

PPC - FACEBOOK ADS

http://www.tutorialspoint.com/pay_per_click/ppc_facebooks_ads.htm

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Facebook is the most popular social networking platform. People of all ages, tastes, and demographics use it, thereby creating a good option for an advertiser to reach a wide audience. Facebook ads draw the attention of users and drive them to the seller's website.

Overview

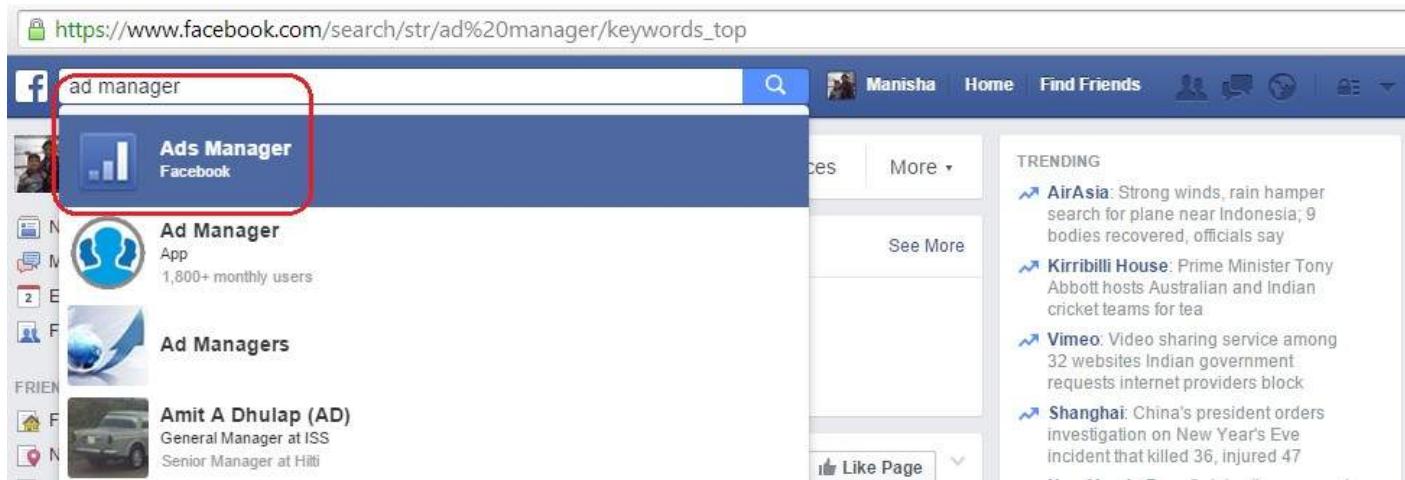
Facebook ads follow the auction method. Here, advertisers are charged when their ad is clicked, or it shows *impression* or a lead is generated by clicking the ad. It depends on the mode one has selected *clicks, impressions, or acquisition*.

Facebook ads run across all devices and platforms. You can reach the people who matters the most to your business, no matter wherever they are.

Setting up an Advertising Account

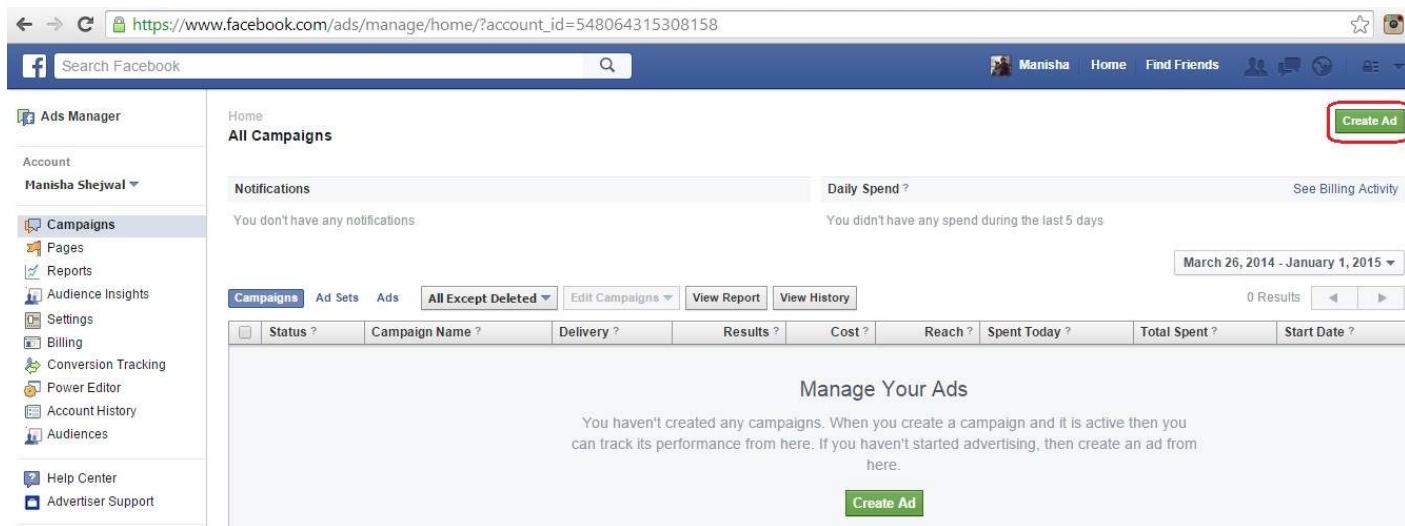
To start running ads on Facebook, you need a working Facebook account.

Step 1: Search 'Ads Manager'.



The screenshot shows a Facebook search results page. The search bar at the top contains the text "ad manager". Below the search bar, the first result is "Ads Manager Facebook", which is highlighted with a red box. The result includes a small icon, the text "Ads Manager Facebook", and a link. To the right of the search results, there is a sidebar with "TRENDING" news items. At the bottom right of the search results area, there is a "Like Page" button.

Step 2: You are shown the present status of the ad.



The screenshot shows the Facebook Ads Manager home page. The left sidebar has a "Campaigns" section selected, with sub-options like "Pages", "Reports", and "Audience Insights". The main content area shows "All Campaigns" and "Notifications" (none). Below that is a "Campaigns" table with columns for Status, Campaign Name, Delivery, Results, Cost, Reach, Spent Today, Total Spent, and Start Date. A "Create Ad" button is located in the top right corner of the main content area, highlighted with a red box.

Step 3: Click on the button 'Create Ad'. It takes you to building an ad. Facebook offers different options of objectives of creating ads. Select the option 'Send people to your website'.



The screenshot shows the "Create Ad" page in the Facebook Ads Manager. The top navigation bar includes "Search Facebook", "Manisha", "Home", "Find Friends", and other social links. Below the navigation is a "Advertise on Facebook" button, highlighted with a red box.

STEP 1: CREATE YOUR CAMPAIGN

Choose the objective for your campaign

Help: Choosing an Objective

- Send people to your website
- Increase conversions on your website
- Boost your posts
- Promote your Page
- Get installs of your app
- Increase engagement in your app
- Raise attendance at your event
- Get people to claim your offer
- Get video views

Use the clicks to website objective to send people to your website.

Step 4: Enter the name of the website *tutorialspoint.com* you want people to be redirected to.

Search Facebook

Manisha Home 2 Find Friends

Advertise on Facebook

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Help: Choosing an Objective

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- Get people to claim your offer
- Get video views

  **Clicks to Website**

Increase the number of visits to your website.



 **tutorialspoint.com**
Enter URL for a website

Step 5: Enter the campaign name as *First Campaign tutorialspoint Website Clicks*.

Search Facebook

Manisha Home 2 Find Friends

Advertise on Facebook

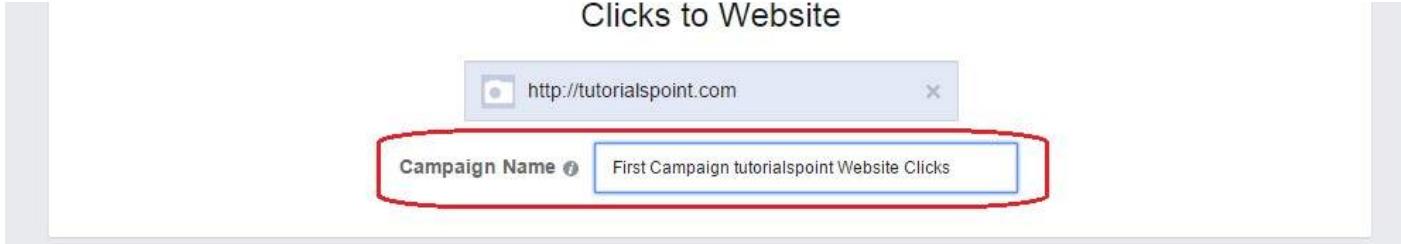
STEP 1: CREATE YOUR CAMPAIGN

Choose the objective for your campaign

Help: Choosing an Objective

Clicks to Website



Step 6: Enter appropriate account information. Enter the account name as shown below:

A screenshot of the Facebook 'Enter Your Account Info' page. The 'Ad Account Name' field is highlighted with a red box and contains 'Tutorials Point'. The page also shows account country (India), currency (Indian Rupee), and time zone (Asia/Kolkata). A sidebar on the right provides information about currency and time zone.

Step 7: Keep the default location *India*. Keep default agegroup as *18 to 65 years*. Keep gender as *All*. Keep languages as *English All*, which includes US and UK English.

A screenshot of the Facebook 'Who do you want your ads to reach?' page. The 'Locations' section shows 'India' and 'All India'. The 'Age' section shows '18 - 65+'. The 'Gender' section shows 'All'. The 'Languages' section shows 'English (All)'. The 'Education Level' section shows 'In college' and 'College grad'. A sidebar on the right titled 'Audience Definition' shows a spectrum from 'Specific' to 'Broad' with 'India' marked as specific. It also lists audience details: Location (India), Education Level (In college or College grad), Age (18 - 65+), Language (English (US) or English (UK)), and Placements (News Feed and right column on desktop computers, Mobile Feed and Third-party Apps).

More Demographics ▾

Potential Reach: 60,000,000 people

Step 8: Enter education level as *In College* and *College grad*.

The screenshot shows the Facebook Audience Insights interface. The targeting parameters are as follows:

- Interests:** Technology
- Behaviors:** Digital activities > Internet Browser Used (Primary Browser: Chrome, Mobile Device User, Smartphone Owners)
- Connections:** Seasonal and Events (Fall Football (US), Travel)
- How much do you want to spend:** Per day ₹ 250.00 INR
- Schedule:** Run my ad set continuously starting today

The audience details on the right are:

- Location: India
- Behaviors: Smartphone Owners or Primary Browser: Chrome
- Education Level: In college or College grad
- Age: 18 - 65+
- Language: English (US) or English (UK)
- Placements: on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

Potential Reach: 44,000,000 people

Step 9: Enter interests as Technology.

Select behaviors as Digital activities → Internet Browser Used → Chrome and Mobile Device User → Smartphone Owners.

Enter the Per day budget amount as Rs 250.0 in Indian rupees.

The screenshot shows the Facebook Audience Insights interface with specific targeting parameters highlighted by red boxes:

- Interests:** Technology
- Behaviors:** Digital activities > Internet Browser Used (Primary Browser: Chrome, Mobile Device User, Smartphone Owners)
- How much do you want to spend:** Per day ₹ 250.00 INR
- Schedule:** Run my ad set continuously starting today

The audience details on the right are identical to the previous screenshot.

Potential Reach: 44,000,000 people

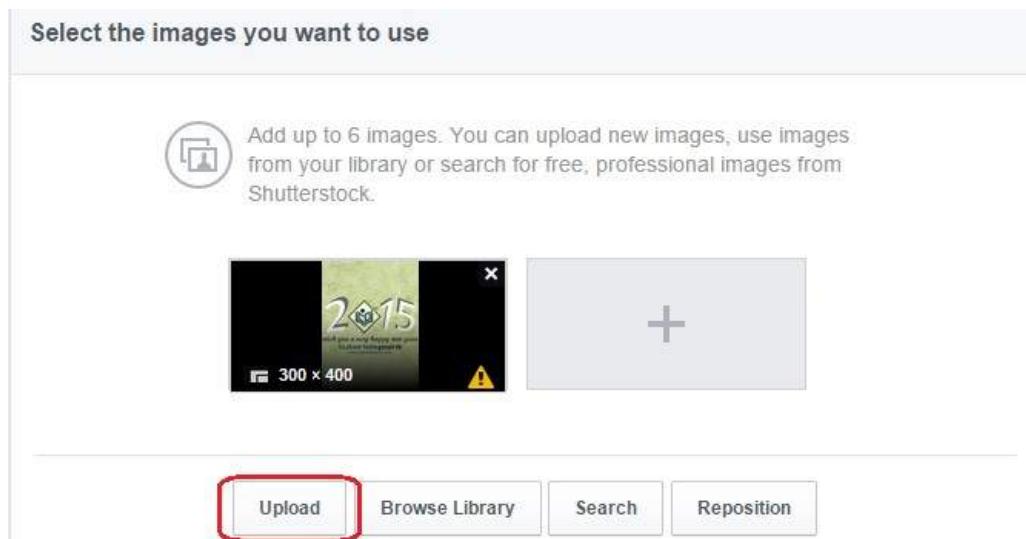
Step 10: Select the option *Run my ad set continuously starting today*.

Click on the button 'Upload' to add the image for the ad.

Select a facebook page as *Tutorials on Cloud Computing*.

Select the images you want to use

Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.



Creating Multiple Ads

Each image you add will create a different ad in your ad set. After your campaign starts, you can monitor how audiences respond to the different images.

Recommended Image Size

1200 x 628 pixels

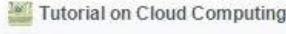
If you want to learn more about different ad formats and sizes then visit the Ads Product Guide.

What text and links do you want to use?

Help: Editing A

Connect Facebook Page

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

 Tutorial on Cloud Computing +

AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed Remove

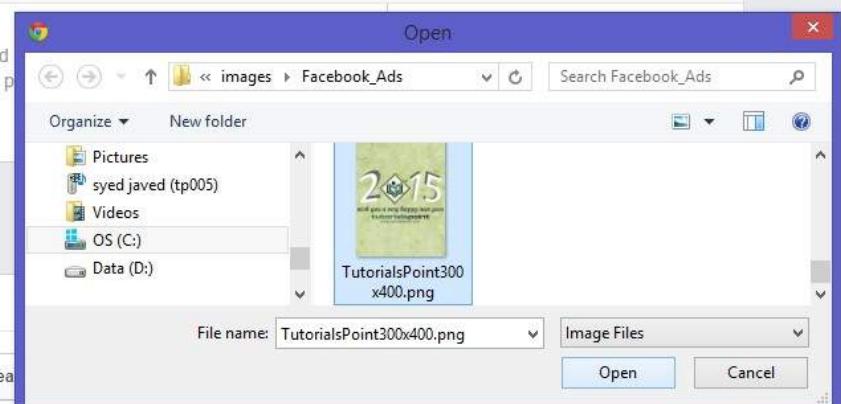
✓ Mobile News Feed Remove

See Smartphone Preview

Search Facebook Manisha Home 2 Find Friends

Select the images you want to use

Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.



Open

Organize New folder

Pictures syed javed (tp005) Videos OS (C:) Data (D:)

TutorialsPoint300x400.png

File name: TutorialsPoint300x400.png Image Files Open Cancel

Step 11: Scroll down few lines.

Enter Headline as *Tutorials for Free*.

Enter text as *Free tutorials and reference manuals with examples for JDB, Hadoop, Hive, HBase, XStream*.

Search Facebook

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

 Tutorial on Cloud Computing +

or Turn Off News Feed Ads

AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed Remove

✓ Mobile News Feed Remove

Tutorial on Cloud Computing

Free tutorials and reference manuals with examples for JDB, Hadoop, Hive, HBase, XStream

See Smartphone Preview

Step 12: Select Call-to-Action button as 'Learn More'.

Preview the ad on the right hand side. Change the fields if required. You can create a page for your ad for using text and links for your ad.

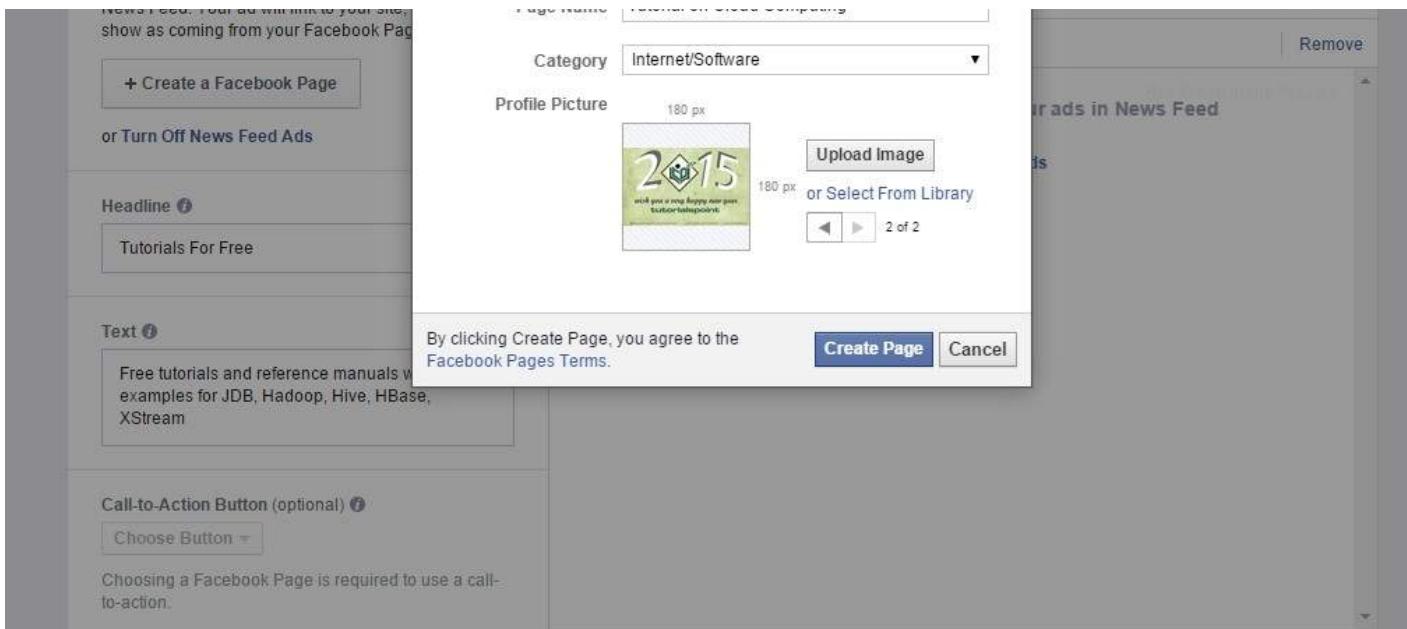
Choose ad category as *Company, Organization, or Business*.

Step 13: On the create page dialog, enter Page Name as *Tutorial on Cloud Computing*.

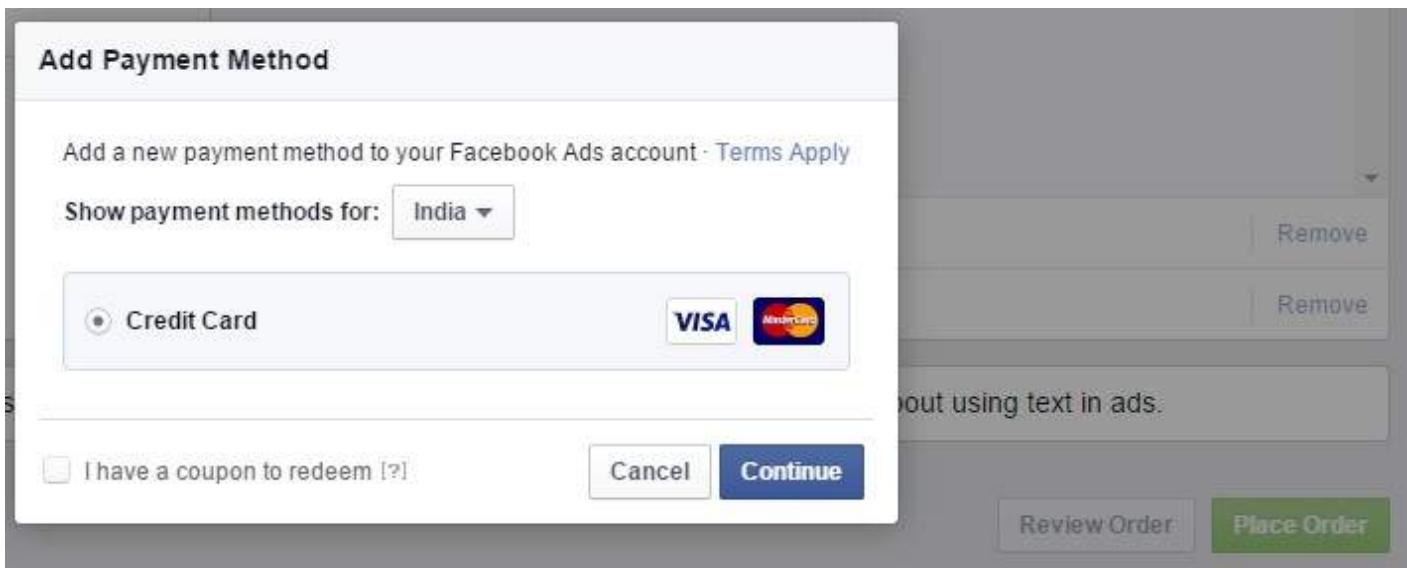
Choose category as *Internet/Software*.

Upload an image for the page.

Click on the button *Create Page*.



Step 14: After you finish entering all the inputs as per your requirement, click on the button 'Place Order'. It takes you to entering the payment method where you can enter credit card details to pay for your ad.



Once your ad is created, you can find it on the left-hand side of your facebook ad account profile under 'account'.

Following Up Your Account

- To set the status of your account, go to Ads Manager → Campaigns tab
- You can manage your campaign. Set it 'active' or 'inactive'. You can set the delivery options and can delete your campaigns, ads, or account. Other advanced features are available.
- To edit your ad set's budget or to reschedule it: Ads Manager → Ads sets → Budget
- To set the ad dates: Ads Manager → Ads sets → Date *ontopofthegraph* → select dates → Save
- To change the bid: Ads Manager → Ads sets → Scroll over current bid → click pencil icon → make bid changes → Save
- To edit the existing ads: Ads Manager → Ads sets → Ads → Creating, Targeting, and Pricing → edit → Save
- You can add Account Groups to access multiple advertising accounts.

Managing the Ad

The next step is to manage the ad you created. It involves the following:

- Changing the running frequency of the campaign
- Changing budget of the ad
- Changing the keywords or images of the ad
- Assuring the changes are in place, implemented correctly, and working fine
- Engaging the users to visit more

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