

Starter Guide to Facebook Ads



Everything you need to know in order to promote you business with Facebook Ads.

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What is a Facebook Advert?



Facebook Ads are paid for posts that appear in peoples' Facebook news feeds and more recently, also in Instagram.

If you look through your Facebook news feed you'll noticed some posts that say *Sponsored*. Each one of these sponsored posts was carefully created by someone with the aim of getting you to take an action e.g. Like their page, visit their website, buy their product.



Why Use Facebook Ads?



- **Targeted**

By now you will hopefully have a good idea of who your target market is. If not you should take the time to consider this.

Facebook Ads provide the ultimate way of advertising to those most likely to buy your product or service. For example, a private school might create an advert that will only be shown to parents living within 10 miles of the school, who also have children under 10 years old.

- **Affordable**

Compared to more traditional forms of advertising Facebook Ads are a bargain price to begin with. In Tanzania the return on investment is even better, this is due to less people competing for the advertising space which brings the price down.

What is Your Marketing Objective?



Whether you want to send more traffic to your website or get more people to like your page, Facebook will optimise your adverts to help you achieve your objective

Facebook Ad Objectives



Awareness	Consideration	Conversion
 Brand Awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product Catalogue Sales
	 App Installs	 Store Visits
	 Video Views	
	 Lead Generation	

Brand Awareness

Reach people who are more likely to pay attention to your adverts and increase awareness for your brand.

When to use it

If your business or product is new and you want to create familiarity.

Brand awareness campaigns measure the attention people give to your advert to calculate the likelihood of them being able to recall your brand 2 days later.



Jasper's Market

Sponsored - €

Like Page

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.



Fig Tart with Almonds

The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

WWW.JASPERS-MARKET.COM

120 reactions 4 Comments 17 Shares

Like

Comment

Share

Reach

Show your advert to the maximum number of people

When to use it

If you are targeting a small and specific audience who are already aware of your business. Ideal if you want to deliver a series of adverts with a beginning, middle and end, or to show a variety of different products/services over time.



Jasper's Market

Sponsored - €

Like Page

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.



Fig Tart with Almonds

The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

WWW.JASPERS-MARKET.COM

120 reactions 4 Comments 17 Shares

Like

Comment

Share

Traffic

Send people to important sections of your website.

When to use it

If you want to send people from Facebook to your website, but don't need them to take any specific action once on your website.



Jasper's Market

Sponsored · €

Like Page

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.



Fig Tart with Almonds

The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

WWW.JASPERS-MARKET.COM

120 reactions · 4 Comments · 17 Shares

Like

Comment

Share

Post Engagement

Engagement can include likes on your post, comments, shares and photo views.

When to use it

If you have a Facebook post on your page that is performing particularly well (Facebook will alert you to this), then an engagement campaign can help you to reach a wider audience.

A great way to generate conversation and interest about your product or service.

The boost post button is a quick way of running this advert, however going through the Ad manager will allow you to organise your campaigns better.



Page Likes

Get more people to like your Facebook page

When to use it

A highly targeted page like campaign will give you a following of potential customers who you can reach for free by posting on your Facebook page.

While it might be nice to have 20,000 followers, it's much better to have 200 followers who are your target audience and engage with your brand.

Suggested Page



Jasper's Market
Sponsored

We are now open downtown. Like our Page for the latest news and invites to special events.



Jasper's Market
Company
614,405 people like this.

 Like Page

Event Responses



Promote your Facebook event to get more responses.

When to use it

If you have created an event on Facebook and want to promote the event to a wider audience.

Try to get as many people as possible to say they are attending your event before you run it as an advert. That way people who see your advert will be more likely to attend.

A screenshot of a Facebook event post. At the top, it says "Jasper's Market shared their event." with a small profile picture and "Sponsored · €". The text of the post reads: "Join us for our Open House. We'll be dishing out our famous apple pie to show our thanks!". Below the text is a photograph of a slice of apple pie in a white ceramic dish. At the bottom of the post, the event details are listed: "DEC 14 Open House Sun 12:00 PST · 1455 Willow Road, Menlo Park, CA 6 people interested · 3 people going". Below the event details, it shows "2 Likes" and two interaction buttons: "Like" and "Comment".

Jasper's Market shared their event.
Sponsored · €

Join us for our Open House. We'll be dishing out our famous apple pie to show our thanks!

DEC 14 **Open House**
Sun 12:00 PST · 1455 Willow Road, Menlo Park, CA
6 people interested · 3 people going

2 Likes

Like Comment

App Installs

Get people to install your mobile app.

When to use it

If you are launching a new app into the market and want to boost your app store ranking.



Suggested app

 **Paper – stories from Facebook** ▼
Sponsored · 

Explore stories from friends and the world around you.



Paper Install Now

 18 1 comment

 Like |  Comment |  Share

Video Views

Tell a story using a video in your advert.

When to use it

Videos are becoming more and more popular and with Facebook now playing videos automatically it's likely to continue to increase.

If you have a high quality video this is the best way to promote it. Don't wait too long though as the tide will turn once Facebook becomes flooded with videos at which point it will be the links and images that stand out.



Lead Generation

Add a form to your advert to collect information from people interested in your business.

When to use it

Email marketing is still one of the most effective ways of turning a potential customer into a sale.

A lead generation campaign allows people to easily sign up to your mailing list without having to leave Facebook.

Make sure you offer a compelling reason for people to sign up.



Jasper's Market
Sponsored · €

Like Page

Sign up for our newsletter for 20% off and get deals and new recipes delivered to your inbox every week.



Get our Emails & 20% off
We offer the best local produce.

3 Likes

Like Comment

The image shows a Facebook advertisement for Jasper's Market. At the top left is the business profile picture and name, followed by 'Sponsored · €'. On the top right is a 'Like Page' button. The main text of the ad is 'Sign up for our newsletter for 20% off and get deals and new recipes delivered to your inbox every week.' Below this is a photograph of fresh vegetables including tomatoes, lettuce, broccoli, and bell peppers in a wooden bowl. Under the photo is a call to action: 'Get our Emails & 20% off' and 'We offer the best local produce.' At the bottom, it shows '3 Likes' and buttons for 'Like' and 'Comment'.

Website Conversions

Optimise your advert to get people to take specific actions on your website, such as signing up for a newsletter or buying a product.

When to use it

If you want people to take a specific action on your website such as completing a purchase, visiting a certain page or filling out an application.

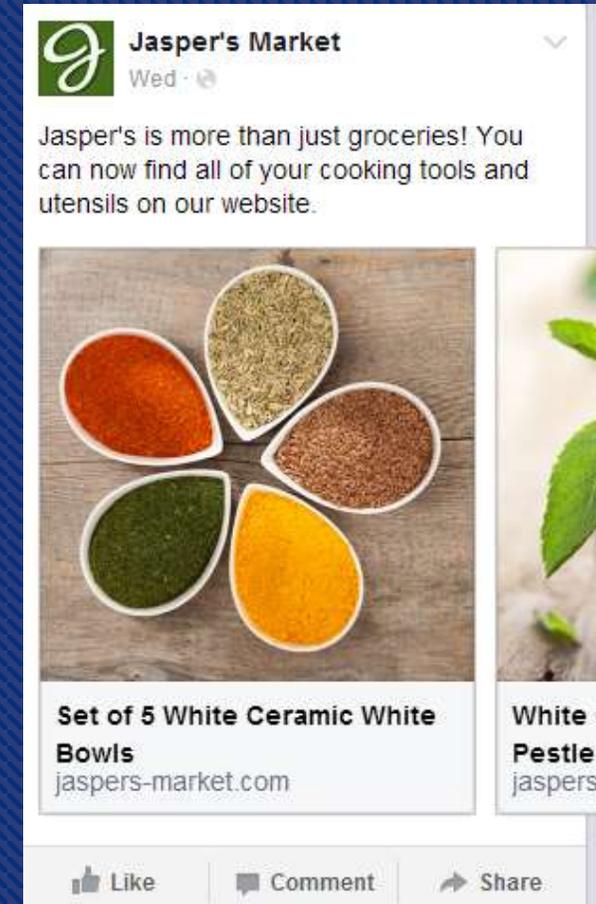
A screenshot of a Facebook post from Jasper's Market. The post includes a profile picture, the name 'Jasper's Market', a 'Sponsored' tag, and a 'Like Page' button. The text of the post reads: 'It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.' Below the text is a photograph of a 'Fig Tart with Almonds', which is a golden-brown tart with a lattice crust and several slices of fresh figs on top. Underneath the photo, the title 'Fig Tart with Almonds' is displayed, followed by a short paragraph: 'The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.' At the bottom of the post, the website 'WWW.JASPERS-MARKET.COM' is listed. Engagement statistics show '120 reactions', '4 Comments', and '17 Shares'. At the very bottom, there are icons and labels for 'Like', 'Comment', and 'Share'.

Product Catalogue Sales

Automatically show products from your product catalogue based on your target audience.

When to use it

By using the audience retargeting feature you will be able to show your products to people who have previously looked at the product on your website.

A screenshot of a Facebook post from 'Jasper's Market'. The post includes a profile picture, the name 'Jasper's Market', and the date 'Wed'. The text of the post says: 'Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.' Below the text are two product images. The first image shows five white ceramic bowls filled with different colored powders (red, green, yellow, brown, and white). The second image shows a white ceramic pestle. Below the images are product titles and the website 'jaspers-market.com'. At the bottom of the post are icons for 'Like', 'Comment', and 'Share'.

Store Visits

This feature is available to anyone who has a locations structure set up on their Facebook Page.

When to use it

Get people to visit your shop by creating a localised advert with call to action buttons such as 'Call Now' and 'Get Directions'.

A screenshot of a Facebook sponsored post for Jasper's Market. The post includes a profile picture, the name 'Jasper's Market', and a 'Sponsored' label. The main text describes the market as a unique community destination for fresh, ultra-premium prepared food. Below the text is a photograph of a woman in a striped dress selecting produce at a market stall. The post also features a 'Like Page' button, a caption 'Jasper's Market Stop by to today to check out our daily specials', and interaction options for 'Like', 'Comment', and 'Share'.

Jasper's Market
Sponsored · €

Like Page

Jasper's is a unique community destination for fresh, ultra-premium prepared food.

Jasper's Market
Stop by to today to check out our daily specials

7 reactions

Like Comment Share

Targeting your Audience



Targeting allows you to specify who sees your advert and includes everything from age and location to interests and job title.

Decide who to show your advert to



Defining your audience allows you to reach the people most likely to buy your product or service. It also means that you can tailor your advert to the audience, making it more relevant to them and therefore reducing the cost of your adverts. Remember, you can have different adverts for different audiences.

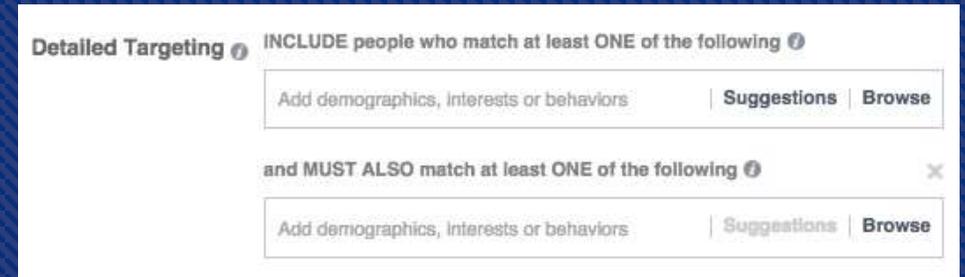
Target by:	Examples
Location	People living in Tanzania, people within a 40km of your business
Demographics	Age, gender, education, relationship status, job title
Interests	Entrepreneurship, running, parenting, agriculture
Behavior	Likely to have health insurance, early adopters of technology
Connections	People who like your page, friends of people who like your page
Custom Audience	People who visited your website, people similar to those who have already liked your page

Get Specific

Showing your advert to everyone in Tanzania is great, but what you really want to do is to show your advert to the people who are most likely to buy your product or service.

Take the time to consider who your customers are and what they are interested in. Don't be afraid to experiment and try different audiences.

One of the added benefits about being specific is you can **create an advert that speaks directly to them.**



Designing the Perfect Advert



Designing the perfect advert will not only help you to achieve your objective but it will also bring the cost down.

The Ingredients of a Perfect Advert



When creating your advert ask yourself these four questions:

1. Is it visual?
2. Is it relevant?
3. Is there a clear call to action?
4. What is the value of your advert / Why will people care?

Is it Visual?

The picture you use is arguably the most influential factor in the success of your advert.

Take time to choose a photo that both makes sense in the context of the advert and is likely to stand out and grab peoples attention.

Interesting, close up and ideally professional photos will stand out best.

If possible, use photo editing software to enhance the colour contrast and crop the image to the optimum size.



Shopify  about 9 months ago 

No one should craft for nothing.



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Sell online, in store and on Facebook with Shopify. Build your brand on the biggest ecommerce platf...

WWW.SHOPIFY.COM [Sign Up](#)

Is it Relevant?

A large part of this will come down to selecting the right audience before creating your advert. If you are selling wedding dresses then your audience should be exclusively female and not include people who are already married, among other considerations.

If you've got the right audience you can make your advert even more relevant by speaking directly to your audience.

For example, if your advert is only being shown to people in Dar es Salaam then mentioning Dar es Salaam in your text means your advert will instantly be more relevant to the people seeing it.



The image shows a Facebook advertisement for Adrianna Papell. At the top left is the Adrianna Papell logo and name, with "Sponsored" below it. To the right is a "Like Page" button. The main text reads: "Elegant MIX & MATCH Bridesmaid Dresses", "Casual to Formal - Our Bridesmaid Collection offers sophisticated styles for any kind of wedding. Dresses available in Petites & Plus-sizes", and "CLICK + Shop Now". Below this is a photograph of a bride in a white gown surrounded by bridesmaids in various styles of grey and silver dresses, all holding white bouquets. Under the photo, the text says "Bridesmaid Dresses | Adrianna Papell", followed by a paragraph: "Every wedding is a unique affair, the perfect representation of the couple being celebrated. That's why it's important to have a range of options to choose from when deciding upon the look of your wedding. See more at adriannapapell.com". At the bottom left is the website "ADRIANNAPPELL.COM" and at the bottom right is a "Shop Now" button.

Is There a Call to Action?

A good call to will drive people to take action.

The most obvious form of this is the Facebook buttons including; *Learn more, Apply Now, Contact Us, Sign Up, Shop Now, Get Directions, etc.*

Call to actions in your text may include:

- *Recommend a friend*
- *Find out how*
- *Stop by our shop*
- *Enhance your cooking with our new*
- *Join*
- *Download*
- *Get our*



The screenshot shows a Facebook sponsored post from 'inbound.org'. The post includes a 'Like Page' button, a sponsored status, and a text-based advertisement for digital marketing content. The central image displays a stack of four business books: 'The New Handshake' by Curtis & Giamanco, 'Content Rules' by Grewal & Levy, 'Marketing' by McGraw-Hill Irwin, and 'Small Business Management: Launching & Growing Entrepreneurial Ventures' by Longenecker, Petty, Palich, and Hoy. Below the image, the text reads 'Digital marketing content curated for you' and 'Get marketing content curated for you by inbound.org's 180,000 marketing members daily.' A 'Learn More' button and the URL 'HTTPS://INBOUND.ORG/MARKETING-COMMUNITY' are also visible.

inbound.org Sponsored · Like Page

Looking for the best content on digital marketing all in one place? Inbound.org's 180,000 community members help keep you up to date with the best content out there.



Digital marketing content curated for you
Get marketing content curated for you by inbound.org's 180,000 marketing members daily.

[HTTPS://INBOUND.ORG/MARKETING-COMMUNITY](https://inbound.org/marketing-community) [Learn More](#)

Why Will People Care?

Try to imagine a similar advert appearing on your Facebook feed. Would you click on it?

When it comes to creating value in your advert here are a few things to consider:

- What problem are you solving for people?
- How are you solving this problem?
- Is the value of your product or service clear?
- Is there a limited time offer for people viewing your advert?
- Could you include *social proof* e.g. a testimonial or number of existing customers
- Experiment with making your text funny



A screenshot of a Facebook advertisement for Freeletics. The ad is from the page 'Freeletics' (verified), dated August 27, 2015. The text of the ad reads: 'Are you ready for a new challenge? Short and effective high intensity workouts. Individualized training plans. Now also for beginners.' Below the text is a photo of two shirtless men in black shorts walking on a paved path outdoors. A blue circular badge with the word 'NEW' is in the top right corner of the photo. The text 'DON'T DREAM IT. BE IT.' is overlaid on the bottom right of the photo. Below the photo, the ad says 'GET FIT IN 12 WEEKS!' and 'Join more than 6 million athletes worldwide.' At the bottom, it includes the website 'WWW.FREELETICS.COM | BY FREELETICS' and a 'Learn More' button. A 'Like Page' button is visible in the top right corner of the ad's container.

Optimising Image Size



Although not a requirement, if you want to make sure your photo is not cropped and appears the way you want it to then pay close attention to the recommended image size for each advert. Don't have Photoshop? Try these free alternatives: [GIMP](#) – Advanced photo editor, [FreeSizer](#) – Straight forward image resizer with some extra features, [PicResize](#) – Crop and edit your photos online

A screenshot of a user interface for image uploads. On the left, under the heading "Images", there is a sub-heading "You can create up to 6 adverts at once by uploading multiple images. Learn more." Below this are two buttons: "Browse Library" and "Free Stock Images". Further down is a large button with a plus sign and the text "Upload images". On the right side of the interface, under the heading "Recommended image specs", there is a list of three items. The first item, "Recommended image size: 1,200 x 628 pixels", is circled in blue. The second item is "Image ratio: 1.91:1". The third item is "To maximise advert delivery, use an image that contains little or no overlaid text. Learn more."

Split Testing



Not sure what photo to use or which wording will be best? Split testing allows you to compare adverts to give you the best results.

Calculating The Cost Of An Advert



Once you have run a few Facebook adverts you might begin to wonder why some are reaching thousands of people and costing very little, while another advert has only reached a few hundred people but is costing you more.

- **Competition**

Facebook can only put so many adverts in front of each person which means there is a lot of businesses competing to have their advert shown. The more people competing to reach that audience, the higher the cost will be. The upside of this is that relatively few people are currently using Facebook Adverts in Tanzania which means the cost is cheaper than in other countries.

- **Relevance**

Facebook is keen to show users relevant adverts, so if people aren't interested in your advert then Facebook will charge you more to show it. Equally if lots of people like your advert then this will bring the cost down.

Spot the Difference?



<https://adespresso.com/academy/blog/9-tips-perfect-facebook-ad-design/>

 **AdEspresso**
Sponsored · 

Need Inspiration for your Facebook Ads? Download this unique collection of 500+ real world Ads by Top Advertisers around the world and get inspired!

Get It Now ==> <http://hubs.ly/y0kxDz0>



500+ Facebook Ads
that will inspire you

Free eBook 

500+ Facebook Ads Examples Collection
Free Instant Download. Spy Top Brands' secrets to successful Facebook Ads. 3,000+ Marketers already got their copy, what about you?

EBOOKS.ADESPRESSO.COM/FACEBOOK-ADS-EXAMPLES | BY ADE... [Download](#)

 Like  Comment  Share  24  5

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Need Inspiration for your Facebook Ads? Download this unique collection of 500+ real world Ads by Top Advertisers around the world and get inspired!

Get It Now ==> <http://hubs.ly/y0kxDz0>



500+ Facebook Ads
that will inspire you

Download eBook! 

500+ Facebook Ads Examples Collection
Free Instant Download. Spy Top Brands' secrets to successful Facebook Ads. 3,000+ Marketers already got their copy, what about you?

EBOOKS.ADESPRESSO.COM/FACEBOOK-ADS-EXAMPLES | BY ADE... [Download](#)

 Like  Comment  Share  1  1

Spot the difference?



AdEspresso
Sponsored ·

Need Inspiration for your Facebook Ads? Download this unique collection of 500+ real world Ads by Top Advertisers around the world and get inspired!

Get It Now ==> <http://hubs.ly/y0kxDz0>

500+ Facebook Ads
that will inspire you

Free eBook

500+ Facebook Ads Examples Collection
Free Instant Download. Spy Top Brands' secrets to successful Facebook Ads. 3,000+ Marketers already got their copy, what about you?

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Like Comment Share 24 5

Cost per
Download:
\$1.68

AdEspresso
Sponsored ·

Need Inspiration for your Facebook Ads? Download this unique collection of 500+ real world Ads by Top Advertisers around the world and get inspired!

Get It Now ==> <http://hubs.ly/y0kxDz0>

500+ Facebook Ads
that will inspire you

Download eBook!

500+ Facebook Ads Examples Collection
Free Instant Download. Spy Top Brands' secrets to successful Facebook Ads. 3,000+ Marketers already got their copy, what about you?

EBOOKS.ADESPRESSO.COM/FACEBOOK-ADS-EXAMPLES | BY ADE... [Download](#)

Like Comment Share 1 1

Cost per
Download:
\$3.13

Split Test Your Adverts

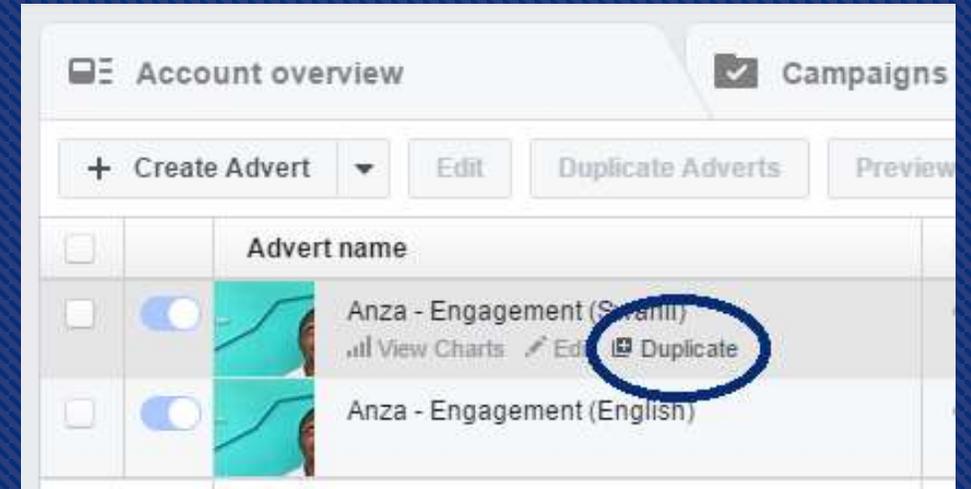


As you can see, a simple change in the picture can make a big difference to the effectiveness and cost of your advert.

When creating an advert you will have the option to upload multiple images to create several adverts with the same text. To use the same image but test different text use the duplicate link shown in the screenshot.

Once you can see which advert is performing better you can keep running it and pause the other versions.

If you find that all of your adverts have low relevance scores (therefore costing more) then you should pause the advert set and reconsider your audience and overall message.



Keeping Organised



Organising your campaigns will make it easier for you to compare results and focus your efforts. Start as you mean to go on!

Terminology

- **Campaign**
Your marketing objectives e.g. *increase page likes, send people to your website.*
- **Advert Set**
Here you can set your target audience, your budget and how long you want to run the adverts for e.g. *people living in Arusha, people who*
- **Advert**
This is where you will put the content of the advert together. You can (and should) run multiple adverts in each advert set. For example, you can have two adverts using different photos. After a couple of days you will be able to see which is performing best and stop the other one.



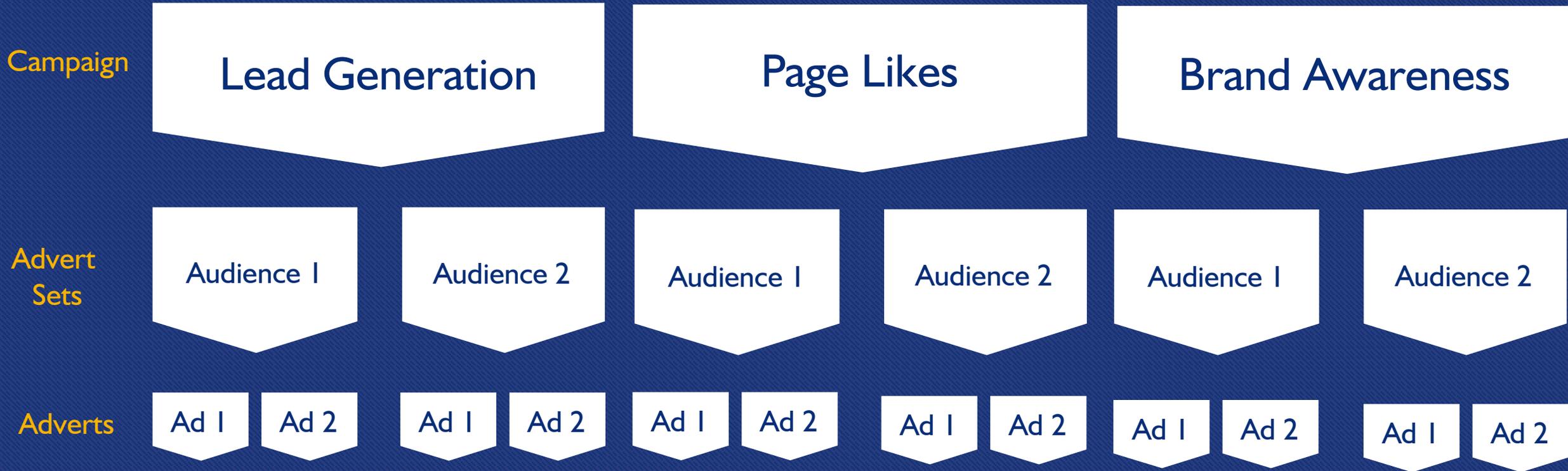
Campaign

Advert Set

Advert



Campaign Structure



Give it a Try!



You should now have a good understanding of the basics and some of the more advance strategies for using Facebook Ads. The next step is to give it a go! Go to facebook.com/ads/manager to create your first Facebook Ad.



Serious about growing your business?

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