



Ramsum.in Presents

Advanced Facebook Ads (Mini) Course

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**1. Wrong things to wrong people, so ad fails.
Don't show ads to wrong people.**

**2. 40% to your market + 40% your offer +
20% your ads/copy**

3. If User see your ads Seven times

Comprehensive Guide on Facebook Ad Targeting

1. Core Audiences

Core Audiences allow you to define who you want to reach based on demographics, interests, and behaviors.

Demographics

Age: Specify the age range of your target audience. For instance, if your product appeals mainly to young adults, you might target ages 18-34.

- **Tips:** Analyze your customer data to determine the most responsive age groups. Use age brackets that align with your product's target market.

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Gender: Choose to target all genders or specific ones based on your product.

- **Tips:** If your product is gender-specific (e.g., women's fashion), target accordingly. Otherwise, use gender-neutral messaging for broader appeal.

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Location: Target by country, state, city, or even postal code. You can also use location-based targeting for local businesses.

- **Tips:** Use location targeting to reach customers near your physical store. For broader campaigns, target key markets where your product has potential.

Language: Select the language your audience speaks to ensure your ad is understood.

Tips: For multilingual campaigns, create separate ads for each language to cater to different linguistic groups.

Education: Target people based on their education level, such as high school, college, or specific fields of study.

Tips: Education targeting can be useful for products or services related to education, such as online courses or student loans.

Job Title: Reach users based on their job title, industry, or company.

Tips: Ideal for B2B marketing. For example, if selling software for accountants, target users with job titles like "Accountant" or "CPA."

Interests

Hobbies and Activities: Target users based on their interests and activities, like cooking, sports, or travel.

Tips: Analyze your product's user persona to identify relevant interests. Use Facebook Audience Insights to discover interests of your existing fans.

Pages Liked: Reach people who have liked certain pages.

- **Tips:** Target fans of competitor pages or related industries to reach potential customers.

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Interests Categories: Broad categories such as fitness, fashion, or technology.

- **Tips:** Use a mix of broad and niche interest categories to balance reach and relevance.

Behaviors

Purchase Behavior: Target users based on their purchasing habits, like recent purchases or frequency of online shopping.

- **Tips:** If your product is a luxury item, target high-spending users. For everyday items, focus on frequent shoppers.

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Device Usage: Reach people based on the device they use, such as mobile, desktop, or specific operating systems.

- **Tips:** If your product is an app, target users on compatible devices. For mobile-optimized websites, focus on mobile users.

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Travel Behavior: Target frequent travelers or people currently traveling.

- **Tips:** Ideal for travel agencies, airlines, and hotel bookings. Tailor your messaging to frequent flyers or vacationers.

2. Custom Audiences

Custom Audiences allow you to target people who already have a relationship with your business.

Customer Lists

- **Upload Customer Lists:** Use customer emails or phone numbers to create an audience.

Procedure:

- - i. Prepare a CSV or TXT file with your customer data.
 - ii. Go to Facebook Ads Manager > Audiences > Create Audience > Custom Audience > Customer List.
 - iii. Upload your file and map your data fields.
 - iv. Facebook will match the data to user profiles.

- **Tips:** Segment your list by customer behavior (e.g., frequent buyers, high spenders) to create more targeted ads.

Engagement Audiences

- **Target Engagement Audiences:** Reach people who have interacted with your content on Facebook or Instagram.
 - **Procedure:**
 - i. Go to Facebook Ads Manager > Audiences > Create Audience > Custom Audience > Engagement.
 - ii. Choose the type of engagement (e.g., video views, lead form completions, page interactions).
 - iii. Set the engagement criteria (e.g., people who watched at least 10 seconds of a video).
- **Tips:** Retarget users who have shown interest but haven't converted. Use different creatives to re-engage them.

Website Traffic

- **Use Facebook Pixel:** Track and retarget visitors to your website.

- **Procedure:**

- i. Install the Facebook Pixel code on your website.
 - ii. Go to Facebook Ads Manager > Events Manager > Pixels.
 - iii. Create Custom Audiences based on website actions (e.g., visited specific pages, added to cart, made a purchase).
- **Tips:** Create segmented audiences based on user behavior (e.g., cart abandoners, product viewers) to deliver tailored ads.

3. Lookalike Audiences

Lookalike Audiences help you reach new people similar to your existing customers or other source audiences.

Creating Lookalike Audiences

- **Create from a Source Audience:** Use a Custom Audience, website visitors, or page fans as your source.
 - **Procedure:**
 - i. Go to Facebook Ads Manager > Audiences > Create Audience > Lookalike Audience.
 - ii. Select your source audience.
 - iii. Choose the country or region for the lookalike audience.
 - iv. Select the audience size (1% for highest similarity, larger percentages for broader reach).
- **Tips:** Start with a 1% lookalike audience for precision. Test larger sizes (2-10%) to balance reach and similarity.

Detailed Steps for Choosing Age, Demographics, Interests, and Behaviors

1.

Define Your Buyer Persona:

- Collect data on your current customers (age, gender, location, interests, purchasing habits).
- Use tools like Google Analytics, Facebook Audience Insights, and customer surveys.
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2.

Analyze Competitors:

- Study competitor ads to see their targeting strategy.
- Use Facebook's Ad Library to explore competitors' active ads.
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3.

Use Audience Insights:

- Go to Facebook Audience Insights and enter relevant data (e.g., your page's fans).
- Analyze the demographics, interests, and behaviors of your audience.
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4.

Test and Optimize:

- Start with broad targeting and narrow down based on performance.
- Run A/B tests on different demographics, interests, and behaviors to find the most responsive audience.

Tips and Tricks for Ad Creatives

Images:

Use high-resolution, eye-catching visuals.
Keep text minimal (less than 20% of the image).
Use vibrant colors to stand out in the feed.

Videos:

Capture attention in the first few seconds.
Keep videos short (15-30 seconds).
Add captions for better engagement.

Carousels:

Use a mix of images and videos.
Ensure each card tells a part of the story.
Include individual links to drive traffic.

Slideshows:

Use high-quality images.
Keep transitions smooth and add music.
Perfect for lightweight, engaging content.

Collections:

Use engaging cover images or videos.
Ensure product images are clear and appealing.
Highlight key products with concise descriptions.

Tips

1.Funnel Model/Flywheel Model

2.Think where should you put your ad in facebook ads: feed,stories etc

3.Use Ad library to know about your competitors

4.Take rating from ChatGPT about your videos and Photos.

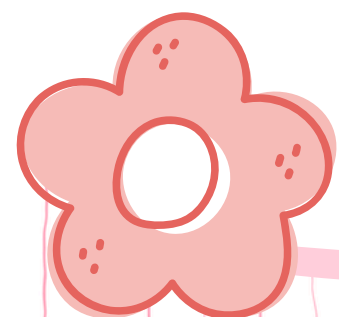
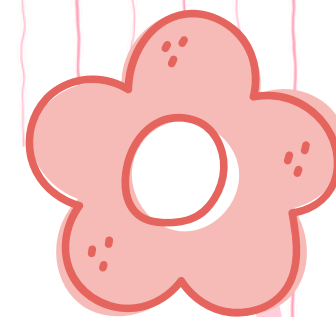
5.Use facebook creative guidance navigator

6.Use Google Trends

7.Use My ad finer extension: optional

Thank You

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