



Social Media ADS TRAINING

Preparatory Materials

This document will outline the foundations of advertising on the Facebook platform. It includes key terms and reference resources that will enable you to best follow the upcoming ad training session and begin to put the strategies to work.

Key Terms

1. ADVERTISING OBJECTIVE

An objective is, essentially, your goal. What do you want to achieve with the ad(s)? It's important to consider that your objective is specific to what a Facebook ad can do for you. You might say your ultimate goal is to get more people to play bridge at your club or tournament. And this ad can certainly help with that, but we'll have to put it into terms the platform understands. Read on for more.

2. CAMPAIGN

A campaign includes one advertising objective. This may include more event responses, the number of people who see the ad or the number of people who click to your website. If you want multiple objectives, you'll need multiple campaigns.

3. REACH

Reach is the number of individuals who saw your content.

4. IMPRESSIONS

Impressions are the total number of *times* someone saw your content. It is usually higher than your reach, because one individual may result in two or more impressions (if he or she saw the ad multiple times).

5. FREQUENCY

This is the number of times (on average) one person saw your ad. If the frequency is 3.02, that means (on average) each person who saw your ad saw it three times.

6. ENGAGEMENT

This is the overall measure of any of a number of ways someone can interact with your content. If they do anything besides scroll past it, they've engaged. This may include clicking to "read more" (if a post is long), clicking to view a picture, liking the post, commenting on the post, RSVPing to an event, etc.

7. PLACEMENTS

This is the location where your ads will appear. There are lots of placements on Facebook. For example, an ad may be placed in the newsfeed, but it also might show up in the right column for someone on a desktop or laptop. Don't worry, Facebook will automatically place your ad in any area it can, as long as your image, link, video or other content is compatible.

8. COST PER RESULT

With ads, Facebook will report to you a cost per result. This varies depending on the objective you chose when you set up your ad. If you ran a campaign trying to reach the most people, your cost will be reported as the cost per individual who saw your ad. If you want more event responses, it's the cost per person who responded to the Facebook event. Ultimately, this is the total you spent divided by the stated number of "results" achieved.

9. BILLING THRESHOLD

This is the amount of “credit” you have with Facebook. Early in your advertising efforts, it is low. Typically it starts out at \$25. Essentially, Facebook will charge your credit card for every \$25 you spend – at first. As you pay those charges, you earn credit with the platform. They know you’re “good” for the money, and they’ll raise the amount you can spend before you’re billed again. The longer you run ads and the more you spend, the higher your threshold will be. If your threshold is high, you may only be billed once per month or when your campaigns end.

10. TARGET AUDIENCE

If you want any audience, put your message on a billboard. But if you want an audience most likely to act on your ad, target them. This is basically a smaller group of people more likely to be interested in your ad. You’ll spend less and get better results if you target well. We’ll talk more about this in the training.

11. DISPLAY NETWORK

This is any number of websites or smartphone apps where your ad may run, if its content is compatible. Even if your ads run outside of Facebook specifically, they will still go to your target audience.

About Facebook

SUBSIDIARIES

Facebook owns several other apps and companies, including Instagram and WhatsApp. Many of your current members may not use these platforms, but it's likely at least some of your prospects do. There is no need for you to learn to use the platforms, as running an ad through Facebook's Ad Manager will allow your content to run there too (if your target audience is using them and if your content is compatible).

CUSTOMER SERVICE

Facebook does not have a customer support email address, phone number or other direct contact method. Any question you have will be answered either through existing blog posts on the Facebook website or through your support inbox, which is available on the platform under "help and support." This is where Facebook will respond to violations or any reports you've made.