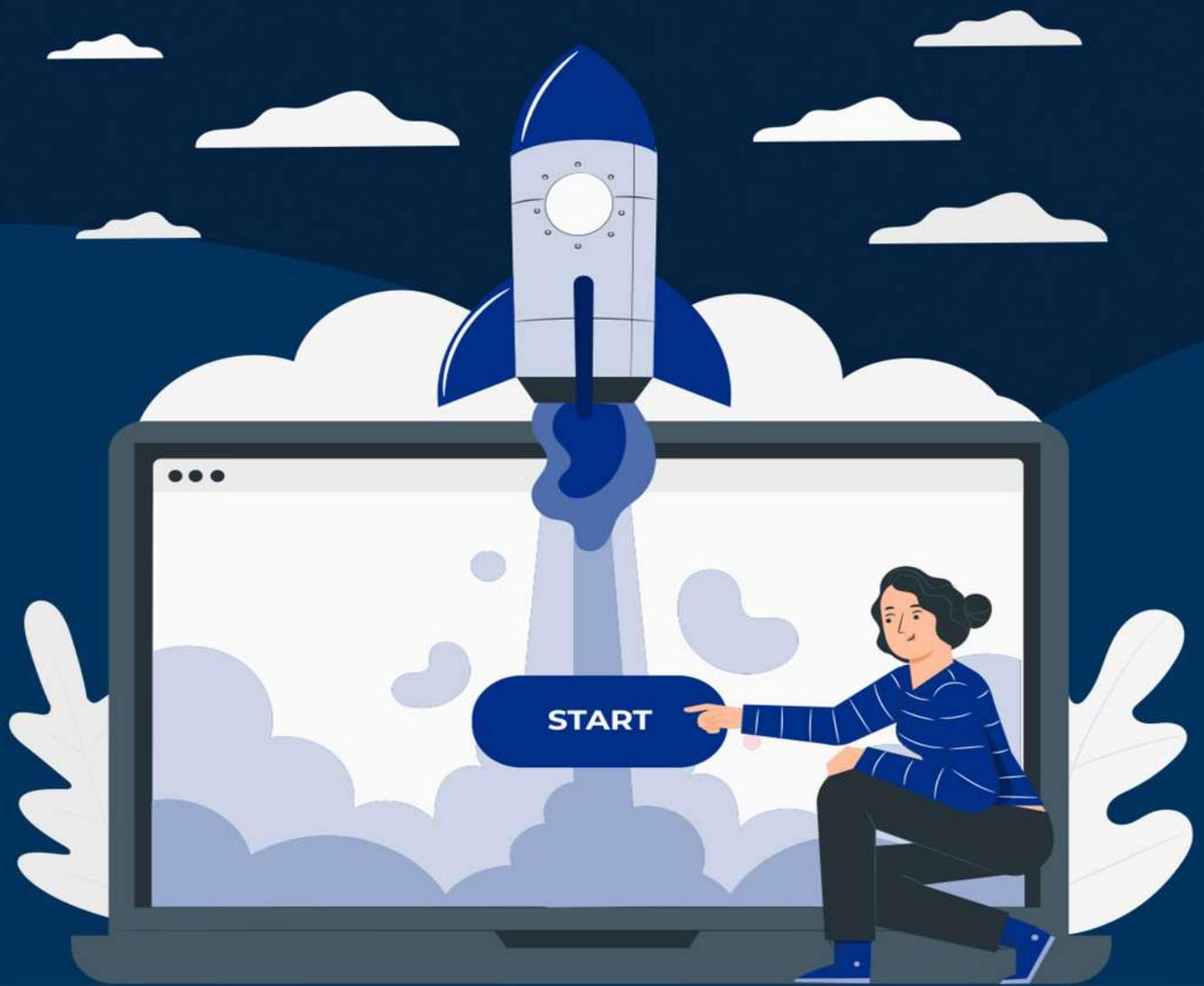


complete guide to -

FACEBOOK ADVERTISEMENT FOR BEGINNER

HIKE BRANDING



Complete Guide to Facebook Advertisement For Beginners

Tips and solid advice to learn Facebook ads as a beginner.

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Introduction

Social media, one of the most used types of applications/websites on the internet. Social media platforms let the users connect by creating and sharing various information. Some social media platforms are Facebook, Instagram, WhatsApp, YouTube, Twitter, and LinkedIn.

These are becoming popular day by day and their users keep increasing as these platforms let users interact with each other, share their ideas, be part of an online community, and most importantly give them a feeling that they are not alone, they can associate themselves with other similar minded people. Such tools are also the best way to stay connected with your loved ones, and this reason inspires even less tech-savvy older people to use social media. This gives social media platforms the ability to have various users from teens to senior citizens.

Below are some of the facts about social media usage:

1. The total number of active social media users is 4.20 billion i.e. 53.6% of the population; more than half.
2. The average daily usage is 2 hours and 25 minutes.

Now, think about it from the perspective of your business's marketing strategy, how many of your target audience can you find on social media? A significant number, right? These platforms give you the advantage of easily connecting with your existing customers, getting new leads, targeting potential customers, and so on. Moreover, most importantly, they help you in increasing your brand awareness.

Moving ahead, let's talk about the most used social media platform in the world (as of 2021), Facebook. Facebook has approximately 2.85 billion users on the platform. Such a huge number!

Assume out of these 2850000000 users, your target audience is 10% i.e. 285000000. If you can connect to at least 1% of these, you would have connected with 2850000 users. For the sake of the argument, we are talking about a very small percentage here but as you can see, this platform gives you a humongous benefit of reaching out to multiple people (of your choice) at once. Apart from this biggest benefit, it has many other crucial advantages that will be helpful for your business.

To achieve this i.e. to reach your target audience, the best way is to use Facebook ads.

Facebook ads is a tool that enables you to create custom ads under various campaigns and also gives you a thorough analysis of the ads' performance. You can choose to show your ads not only on Facebook but also on other platforms falling under Facebook such as Instagram and Messenger.

8 Keys to Create successful Facebook Ads

We have seen the detailed process of creating Facebook ads. Now, based on our discussion, let's look at some of the major things that you need to remember while creating Facebook ads:

1. Set a clear goal i.e. marketing objective

Before deciding to go with Facebook ads, the first step in the process should be to identify the goal or objective of the campaign that you are going to create. As we have already seen, Facebook gives you plenty of options when it comes to objectives. You need to set an objective before creating ads so that it will help you in coming up with the best ads and achieve the results that you are looking for.

Facebook has many algorithms running behind each ad that you create and to maximize the use of these algorithms in your favor, you need to tell Facebook what you want to get from the campaign. This can be done only if your marketing team has a clear agenda on what is the final result of these ads.

For example, if the goal is to reach out to maximum people, you can go for the 'Reach' campaign and create ads based on this objective. Without deciding your end goal, it is worthless to start with Facebook ads.

2. Choose the correct target audience

It is very easy to get carried away with the various options that you have when it comes to choosing the audience for your ads as Facebook has many of them. Once you have decided the objective of the campaign, along with many other important things, direct your focus on audience selection, too.

The audience parameters you choose for your campaign will be one of the biggest factors in your ad success. If the ads are not shown to the right people, it becomes almost impossible to achieve the results you want from them. Also, remember to exclude the right people, people who are not relevant to your ads i.e. people to whom you do not wish to show your ads.

For example, if you are a company that makes fitness equipment, go for people who are in their 20s and 30s. Targeting people in their 60s or 70s will not help you reach the goal.

3. Avoid over-segmentation

As discussed in the previous point, Facebook gives you many options to choose the audience and you may make the mistake of over-segmentation.

With over-segmentation, you decrease your target audience which eventually will decrease the chance of showing the ads to maximum people. Facebook will not have many options to show the ad and the ad will stay in the learning phase for a longer

time. The quicker your ad leaves the learning phase, the faster it will become effective and will be shown to as many right people as possible.

In the above example of a company making fitness products, you may want to go for people in their 20s and 30s, and people who go to the gym regularly. But at the same time, you also want to target those people who don't go to the gym but are likely to exercise at home; this gives you an advantage of connecting with people who may use the equipment at home.

4. Choose the correct ad format

In previous sections, we saw the various ad formats and you can understand how impactful you can make your ads by using the suitable ad format. Facebook gives you these multiple options of ad formats to choose from that can be used as per your marketing objective. Based on your objective, the message you want to send to the audience, and the target audience, you need to carefully select your ad format.

For example, if your goal is to show multiple products in one ad, you can go for a video, a carousel, or a slideshow. The single image ad format will not be useful in this case. If your target audience is likely to be in areas where internet connection is poor or if you have a target audience that wants to be interested in watching videos, you can go for a single image ad.

5. Use analytics

Your work does not end once you publish your ad, the real work starts once the ad is live. You need to constantly study the results of ad performance. We have already discussed the various metrics that you can see in the ad reporting section. These metrics provide you great insight into how your ads are doing, if there are any areas where you can improve and whether you need to stop your ads if the performance is not up to the mark. You are spending money on your campaigns and if you don't figure out if they are meeting your objective, all the efforts are in vain.

For example, you have created an ad to gain more visitors to your website homepage. For this, you can study Click-through Rate (CTR) metric; it gives you a percentage of people who have seen your ads and clicked on them. If you are constantly getting low CTR, you can understand that people are seeing your ads but are not going for CTA. In such a case, you can try to improve your ads; for example, the text or the media used in the ads; try to make it more captivating so that people will take the bait and click on the CTA.

Moreover, while using the metrics to analyze ads' performance, the crucial part is to define the metrics that you need to study. Facebook gives you a plethora of metrics that you can use to judge your ads' results. You need to identify the relevant and critical metrics among these because studying every metric will be a wastage of time;

and when there is too much data to focus on, you may miss out on the necessary points that are required for the analysis.

6. Assign proper budget

Deciding on a budget is another important aspect of successfully using FB ads. Many factors will come into play when you assign the budget to your campaigns.

If you assign a budget that is too low, your ads will not be shown to enough people. Facebook will not be able to optimize your ads properly as the algorithms will be unable to work without an adequate audience. This will keep your ads in the learning phase and due course, the ads will not reach the targets that you wanted from them.

On the other hand, if you have assigned a budget that is too high, sometimes, it will be shown to many people as you have enough money to spend, but without achieving any real results.

To overcome such challenges, you can create a test campaign with a small budget and small audience, and see how your ads are performing. Learn from this test, and see how much budget you will need to assign, to reach the maximum effective results.

7. Focus on the content

What will happen if you have a solid marketing strategy and ample budget but the ads are not creative or attractive enough to lure your audience? The whole plan will be unsuccessful. Before you create an ad, try to understand your audience and how you can sell them your offerings using appealing content. You need to identify what type of ad formats will help you and what type of text or media will help you. Another important thing is to focus on primary text and highlights, keep them short and engaging.

For example, if you are creating an ad for gym equipment, create a video where someone is using the equipment. People will see the working of the equipment and also understand how it will be useful to them personally, whether their body is suitable for such kind of exercise or not. If you show an image ad with a static image of the equipment, you may fail to capture your audience's attention.

Another example is of a company that sells beauty products. If you have launched a new product in the market and you want to create awareness for the same, you decide to give a discount on the purchase. In this case, you can create an image ad where you focus on the image of the product and mention the product details and discount code. You want your audience to notice the new product and also the discount code, and so you can create a catchy tagline associated with the new product or make the discount code stand out in the image.

8. Choose the right placements

We have already seen in the above sections that Facebook provides you with choices to choose the places where you want to show your ads. This is again another critical piece of success for your ads. If you can identify the right placements, your ads will be shown to the audience and they will give you better results.

Facebook gives you two options to choose from when it comes to placements: automatic and manual. You need to choose what would be the best options to optimize your ad performance.

If you are clear on where your ads would do better, you can go for the manual option and select the placements where you want your ads to be shown. For example, if most of your audience uses Facebook marketplace, you can choose marketplace placement instead of stories. But to do this, you need to do a deep study of your audience's behavior. This takes time and effort so another option is to go for automatic placements, let Facebook do the work for you; based on the algorithms, it will show your ads where your audience is more likely to see them.

This is like a glance at the complete guide book for Facebook ads, you'll see in detail each key in the book. How you can actually perform these 8 keys and make them work for you. If you're a beginner and want to kick start learning Facebook ads inside out, this book can help you a lot!



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This book helps to start facebook ads, even if you are planning to start your career as a facebook manager, or you own a business and want to run your own ads on facebook and reach out to maximum audience, and more important the right audience!

It contains practical ways of reaching an audience and step by step, 0 to being a professional expert! Before teaching it explains how facebook ads work, what's the algorithm of ads so that you can get a clear vision of what to do and what not to do, things become way easier if you know it inside out.

May this book help many beginners, and we will soon launch the next version of this book, that helps readers to become EXPERT from intermediate.

We have become friends while working on this book, thanks to Hiren Patel and Ripal Patel. Special thanks to Shikha Christie and Priyanka Panchal.

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