register




**Recommend**    DJI Inspire 3    DJI Mini 3    DJI Mavic 3 Classic    Osmo Action 3

 **Depp**    2023/05/08

Madeira - Pico to Pico Hike



Nature    👁 258    💬 27    👍 4

 **Captain Filmmaking**    2023/05/01

Mini But Mightv - Epic DII Mini 3 Pro Drone Reel 2023

**Hot Posts**

Mini 3 Pro disconnects mid flight. DID NOT RTH  
🇧🇪 The One Above / DJI Mini 3 Pro

Downloading maps on DJI RC  
🇧🇪 THE VOICE / DJI RC

Looking for creative solutions-- drone stuck on bridge  
🇧🇪 PsyDious / DJI Mini 3 Pro

Mavic 3 Pro - main camera - unusual moiré pattern in image?  
🇧🇪 jerryway / Mavic 3 pro

Larger battery for mavic 3 pro?  
🇧🇪 djiuser\_zKR5HFX3a2... / DJI Mavi...

Overheating Issue - HDR only in 10 bit?  
🇧🇪 MANNHEIMER / Osmo Action 3

What iust hit mv drone?



## 6.1 Theories related to Digital Marketing and Social Media Marketing

- Understanding consumer behavior in the digital marketing landscape requires insights from psychological theories.
- Psychological theories offer valuable insights into the cognitive, social, and emotional aspects of consumer decision-making.
- In this section, we will focus on Social Influence Theory and Social Identity Theory.

# Social Influence Theory

- Social Influence Theory, also known as Social Influence Processes, explains how individuals' thoughts, feelings, and behaviors are influenced by other people. It examines the power of social interactions and the impact of social norms, conformity, and persuasion on individual decision-making.
- Six key principles which will influence people to accept or say “Yes” are
  - Reciprocation
  - Commitment and Consistency
  - Social Proof
  - Authority
  - Liking
  - Scarcity

# Social Influence Theory ...contd.

## Reciprocation

Reciprocation refers to a social behavior where individuals feel obliged to return a favor, gift, or kind gesture they have received from someone else. It is a fundamental aspect of human interaction and is based on the principle of mutual exchange and fairness.

### How to use reciprocation in digital marketing?

- Offer high-quality valuable content - If the content shared is good, people will feel obligated to share it more
- Offer freebies or incentives - Providing free samples, trials and discounts make people feel obligated to buy
- Offer personalized experiences - Addressing customers by name and providing recommendations using their preferences creates positive feelings for the brand

# Social Influence Theory ...contd.

## Commitment and Consistency

- **Commitment** refers to the act of making a public or personal commitment to a particular position, behavior, or goal while **consistency**, refers to the desire and tendency of individuals to act in ways that align with their previous commitments, beliefs, or actions.

### How to use commitment and consistency in digital marketing?

- Opt-in and subscription-based marketing - When the users are voluntarily involved with the product they are more likely to remain loyal
- Interactive content and quizzes - When the users interact with the content, they commit to the brand
- Loyalty programs and rewards - By rewarding the users' commitment, they'll be more likely to stay consistent with the brand

# Social Influence Theory ...contd.

## Social Proof

- This refers to the psychological phenomenon where people rely on the actions, opinions, and behaviors of others to guide their decision-making. This is based on the idea that when people are undecided or not sure, they will often look at others to determine their actions.
- There are several types of social proof
  - Expert social proof - People rely on the opinion of experts in the field
  - Celebrity social proof - People are influenced by the opinions of popular people
  - User social proof - People use other users' opinions to make a decision
  - Wisdom of the crowd - People get influenced by the collective opinions of a large group of people

# Social Influence Theory ...contd.

## How to use Social Proof in digital marketing?

- Customer testimonials and reviews - Display customer testimonials and reviews of satisfied customers
- Influencer marketing - Collaborate with influencers to market the product
- Social media engagement - Engage with customers' comments, feedback, and questions. Display share / like / follower counts
- Certifications and Awards - Display awards won and certifications obtained

# Social Influence Theory ...contd.

## Authority

- This refers to the psychological principle that individuals are more likely to comply with requests or commands from figures perceived as legitimate, knowledgeable, or in positions of authority. We were taught from a young age that listening to authority is right.
- How to use Authority in digital marketing?
  - Collaborate with influencers and experts - People see experts in the field as authoritative
  - Industry partnerships and endorsements - Establish partnerships with other reputed brands. Endorsements from reputed brands will improve the company's authority.
  - Share authoritative content - Create and share high-quality, verifiable content. It will increase the authority of the brand.

# Social Influence Theory ...contd.

## Liking

- This refers to the principle that people are more likely to comply with requests or influence when they have a positive attitude or affinity towards the person making the request.
- Some of the factors that influence liking are
  - Similarity - People like people who are similar to them. This can be in interests, ethnicity, job, etc.
  - Attractiveness - People like people who are physically attractive.
  - Familiarity - People like things that are familiar to them
  - Compliments - People like to receive compliments
  - Cooperation - People like it when they get the impression that they are on the same side, working together for a common goal.



# Social Influence Theory ...contd.

## How to use Liking in digital marketing?

- Collaborate with influencers - Influencers are already liked by people
- Share behind-the-scenes content - It will make the content creation process more relatable to the customers
- Use relatable and likable brand ambassadors - Appoint well-liked people (actors/actresses/athletes) as brand ambassadors

# Social Influence Theory ...contd.

## Scarcity

- This refers to the principle that people perceive items or opportunities as more valuable when they are limited or in short supply. It utilizes the fear of missing out and the desire to acquire something that is perceived as rare, exclusive, or difficult to obtain.
- There are two main components of scarcity
  - Quantity scarcity - limited availability of an item or resource. E.g- limited edition products, limited stocks.
  - Time scarcity - limited time window within which an opportunity is available. E.g - Flash sales, limited time promotions

# Social Influence Theory ...contd.

## How to use Scarcity in digital marketing?

- Limited stock or availability - Highlight the limited quantity of a product or service to create a sense of scarcity.
- Countdown timers or limited-time offers - Use countdown timers or time-limited offers to create a sense of urgency.
- Pre-orders or waiting lists - Allow customers to pre-order products or join waiting lists to create anticipation

# Social Identity Theory

- Social Identity Theory is a psychological theory that explains how individuals develop a sense of identity and belonging within social groups.
- It describes that people divide the world into “them” and “us”. This is also known as “out-group” and “in-group” respectively.
- According to social identity theory, the main proposition is that individuals belonging to a particular group (in-group) tend to focus on identifying negative attributes associated with individuals outside their group (out-group), thereby bolstering their own self-perception.
- There are three mental processes involved in evaluating others as “us” or “them”

Social Categorization

Social Identification

Social Comparison

# **Social Identity Theory ...contd.**

## **Social Categorization**

Individuals categorize themselves and others into social groups based on shared characteristics, such as gender, ethnicity, nationality, occupation, or hobbies. Categorization helps simplify the social environment and provides a basis for social identity formation.

## **Social identification**

People adopt the identity of the groups they belong to and perceive themselves as members of those groups. They derive a sense of self-worth and social identity from the positive attributes associated with their group memberships.

# Social Identity Theory ...contd.

## Social comparison

Individuals compare their own groups with other groups to enhance their self-esteem. They strive for positive distinctiveness, seeking to perceive their own group as superior or more favorable than other groups.

## How to use social identity theory in digital marketing?

- Create and promote brand communities - An online community can be created where customers with shared interests engage with each other. It will increase the sense of belongingness.
- Use social proof and testimonials - Displaying ratings and reviews promote the social identity of the brand
- Highlight shared values and causes - Align your brand with social causes or values that resonate with your target audience.

## 6.2 Facebook

- Facebook is the most popular social media platform owned by the Meta Platforms (Formerly known as Facebook Inc.)
- It was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes.
- Its name is derived from the “face book”, a directory with photos and names of the students, which is circulated at the beginning of the year to help students to get to know each other.
- Users can register and create a profile.
- They can enter details such as
  - Work and education information
  - Places lived
  - Contact information
  - Family and relationship information

## 6.2 Facebook

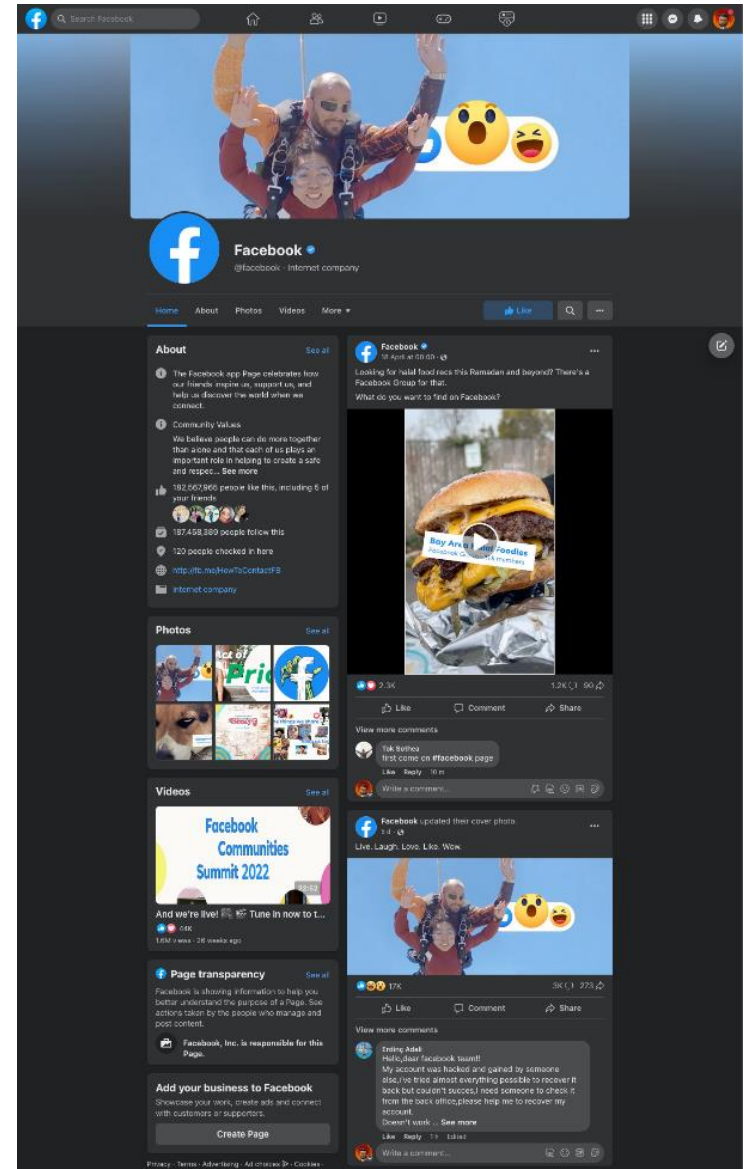
- They can also set the privacy level for each of these pieces of information. Privacy levels available in Facebook are
  - Public
  - Friends
  - Friends except
  - Specific friends
  - Only me
  - Custom
- They can connect with others using “Friend Requests”. Once a person becomes a “Friend”, both will be able to see each other’s posts.



## 6.2 Facebook

### Popular facebook pages

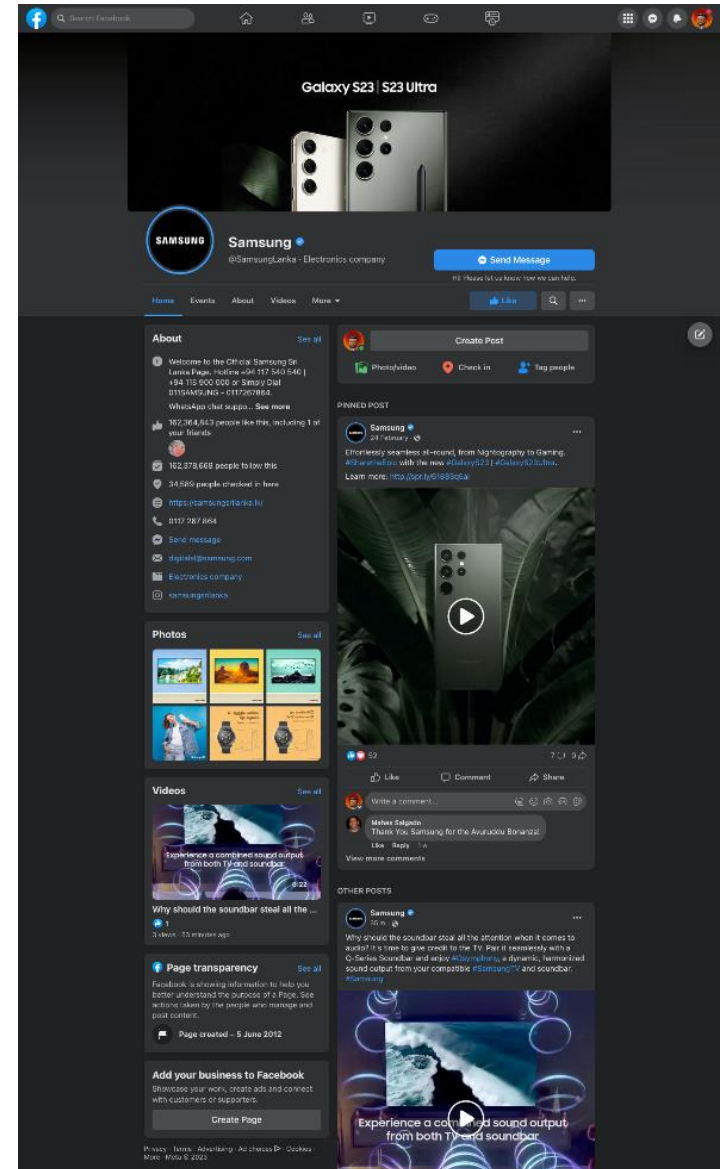
- Facebook
  - 182,000,000+ Likes



## 6.2 Facebook

### Popular facebook pages

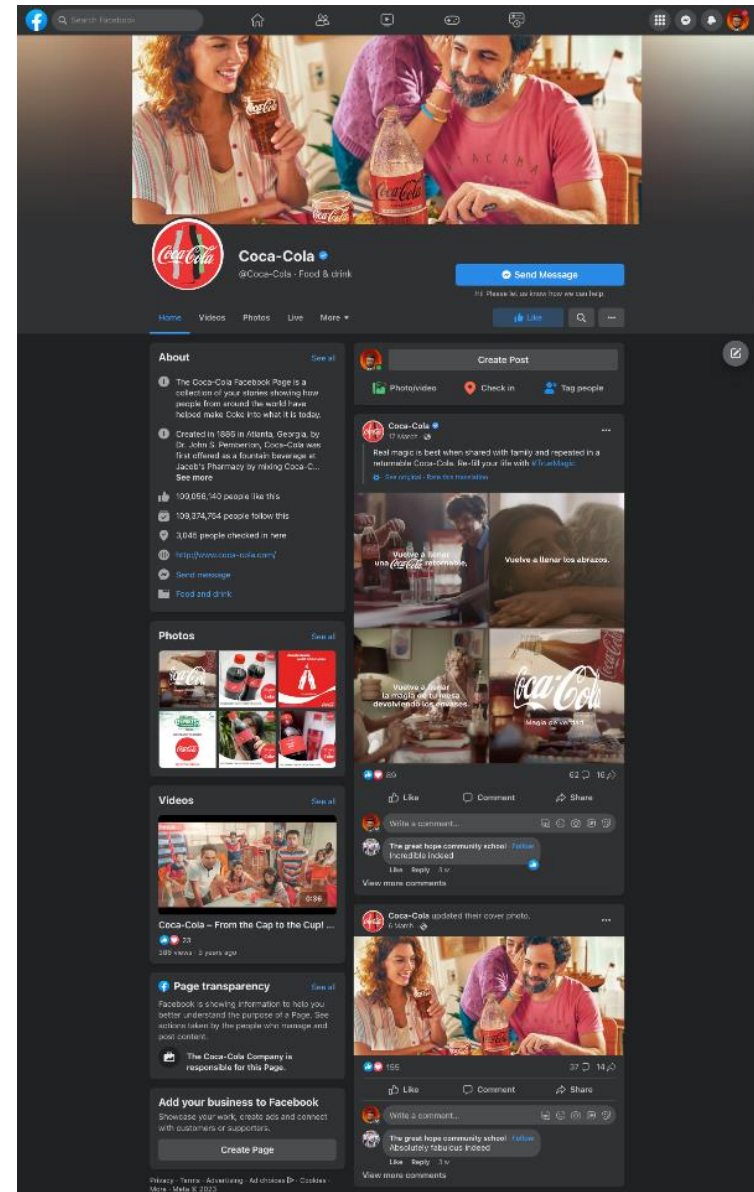
- Samsung
  - 162,000,000+ Likes



## 6.2 Facebook

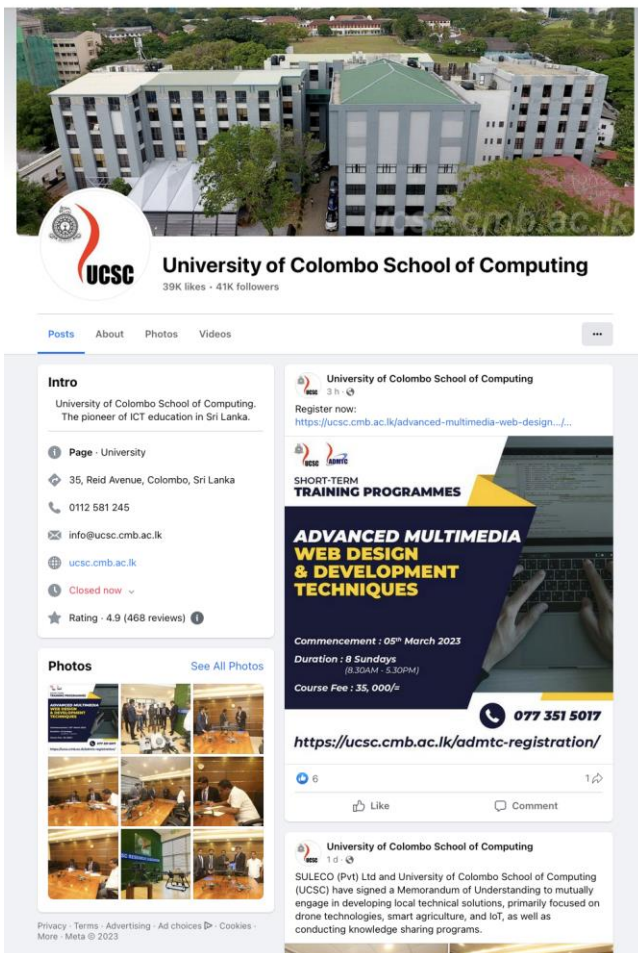
### Popular facebook pages

- Coca-Cola
  - 109,000,000+ Likes



## 6.2.1 Creating a Facebook page

- A Facebook page is a place where businesses, brands, public figures, charities, and organizations can share their stories and interact with their followers.



## 6.2.1 Creating a Facebook page ...contd.

### **Activity**

How to create a Facebook page?

The following slides contain a guide on how to create a Facebook page.

## Creating a Facebook page ...contd.

You can create your own Facebook page by following these steps. To create a Facebook page you must log into your profile first.

1. Go to [facebook.com/pages/create](https://facebook.com/pages/create).
2. Enter a Page name and Category. You can also add a Page bio.
3. Click Create Page.
4. If you want to customize your Page, you can add your bio, a profile picture, and a cover photo.
5. Click Done.

<https://www.facebook.com/help/104002523024878>

## 6.2.2 Creating a targeted ad in Facebook

- Facebook ad targeting facilitates you to define the audience that will see your ads.
- This will improve the effectiveness of the ad campaigns.
- On Facebook, ad targeting is based on three different types of target audience
  - **Core audiences**, which you target based on demographics, behaviors, and location.
  - **Custom audiences**, which allow you to reconnect with people who have already interacted with your business.
  - **Lookalike audiences**, allow you to target people similar to your best customers but who may not know about your business yet.

<https://blog.hootsuite.com/facebook-targeting/>

## 6.2.2 Creating a targeted ad in Facebook ...contd.

### **Activity**

How to create a targeted ad on Facebook?

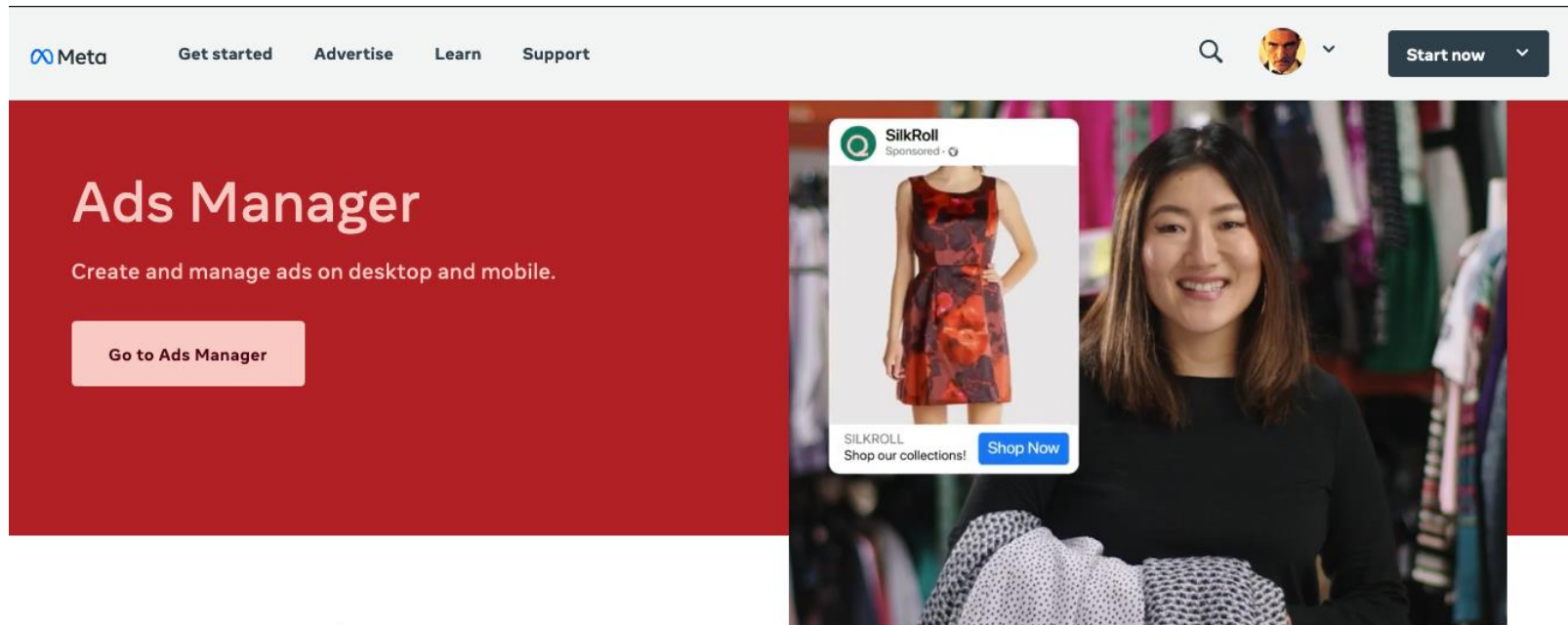
The following slides contain a guide on how to create a targeted ad on Facebook with brief descriptions of important features.



## 6.2.2 Creating a targeted ad in Facebook ...contd.

### Create an account with Facebook Ads Manager

1. Navigate to <https://www.facebook.com/business/tools/ads-manager>.

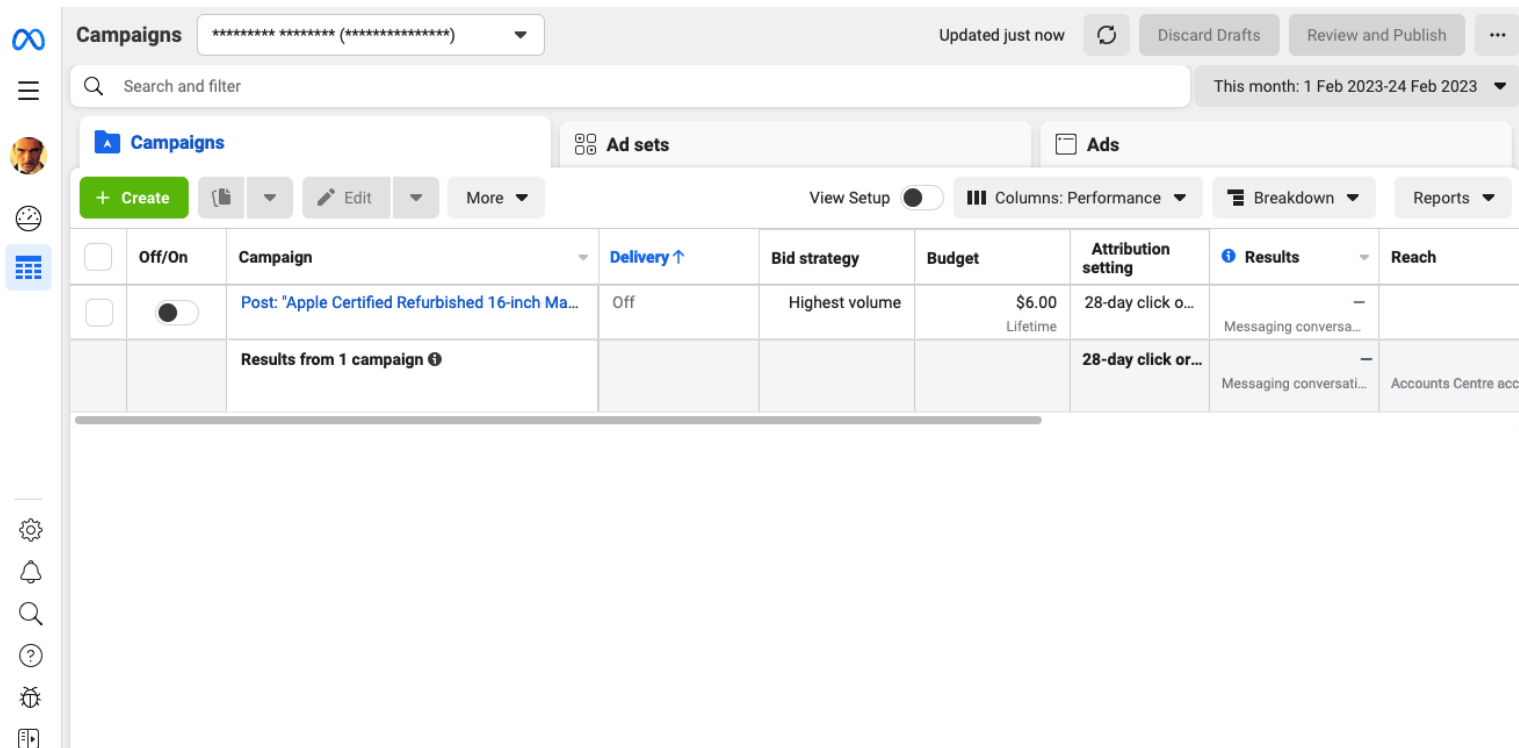


## **6.2.2 Creating a targeted ad in Facebook ...contd.**

2. Click the button that says “Go to Ads Manager.”
3. Confirm your information on the ad account setup page.
4. Set up your payment method.
5. Save changes.

## 6.2.2 Creating a targeted ad in Facebook ...contd.

6. Once you logged in you can see a performance dashboard with your campaign details.

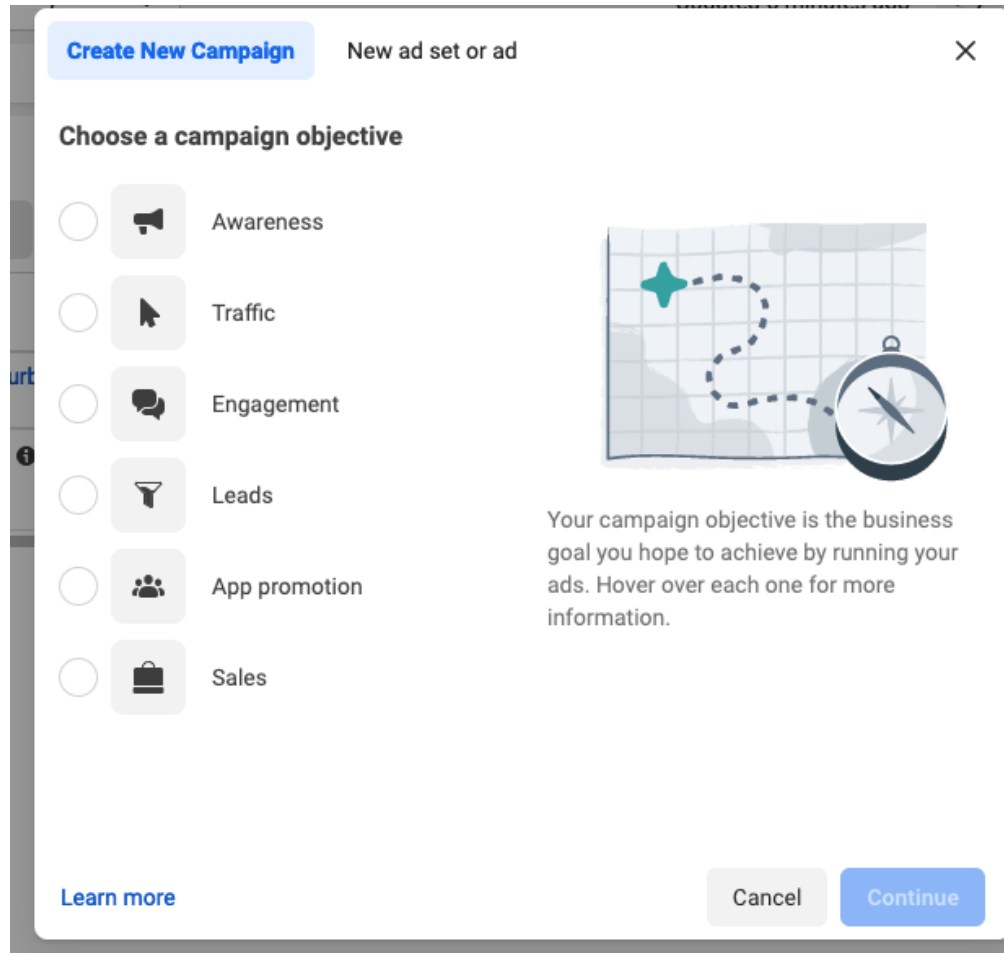


The screenshot displays the Facebook Ads Campaigns dashboard. At the top, there's a header with the 'Campaigns' tab selected, a search bar, and a date range filter set to 'This month: 1 Feb 2023-24 Feb 2023'. Below the header, there are tabs for 'Campaigns', 'Ad sets', and 'Ads'. The 'Campaigns' tab is active, showing a table of campaign details. The table has columns for 'Off/On', 'Campaign', 'Delivery', 'Bid strategy', 'Budget', 'Attribution setting', 'Results', and 'Reach'. A single campaign is listed with the name 'Post: "Apple Certified Refurbished 16-inch Ma...' and a budget of '\$6.00 Lifetime'. Below the table, there's a section for 'Results from 1 campaign'.

Off/On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach
<input type="checkbox"/>	Post: "Apple Certified Refurbished 16-inch Ma...	Off	Highest volume	\$6.00 Lifetime	28-day click o...	— Messaging conversa...	
Results from 1 campaign ⓘ							

## 6.2.2 Creating a targeted ad in Facebook ...contd.

7. Click on the green “+ Create” button to create a new ad campaign.



The screenshot shows the 'Create New Campaign' dialog box in Facebook. At the top, there is a blue button labeled 'Create New Campaign' and a title 'New ad set or ad' with a close button (X). Below this, the section 'Choose a campaign objective' lists six options, each with a radio button and an icon: Awareness (megaphone), Traffic (mouse cursor), Engagement (speech bubbles), Leads (funnel), App promotion (group of people), and Sales (shopping bag). To the right of the list is an illustration of a map with a dashed line and a compass. Below the illustration, a text box explains: 'Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.' At the bottom, there is a 'Learn more' link, a 'Cancel' button, and a blue 'Continue' button.

Create New Campaign New ad set or ad

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[Learn more](#) Cancel Continue

## 6.2.2 Creating a targeted ad in Facebook ...contd.

8. Then you have to select an objective for your campaigns.  
Possible options include

- Awareness - Show your ads to people who are most likely to remember them.
- Traffic - Send people to a destination, such as your website, app, or Facebook event.
- Engagement - Get more messages, video views, post engagement, Page likes, or event responses
- Leads - Collect leads for your business or brand.
- App Promotions - Find new people to install your app and continue using it.
- Sales - Find people who are likely to purchase your product or service.

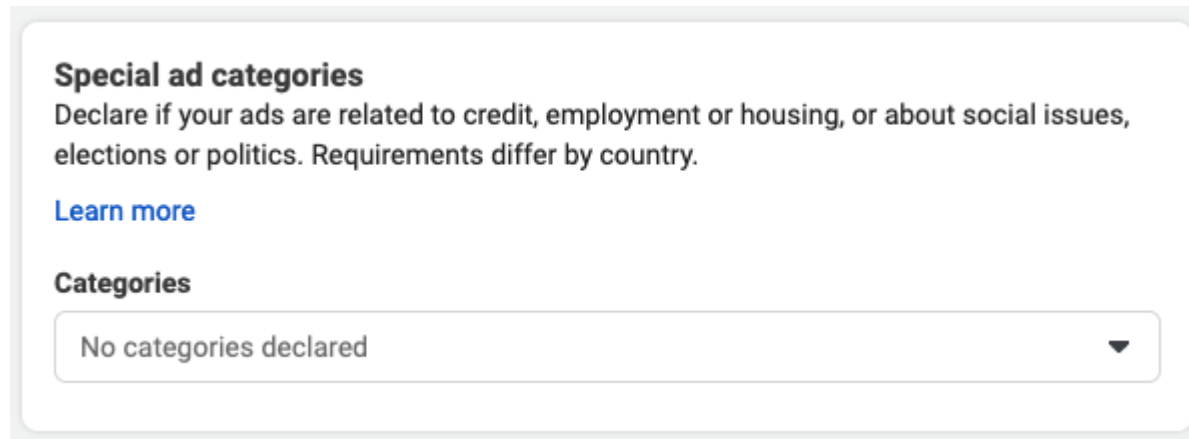
Once you've selected your objective you can set a name for your campaign and continue.

## 6.2.2 Creating a targeted ad in Facebook ...contd.

9. In the next screen you will be able to see options for your ads campaign.

### Special ad categories

- If your ad is about credit, employment, housing, social issues, elections, or politics, you must select the special ad category.



**Special ad categories**  
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country.

[Learn more](#)

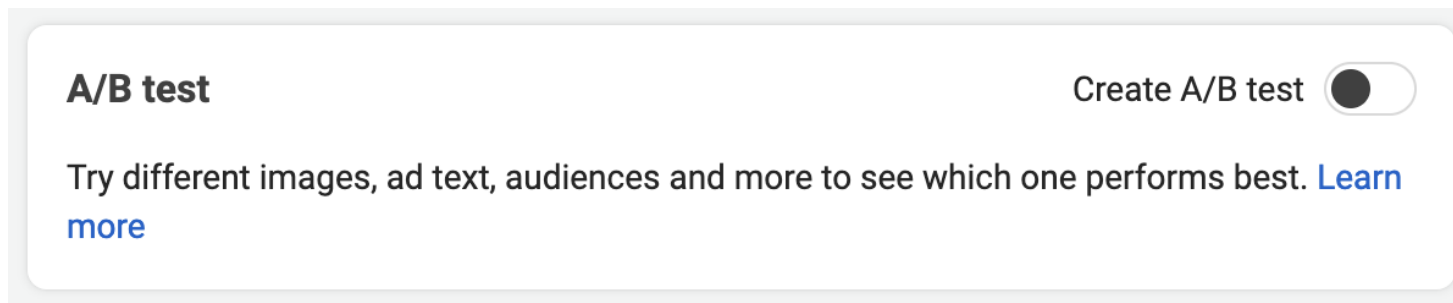
**Categories**

No categories declared ▼

## 6.2.2 Creating a targeted ad in Facebook ...contd.

### A/B Test

- A/B testing lets you compare two versions of an ad strategy by changing variables such as ad images, ad text, audience, or placement.
- For example, Facebook shows each version to a segment of your audience and ensures that nobody sees both, then determines which version performs best.
- This helps you to test the hypothesis such as people will prefer red color graphics to blue color graphics in an ad.



## 6.2.2 Creating a targeted ad in Facebook ...contd.

### Advantage campaign budget

- Facebook let you set the budget for your campaign instead of individual ads.
- That way Facebook will automatically serve an ad that has the best opportunity while serving underperforming ads less.
- Facebook will algorithmically try to achieve the best result while staying within your budget.

#### **Advantage campaign budget** ✦

Off 

Advantage campaign budget will distribute your budget across ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. [Learn more](#)



## 6.2.2 Creating a targeted ad in Facebook ...contd.

10. On the next screen you will see different options according to the objective you choose.

If you select “Awareness” as the objective you will get the following options.


**Awareness**

**Performance goal ⓘ**

Maximise reach of ads ▼

To help us improve delivery, we may survey a small section of your audience.

**Facebook Page**

 The Personalized Gifts Shop ▼

**Bid control · Optional**

\$X.XX USD

Meta will aim to spend your entire budget and get the most 1,000 impressions using the highest-volume bid strategy.

[Show more options ▼](#)

## 6.2.2 Creating a targeted ad in Facebook ...contd.

If you select “Traffic” as the objective you will get the following options.

**Conversion**

**Conversion location**  
Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ Website  
Send traffic to your website.

☐ App  
Send traffic to your app.

☐ Messenger  
Send traffic to Messenger.

☐ WhatsApp  
Send traffic to WhatsApp.

☐ Calls  
Get people to call your business.

**Performance goal** ⓘ

Maximise number of landing page views ▼

**Cost per result goal · Optional**

\$X.XX USD

Meta will aim to spend your entire budget and get the most landing page views using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

[Show more options](#) ▼

## 6.2.2 Creating a targeted ad in Facebook ...contd.

If you select “Engagement” as the objective you will get the following options.

**Conversion**

**Conversion location**

Choose where you want to drive engagement. [Learn more](#)

☐ Messaging apps  
Get people to engage with your brand on Messenger, WhatsApp or Instagram.

☒ On your ad  
Get people to watch a video or interact with your post or event.

☐ Website  
Get people to engage with your website.

☐ App  
Get people to engage with your app.

☐ Facebook Page  
Get people to engage with your Facebook Page.

**Engagement type**

Video views ▼

**Performance goal ⓘ**

Maximise ThruPlay views ▼

**Cost per result goal · Optional**

USD

Meta will aim to spend your entire budget and get the most ThruPlays using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

## 6.2.2 Creating a targeted ad in Facebook ...contd.

If you select “Leads” as the objective you will get the following options.

**Conversion**

**Conversion location**

Choose where you want to generate leads. [Learn more](#)

☒ Website  
Generate leads through your website.

☐ Instant Forms  
Generate leads by asking people to fill in a form.

☐ Messenger  
Generate leads through Messenger.


☐ Calls  
Generate leads by asking people to call your business.

☐ App  
Generate leads through your app.

**Performance goal** ⓘ

Maximise number of conversions ▼

**Pixel** ⓘ

 **Meta pixel**

The Meta pixel is required. To publish, set up your pixel or switch to a different optimisation, such as landing page views. [Learn more](#)

Create Pixel

**Cost per result goal** · Optional

\$X.XX USD

Meta will aim to spend your entire budget and get the most conversions using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

## 6.2.2 Creating a targeted ad in Facebook ...contd.

If you select “App Promotions” as the objective you will get the following options.

**App**  
Choose the app that you want to promote.

**Mobile app store**  

Google Play

**App Name** ⓘ  

Enter app name or exact store URL

ⓘ Select the app that you want people to install and use.

☐ If you are unable to find your app above, refine your search by selecting a country in which your app is available

ⓘ Set a performance goal

When choosing an app that you want to promote with your ads, you can also set a performance goal. Your performance goal, formerly called optimisation for ad delivery, helps us understand how you measure success for your ads. [About ad delivery](#)

**Performance goal** ⓘ  

Maximise number of link clicks

**Cost per result goal** · Optional  

\$X.XX

USD

Meta will aim to spend your entire budget and get the most link clicks using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

## 6.2.2 Creating a targeted ad in Facebook ...contd.

If you select “Sales” as the objective you will get the following options.

Objective : Sales

### Conversion

#### Conversion location

Choose where you want to drive sales. [Learn more](#)



Website

Drive sales and conversions on your website.



App

Drive sales and conversions in your app.



Website and app

Drive sales and conversions on your website or app.



Messaging apps

Get people to engage with your brand on Messenger, WhatsApp or Instagram.



Calls

Drive sales and conversions through phone call.

#### Performance goal ⓘ

Maximise number of conversions ▼

#### Pixel ⓘ



##### Meta pixel

The Meta pixel is required. To publish, set up your pixel or switch to a different optimisation, such as landing page views. [Learn more](#)

Create Pixel

#### Cost per result goal · Optional

\$X.XX

USD

Meta will aim to spend your entire budget and get the most conversions using the highest-volume bid strategy. If keeping the average cost per result around a certain

## 6.2.2 Creating a targeted ad in Facebook ...contd.

11. Once you select the options you will be able to set the budget. It will also allow you to set the start & end date of your campaign.

**Budget & schedule**

**Budget** ⓘ

Daily budget ▼

\$20.00 USD

You'll spend up to \$25.00 on some days, and less on others. You'll spend an average of \$20.00 per day and no more than \$140.00 per calendar week. [Learn more](#)

**Schedule** ⓘ

**Start date**

24/2/2023

🕒 17:30

Colombo Time

**End**

☐ Set an end date

[Show more options](#) ▼

## 6.2.2 Creating a targeted ad in Facebook ...contd.

### Facebook Ad Budget Types

- Lifetime budgets
- Daily budgets

### Daily Budgets

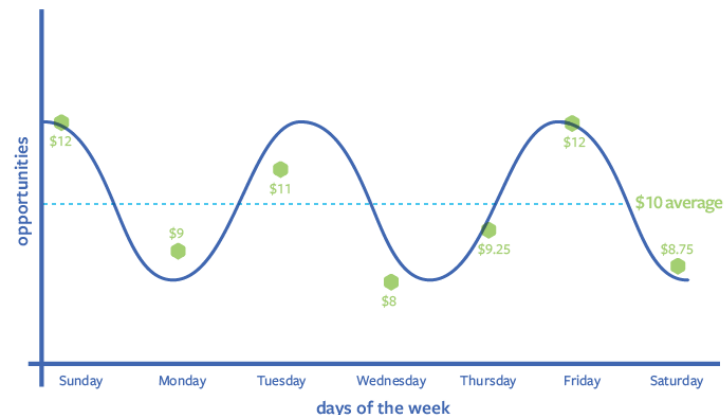
- This lets you set the average daily spend on the ad campaign.
- Facebook may spend more on days where better opportunities are available (Upto 25% over the daily budget)
- But over a calendar week, they will spend only up to 7 times your daily budget.



## 6.2.2 Creating a targeted ad in Facebook ...contd.

### Daily Budget Example

- If the daily budget is \$10, Facebook will not spend more than \$70 in a single calendar week. On some days, which have more opportunities, it may spend up to \$12.50 but to balance that, it will spend less than \$10 on other days. The following diagram shows a simplified example of the above-mentioned scenario. The blue curving line shows the overall trend of spending from day to day. The green hexagons indicate the actual expenditure on a given date. These will add up to \$70 per calendar week and averages at \$10 per day.



<https://www.facebook.com/business/help/190490051321426?id=629338044106215>

## 6.2.2 Creating a targeted ad in Facebook ...contd.

### Lifetime Budget

- This refers to the total amount of money you are willing to spend on a specific ad campaign over its entire duration.
- Best if you do not want to exceed a certain amount of overall spending and have flexibility on how much you want to spend each day.
- Facebook will spend more on days where there are better opportunities.
- Therefore you might not get consistent results over the lifetime of your ads campaign but you have more control over your overall spending.

## 6.2.2 Creating a targeted ad in Facebook ...contd.

12. In the next step you can define your audience

**Audience**  
Define who you want to see your ads. [Learn more](#)

**Create new audience**   Use saved audience ▼

**Custom Audiences** Create new ▼

Exclude

**\* Locations**  
Location:

- Sri Lanka

**Age**  
18 - 65+

**Gender**  
All genders

**Detailed targeting**  
All demographics, interests and behaviours  
Advantage detailed targeting: +

- Off

**Languages**  
All languages

Save This Audience

## 6.2.2 Creating a targeted ad in Facebook ...contd.

You can target your audience using different interests and demographic information

**Detailed targeting**  
Include people who match ⓘ


[Demographics](#) > [Education](#) > [Universities](#)

University of Colombo

[Interests](#) > [Additional interests](#)

Computers

University (higher education)

 Add demographics, interests or behaviours

Suggestions Browse

Exclude Narrow audience

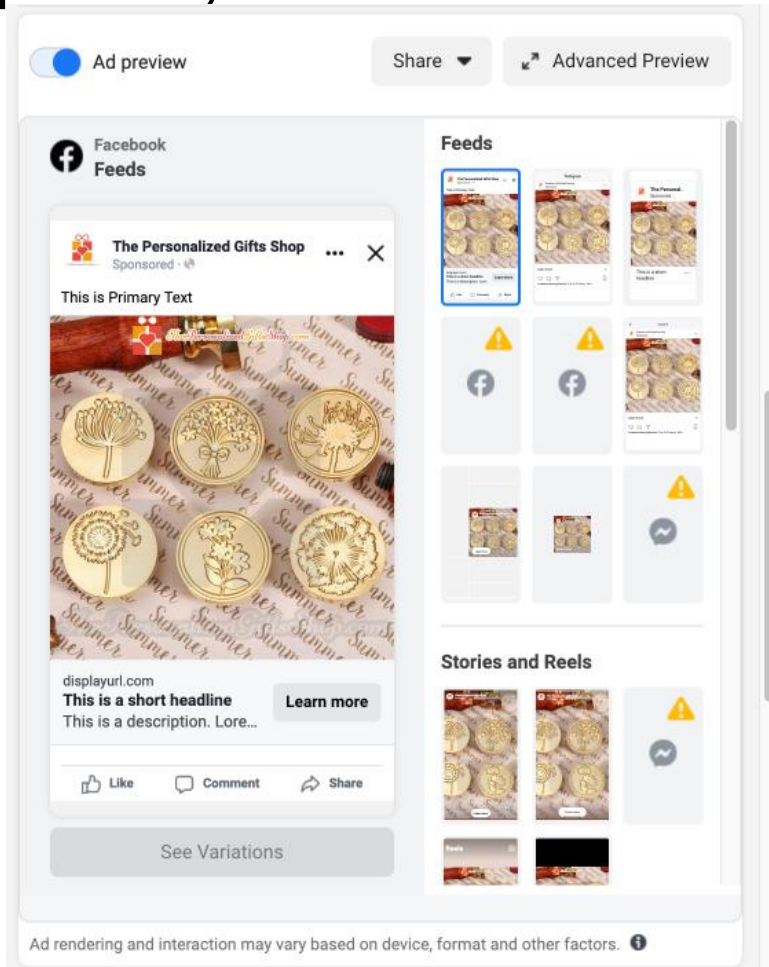
## 6.2.2 Creating a targeted ad in Facebook ...contd.

13. On the next page you will be able to add content to your ad.

- There are 3 main formats
  - Single image or video
  - Carousel
  - Collection
- You can add
  - Images/videos
  - Primary text
  - Headline
  - Description
  - Call to Action
- You can select the destination of your ad
- These options may depend on your objectives

## 6.2.2 Creating a targeted ad in Facebook ...contd.

Once you add all these necessary details, you will be able to publish your advertisement.



## 6.2.3 Facebook (Meta) business suite

- A place where you can manage all marketing and advertising activities on Facebook as well as Instagram.
- It has a centralized tool kit to help business to engage with customers better.
- You can
  - View notifications
  - Respond to messages
  - Create / schedule posts, stories, and ads
  - View insights
- Can be accessed at [business.facebook.com](https://business.facebook.com)

## 6.2.3 Facebook (Meta) business suite ...contd.

The screenshot displays the Meta Business Suite interface for a page named 'The Personalized Gifts Shop'. On the left, a sidebar contains navigation options: Home, Notifications, Inbox, Posts and stories, Planner, Ads, Insights, and All tools. The main content area features a profile picture of a gift box with flowers, the page name, and links to manage the Facebook page and go to Instagram. Below this are buttons for 'Create Post', 'Create Ad', and 'More'. To the right, an 'Audience' section shows 'Lifetime Facebook Page followers' as 8 and 'Instagram followers' as 24. Further down, a 'To-do list' section prompts the user to check unread messages. A 'Grow your audience' section includes a progress bar for getting 10 followers (8 out of 10) and a 'Contact your existing network' button. A 'Manage your marketing content' section provides a link to see recent posts and ads. At the bottom, a banner promotes trying advertising and qualifying for an ad credit, with a 'Create Ad' button.

Meta Business Suite

The Personalized...

Home

Notifications

Inbox

Posts and stories

Planner

Ads

Insights

All tools

Settings

Help

The Personalized Gifts Shop

Manage Facebook Page | Go to Instagram

Create Post

Create Ad

More

Audience Lifetime Facebook Page followers 8

Instagram followers 24

To-do list

Check unread messages, comments and other things that may require your attention.

You're up to date on your to-do list.

Grow your audience

Help The Personalized Gifts Shop get 10 followers

Progress: 8 out of 10

Contact your existing network

Invite your friends to follow your Page. This will allow Meta Business Suite to access the friends list from your personal account. [Learn more](#)

Invite Friends

Manage your marketing content

See your recent and upcoming posts, stories and ads, and schedule content to plan ahead.

Try advertising and qualify for an ad credit

If your next ad doesn't get the results that you're looking for, you can claim an ad credit to use towards your advertising. [Learn more](#)

Create Ad



## 6.3 Instagram

- Instagram is a photo and video-sharing social network owned by Meta (formerly Facebook)
- It allows users to share media that can be edited with filters.
- Users use hashtags to organize media.
- Users can like & comment on uploaded photos & videos.
- Originally only photos that were square shaped could be uploaded.

## 6.3.1 Creating a business account on Instagram

### **Activity**

How to create a business account on Instagram?

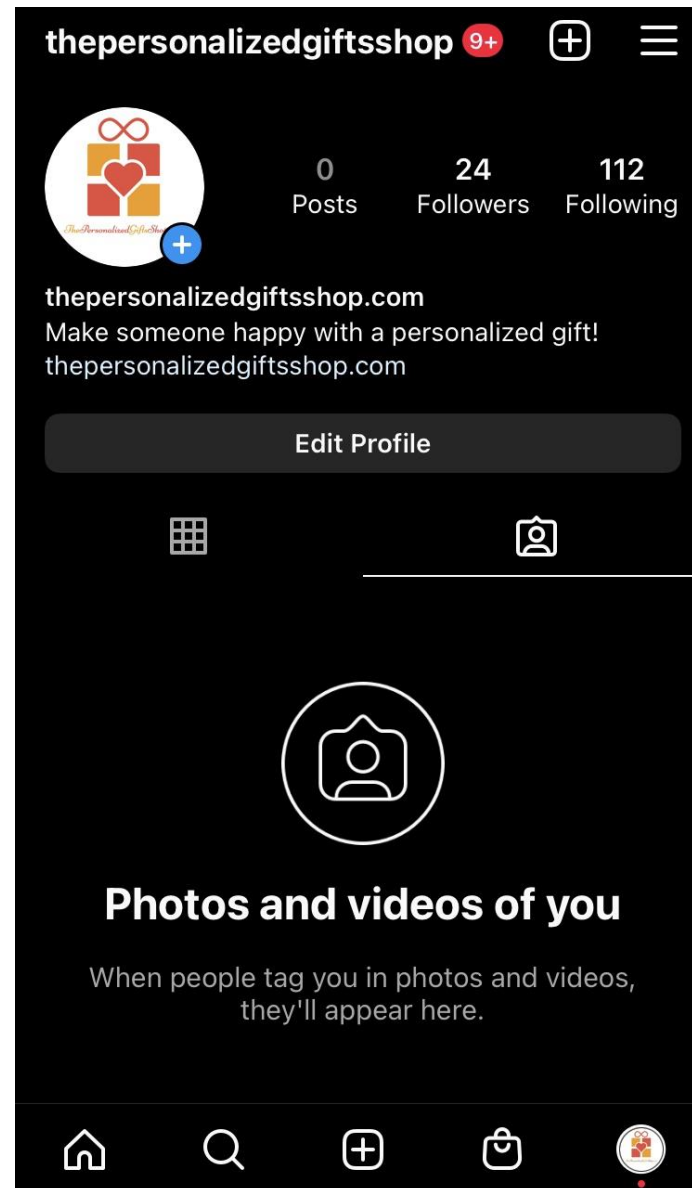
The following slides contain a guide on to create a business account on Instagram.

## 6.3.1 Creating a business account on Instagram ...contd.

1. First, you need to create an Instagram account. You can do this Instagram app or website. (instagram.com)
2. Once you download Instagram you can tap on Create New Account.
3. You need to provide an email address or phone number and tap next.
4. Then you need to enter the confirmation code sent and tap next.
5. After this, you will be able to create a password for your account.
6. On the next screen, you have to enter your birthday.
7. Then add your Name
8. In the next screen, you can create your username.
9. To continue you need to agree to Instagram's terms & policies.
10. In the next screen, you can add a profile picture (or skip it)
11. Then you can tap Done to create an Instagram account.

<https://help.instagram.com/155940534568753>

## 6.3.1 Creating a business account on Instagram ...contd.

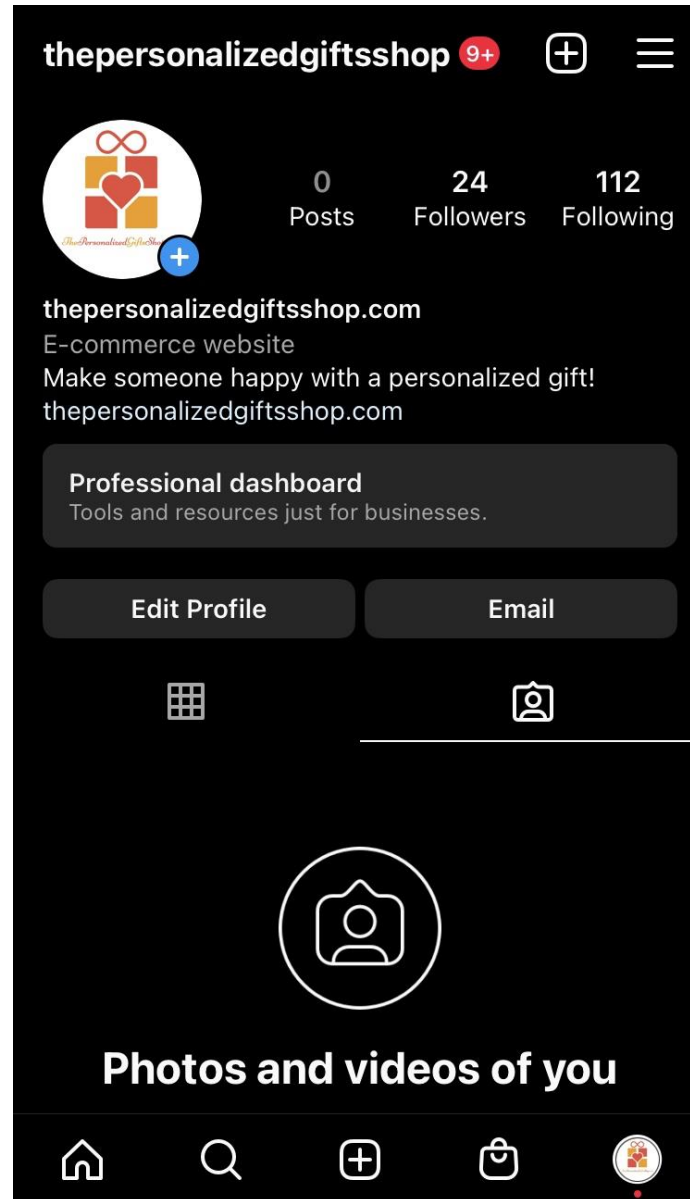


## Set up your Instagram Business account

11. Go to Settings > Account and tap “Switch to professional account”.
12. Then select a category that is relevant to your business and then select Business.
13. Complete the details they ask for.

<https://business.instagram.com/getting-started>

## 6.3.1 Creating a business account on Instagram ...contd.



## 6.3.2 Creating a targeted ad on Instagram

### **Activity**

How to create a targeted ad on Instagram?

The following slides contain a guide on how to create a targeted ad on Instagram.

## 6.3.2 Creating a targeted ad on Instagram

You can create a targeted ad using Meta Business Suite as mentioned in the previous section. But before that, you need to add the Instagram account to the Meta Business Suite.

1. Go to the business setting in the Meta Business Suite
2. Click Accounts.
3. Click Instagram accounts.
4. Click the blue Add button.
5. Click Connect your Instagram account
6. Enter your Instagram username and password.
7. You'll have the option to select the ad accounts and Pages that you'd like to assign on the next screen. Click Finish. You can also click the X to skip this step.

Now you can use Meta Business Suite to create targeted ads on Instagram

<https://www.facebook.com/business/help/1125825714110549>



## 6.3.2 Creating a targeted ad on Instagram

### Types of ads supported on Instagram

- Image ads
- Story ads
- Video ads
- Carousel ads
- Collection ads
- Explore ads
- Shopping ads
- Reels ads

## 6.4 Twitter

- Twitter is a social networking service focused on short messages known as tweets.
- Users can tweet text, images, or videos.
- Registered users can tweet, like, retweet, and direct messages.
- Users can interact with Twitter through
  - a browser
  - a mobile application
  - an API

## 6.4.1 Twitter Ads

- Twitter supports several ad formats with combinations of video, images, or words.
- There are several types of ads on Twitter
  - Promoted Ads
  - Follower Ads
  - Twitter Amplify
  - Twitter Takeover
  - Twitter Live
  - Dynamic Product Ads
  - Collection Ads

<https://business.twitter.com/en/advertising/formats.html>

## 6.4.1 Twitter Ads

### Promoted Ads

There are 5 subcategories of promoted ads.

- Image ads
  - Can have a single photo
- Video ads
  - Can have a video as an ad
- Carousel ads
  - Can have upto 6 swipeable images or videos
- Moment ads
  - Can promote a collection of tweets
- Text Ads
  - Looks like a standard tweet

## 6.4.1 Twitter Ads ...contd.

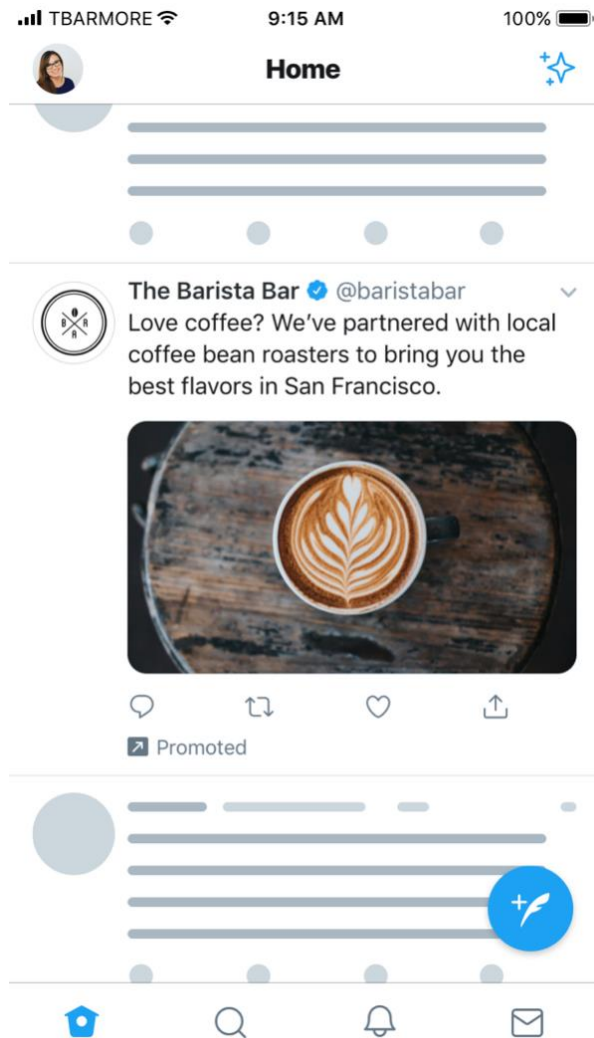
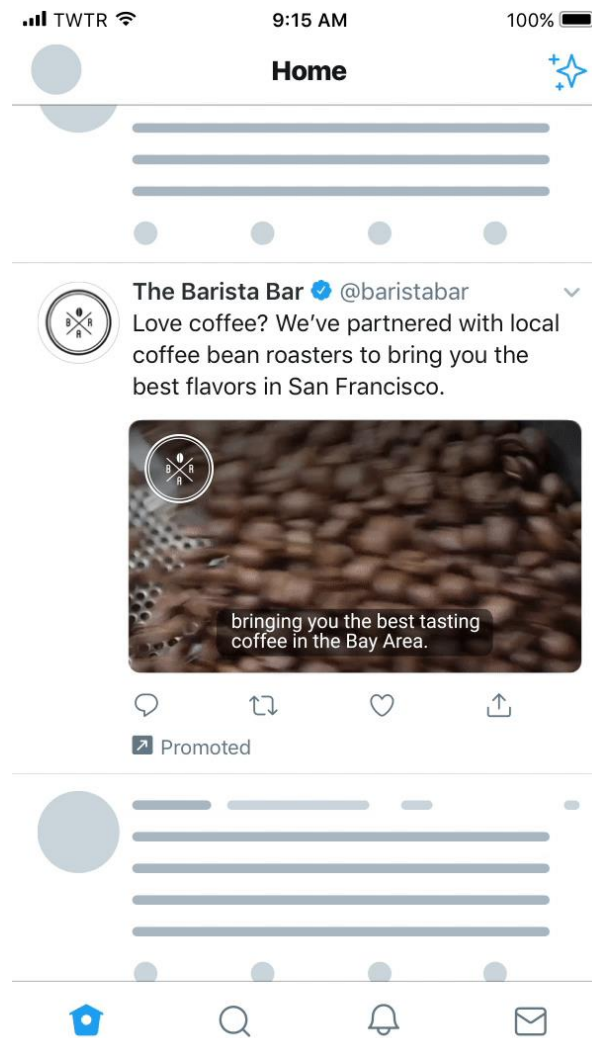
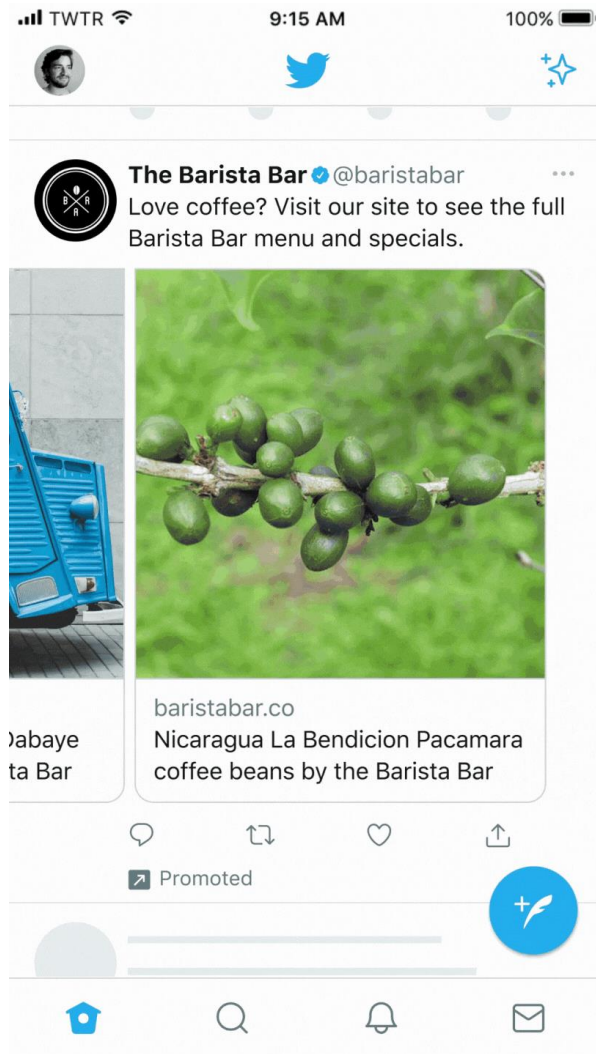


Image Ad



Video Ad

## 6.4.1 Twitter Ads ...contd.



Carousel Ad



Moment Ad

## 6.4.1 Twitter Ads ...contd.

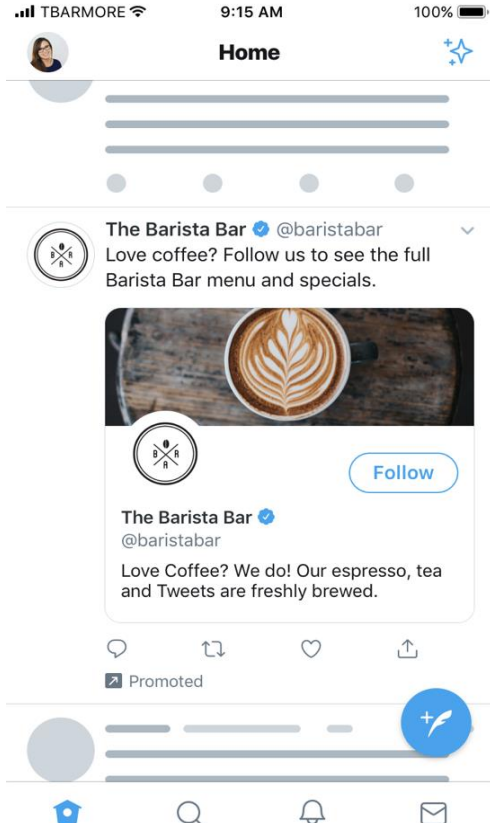


Text Ad

## 6.4.1 Twitter Ads ...contd.

### Follower Ads

- Designed to increase visibility
- Can be used to promote an account to a targeted audience
- Used to build awareness and increase followers



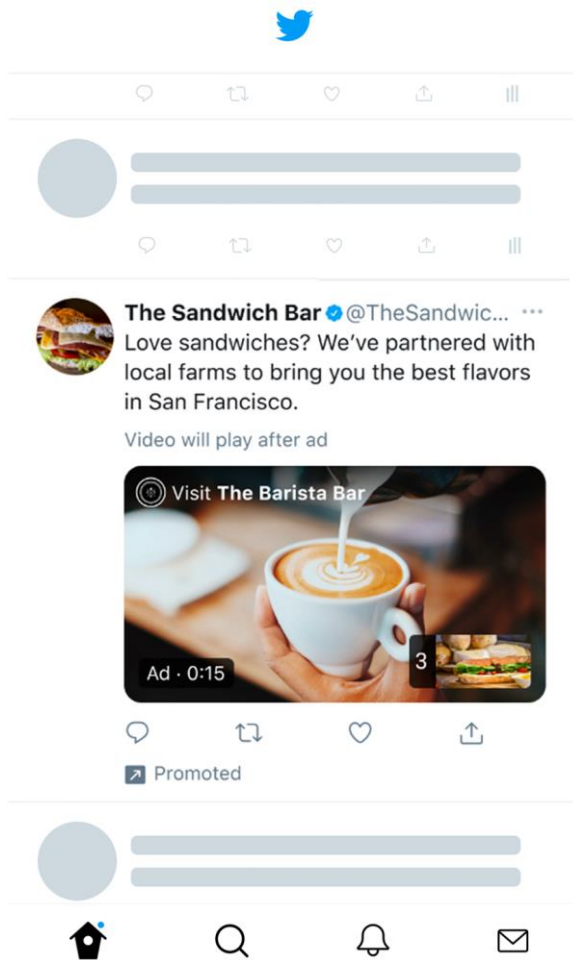


## 6.4.1 Twitter Ads ...contd.

### Twitter Amplify

- Allows advertisers to show their ads with video content.
- There are 2 types of “amplify ads”
  - Amplify Pre-roll
    - Allows advertisers to select the content categories where their video ad will appear
  - Amplify Sponsorships
    - Allows advertisers a 1 to 1 pairing with a single publisher

## 6.4.1 Twitter Ads ...contd.



Amplify Pre-roll



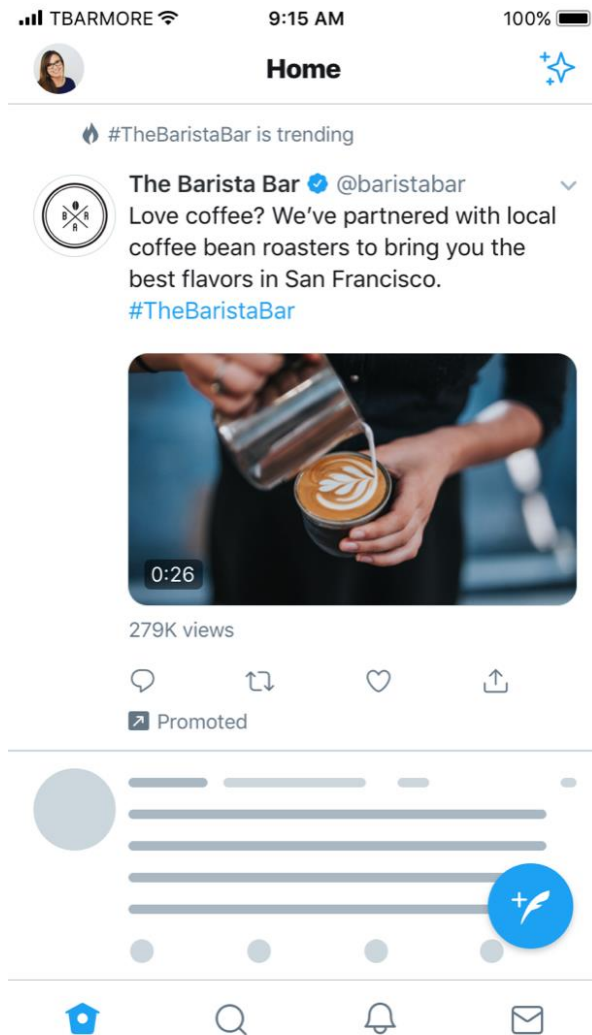
Amplify Sponsorships

## 6.4.1 Twitter Ads ...contd.

### Twitter Takeover

- Places ads at the top of Timeline or Explore tabs.
- Most suitable for mass-reach campaigns
- There are two type
  - Timeline Takeover
    - Places the ad as the first ad of the day at the top
  - Trend Takeover / Trend Takeover+
    - Places the ad alongside what is trending

## 6.4.1 Twitter Ads ...contd.



Timeline Takeover



Trend Takeover

## 6.4.1 Twitter Ads ...contd.

### Twitter Live

- Advertisers can promote livestream content.

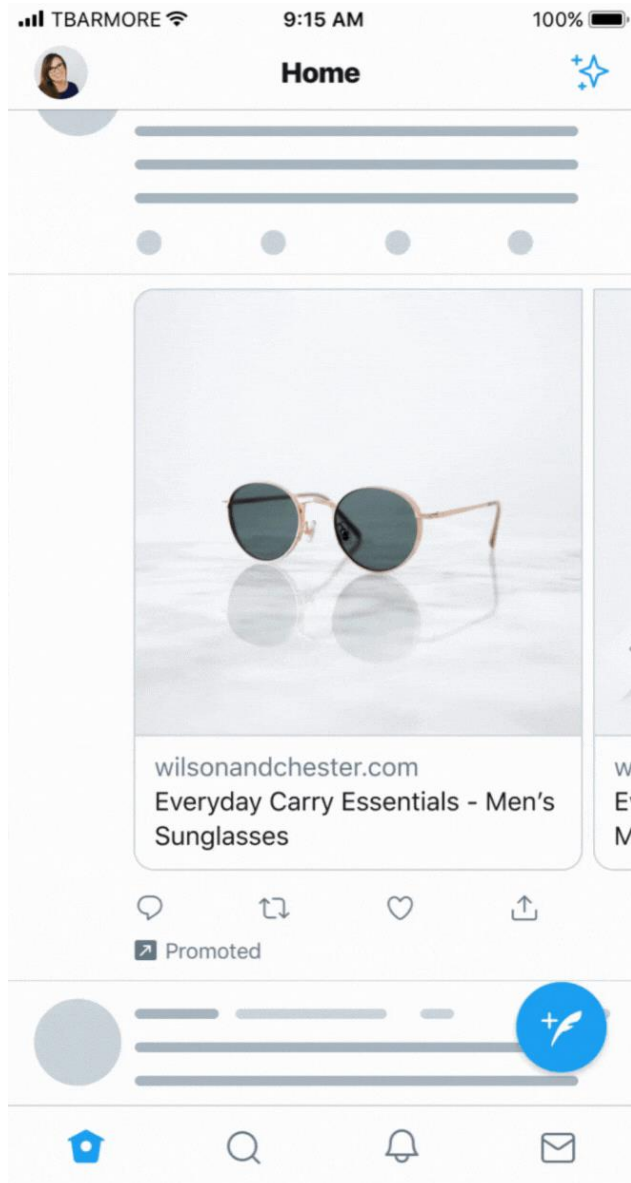


## 6.4.1 Twitter Ads ...contd.

### Dynamic Product Ads

- Helps to deliver ads on the most relevant product to the right customer at the right time.
  - DPA Retargeting - Advertisers can serve ads to targeted customers who have engaged on the advertisers' website, showing products they have already engaged
  - DPA Prospecting - Can acquire new customers by showing the most relevant products from a product catalog

## 6.4.1 Twitter Ads ...contd.

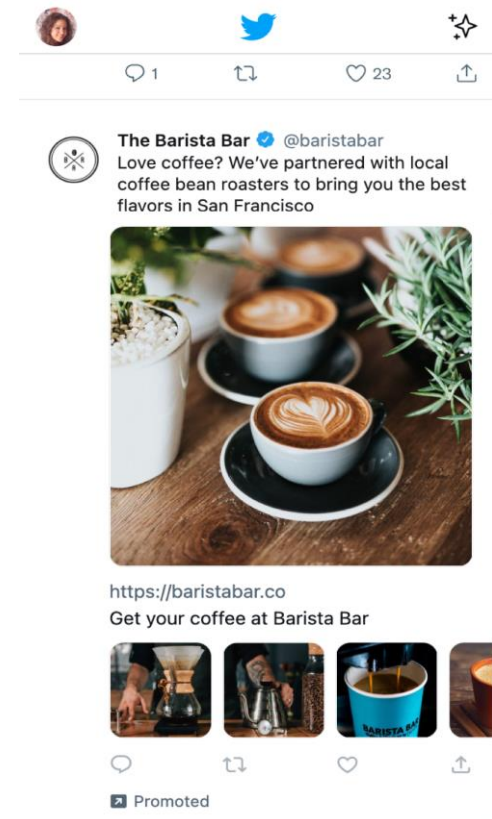


Dynamic Product Ads

## 6.4.1 Twitter Ads ...contd.

### Collection ads

- Advertisers can show one big image and small thumbnails featuring a collection of products
- Users will be able to see all the products without swiping
- Advertisers can set separate destinations for each image
- Advertisers can showcase upto 6 images





## 6.4.1 Twitter Ads ...contd.

### Twitter ads account

- Similar to Meta Business Suite for Facebook and Instagram, you can use Twitter ads account to create ads on Twitter
- It is connected to the Twitter account you logged in to when you create the ads account.
- Unlike Instagram, there is no difference between a Twitter account created for business or individual use.

## **Activity**

How to create a Twitter Ads account?

The following slides contain a guide on how to create a Twitter Ads account.

## 6.4.1 Twitter Ads ...contd.

How to create a Twitter Ads account

1. First, you need to log into your business's Twitter account
2. Then you need to go to [ads.twitter.com](https://ads.twitter.com)
3. After that, you need to select your country and time zone
4. Then you'll be brought to the campaign setup form or Twitter Promote Mode setup, depending on your choice at the above step.

## **Activity**

How to create an ad on Twitter?

The following slides contain a guide on how to create an ad on Twitter with brief descriptions of important features.

## 6.4.1 Twitter Ads ...contd.

### Setting up an Ad

- There are several types of objectives you can select when running an ads campaign on Twitter
  - Reach
  - Engagements
  - Followers
  - Website Traffic

## 6.4.1 Twitter Ads ...contd.

### Create your first ad


1. Once you create your ads account you'll be able to select an objective for your first ad

① Choose objective    ② Create ad    ③ Customize delivery

### What's your objective?



**Reach**  
Get more people to see my ad.



**Engagements**  
Get more likes, Retweets, replies and link clicks.



**Followers**  
Get more followers.



**Website traffic**  
Get more visitors to my website.

## 6.4.1 Twitter Ads ...contd.

2. Then you will be able to create your ad and add media to it.

✓ Choose objective

**2** Create ad

3 Customize delivery

### Create a followers ad

Ad text

Follow us for awesome deals for personalized gifts for your loved ones!

ⓘ Everyone can reply ⓘ

Media

Add media

**NOTE** Launching this ad will create a promoted-only Tweet. Learn more about [promoted-only Tweets](#).

### Preview

Timeline ▾

thepersonalizedgiftssh... @tpgsc...

Follow us for awesome deals for personalized gifts for your loved ones!

Follow

Promoted

© 2022 e-Learning Centre, UCSC

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## 6.4.1 Twitter Ads ...contd.

3. In the next step you will be able to target your audience

✓ Choose objective

✓ Create ad

✓ Customize delivery

Demographics

>

Targeting features

>

Budget & schedule

Set a budget that fits your needs and a date range to take more control of your spend. [Learn more](#)

Daily budget ⓘ

Date range ⓘ

USD

50.00

📅 2023-03-09 – 2023-03-22

GMT+5

Audience summary

336.1K - 371.5K

Reach potential ⓘ

▼ Demographics

Gender

Any

Age

Any

Location

Sri Lanka



## 6.4.1 Twitter Ads ...contd.

You can use demographic features such as

- Age
- Gender
- Location

and other targeting features such as

- keywords
- followers of similar accounts
- device type
- interests
- language

to target your audience

## 6.4.1 Twitter Ads ...contd.

An example target audience is shown below.

### Audience summary

---

**38.6K - 42.6K**

Reach potential ⓘ

#### ▼ Demographics

Gender

Any

Age

18 to 34

Location

Sri Lanka

#### ▼ Targeting Features

Keywords

gifts, wedding, anniversary

## 6.4.1 Twitter Ads ...contd.

4. Then you can set your daily budget and time frame the ad will run

### Budget & schedule

Set a budget that fits your needs and a date range to take more control of your spend. [Learn more](#)


---

**Daily budget** ⓘ

USD

50.00

**Date range** ⓘ

 2023-03-09 – 2023-03-22

GMT+5

5. Then you can add your payment method and launch the ad campaign.

Available options in the previous steps may slightly vary depending on the options you choose