SOCIAL MEDIA WORKSHOP 2
BUILDING AN EFFECTIVE ADVERTISING STRATEGY

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Facebook

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Investing in Paid Social:

Building and effective advertising strategy

FACEBOOK

Define your goals

Specific

Measurable

Achievable

Relevant

Time-bound

STEP 1

Identify the objective of your ad campaign

STEP 2

Define who, where and when you want people to see your ads

STEP 3

Add your text and image or video

STEP 1

Identify the objective of your ad campaign

- Boost a post
- Promote your Learn More button
- Get more website purchases

Promote your business locally

RESTAURANT

Increase the number of dinner guests on weekdays to 100 per night

Get more website visitors

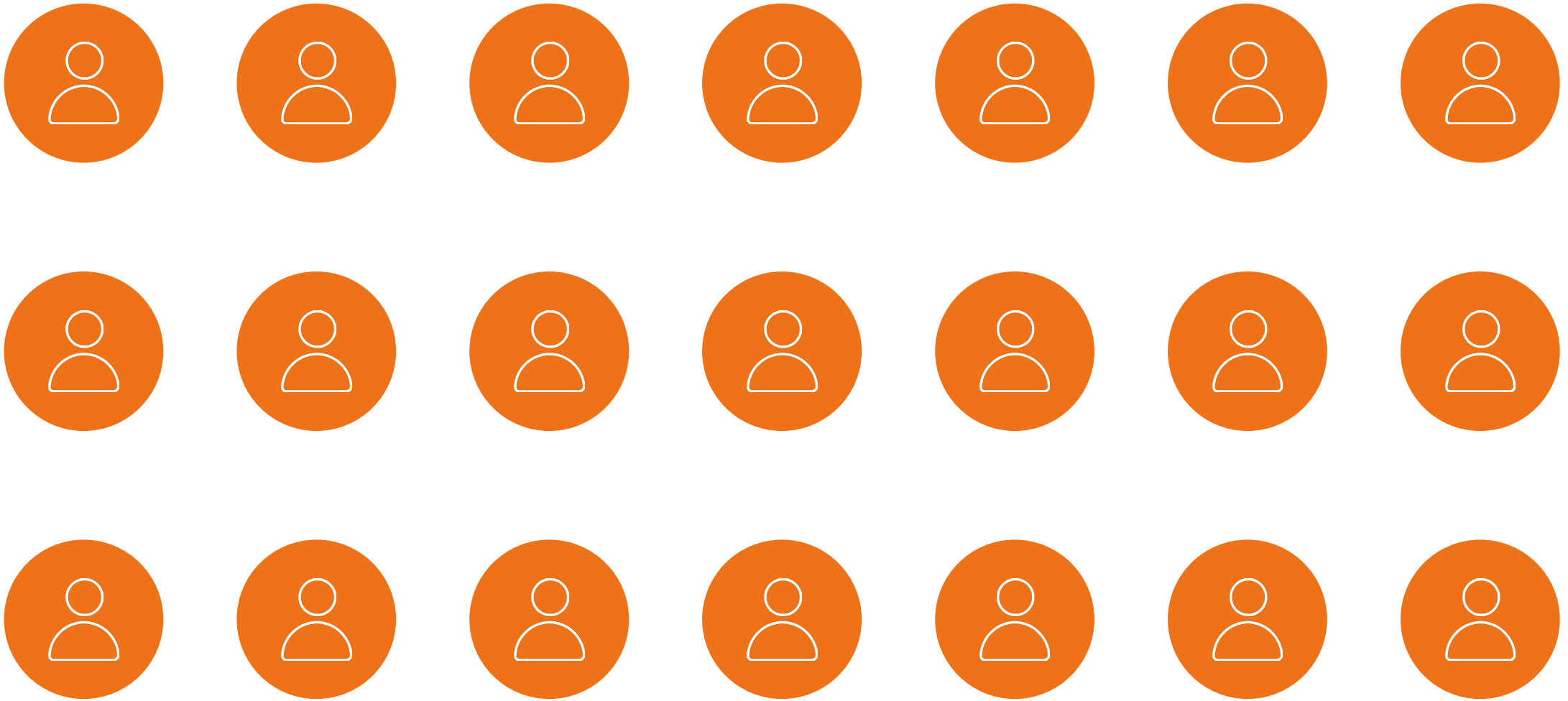
Increase the number of website visitors to 5,000 a month by November

ONLINE JEWELLERY STORE

MANGATA & GALLO

STEP 2

Define who, where and when you want people to see your ads



Define your ideal customers

1. What needs does my typical customer have?
2. What are some characteristics of my typical customer?
3. What motivates my typical customer?

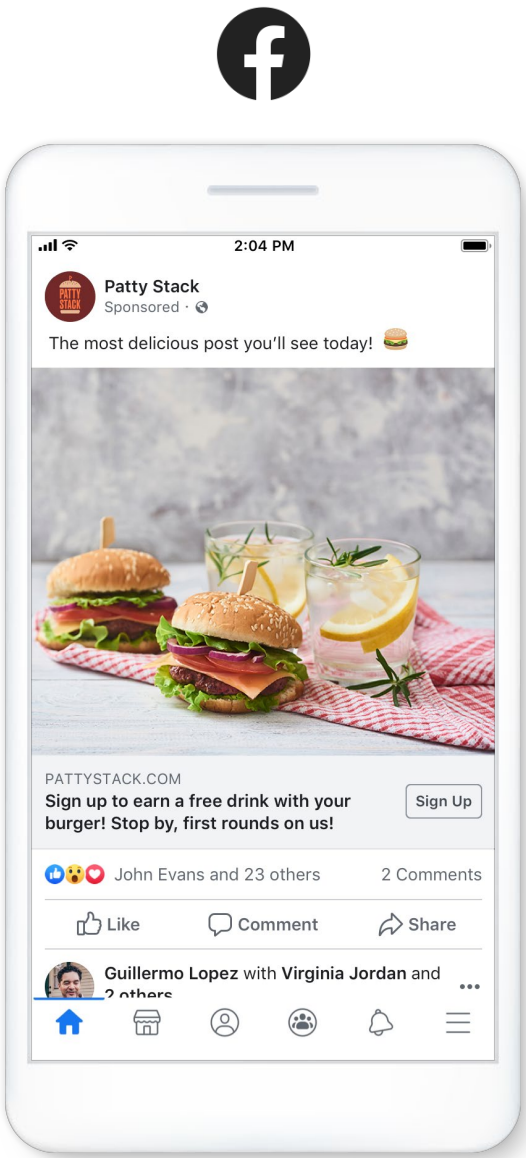
Relevance

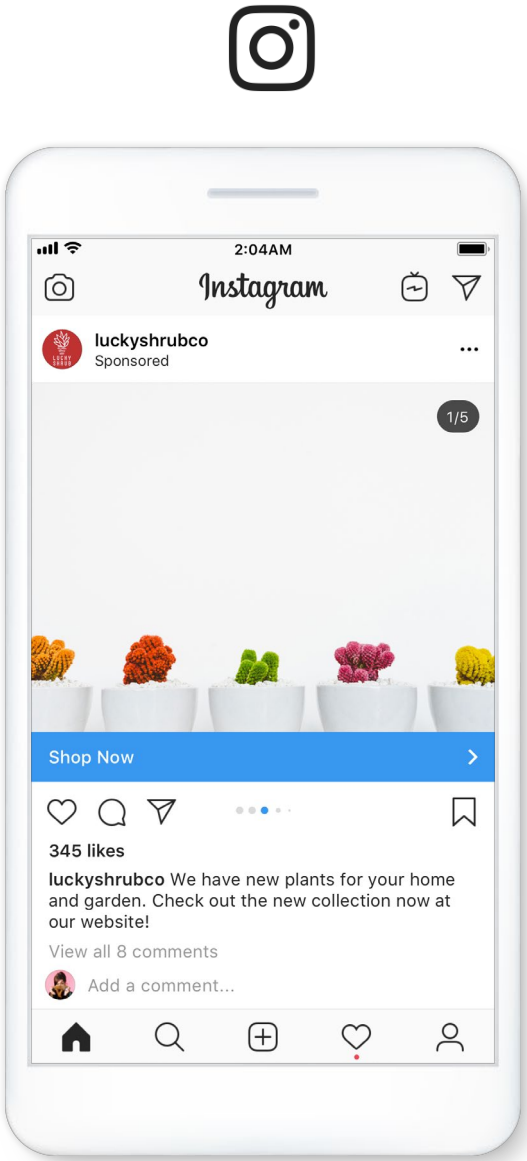
Right
communication

Right
people

Right
time

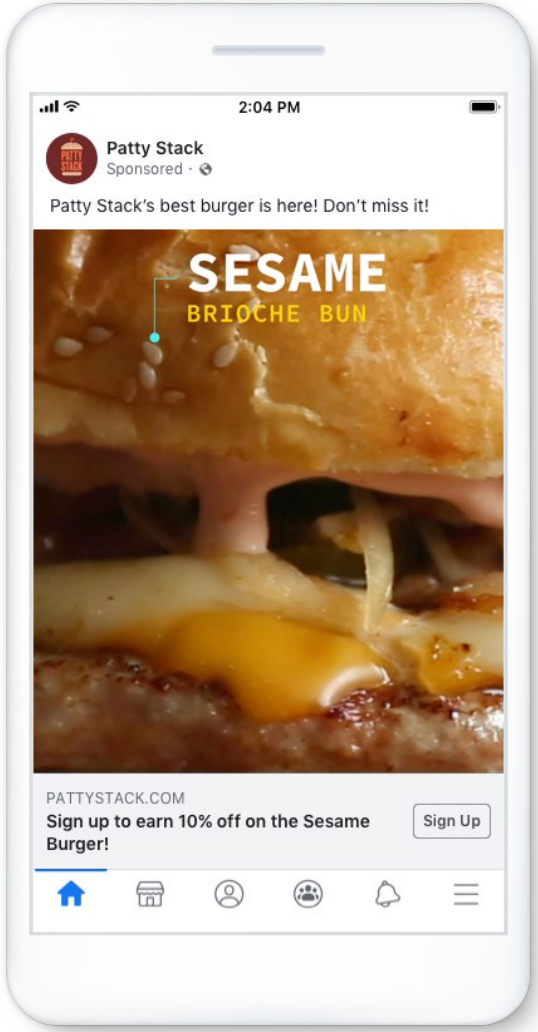
Where should people see my ads?



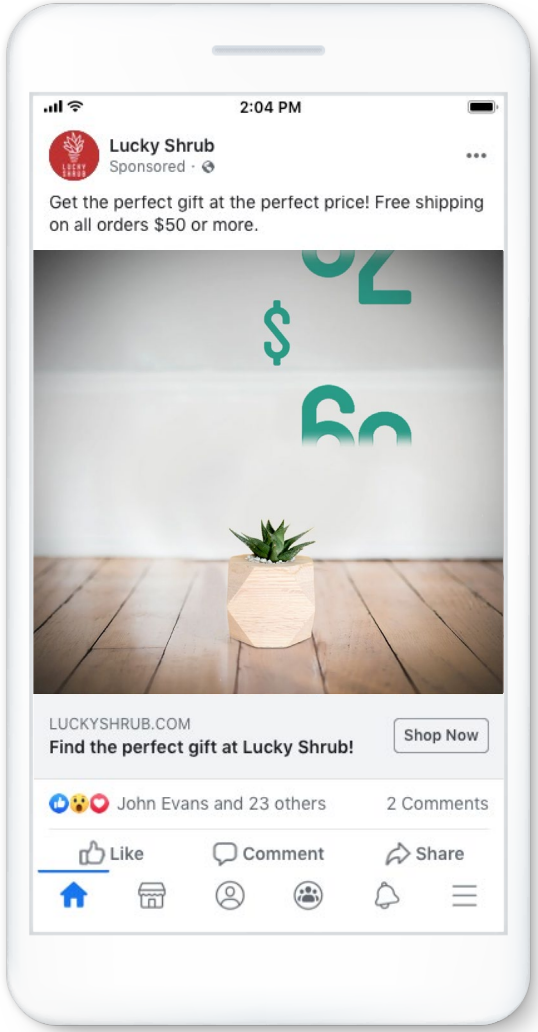


STEP 3

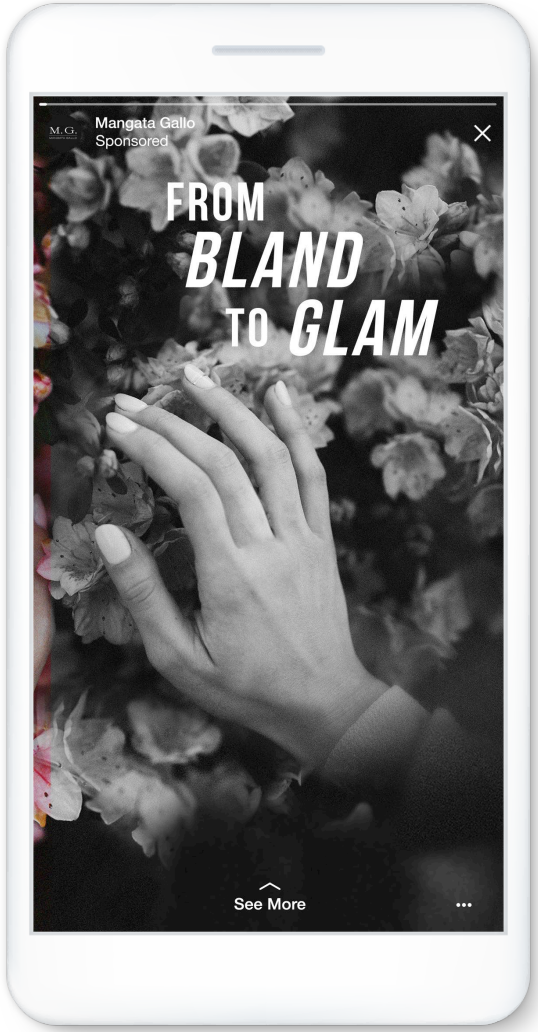
Add your text and image or video



IMAGE



VIDEO



STORIES

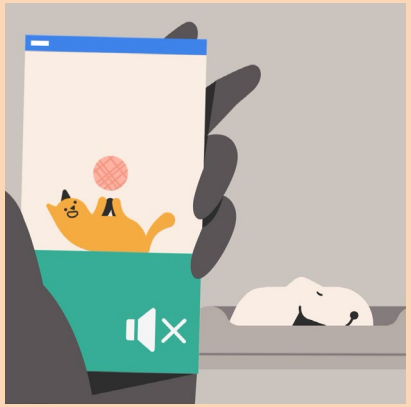
Mobile first creative tips

BRANDING

Showcase your brand early and often

SOUND

Design for sound off, but delight with sound on

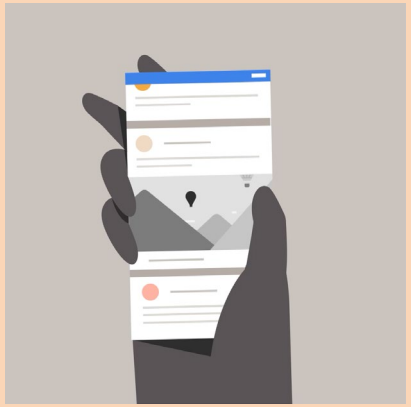


TIME

Find the balance between the message and time

FRAMING

Build for where people are



ATTENTION

Every moment is a chance to capture attention

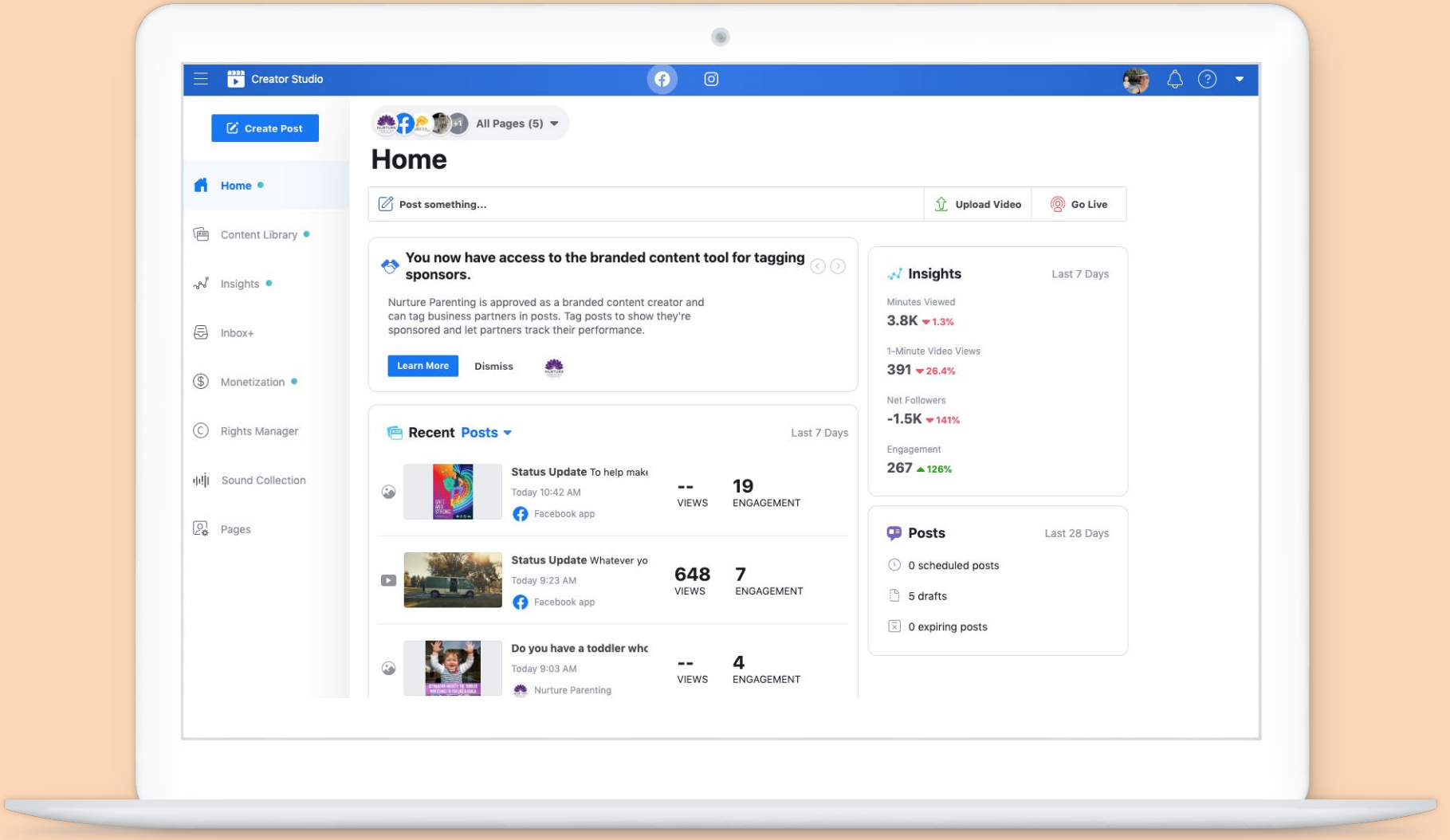
PLAY MORE

Get out of your comfort zone—and experiment

Identify the success metrics by objective

- Boost a post
- Promote your Learn More button
- Get more website purchases

Creator Studio



Key takeaways

- Define your SMART business goals
- Use what you know about your customers
- Choose an ad objective that matches your business goals
- Create, run, review and refine your ads

BOOST WITH FACEBOOK

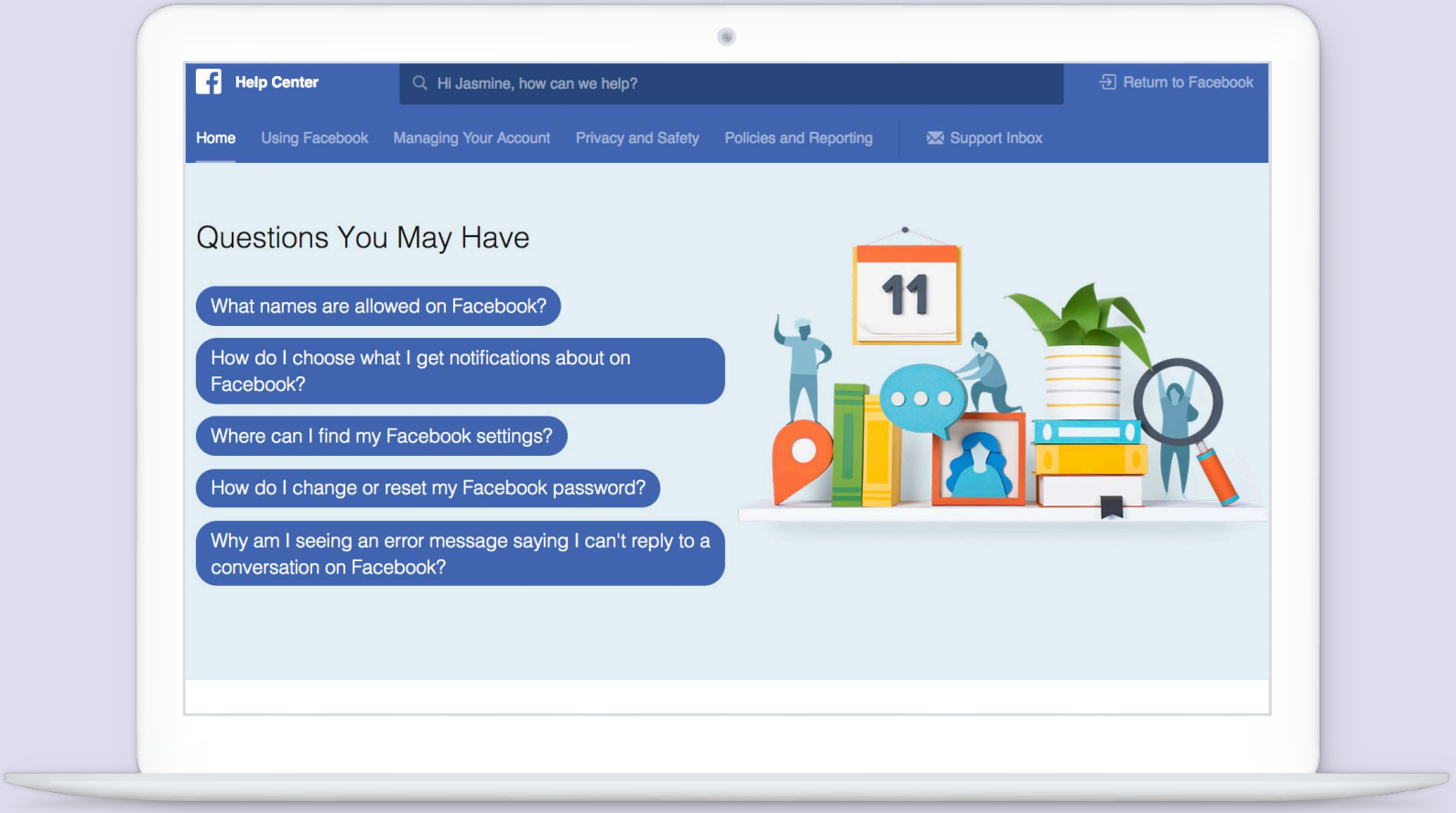
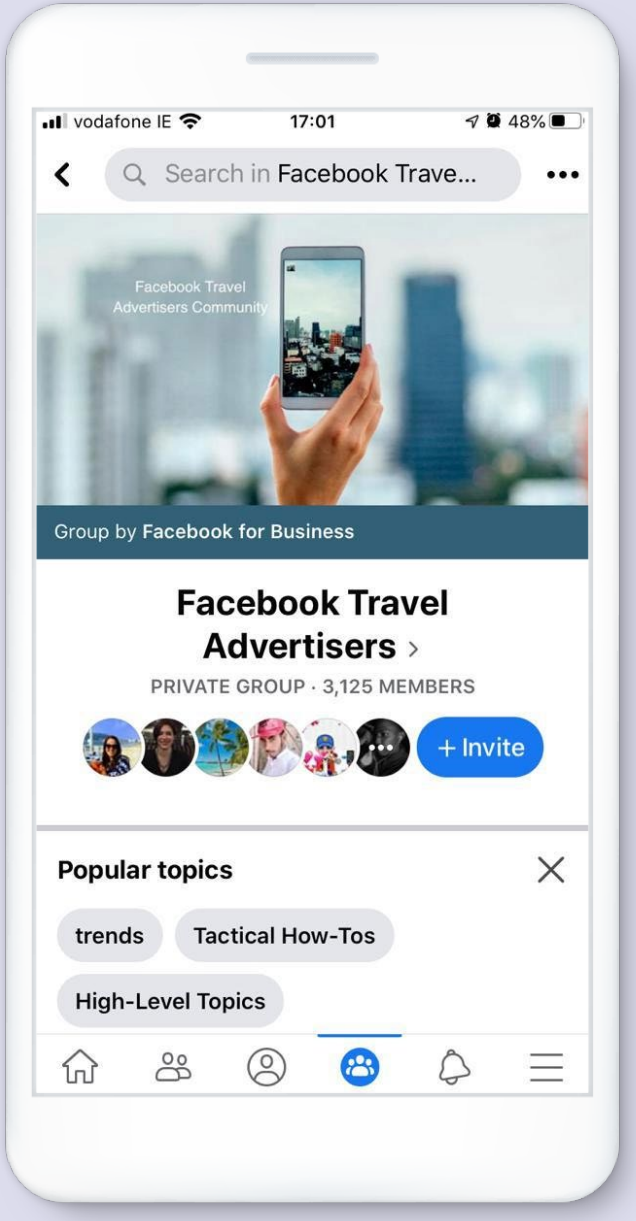
Resources

Facebook Help Centre
facebook.com/help

Facebook Blueprint
facebook.com/business/learn

Facebook for Business
facebook.com/business

Instagram for Business
business.instagram.com



Facebook’s Travel Group