M33- Setting up Facebook Advertising Account

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PART-1

Hello everyone, welcome to the first Module of this week and the name of this Module is 'Setting up Facebook Advertising Account'. I hope now you have a clear idea about what Facebook marketing is and why every business should think about Facebook Marketing at least once. In this module, we are directly going to jump to the practical aspect of Facebook Marketing and you will specifically learn.

1. **What is Facebook Business Manager?**

2. **How to create Facebook Business Manager account?**

3. **How to create a Facebook Ad Account?**

4. **How to design Facebook Page?**

5. **What are various settings of Facebook Page?**

From my experience, I have seen many digital marketers managing their Facebook advertising from their personal Facebook account. There is no harm in it if you are just managing your own ads. But if you are consultants and have many clients then it is not recommended that you should manage the ads from your personal account. In this case, your client will not be able to see what exactly are you doing with respect to ads.

In 2014, Facebook Launched its 'Business Manager' tool that gives advertisers and marketers a single interface to manage ad accounts, pages, apps, payment methods, and permissions. You can manage everything related to Facebook ads from a single point.

So, it is must for every Facebook marketers to learn about 'Business Manager' to manage the ad accounts in collaboration with the clients. In this module, I will teach you A-Z steps of managing Business Manager of Facebook

So, let us see how to set up an account with ***Business Manager***

Go to the URL, business.facebook.com. Link is given in the description

And this is the place where we will set the Business Manager account. Believe me, this process is very simple. You only need your Facebook login ID. I will again advise you please create your Facebook ID first then come to this page.

Click on ***create account***

Now you have to log in here by using your Facebook ID and password. Confirm from here that we are logged to our Facebook Account and we are ready to go.

Click on create account

Here, we have to create a Business Manager account.

Enter the required details here

Enter the name of your business. If you don't have any business, you can simply give your own name

I am giving the name of my business here, that is *Dmmooc*

Enter your name

Give your business mail ID. You may use your personal mail id as well

Click next

Add your business details

Select the country and enter other details like Street, City, Postal code, Business phone number etc.

Enter your website here.

Next, give the choice of whether you want to use this account to promoter your own goods and services or want to provide services to others.

Let it be default i.e. promoter your own goods and services. Don't worry, you will still be able to provide services to others.

And submit

Congratulations, your Business Manager account is created.

Confirm it from your mail ID to have the full access of your account

Don't click on Done.

Open you your mail account and you will find this mail under the social tab or primary if you are using Gmail.

Open it and confirm it.

You will see the page something like this. Don't do anything on this page otherwise, you will be lost in it.

Just close it down and Go back to the original page where we are in the process of creating our account

Now click on Done.

Further, we have to make a few important settings to setup our Business Manager Account

Here, we have to add three things to our Business Manager account.

The first one is Page.

Then Ad account

And lastly the People.

Latest discuss these options one by one. What these options are?

The very first option is Page. In Facebook advertising, it is mandatory that you must have a page to start with advertising on Facebook. I am repeating it, you must have a page to start with advertising on Facebook

You can't advertise through your personal Facebook IDs. You have to create the page first.

What is a page? It is nothing. It is the profile of your business page similar to your personal profile with some differences. Just wait for a moment, I am going to discuss Facebook pages in detail.

Click on add page

There are 3 different ways to add the page.

You can add your already existing Facebook page.

You can add someone else's page, for example, your client's page

If you don't have any page, you may create a new page.

If you have already designed your own page. Click on the *add page.*

Search for the page. If your page is listed here then select it. The job is done. I know many of you don't have your Facebook page. So, we will not use this option. Just cancel it;

The second option is, you can seek the permission of your client to add the page here You can use this option in the future.

The third option is to create a new page from scratch. Click create a new page. Choose   the category that best describes you

Are you a local business?

Company or organisation

Brand of product

Artist or public figure

Entertainment

Cause or community

Let me select a local business.

Give any name to the page, I am giving here 'digiservice'

Choose the category that best describes your business. You may change this category later on as well.

Give the address and other details.

Click on create the page.

Nice work!!! You have created the page.

Just stop. !!!We have just created the page.

But we have to make it an attractive and good-looking page.

Therefore, we have to change so many settings for this page.

Let me just complete the process of setting our Business Manager first, Then, I will show you how to modify the settings of the page to make it a good-looking page.

Next, we have to create our Ad account.

From this ad account, we will manage our Facebook ad campaigns

Click on ad account.

Again, we have three options here, you can add your existing ad account

You can add someone else's Ad account.

Or can create a new ad account

We don't have any ad account previously, so we will start by creating the new ad account

Give any name to the ad account.

Select the time zone.

Choose the currency in which you want to deal with Facebook

I am selecting Indian Rs, you may select accordingly

And click next

Now the Important question, will this account be used for your own business or your client.

So, I will use this ad account for my own business. In future, if you want to offer the services to your clients you may create a new ad account by selecting the option "another business or client"

Let it be for my business.

And clicks create.

Next, we have to add people and set permission.

You will see your own name

Select it.

And set the permissions to manage campaigns, view performance, and manage the account.

Click assign

Nice work your account successfully to the business manager.

Just close it or add the payment methods. You may skip this button and later on add the payment option.

Now we have the last option to add the people. So, these are those people to whom you want to grant the access of your ad account.

You may invite the other people to be part of your ad account.

You can assign this access as Employee Access or Admin Access. Employee Access is limited access whereas Admin access is the full access to the ad account. You may further read about these 'access' from the link given in the description

Enter the mail ID of the concerned person to invite him or her

Let it be employee access and next.

You can give the access

of pages

Ad accounts

Catalogues

Or

App. by selecting various options.

And click invite

The invitation is sent to the concerned person

Click done

We have completed all steps of the Business Manager Account set up.

In future, if you want to add a Page, Ad account, people. Go to Business Settings. From left-hand tab

Access various options

Like to 'add People': Click Add We have the same window

To add pages, Select pages

Our one page is already there that we have just created

Click on add to add a new page. See again we have three options

To add new ad account, click the Add account and select the appropriate option.

The question is how many pages, ads   account

Congratulations, you have successfully set up Facebook Business Manager Account. Now onwards, we will make use of this account to design and manage Facebook advertisement campaigns. As I discussed to run any ad campaign you must have Facebook Page.

Though in this video we have created our page but a lot many things are still pending to make it an attractive and professional page. So, in the next video, we will learn how to make our Facebook page as a good business page because it represents your brand and many people will visit.

Thanks, see you in the next video.

PART-2

Hello everyone, Welcome back, as promised, in this video I will teach you how to design a Facebook page from scratch. I am again reiterating that Facebook page is must if you want to advertise on Facebook. Before we begin the design of page, let us know more about the Facebook page

What is Facebook Page?

"A Facebook page is a public profile specifically created for businesses, brands, celebrities, causes, and other organizations"

The Facebook fan page is different from Personal Profile in ways like

1. Personal profiles gain "Friends" whereas "Facebook pages" earn fans which are people who choose to "like" a page

2. Facebook Page can gain unlimited 'fans' whereas 'Personal Profiles' may have only 5000 friends' maximum.

3. Facebook Pages work similarly to profiles, updating users with things such as statuses, links, events, photos and videos. Using Facebook page brands want to be in touch with their fan, prospects, customers and look for long term relationships

4. The most important point, to create the Facebook page you must have your personal profile. However, your personal profile activities will not be shown on the Facebook page or vice versa. These are two independent identities

So, after learning the basics about Facebook Page. Let quickly start design Facebook Page directly from Business Manager.

Let us again login to our Business Manager account. I will advise you if you have already logged into your Business Manager account first log out from it because I want to show you each and everything step by step.

I am using my login credentials to log in to my Business Manager account.

Now we have to select a business account that we have created in the previous video. I have three accounts here but, in your case, there will be only one account. I am selecting the account 'dmmooc' that we created in the previous video.

See we have an ad account and the page that we created last time.

As we have to edit the page so click on this page 'digitservice'.

This is our page and see how does it look like.

It is not looking like a professional business page at all

There is no profile pic

There is no cover photo

There is no call to action button.

Don't worry, we are going to modify this page and make some changes in the settings so that it works like a business page.

Just go to the settings of the page

Now see we have a bunch of settings here. Don't get afraid, I am going to talk about almost all the settings here. Just follow me

Under general settings, the very first setting that we have to change is the 'page visibility'. See your page is published and live now, tell me by looking at the condition of our page, what impression it would have on our visitors? Would you like to leave it live?

No. Absolutely not.

If any prospect will visit our page, it will give a very negative impression of our brand. So firstly, we have to unpublish the page

Click on edit.

Select, page unpublished. and save the changes

Select the reason the page isn't finished yet and click next.

Select an Appropriate option by expressing, what do you need to finish your page.

Click unpublish

Now our page is unpublished, we can work on this page with free of mind. Close it.

Next setting is about visitors post.

By default, anyone can publish o our page and anyone can post photos and video to the page. If you want to restrict this activity click on edit.

You have the option that you can review the posts of others before these are published. It is your call what do you want. You may totally disable that no one can post on your page. Only you will be able to publish on your page. Let it be anyone can post on my page.

Next, we have News Feed Audience and Visibility for Posts

If you want,

When you create a post, you can choose who can see it in the News Feed by selecting your audience's interest, gender, age and more. Let it be unchecked. Because it will increase your workload.

Next, we have post and story sharing.

By allowing it, People can share your Page's stories, posts or events to their own story. This includes your Page name and a link to what you originally shared.

Let it be the default

Next, we have the messages:

This setting will allow people to communicate you privately. Let it be the default

Next, we have a few tagging ability settings.

Let the settings be the default.

Let Page Location for Effects be the default.

Then we have the country restriction.

If you want to show your page in a particular country or don't want to show in a particular country then these settings are very useful. So, make an appropriate choice out of the given options.

You can choose the country just by typing the initials of that country like if I want to select India.

Let it be visible in all the countries

Next, we have age restrictions.

Depending upon the nature of your business/ Page you can select your audience by restricting it on the basis of age. Let it be the default

Next, we have the page moderation.

If you want to block posts or comments containing certain words that are not suitable for your brand or are not socially acceptable then you can mention those words here. In future, posts/comments containing such words will be blocked.

You can also upload 'csv file' of those words.

Similar to the settings Facebook has it is on profanity filter.

With **profanity filter** turned on, **Facebook** automatically blocks commonly reported words or phrases that are marked as offensive.

You can choose whether to on profanity filter for your Page, and to what degree.

Next, we have the similar page suggestions

Allow Facebook to suggest your page in a similar page suggestion on others timeline. It is good for us to have more visibility on our page. Let it default.

Next page update,

If this setting is on, then for any update in our page like address, phone number etc, a Post will be created automatically which will keep our fans updated about any change in the page.

Next, we have the option to translate a post in multiple languages. Let it be the default

If you want the most relevant comments at the top in the timeline then you can select this option.

Next, we have the content distribution, if you want to restrict the downloading of the content of your page then check this option.

Next, we have the downloading of the page. if you want to keep the backup of your page content. Then you can simply download the content it from here.

Next, we have a very good option to merge the multiple pages. If in the past in your organization has created multiple pages with similar aims, then you can merge these pages in a single page.

For this purpose, you have to select the multiple pages. You can only merge the pages if you are an admin of both of the pages.

Further, People those who have liked your page they will be informed about it.

The content of merge page like boost videos images will be deleted.

Next, we have the option to delete the page.

The last setting is about the live commentary.

Live commentating is a feature within watch parties that allows users acting as the host of a watch party to provide video and audio commentary during a broadcast. Viewers can mute the audio, but they cannot turn off the live broadcast.

So, this was all about the general settings of a page. study all these general settings carefully and make the decision according to your business or brand. believe me, one wrong setting may spoil the entire show. Thank you so much

PART-3

Welcome back, after understanding various general settings of our page now we will look for a few more settings which are very important to make any page a professional page. Let us start.

Next, we have the settings related to messaging. These settings are more related to how your fans will communicate with you.

The most important setting here is response assistant. By using this option, you can send the automated messages if someone sent you any query. In this case, you have to just make it on and customize the message that you want to send. Explore this option.

Then we have the page information settings

Here, you will give the complete detail about your business on this page by filing various fields

Give a description of your page. Write a very crisp introduction about your business/brand/ community   or the purpose of this page within 255 characters

You may add more categories. These categories are editable in future if you want. You can add these categories at any time.

Enter the address of your website here. If you have not any website then you can select this option.

Next enter the email ID.

Next, we have the location and give your address details here.

Give details about your service area here.

This one is very important here you can mention your working hours it will give the indication to your sense to plan when they should visit your business, let me give my timings here

The impression is used to include a statement of ownership on their web presence. It is mandatory in a few of the selected countries but not in India.

Next, you can give the product price range of your product if you are interested or keep it undefined

Next, we have the settings related to templates and tabs.

Although much customisation is not possible in the standard template but Facebook has beautiful templates for different purposes that you can use

Let me show you a few of them.

By default, it is standard. Click on edit to select more templates

Here we have multiple options and you can select which best represent your business /brand or event.

This is the standard template of a page.

Let me change to business

Click view details and apply

Ok

Our Temple it is changed

Let me refresh the page. Now it has a new look with few more tabs more relevant to the business

Can I further customize these tabs, I mean to say, can I delete or add few more tabs. Yes !!! of course, we can change.

Click on 'add tabs'.

Select an appropriate tab that you want. Suppose I want to add services tab. Now see in our tab is added. Let me refresh it first. Yes, it is there

Let us go back to our settings.

You can further change the positions of tabs. Just Drag it to an appropriate place and drop it.

You can further copy the URL of any tab and you can share it with the people.

Next, we have the page attribution, it simply says that all the post will be attributed to this page when you are in the business manager.

Next, we have the setting related to the notification.

Settings are more related to if there is any activity you will receive the notification of that.

You can either disable the notifications or you can change the notification alerts according to your requirements for messages, Emails, Text messages and so on

Next, we have the Messenger platform

Here you will find the Messenger related settings just explore these options and make the necessary changes.

This is very important as per as page roles are concerned. In this case, I am the admin of the page. I have full control of it. If I want, I can give access to this page to other people say employees, advertisers etc by defining a particular role. You can assign the role of, Editor, Moderator, advertise or Analyst.

You can read about these rows in detail I have given the link in the description.

I will advise you to add at least one more admin to the page. If tomorrow is your main admin leave the organization then another admin my work on this page. But give the admin role to a person to whom to trust the most.

I am adding one admin to this page

Enter your password.

And an invitation will be sent to the concerned person. This is important; a person must have the Facebook ID to whom you want to assign any role.

Here you have the details about your fans. Who liked your page?

If you want to delete or ban any of your fans, you can do it from here

Page audience settings are now not available

Authorisation settings are related to social ads and political ads And Facebook want to track on these ads.

Next, we have branded content.

Branded content is a post that features or is influenced by a business partner for an exchange of value.

You may turn this feature to allow only approved Pages to tag you in branded content posts

From here you can connect your Facebook to the Instagram account as well and you will be able to manage your Instagram account from this page

This purpose you have to connect your account to Instagram. I will show you somewhere else how to connect with the Instagram account.

For the time being, leave it as it is

Next, we have the feature just leave it as it is

Then we have the cross-posting. This is a very good feature of Facebook pages

Cross-posting allows you and another Page to post videos on each other's behalf. Cross-posting can only happen between Pages that have added each other. You control which videos are eligible to be cross-posted. When a Page cross-posts your videos, they will also be able to view video insights for their posts. Just simply add the page where you want to cross the videos.

Select the concerned page and request will be sent to the concerned page. If you are the admin of that page then your request will be immediately accepted and you can start cross-posting to the videos.

But if you are not the admin of the page, you will not be able to cross-post the video and until your request accepted by another page.

We have a few more settings but let these settings be the default.

With this, we have finished with most of the settings of our page. Just play around with the settings to learn more about these settings. The page setup is not finalized yet. In the next and the last video, we will talk more about the Facebook page. Just join me.

PART-4

So welcome to the last video of this module in this video. I will talk about a few more features of the page and then we will be ready to use this page for advertising purpose. Let us start

Now we have to beautify this page a little bit more. First, let us add the profile image. Just upload the photo. Adjust it a little bit by using various options. And save it

Our Image is saved and it is there.

Don't add your personal image here try to include the logo of your business if you are designing a page for the business.

The same way you can add the cover image

Next, we have the call to action button.

Use this button very carefully. Here you have to add the button in the form of a call to action.

In simple words use this button for the purpose that you expect from your people to do on your page once they land on your page.

To add it click on add the button and select the suitable call to action. You can try out various options and you can see the live preview of your call to action button as well.

Finally, I am selecting Call Now. Add your mobile number. and click finish

See your call to action is added.

If you want, you can test this button as well

You can like your own page but before that, you have to publish it. Let me make a few more modification in the page before we publish it.

You will find so many other settings under these three dots.

Like edit page info

View insights and so on

Let me show you quickly, how you can edit the page info

From here you can edit the basic information about the page at any time in the future. but we have already added it from the settings of the page. So, no need to change it.

Now our page is almost complete. A Post has been created automatically when we updated the profile pic. And see all posts are attributed to our page name, not to the personal ids

Finally, we are ready to launch our page so let us publish it

Go to settings

From general setting go to page visibility

Check to publish

Save the changes and your page is published now. it is live now. Your fans can reach to this page

If you want to give the unique username to your page then go to about. And create a page at username. Give any username and username will be created.

Congratulations!!! We have created our first page. This page is just like a mini-website of your business. If you can't afford the expenditure of website then this is a good option because it

will act as a website. In the next video, we will start with our Facebook advertising process. Just join me there

Module 34: Understanding Facebook Audience and its Types

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PART-1

Welcome to the second module of this week and the name of this module is 'Understanding Facebook audience and its types'. The success of any Facebook advertising campaign depends on targeting the right audience. If you properly target your audience, it will be easy for you to achieve your marketing objectives.

So, in this module, we will focus on what are various types of audience in Facebook and how to create the audience lists using the business manager. In this module, you will specifically learn.

1. **What are various types of Facebook Audience?**
2. **How to create 'saved audience'?**
3. **How to create 'custom audience'?**
4. **How to create 'lookalike audience'?**

Let us see how to create the audience using Facebook audience manager.

Login to your business manager account that we have created in our previous module.

This is your business manager account. Hope you remember in the last module I created 'dmmooc' business account.

Click on this account

Now we are inside our business account

Top left corner, click on three lines hover over the cursor to the bottom. You will see there are so many options. Go to assets and select audiences

This is the ad account that we created under business Account 'dmmooc'

You can see, we have three types of audiences that we can create under Facebook.

We have the 'custom audience'

Then we have the 'lookalike audience'

And lastly, we have the 'saved audience'

I will talk about these types of audiences in detail one by one

Let us start from the 'saved audience' first

What is saved audience?

Saved Audiences are the audiences that you can define by choosing people's interests, location, age, gender, used devices, income level, etc. You can create Saved Audiences both in the campaign setup phase and in the Audience Manager. Right now we are going to create saved audience in audience manger

Here we will use the audience manager to create the saved audience.

Click on create saved audience

This is the place where we will define our audience.

Give any name to the audience; I am giving 'my first audience'

Leave this field blank for the time being.

Now, we have various parameters to define our audience. we can define the audience on the basis of location

Age

Gender

Language

And detailed targeting.

Let us talk about these parameters one by one.

First, we have the location

Here, we have to enter one or more global regions, countries, states/regions, cities, postal codes, addresses or Designated Market Areas to show or exclude your ad to people in those locations.

We have a few more layers of the location to define or audience more precisely like

Everyone in this location: it means your ad will be visible to those who live in this location or have recently visited this location

Next, we have the *People who live in this location*: In this case, your ad will be visible only to those people who live in this location.

If you select, *People who recently in this location*: In this case, your ad will be visible only to those people who recently visited this location.

Lastly, we have '*People travelling in this location'* It is clear, your ad will be visible to only those who are travelling to this location and their home is 200 kilometres away from this location.

So, select an appropriate location layer which best describes your audience as for as location is concerned.

Let it defaults i.e. everyone in this location

Next, you have to type the country or a place which you want to include as location.

You can further use this browser option to select a location from Countries, regions, Or from saved locations,

For any selected location, you have a few more options like exclude, only include cities etc

On right and side, you can always see the estimated reach of your ad for a particular audience.

As of now, we have 300 million people reach for the given settings,

You can further explore how this reach is calculated.

Next, we have the age.

We can define the audience on age parameter starting from the 13 years to 65+ years

Then we have the gender; You can make the decision; would you like to show your ads to all or to males only or to female only

Next, we have the language that is an optional one.

You may enter a language to show your ads to people who use a language that isn't common to your location. Otherwise, leave this blank. Facebook will decide at its own.

Next, we have a very important parameter that is detailed targeting.

Here we can define the audience by including or excluding

Demographics
Interests
behaviours.

Demographics: you can select plenty of demographics other than Age, Gender and Language. Like on the basis of education, Financial, life events, and so on. Further, under each demographic, you have the Subcategories

To add any demographics in the audience you have to just check this box.

Next, we have the interest-based targeting.

Using this option, you can further refine your audience by looking at their interests, activities, the pages they have liked and closely related topics.

Here we have a large number of options you have to select the option that best describes your audience.

Let me select all interest by clicking this box. This is the list of selected interests. If you want to exclude any interest from here just use this cross sign.

Next, we have the behaviour.

In this case, you can select your Audience based on purchase behaviours or intents, device usage and more.

Here we have a large number of options.

You can select the option that best describes your Audience

So, once you are satisfied with all the options selected by you so click on create an audience. See Your audience is saved with basic details. In future whenever I will design my campaign, I can directly use this audience from here. I need not to define the audience separately.

So, we have created our first audience. I hope this process was very simple and you have understood it correctly. This audience is saved forever; in future, if you want to make it any modification in this audience you can do that at any time point of time by Going to the audience manager. In the next part, I will discuss the second type of audience that is the custom audience. Just joint me.

PART-2

So welcome back, after creating the saved audience now this is the time to create a new audience type and this type the *Custom audience*. There are many ways to create the custom audience but I will show you a few of them. Let us start creating the custom audience.

What is the custom audience? If you know the concept of remarketing then it will be very easy for you to understand what the custom audience is? In this case, we can create an audience based on user's interaction with our business. They might have visited your website, they might have wasted your offline Store, they might have visited your Facebook page, they might have interacted with the content of your page and so on.

There are multiple ways to create the custom audience now we will see how to create the custom audience using Audience manager. Let us start.

We are already in the audience manager, if you are unable to find it, then from business manager go to top click on these three lines, select the audiences

And you will be on this page.

Go to create an audience.

Select Custom audience

There are two ways to create a custom audience.

Firstly, using your own sources

Secondly, using Facebook source.

First, let's talk about using your own sources:

My own resources mean here, resources belong to me like my website, my app, data collected from customers in a file.

First, we have,

Website traffic.

It is very simple; we want to target those people who have visited our website.

Click on website traffic

In this case, we have to embed the Facebook pixel in our website. What is a Facebook pixel, how to embed it on your website? We have one full module on this. So, I will discuss Facebook pixel in detail there. For the time being, just leave it.

Next, we have the customer list.

If you already have a list of the customers either prepared by you or by any third party

Then, this option is very useful for especially for offline businesses. The customers who are interacting with your business offline you can target them using the Facebook ads. Let us see how to create the audience with a customer list.

Click on the customer list

We have three option here,

Use a file that includes customer lifetime value (LTV)

Use a file that doesn't include LTV

Import from Mail Chimp

But I will show you, use a file that doesn't include LTV.

Click on it

Read these Instructions and accept it

This interface where we will upload our file.

There are three steps to it.

Firstly, we have to capture the customers in a file using these 15 identifiers.

An identifier is data used to match your customers to people on Facebook. To improve your potential match rate, include as many identifiers as possible as columns in your file. Data will be hashed prior to upload and we will not store it after the upload is finished.

These are an example of identifiers.

In the second step, we have to upload the file.

You have to select the source of data here that means from where the data is coming.

Select, direct from the customers else an appropriate option

You can add the file directly or you can use the copy-paste option here. But I would prefer to upload the file,

If you want to see the data format. You can download template file here.

I am showing you the template in which you should collect the data.

Don't worry, if the data is not collected in this format then you have to match the identifiers. I am just showing you in a while.

Upload the file; make sure it is '.csv file'.

Give the name to the audience.

And click Next

Now see here few of the identifiers are matched but few are not. We have to match the identifiers. From here, you can select an appropriate identifier for the respective column.

This is the first name,

This is the last name

This seems to be the Facebook ID. It is not matching. I might have entered the wrong data here but don't worry. Read about Facebook ID identifier and enter the data in the correct format.

Select "don't uploads the data"

Our most of the identifiers are matched

Click upload and create.

Yes. the audience data is uploaded

Click done.

My second audience is ready and we can use it for advertising purposes.

Now let me show you how to use Facebook sources:

In this case, we will use Facebook sources to retarget the audience.

For example, if someone is visiting your Facebook page, we can show him our product ads

Let me show you one example here.

Suppose, if someone watches any video on our Facebook page, we want to target because he has shown some interest in our business.

For this purpose, select the video source.

In engagement, we have so many options in the way which your customer has interacted with the video, for example, people who viewed the video at least for 3 seconds, At least for 10 seconds and so on.

You can also specify the time period. 365 days means, if a person is engaged with the video in the last 365 days then include him in our custom audience.

Give any name to the audience, your custom audience will be created

Let me show you how to reach the target audience using our Facebook page Audience

This is a very simple process; you have to just specify the conditions in "ANY" or "ALL" format.

"ANY" here means, if any of the following conditions are satisfied then include the fans in the custom audience.

Here are the number of conditions from which you can select an appropriate one, for example, anyone who visited the page, anyone who engaged with the content of the page and so on.

Here you can define the time frame.

If you want to include more conditions this Plus sign

Let it be one condition only

Give the name to the audience

Create audience.

Your custom audience is created.

So, we have created our custom audience. Actually, there are many ways to create a custom audience. It is up to you which of the method you want to select. I have just shown here three methods to create the custom audience. Rest of the methods are simple. Just play around them. In the next part, I will discuss how to create a look like an Audience.

PART-3

Welcome back, in this video, I am going to talk about the Lookalike Audience. In this case, you will give the sample of your audience to Facebook and Facebook will target the people who are similar to your sample audience. Let us see how to create it.

What is Lookalike audience?

With a Lookalike Audience, you can reach new people who are likely to be interested in your business because they're similar to your existing customers. You choose a source audience, and Facebook identifies the common qualities of the people in it

To create it.

From 'create audience'

Select look 'alike audience'

Here first, we have to give the source of our audience. Source is nothing it is a sample audience.

If you have previously created any custom audience, you can use it as a source audience.

Type any letter, select 'Other sources'.

Here is the list of all my audiences that I previously created. Whether under the present account or any other business manager account.

Let me Select one audience here.

If you don't have an audience at this stage or you want to create a new audience then you can use this option to create a new audience or source. The same process that we discussed in the previous video to create a custom audience.

Let us proceed with our selected audience

Let the location of your audience. You can select the location either from regions or from countries.

I am selecting India

This is very important.

The audience size.

First, how many audiences you want to create, you can select that number from here, but let it be one audience only

Next, we have to select the percentage.

The percentage signifies the people most similar to your selected Custom Audience.

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% Lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

See here at 1 %, Estimated reach is More than 3 million.

At 3% it is 10 million

At 7 % It is 23 million

It simply means, if you can increase the percentage your audience size will increase but Facebook will not exactly match the Audience with your sample audience if the percentage is high,

You can increase the number of audiences also

Click on create the audience

But it seems that your sample audience size is too small. Actually, our sample audience size should be at least of Minimum of hundred people

In future keep this in mind.

Now we have to save the audience and lookalike audience will be created.

So, with this, we have completed this module. In this module, I try to explain various types of audiences that you can create for Facebook advertising campaigns. So, I will again reiterate here that selecting the right audience is the key to the success of Facebook advertising. So, make use of all these types of audiences depending upon your needs and the audience. Thank you so much.

I will meet you in the next module with something very interesting

Module 35: Designing Facebook Advertising Campaigns-I

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PART-1

Welcome to the third and last module of this week and the name of this module is 'Designing Facebook Advertising Campaigns'. As the name suggests, in this Module, we are going to learn about the fundamentals of Facebook campaign designing'. I will also demonstrate how to design Facebook campaigns using ad manager of Facebook. In this module, you will specifically learn

1. **What is Facebook Ads Manager?**
2. **How to use and navigate the Ads Manager?**
3. **How to set up a Facebook ad campaign in Ads Manager?**

I am very eager to show you how to use Facebook ad manager for designing various ad campaigns. We are going to design a dummy advertising campaign. So, let us start.

Log in to your business manager account by going to *www.business.facebook.com*. First of all, we have to select the business that was created by us in our previous module. As you know we created the "dmmooc" business, so I will select it.

This is my business 'dmmooc' and we will create our advertising campaign under this account.

Go to Left top corner. Click on these three lines. Go to 'Create and Manage' and click Ad manager.

This is the interface of 'AD manager' and we have to use it for ad campaigns. You can see Facebook has also ad account structure similar to the Google Ads with some variations.

Here first we have Account Level

Then we have Campaigns

Then Ad sets

and lastly the ads.

I hope you already know about, what is a campaign, ad sets and ads that we have discussed in Google Ads.

Here, at top of all, you can see there is one button 'switch to the previous version'. Actually, Facebook has changed its Ad manager interface recently. If you want to use the older version then

you can use this switch option. But in the present course, I will teach you the latest version only so that you wouldn't face any problem in the future.

Let us create our first campaign

Click on the campaign,

Then click on create

You will see this type of window. This window is used for quick creation of the campaign. Once you will expert in campaign designing then you can quickly use this window to create the campaigns. Here we have to learn the campaign designing from scratch, so we will not use this option rather we will switch to Guided Creation. In this case, we will be guided at every step of campaign designing by Facebook with so many details and suggestions.

Click on 'Switch to guided Creation'

This is the campaign interface, where will complete our campaign designing. On the left-hand side, you can see the complete flowchart of our campaign designing process. And it will keep us reminding us of which stage of campaign designing process we are

Right now, we are at the campaign level and we have to set the objectives.

Similar to Google Ads, on Facebook, we have to set the objectives of our campaign first, before we proceed further.

Broadly, we have three types of objectives like

Awareness

Consideration

And lastly the conversions.

Each type of objective has further the subtypes to make our campaigns very specific. We will talk about most of the objectives during our campaign designing process

For the present campaign, I would like to select the brand awareness as an objective of our campaign. It simply means we want to promote our brand.

The moment I selected the objective, few more campaign settings appeared.

Let's see what these settings are

Firstly, we have to give the name of our campaign. I will keep it as my 'First Brand Awareness Campaign'

Next, we have the create a split test. This is the A/B testing. If you make it 'ON', you will be able to compare different ad formats, creative, placements for better strategy formulation. For the time being, let it be unchecked.

Next, we have the campaign budget Optimization. If you make it ON, your total budget will be optimized across all ad sets. For the time being, let it be unchecked.

Click Continue

PART-2

Now, we are at the second level of our campaign that is the Ad sets. Under each Ad set, we take the decision related to target audience, placements and budget and schedule settings.

First, let us have the audience settings.

We have already discussed that targeting the right audience is the key to the success of Facebook advertising.

First, give any name to the ad set. This is my first ad set so I am keeping it as 'my first ad set'.

Next, we have two options for the audience, the first one is to create the audience from scratch and the second one is saved audience. Try to understand this step very carefully because this is a very important step in the overall campaign designing.

If in the past you haven't designed any audience then you have to create the audience from scratch. You can create the custom audience. We know what custom audience is and what options are available under Facebook to create the 'custom audience'. These are the same options that we discussed in our previous module to create the custom audience.

The second option is to create a 'lookalike audience'. I am sure you must know what 'lookalike audience' is. Select this option and see we have the same window that we used in our previous module

Or you can create a new audience by going through all these options. I have already explained all these options when we created the 'saved audience'. But we are not going to use all these options as we have already created one audience in our previous module and we will use that audience here.

For this purpose, go to the saved audience. And see 'my first audience' that I created earlier is listed here.

Select it

My audience is added. Now Facebook will target this audience to show your ads. We have still scope to EDIT this audience. If you want to make the changes in this very audience, you can do that easily by clicking on the 'edit' button.

And see all the options are available again here. But let it be as it is.

Under the 'ad group', next, we have the placement settings. I have used the word 'placements' many times but let me explain what 'placement' exactly means

Actually, in Facebook advertising, there are so many places where you would like to show your ads, like in desktop feed, mobile phone feed, Instagrams, desktop right and sight feed and so on. We have two options; Either you can select the 'automatic placements where Facebook will automatically decide the best place for your advertisement depending upon the content, dimensions of images, videos and properties used in the advertisement or You can select the edit button. The edit button will give you the complete freedom to select the place where you would like to show your ads.

Let us, explore this option further

First, we have the devices.

First, make a choice, would you like to show your ads on Mobile phone only or desktop only or both. It is good to select both, so let it be the default

Next, we have the platforms.

You can see there are four platforms listed here.

Facebook

Instagram

Audience Network

And Messenger

We have bit idea about these platforms.

'Audience network' seems to be a new one

Let me tell you what is 'audience network'

Facebook Audience Network is primarily used for mobile apps. It helps the advertisers to show their ads on mobile sites and apps other than Facebook. It helps in extending the reach of a business beyond the Facebook platforms. Hope you got it.

You can further see, by un-checking any of the platforms, it will affect your estimated daily results. These results are nothing but an estimate by Facebook, to how many people you will reach in a single day under the given settings.

Now, this is the place from where you can make the choice to select a particular placement or not. First, we have Newsfeed.

Newsfeed basically refers to the place where you get all the updates, posts, images shared by your friends or fans. See this is the news feed of Facebook. This is the right, Colum,

Just on the right-hand side, you can see the preview of your ad how it will look for the given option

Carefully, go through the recommendations as well. Like the dimensions of images and videos

This is how the ad will look in desktop feed

Then Instagram feed

Facebook marketplace

Facebook video feed

Facebook right column

And so on

Next, we have Stories placement

This is how your ad will look in

Facebook stories

Instagram stories

And messenger stories

Next, we have in-stream placements

In-stream placements are basically applicable to video ad and will be placed inside the video. I hope you must have noticed these types of ADS so many times. These are the dimensions and duration of your videos. In-stream Video ADs are limited to 15 seconds or less of duration

Then we have the messages

In this case, you will send the offer and messages to those who are connected with your business

Then we have 'in article'

Again, it is simple, your ad will be placed in the Instant articles on Facebook

Next, we have app and sites.

These placements are applicable to the network audience. You can show the ads in the form of banners, Videos, or in-stream videos

Next setting is related to Mobile devices and operating systems

Select the best option that describes your ad campaign.

You have also the option to show your ad when the devices are connected to the Wi-Fi network.

If you want, you can select the option not to show your ads during the live Streams

Next, we have the 'budget and schedule' in settings.

Primarily, you will define how much amount you want to spend on advertising campaigns.

By default, your ads are optimized for ad recall lift.

Now, what is this?

Actually, this is a metric used by Facebook that measures how many people will recall your ad within 2 days.

Now the question is how Facebook calculate this ad recall lift.

Actually, Facebook does it through the product/service by asking have you seen this ad or not and then based on the algorithm it calculates the value for this metric.

The high 'ad recall' rate is the indication that ad quality is high and creative that is why people are remembering it. I have given the link in the description and read more about the add recall rate.

Next, we have the budget and schedule.

Here, you will specify your daily budget that means how much amount you want to spend days on ads.

Similar to Google ads, the actual amount spent daily may vary. However. You spend will not be the more than the total of week's budget.

See here, my daily budget is Rs. 200. My weekly amount will not be more than Rs1400 per week

Let me change in the daily budget. My budget per week also changed.

You can set the start and end date. which is self-explanatory.

As far as budget setting are concerned, we have one more option to set the budget and that option is lifetime budget, In this case, you have to define the life of your campaign. For example, if you think your campaign will run for six months then you can define the budget by six months just by changing this option. This is the lifetime of the campaign.

But it is always advisable to set the daily budget amount if you are not very much sure about the tenure of your campaign.

Next, we have, how you will be charged. it says Impressions. that simply means you will be charged on the basis of Impressions of your ad on various platforms.

Next, we have the delivery type.

Let it be standard

We have completed the settings of our ad set.

Press 'continue'

The next phase is about designing the ads.

Give any name to your ad.

This is my ad 1.

Next, we have an identity. It simply means from which Facebook Page you are managing your ads. All your ads will be attributed to this page. and it will be shown in each ad like this

By default, it is Digital Services, the page that we designed under our business account.

If you want to change it you can change it from this dropdown.

Next, if you want to show these ads from a different Instagram page you can select that as well.

But first of all, you have to connect this page to the Instagram account. Just leave it as it is. In this case, your ads on Instagram will be attributed to this page

I will show you somewhere how to connect the Instagram account and your Facebook page.

Next, we have to select the ad format.

For this very objective that we set that is brand awareness

I have to decide whether you want to create a new ad or we want to use the existing page post.

PART-3

Let me show you how to create the ad from scratch.

Here we have two options: the first one is a carousel and the second one is a single image or video. The difference in both is

In the case of the carousel, you may use multiple images and videos in a single ad with different headlines and descriptions. However, in case of a single image and video ads, it is simple: you can't use more than one image in a single ad.

Firstly, will see how to create a single image.

One image is already selected and this image is the cover photo of our page. We have multiple options to add the images to our ads. Let us clear first our default image.

Now from here, click on image to select the image. It shows many sources of images. These are our ad account images.

From this dropdown, you can select more sources of images like page images, Instagram images and others.

But I always prefer to use Stock photos. This is a free source of photos that you can use in your ads.

Select it.

And search for images with few keywords.

I am searching the images with word "digital"

We have so many images here we have to just select an appropriate image.

Let me select this one and continue

Yes, the image is there.

You can change this image If you want

Or you can add a few more images.

If You have your own images then you can use this upload button.

If you want to select multiple images you can do that as well. Just look at the process.

See our multiple images are added.

As we need one image only, so let me delete the rest of the images from our ad.

Before we enter any text, just note that on the right-hand side, we have the live preview of our ad.

Depending upon the nature of our ad, 18 previews are available. You can toggle between various previews.

'Red Minus' sign shows, your ad is not eligible to be shown for this type of placement.

First, we have to edit the primary text. Here is a message showing that give primary text will be shown in 3 lines.

And from here, you can edit your primary text. Let me edit it. Keep your primary text under 125 characters.

Depending upon the placement, this is a place where primary tax will appear in the advertisement.

Next, add the URL of your website. This is the actual URL of your website and a user will land on this page after clicking the ad.

Let me change the preview to the desktop news feed.

We have to more options but these options are optional. if you want to make use of these options to insert more content in your advertisement you can do that.

Give the headline first up to 40 characters

This is the place where Headline will appear. Just at the bottom of the image

Give the description of your ad and the description will appear here.

Now enter the final URL of your website here. You can see the final URL will appear on the ad at this place.

This is the display link. You can customize this link as per your requirements. Here you need not to give the actual URL of your website here. This is for the display purpose only.

Next, we have the call to action.

Your display URL will be shown here.

Next, we have the 'Call to Action' button.

Facebook has predefined multiple Call to actions Like 'send message', 'Apply now', 'Book now' and so on. We have to select our call to action out of the given options only. Let me select 'Learn more'

See our call to action is added.

Next, we have the tracking options, leave these options as default.

Our campaign is almost final, let me just have the final preview of our ad.Click on these three dots.

And select expand

This is a final preview offer ad

You can see this ad is attributed to our Facebook page.

This has the primary text.

The image that we selected

The URL of a landing page

This error is because of more characters in the headline. Just cancel or reduce the number of characters in your headline.

Confirm it.

Enter your business details here.

I have entered my all details here.

Press '*continue*'.

Enter your bank details, if you have not already entered the bank detail at the time of account setup.

Press Confirm and your ad will be submitted to the Facebook for review purpose and within a few hours, you will get the green signal to run your ad.