



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

Social Media Ad Campaign In Facebook

A campaign is a series of ad sets and ads that aim to accomplish a single objective, like generating leads or increasing the number of app installs.

Identify what your target audience is saying on Facebook. Are they discussing specific topics, sharing their thoughts, or expressing their needs and desires related to your product or service?

What are some common phrases or statements your target audience might use on Facebook? This could include keywords or expressions related to your product or service.

Posts, comments, and shares. Actions related to your product or service.

Observe the actions of your audience on Facebook. Are they liking, sharing, or commenting on posts related to your industry or interests? Do they follow specific pages or influencers?

What actions might they take after seeing your ad? Do they like, share, comment, click through to your website, or make a purchase? Understanding their potential actions is essential for measuring campaign success.

Describe the actions your audience takes on Facebook, like posting, sharing, commenting, and liking.

What are the thoughts that might be going through their minds when they encounter your ad? Are they looking for a solution to a problem, seeking entertainment, or trying to stay connected with friends and family?

Understand their motivations, aspirations, and emotions related to the product or service you're advertising.

Identify the specific moments when your audience is most likely to come across your ad, such as during a scrolling session or when interacting with a particular type of content.

Try to understand the emotions and thoughts your audience might have. Are they frustrated with existing solutions, excited about new possibilities, or seeking information and guidance?

What emotions might they be experiencing? Are they frustrated, happy, curious, or in need of inspiration? Understanding their emotional state is crucial for crafting compelling ad content.

What emotions are triggered by content they engage with. How they feel about the problems your product can solve.