

# Campaign > Ad Sets > Ads

This is the path you will follow



# Campaigns

## **Awareness**

Brand awareness (Let people know about your company)

Reach (Good for “Call Now” button. Click to Call)

## **Consideration**

Traffic (Sends people from your FB ad to a landing page)

App installs (If you don't have an app, you don't need to learn this)

Video views (The video automatically plays in people's newsfeed. Great for local based businesses)

Lead generation (Great if you need leads with First Name, Email, Telephone. Pre-populated contact form pops up within Facebook)

Engagement (Post Engagements, Page Likes, Event Responses)

Messages (Get people to send a FB Message through Facebook Messenger)

## **Conversion**

Conversions (Normally ecommerce)

Catalog sales (Normally ecommerce)

Store visits (For companies that have multiple locations)

# Ad Sets

Define your audiences

Get out a pen & paper and create columns. Call them: Audience #1, Audience #2, Audience #3, Audience #4..., Audience #10. Create as many as you can.

Local Based Companies

Retail Stores

Service Based Businesses

# Find These Target Audiences on FB

- ✓ Recently Engaged Women 22-30 yr old
- ✓ Women with birthday next month with kids 1-8 yrs old (jumpers/party rentals)
- ✓ Birthday in certain months like July, Aug, Sept.
- ✓ 40th birthday within 1 week.
- ✓ Turning 65 years old (medicare)
- ✓ Cougars (single women 40-50 yrs old) with upcoming birthday
- ✓ Small Business owners who live in wealthy ZIP codes
- ✓ Men 30 yrs old > In a relationship > **Anniversary within 30 days**
- ✓ **Interests** > Fitness and wellness > Weight training
- ✓ **Interests** > Additional Interests > Sciatic nerve
- ✓ **Behaviors** > Multicultural Affinity > African American (US)
- Behaviors** > Multicultural Affinity > Hispanic (US - Spanish dominant)
- Interests** > Sports and outdoors > Outdoor recreation > Mountain biking (bike shop)
- Demographics** > Work > Job Titles > Mechanical Technician (supplemental insurance)
- Demographics** > Work > Industries > Construction and Extraction (supplemental insurance)
- Demographics** > Work > Job Titles > General Dentist (medical billing)

- Veterans
- Active Military
- Behaviors** > Expats > Lived in Mexico (Formerly Expats - Mexico)
- Behaviors** > Travel > Commuters
- Demographics** > Life Events > Recently moved
- Demographics** > Life Events > Friends of > Close Friends of Men with a Birthday in 7-30 days
- Pregnant Women
- Demographics** > Relationship > Relationship Status > Separated
- Demographics** > Relationship > Relationship Status > Widowed