

Facebook Advertising 101

[Facebook advertising](#) is a lucrative opportunity to strengthen your brand, target receptive users and engage with your customers on the largest social network in the world.

Creating an ad for Facebook allows to target specific users and promote products and services to a receptive social audience. Facebook adverts are placed in the right sidebar of Facebook pages, displaying your chosen image, information and a link to your chosen destination. These are ONLY visible to the users you have chosen to target, according to various criteria that we will explore further in just a minute.

Adverts on Facebook can be used in a variety of ways:

- To drive traffic to your Facebook page and increase the amount of 'fans' or 'likes' for that page (a 'like' button is included in the ad for ease of use, and the user's actions are documented on their profile wall for doing so).
- To drive traffic to your website or a targeted landing page.
- To publicise a promotion, new product or service (i.e. a temporary campaign for a special offer as opposed to a long-running campaign)
- To increase awareness of a brand or service.
- To hold a competition or poll.

The social nature of Facebook means that one user's activity is shared with their friends, their associates and peers - we are more likely to follow a link posted by a friend than a stranger or company website. Social media can be so important for strengthening brand reputation and awareness, to build a steady, loyal group of fans and customers around your page or profile, which in turn will increase your authority and presence. Hard-sell ads are not necessarily the way to go – the basis of social media is the exchange of information and is not consumer-driven. Providing interesting information, fun competitions, games and promotions is a better way to generate interest in your Facebook page – and in turn, your company. Users of Facebook groups

Advertise on Facebook

1. Design Your Ad [Design Your Ad FAQ](#)

Destination URL Example: <http://www.yourwebsite.com/> [?]

[?]


I want to advertise something I have on Facebook.

Title 5 characters left. [?]

Body Text 43 characters left. [?]

Image (required) [?]
 no file selected
[Remove uploaded image.](#)

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and fan pages want to be part of something that engages and amuses them, and the most successful business pages on Facebook do just that. Facebook's own case studies can be found [here](#).

[Setting up a Facebook Ad](#) is quick and simple to do, working on either a Cost Per Click (CPC) or Cost Per Thousand Impressions (CPM) basis. Using the personal preferences most Facebook users have provided when setting up an account, advertisers can from a range of options to target their ads specifically to their audience, as directly or broadly as they like.

These ads are run daily, for whatever timeframe you allot them, and can be cancelled at any time. Pricing can be set to a maximum daily budget – so you will never overspend accidentally. Facebook is used by a staggering 500 million people worldwide, so the audience potential in this medium is pretty high, whatever your targeted demographic.

Ads are comprised of a destination URL (which can be your Facebook page itself, your website or blog, or any other landing page you choose), a title (25 characters max), the ad's body text (135 characters max) and an image. Facebook make it as easy as possibly by making suggestions for content and images via the link provided.

2. Targeting [Ad Targeting FAQ](#)

Location

Country: [?]

Everywhere
 By State/Province [?]
 By City [?]

Demographics

Age: [?] -

Require exact age match [?]

Sex: [?] All Men Women

Likes & Interests

[?]

Businesses who need kickass internet marketing services...

No matches found

Connections on Facebook

Connections: [?] **Target users who are connected to:**

[?]

Target users who are not already connected to:

[?]

Friends of connections: **Target users whose friends are connected to:**

[?]

[+ Show Advanced Targeting Options](#)

You are then able to configure your targeted area and audience, by location (country/ city), age (you are even able to target people on their birthdays), gender, marital status/ sexuality, language, likes and interests, education and work information, and by existing contacts and friends on Facebook. You are given a running total of the reach of your ad, depending on your chosen demographic.

Your 'Campaigns and Pricing' options include currency, country and time zone, campaign name, maximum daily budget, specific date scheduling or continuous distribution, and a choice between CPM or CPC, including your maximum bid.

Estimated Reach

1,864,660 people

- who live in the **United Kingdom**
- who live within 50 miles of **Milton Keynes**
- age **18** and older

Facebook also makes suggestions for budgets and costs, and give an example of estimated impressions or clicks per day for each price. Organise and manage this aspect according to your budget, aims and analysis of your marketing campaign. An [SEO](#) company like [Ikroh](#) can be invaluable in helping with this if you are unsure what you are doing.

3. Campaigns, Pricing and Scheduling [Ad Campaigns and Pricing FAQ](#)

Account Currency
British Pound (GBP)

Account Time Zone
Country/Territory: United Kingdom
Time Zone: (GMT) London Time

Campaign & Budget
Campaign Name: My Ads
Budget (GBP): 50.00 Per day
What is the most you want to spend per day? (min 1.00 GBP)

Schedule
Today at 8:00 pm London Time
2/4/2011 at 8:00 pm London Time
 Run my campaign continuously starting today

Pricing
 Pay for Impressions (CPM) [?]
 Pay for Clicks (CPC) [?]
Max Bid (GBP). How much are you willing to pay per 1000 impressions? (min 0.02 GBP) [?]
0.30 Suggested Bid: 0.24 – 0.38 GBP
Note: Tax is not included in the bids, budgets and other amounts shown.
[Use Suggested Bid \(Simple Mode\)](#)

You are able to review your ad at this point, and ensure that all links, images and information are fully working and correct. Advertisements must comply with the [Facebook ad guidelines](#).

Payment options are via Visa or Mastercard credit/debit card or PayPal and billing is daily. You will then have access to conversion tracking and analytics of your ads. 'Facebook Insights' allows you to see the actual results of your campaign, as opposed to just your targeted audience. You can use this to analyse and adapt your ads to make them most effective. Facebook ads can also be tracked with [Google Analytics](#).

To maximise your success with Facebook advertising, observations need to be analysed correctly and changes made to optimise the ROI and minimise cost. [Ikroh](#) is a leading UK SEO company and can help with all aspects of online marketing, also provide management in advertising on other [social media](#) platforms such as Twitter and Spotify, as well as [Blog Marketing](#), [SEO](#) and [PPC](#).

As part of Ikroh's comprehensive [Facebook advertising](#) service we provide:

- **Targeting Research** – We research and establish your relevant target audience with effective organic campaigns.
- **Copy Design** – We will personally write all your advertising copy, ensuring it is relevant and interesting and, more importantly, gets your ads clicked.
- **Image Sourcing and Design** – We will design and purchase eye catching images on your behalf to be displayed with your ad copy and refresh these images throughout your campaign so Facebook users continue to click on your ads.
- **Landing Page Consultancy** – We will give you all the information you need to make sure the landing page for your Facebook ads gets you results.
- **Full Campaign Monitoring** – Not only will we run your campaign for you, we will also continuously monitor and tweak your advertisements to ensure you get the maximum number of clicks for your budget.
- **Full Campaign Reporting** – We will provide you with a weekly report outlining your best performing adverts, the total number of impressions and the total number of clicks. We always want you to know what's going on!

Our team are on hand to answer any questions you may have, so if there is anything at all you want to know than just drop us an [email](#) or call us on 01908 379938.