

Social Media Marketing – Facebook Campaigns

What is social media marketing?

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.



Facebook – Reach Campaign

Facebook and Instagram marketing provides a way for business to reach and target current and potential customers with ad creative and messages relevant to them. Our Job is to create campaigns that have specific goals and create ads within those campaigns to help you reach those goals.

Facebook Paid Ads work similarly to any other paid ads.

We can customize targeting features , creative assets, and budget to make sure the ad reaches the right audience. Facebook then uses this information to show your ads to people that could become your potential customers. The ad is displayed in a user’s news feed it looks similar to an organic Facebook post but is designated as a “sponsored post”.

Benefits:

The reach objective maximizes the number of people who see your ads and how often they see them.

Choose this objective if you want to build brand awareness, change brand perception or show your ad to as many people in your audience as possible. With this objective, you can choose to maximize your reach or impressions for the entire duration of your campaign.

For example, let's say you want your ads to reach a large proportion of your target audience to help increase sales. You can also tailor your reach with location targeting to reach people within a certain radius of your business location. You can choose the reach objective to show ads to a larger portion of your audience. If you want to make people more aware of your brand or a new product, you can set frequency controls so that people see your ads more often..

Reach Ads :



Facebook – Brand Awareness Campaign

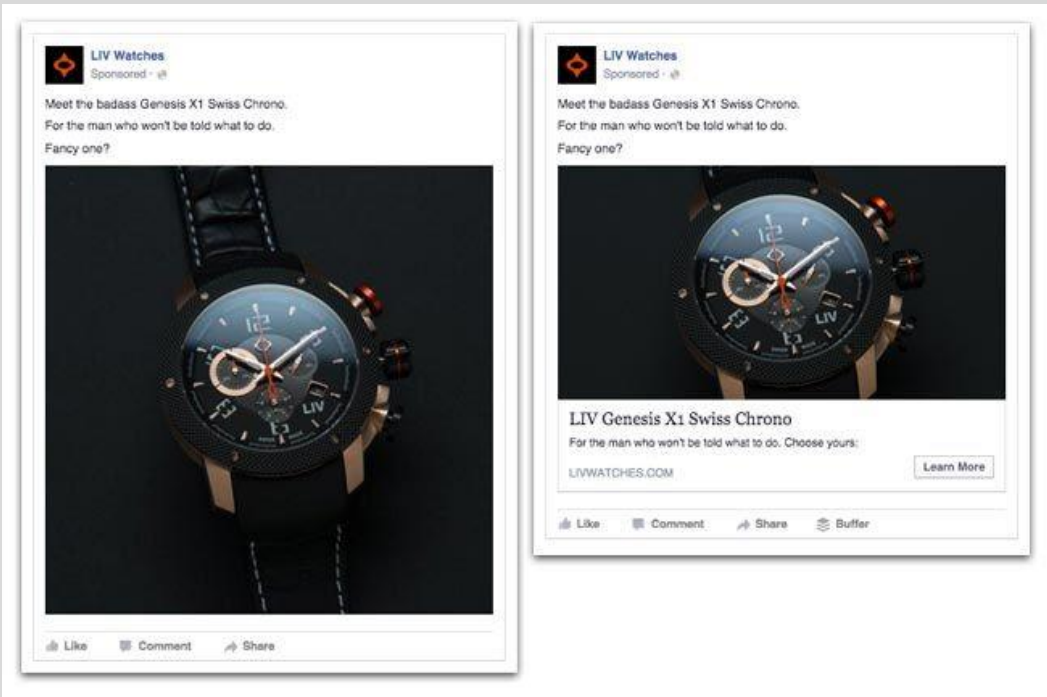
Benefits:

The brand awareness objective is for advertisers who want to show ads to people who are more likely to recall them.

The brand awareness objective gives you the estimated ad recall lift (people) metric, which shows how many people we estimate would remember your ad if we asked them within two days.

A brand lift study is required for the most accurate measurement of ad recall. However, if your campaign doesn't meet the criteria to conduct a full study, the estimated ad recall lift (people) metric can be an accessible alternative.

Reach Ads :



Facebook – Traffic Campaign

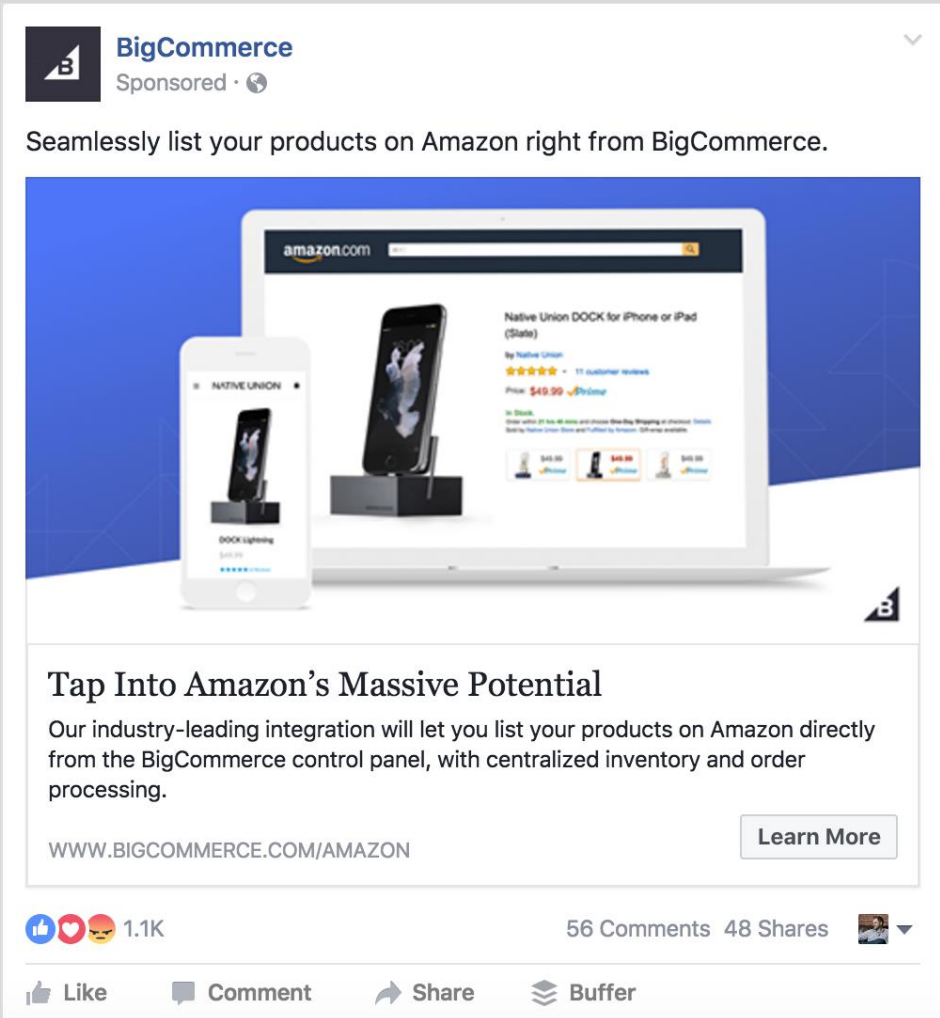
Benefits:

The traffic objective is designed to drive people to your website or app. With traffic as your objective, you can create ads that:

Send people to a destination such as a website, app, phone call or Messenger conversation (Website Clicks)
Increase the number of people going to your mobile or desktop app (App Engagement)
When you create an ad with the traffic objective, you can:

Select where you want to drive traffic: You can select Website, App, Messenger or WhatsApp.

Reach Ads :



Facebook – Lead Generation Campaign

Benefits:

Lead ads allow you to find people who may be interested in your products or services and collect information from them. Using an Instant Form, you can collect contact information such as name, email address, phone number and more. These forms also let you include custom questions to help you understand your potential customers and reach your business goals.

You can use lead ads to:

- Identify potential customers for your business
- Collect subscriber information for your company newsletter
- Encourage downloads of white papers or brochures
- Understand the interests and behaviours of potential clients
- Get people to enrol in your programmes



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