



Get going on...



Social Media - Advertising

Benefits

Paid advertising on social media is an immediate way to boost the reach of your content – particularly when using a platform like Facebook. Facebook has a lot of user data, which marketers can use to target their audiences.

When creating a Facebook ad, you can use specific demographics about Facebook users, such as gender, location, and age. Facebook also differentiates itself from other platforms with ads, through targeted lifestyle options such as interests, behaviours (like purchases), education and job history, income, major life events, and spoken languages.

Facebook Ads can be presented in different ways including images, videos, or carousels. Like Instagram, Facebook Ads appear throughout the app, including in users' feeds, stories, messenger, marketplace, and more. Clubs can set an ad budget and bid for each click or thousand impressions the ad receives.

Facebook ads look similar to a post but always include a “sponsored” label to show they’re ads. They also tend to include more features that regular posts, with “call to action” buttons and links.

Costs

There is no hard and fast rule when it comes to Facebook ad budgets. The cost of an ad depends on several items:

- Audience Targeting: it usually costs more to put your ads in front of a narrower audience than a broader one.
- Ad placement: Costs can change between ads shown on Facebook to Instagram.
- Campaign duration: The number of days and hours a campaign lasts impacts the final cost.
- Time of Year: Ad costs can fluctuate during different seasons, holidays, or industry-specific events.
- Time of day: on average costs are lowest between midnight and 6 am in any time zone.
- Location: Average ad costs per country vary widely.

Types of Facebook Ads

The first decision to be made is what type of Facebook Ad is available and best for your purpose. You can choose between different Facebook ad types and formats to suit your campaign goals, including:

- **Image:** most basic ad format. You can promote products and services using single images and are simple to make if using high-quality imagery.
- **Video:** use a single video to showcase your product and services. Shorter videos are more engaging, aiming for around 15 seconds. Videos can add movement to a user's feed to attract attention but can be time-consuming and more expensive. A carousel or image may be a better fit in this space – s always check what works better for your budget.
- **Stories:** mobile phones are meant to be held vertically, so stories take advantage of this with a mobile-only full-screen vertical video format to maximise screen real estate without turning user phones. You can also utilise emojis, stickers, filters, video effects, and even augmented reality.
- **Messenger:** these ads show up in Facebook Messenger, where people spend time chatting with friends and family. Messenger ads can feel more personal than scrolling through image or video ads.
- **Carousel:** showcase up to ten images or videos that users can click through with their own headline, description, and link. These are a good choice when displaying different products and services.
- **Slideshow:** comprise of 3-10 images or a single video that plays in a slideshow. These use up to 5 times less data than videos so good for slow connections and people without videomaking experience.
- **Collection:** like immersive carousels. It's like a mobile window shopping experience where users can flick through your products and services list.

Each ad has a different set of calls to action to guide users' next steps.

How to advertise

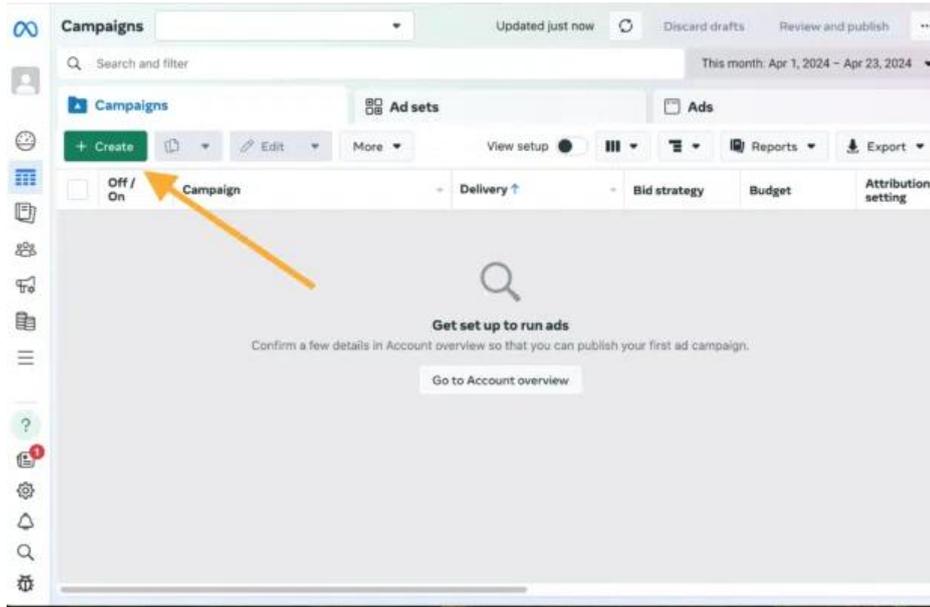
Step 1: Create an Ad

In your Facebook Business Page - Log into (Meta) Ads Manager to create your Facebook ads campaign. Ads Manager is the starting



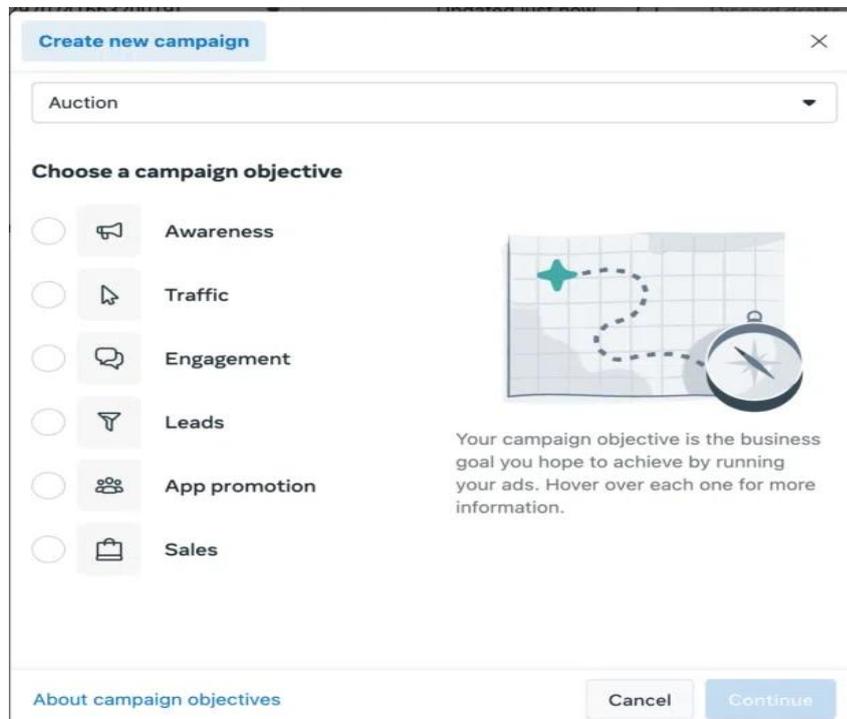
place for running ads on Facebook and Messenger. It's an all-in-one tool for creating ads, managing where and when they will run, and tracking campaign performance.

After logging in you will see your dashboard. To create a new campaign, ad set, or ad, click the **Create button**.



Step 2: Choice your campaign objective

Facebook will ask you to select your campaign objective from six options.



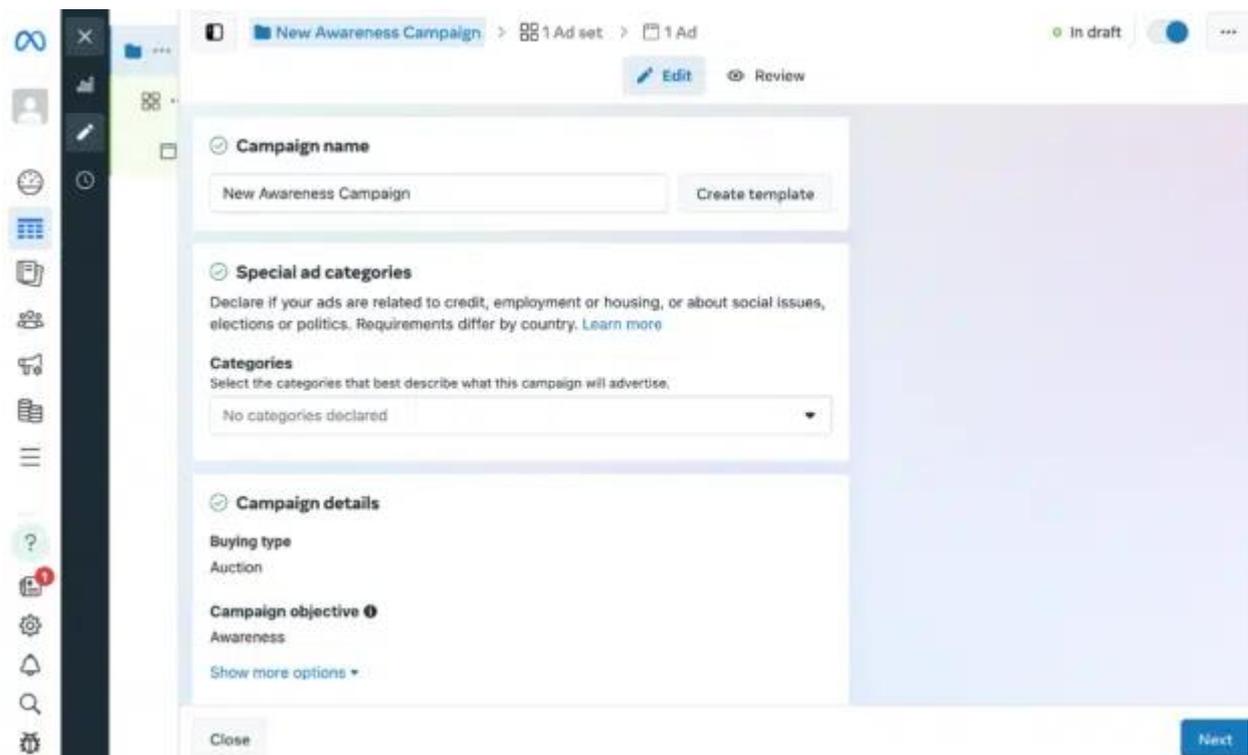
Consider:

- Awareness: introduce your club product and service to a new audience.
- Traffic: drive traffic to a specific web page, app, or Facebook page.
- Engagement: find people most likely to take a specific action such as sending a message to your club or purchasing an AEF.
- Leads: get new prospects into your club via messages, phone calls or sign ups.
- App promotion: get mobile users to install your app.
- Sales: find people who are most interested in purchasing your product or service.

Choose a campaign objective based on your identified outcomes for this ad.

Step 3: Define your campaign settings

This is where you will name your campaign, note if there are any Special Ad Categories it falls into, and fill out the rest of the campaign details.



The screenshot shows the Facebook Ads Manager interface for a 'New Awareness Campaign'. The campaign is currently in draft status. The settings are as follows:

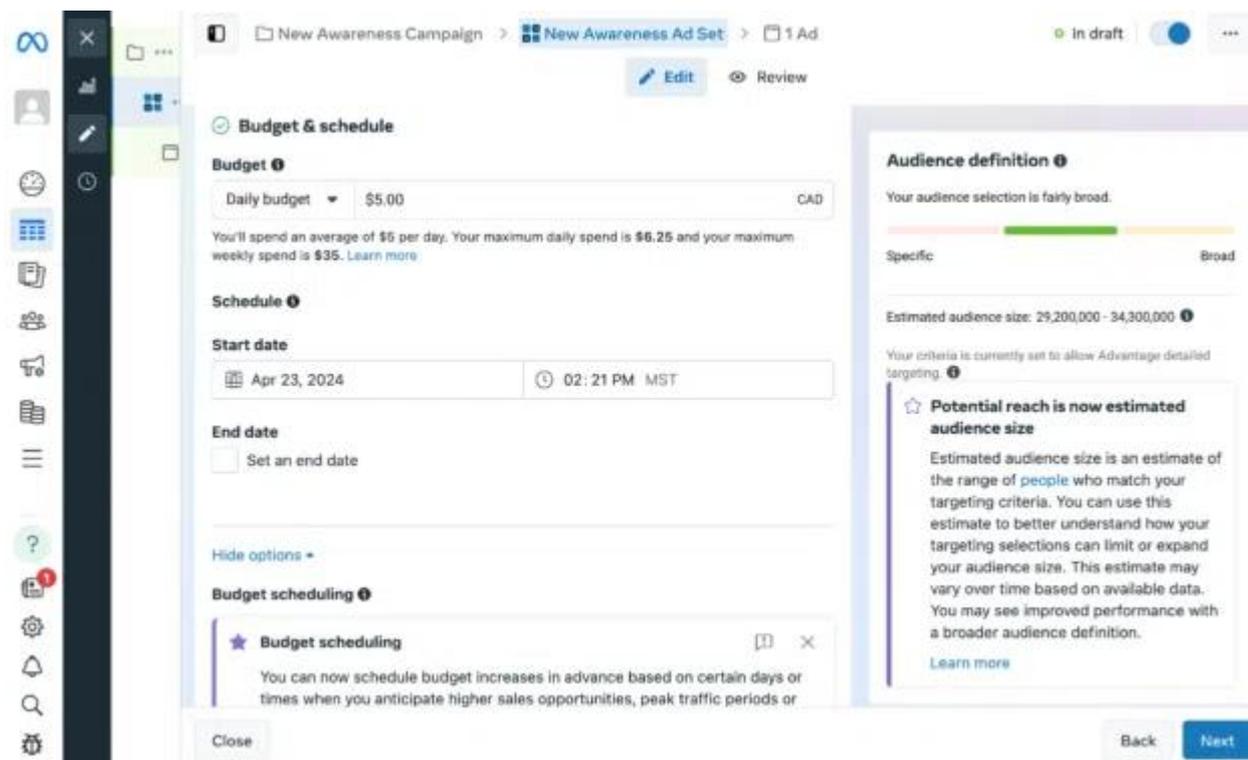
- Campaign name:** New Awareness Campaign
- Special ad categories:** A section with a warning icon and text: 'Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. Learn more'. Below this is a dropdown menu labeled 'Categories' with the text 'No categories declared'.
- Campaign details:**
 - Buying type:** Auction
 - Campaign objective:** Awareness
 - There is a 'Show more options' link.

At the bottom of the form, there are 'Close' and 'Next' buttons.

If you want to set up an A/B split test, toggle on the **create A/B test** button, where you can choose different versions to run against this ad after it's published.

Step 4: Set your budget

Click the **Ad set** options. This is where you will decide which performance goal you want to reach and how much money you want to spend to get there. You can choose between a daily budget and a lifetime budget.



Daily budget runs your ad continuously throughout the day, with a minimum of \$1.00 per day. A **lifetime budget** runs your ad for a specified time period.

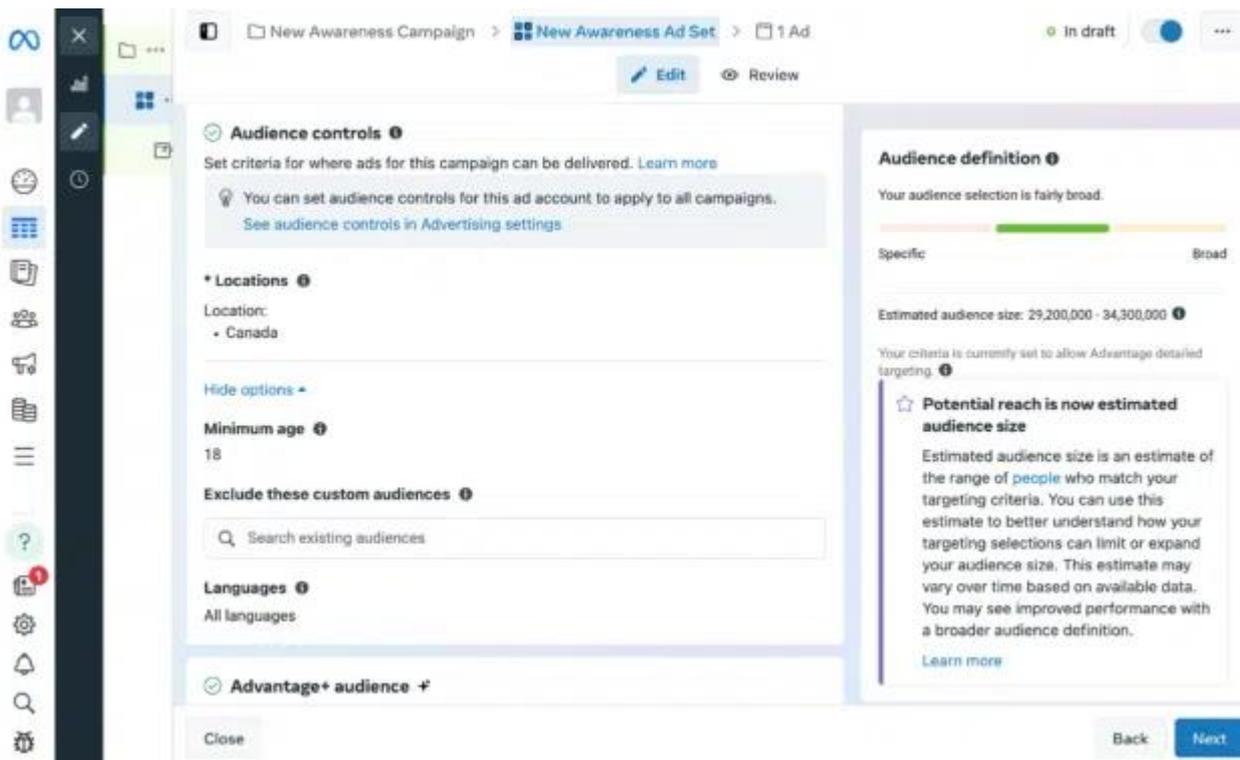
Set the start and end dates if you want to schedule your ad in the future or choose to make it live right away.

You can also choose to schedule your budget in advance, in case you want to increase your spending at certain high-traffic times.

Step 5: Target your audience

When you want to refine your ad targeting, you have a couple of options:

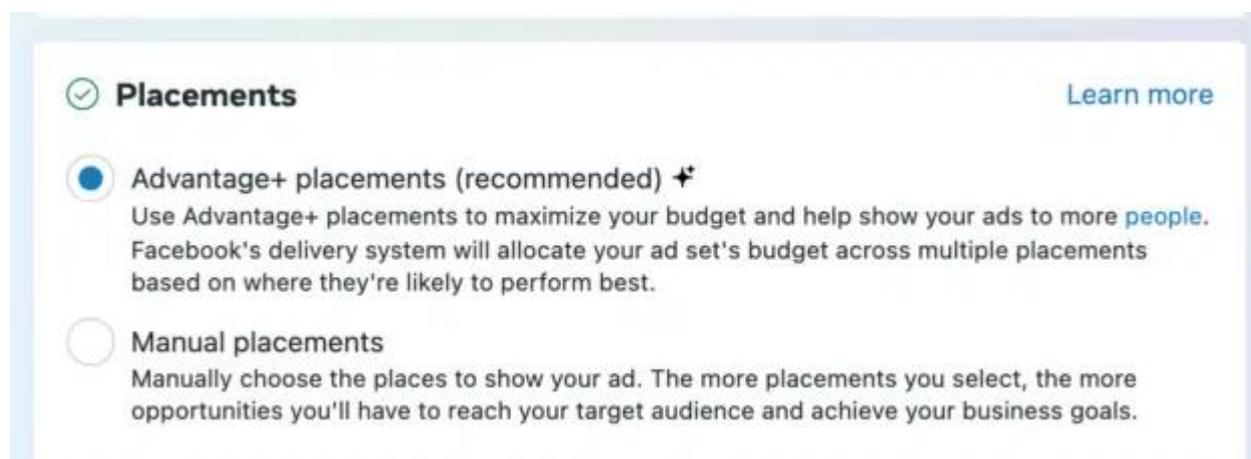
- Sketch out the basic details (like age, location, and language) and let Meta's Advantage+ technology automatically find your audience, or
- Switch to Facebook's original audience targeting options and build out your audience yourself.



If you are just getting started, it's recommended to let Facebook's AI do the targeting for you.

Step 6: Choose your ad placement

Next, choose where your ad appears. You can let Facebook choose automatically with Advantage + placements or pick manually. If you are new, start with Advantage +.

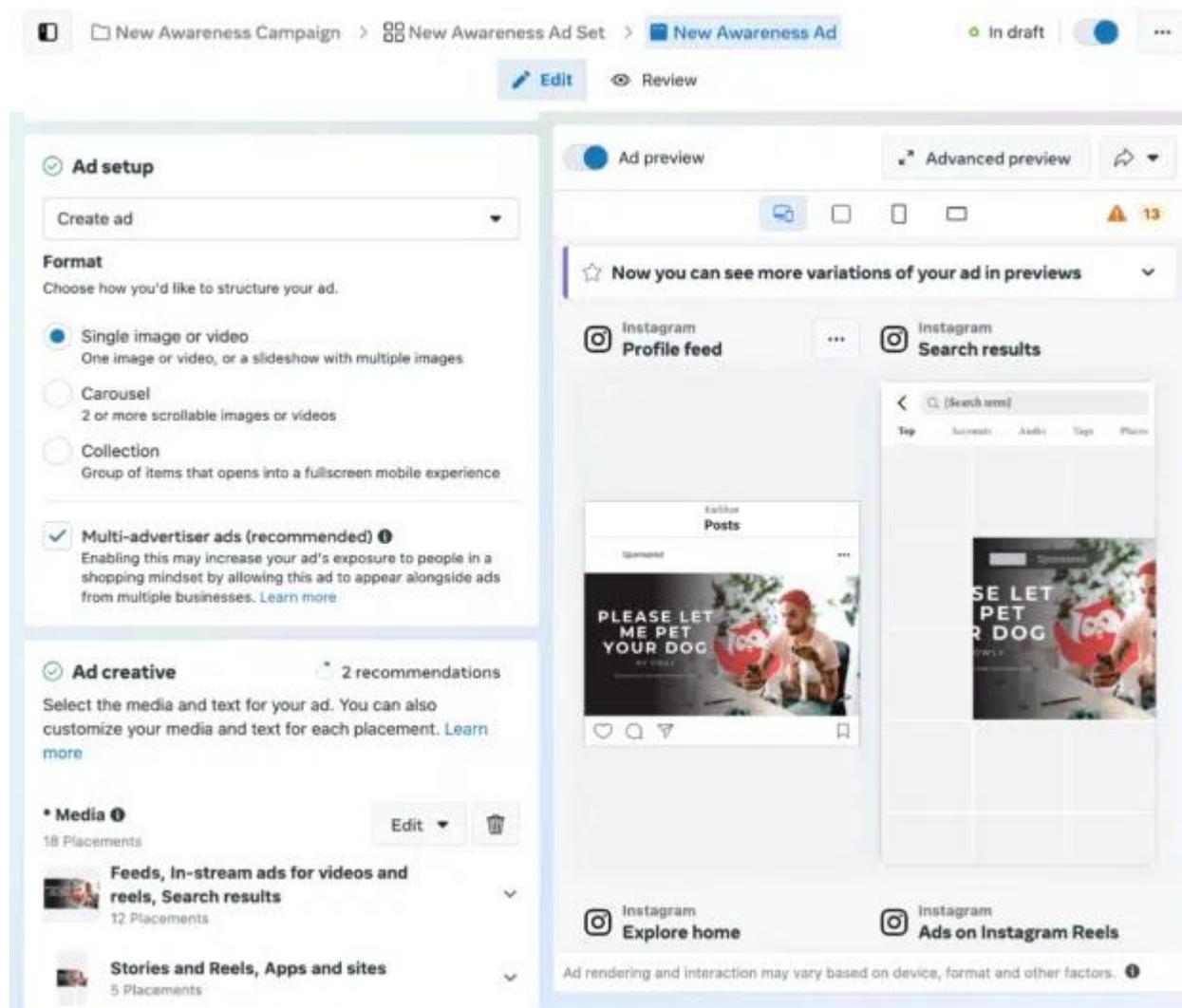


You can always review your ad performance and switch to manual for better optimisation after a while. Manual options will vary but may include: device type, platform, placements, specific mobile devices and operating systems, and only when connected with Wi-Fi.

Step 7: Create your ad

Click on the **Ad** options. Choose the ad format that aligns with your campaign objectives. Then enter the text and media components for your ad. The formats available will vary depending on the campaign objective you selected at the beginning of the process.

Follow the prompts and design recommendations provided by Facebook based on your chosen ad type.



Use the preview tool at the right of the page to make sure your ad looks good for all potential placements. When you are happy with your choices, click the green **publish** button.

Step 8: Monitor your ad's performance

Once your ad is running, keep an eye on its performance in Ads Manager. Look for key metrics like results, reach, engagement, video views, website actions, and more.



Work out what type of ad achieves the best engagement for future purposes.

Look out for...

Get Going On... *Social Media Posts*

Get Going On... *Social Media Hashtags*

Get Going On... *Social Media Platforms*