

Facebook & Instagram: Paid Advertising

Terms to Know:

- **Campaign:** Ad campaign is the structural element to creating an ad.
 - **Ad Set:** Where you define who the ad gets shown to.
Ad: The picture, video and text (copy), landing page (link).
- **Lookalike Ad:** By uploading information on people who have volunteered before, Facebook takes that list and creates “lookalikes” to target those who have similar interests and demographics.

Resources

Facebook Advertising: [The Basics](#)

Facebook Advertising: [Boosting Posts](#)

Instagram Advertising: [The Basics](#)

Facebook

Types of Advertising within Facebook:

- Photo Ad: Single image ad
- Video Ad: 60 second video ad
- Carousel Ads: Several images
- Boosting a Post: Taking a post you have already created and pushing it out to allow for more people to see it.

Questions to ask yourself:

- What are my objectives for this ad?
- What types of people do I want to target?

Facebook Ads Manager Step-by-Step:

- You will have to choose an objective
 - ex: sending people to website, etc.
- Facebook will give you ad options based on your objective
- Choose a targeted option you want to be as specific as possible here until you are wanting to find a more general audience. (Also known as Ad Set)
 - A custom audience allows you to target people who have interacted with the company before, ie: someone who has visited a link on your website
- Set a budget (could be daily or lifetime)
 - Daily – Facebook will pace your sending throughout the day
 - Lifetime – Facebook will pace your spending based on a certain period of time that you choose.
- Facebook will ask if you want to have a Link or Carousel ad
 - A Links ad is displaying a single image in your ad

- Carousel ad which allows you display multiple images (3-5 scrolling images) at no additional cost.
- Choosing between how ad will be displayed
 - Desktop newsfeed
 - Mobile newsfeed
 - Desktop right column
- Look at Facebook Ads Manager to see how well your advertising is doing

Tips for Best Facebook Ads:

- You want to create engagement within the ad. The more likes, comments and shares you have on an ad, the more “social proof” it has. It creates legitimacy and in the long run, you will have to spend less on ads.
 - Facebook is also prioritizing ads that have engagement.
- The content of the ad needs to not seem like an ad. It needs to have conversation in it, have the content be relatable and casual.
- Select “Split Testing” – which allows you to test different objectives, people you’re targeting, etc.

Instagram

Types of Advertising within Instagram:

- Photo Ad: Single image ad
- Video Ad: 60 second video ad
- Carousel Ads: Several images
- Stories Ad: 15 second video or Image for 5 seconds, allows for swipe up link feature

How to Create Instagram Ad:

- Log into Facebook to create an Instagram ad in Ads Manager
- Create the Ad similar to how you created on Facebook.
- In the final editor, you can pick the placement (which platform to put it on)
- If you choose Instagram story, make sure and take advantage of the “swipe up” option that allows you to link directly to a website.

How does billing work on advertising on both platforms?

Budget

You will set a budget for each ad run and they will spend your budget evenly throughout the time your ad is running.

- Difference between budget and spend:
 - Budget: the amount of money you want to spend or are willing to spend to run your ad
 - Spend: the amount you actually will pay (in other words, how much money was used from the maximum budget).
 - For example, you don't buy an ad for \$100. You budget a maximum of \$100 to be spent on the ad over a given time period using one of the

budgeting options below. So if you set a budget of \$100 to be spent over a month, but only \$70 is spent during that month based on the ad's performance, your bill will be \$70.

- There are two types of budgets you can set:
 - Daily Budget: the average amount you are willing to spend on an ad set every day
 - Lifetime Budget: the amount you're willing to spend over the entire runtime of your ad set.

Payments

- Automatic payments: Facebook will automatically charge you whenever you spend a certain amount known as your billing threshold and again on your monthly bill date for any leftover costs. This is how you will pay if you use PayPal or most credit/debit cards.

Manual payments: You will add money to your account first, and then Facebook will deduct from that amount up to once a day as you run ads. With these manual payments, you will not have a billing threshold.