

BOOGE

# Meta Social Media Ads Course

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# Your Instructor

**AYYAMPERUMAL T**

*Digital Marketer*

Experienced Digital Marketing Strategist with 10+ years in SEO, SMO, lead generation, and campaign management. Specializing in WordPress, analytics, and driving impactful online growth.

# FUNDAMENTALS



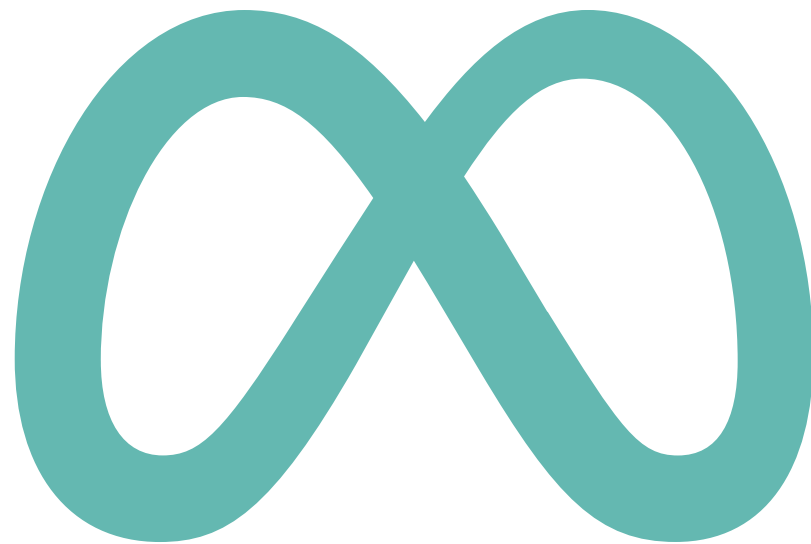
## What are Facebook & Instagram Ads?

- Facebook and Instagram, both under Meta, are powerful advertising platforms.
- Businesses use these platforms to reach targeted audiences through paid campaigns.
- Ads can appear as stories, posts, carousels, reels, and more.

## Benefits of Facebook & Instagram Ads

- Extensive reach with billions of active users.
- Precise audience targeting (location, demographics, interests, behaviors).
- Variety of ad formats for different objectives (awareness, engagement, conversions).
- Detailed analytics and performance tracking.

# ASSETS ON FACEBOOK & INSTAGRAM



## Assets on Facebook & Instagram

- **Facebook page**
  - Essential for running ads.
  - Represents the brand on Facebook.
- **Instagram profile**
  - Required for running Instagram ads.
  - Must be linked to a Facebook Business Page.
- **Ads Manager**
  - Created within Meta Business Manager to manage ad campaigns.
  - Tracks ad spending and performance.
- **Pixels**
  - A piece of code added to your website to track user actions and conversions.
- **catalogue**
  - A database of products for e-commerce ads (Dynamic Ads).





## CORE ADVERTISING GUIDELINES

### Prohibited Content:

- Illegal products/services.
- Discriminatory practices.
- Deceptive claims.



### Restricted Content:

- Alcohol, gambling, online dating (subject to regional laws).
- Require additional permissions.



### Community Standards:

- Ads must align with Meta's overall community guidelines.



Online  
Dating



FIND LOVE



# CORE ADVERTISING GUIDELINES

## **Ad Creative Rules:**

- Avoid excessive text on images.
- Use high-quality visuals and correct grammar.

## **Landing Page Policies:**

- Must match the ad content.
- Cannot have misleading information.

## **Review Process:**

- All ads are reviewed before going live.
- Typically takes 24 hours.



# AUDIENCE



## Understanding Your Audience on Meta Platforms

- Meta platforms provide robust tools for identifying and targeting specific audience segments.
- Key factors to consider:
  - Demographics (age, gender, location).
  - Interests and behaviors.
  - Connection to your business (followers, website visitors).

# AUDIENCE



## Audience Stages / Traffic Temperature

### 1. **Cold Audience:**

- No prior interaction with your brand.
- Requires awareness-focused campaigns.

### 2. **Warm Audience:**

- Aware of your brand but not yet engaged.
- Retargeting campaigns work well.

### 3. **Hot Audience:**

- Engaged users likely to convert.
- Conversion-driven campaigns are most effective.

# AUDIENCE



## Pre-Click & Post-Click Journey

### Pre-Click Journey

- Focus on creating attention-grabbing ads.
- Optimize ad creatives and messaging for relevance.
- Ensure clear Call-to-Actions (CTAs) to guide users.

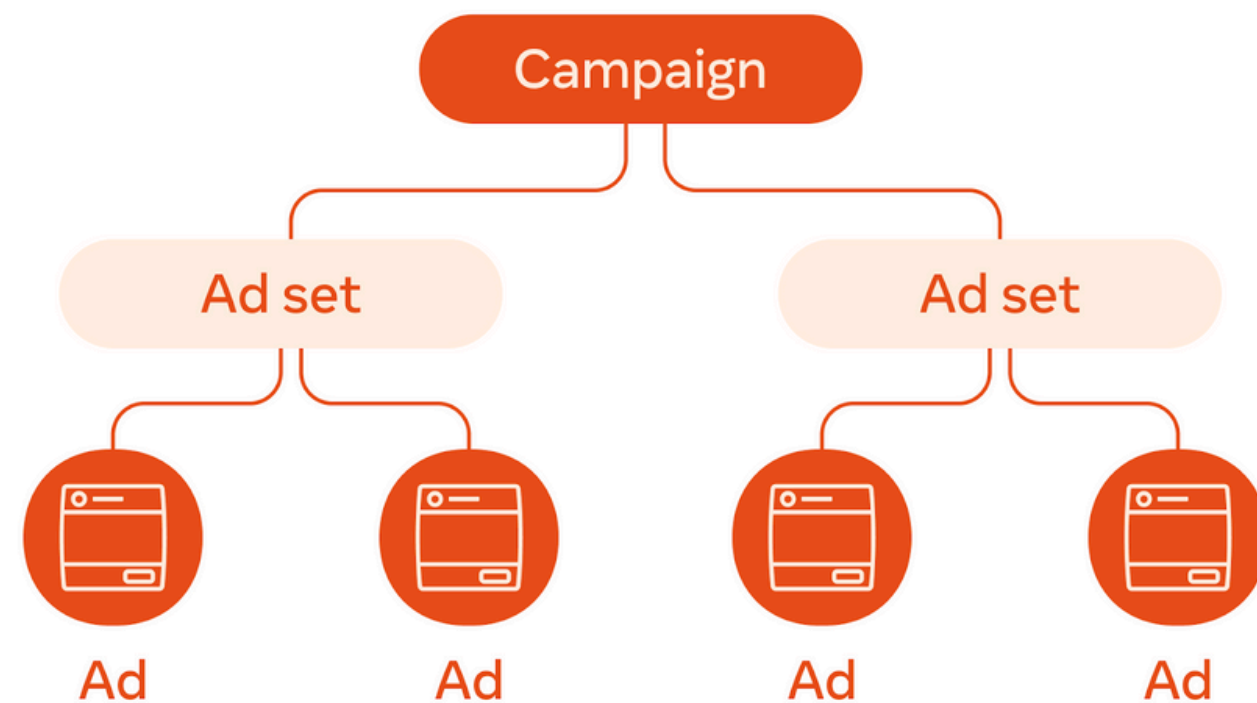
### Post-Click Journey

- Deliver on ad promises with optimized landing pages.
- Simplify user navigation to desired actions (purchase, signup).
- Use tracking tools (e.g., Pixel) for insights and improvements.

# CAMPAIGN BREAKDOWN

## Campaign Structure


- **Hierarchical organization:**
  - a. Campaign: Define objectives.
  - b. Ad Set: Choose targeting, placements, and budget.
  - c. Ad: Create visuals and copy.








[Create New Campaign](#) New ad set or ad ×


Choose a campaign objective


☒  Awareness


☐  Traffic

☐  Engagement

☐  Leads

☐  App promotion

☐  Sales



**Awareness**  
Show your ads to people who are most likely to remember them.

**Good for:**

Reach ⓘ

Brand awareness ⓘ

Video views ⓘ

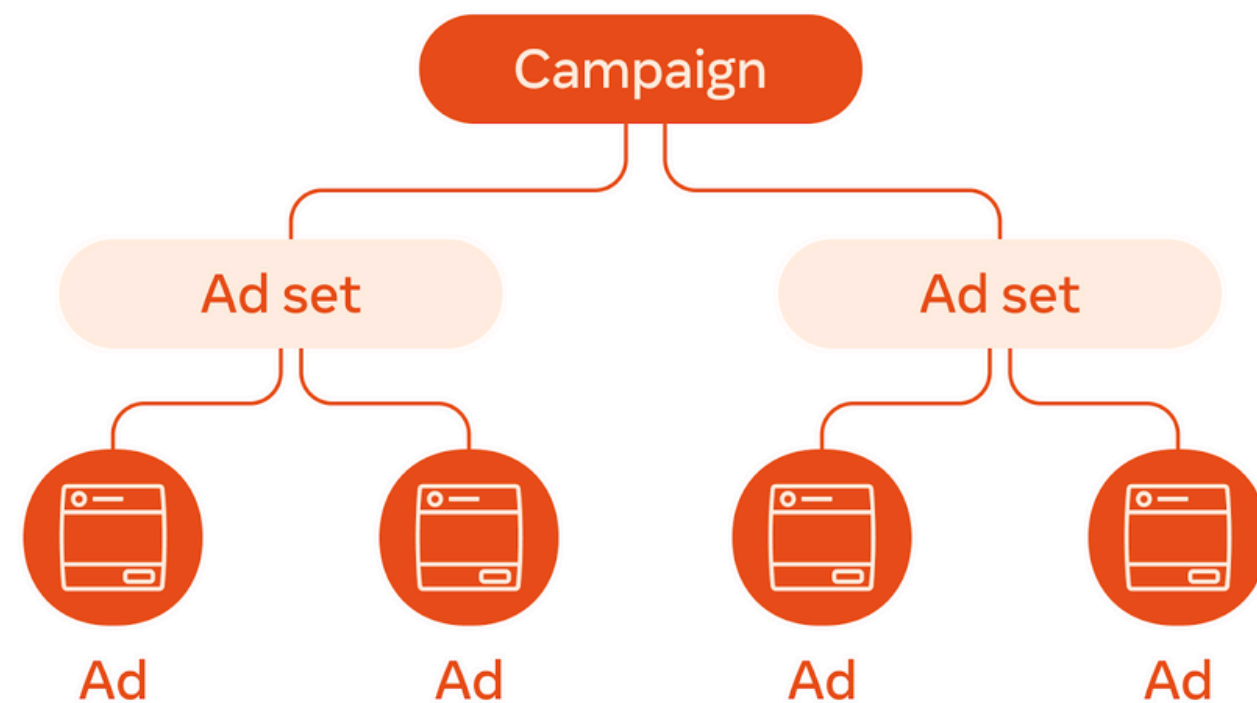
Store location awareness ⓘ

[Learn more](#) Cancel Continue

## Campaign Objectives

- **Awareness:** (Brand Awareness, Reach).
- **Consideration** (Traffic, Engagement, App Installs, Video Views, Lead Generation).
- **Conversion** (Conversions, Catalog Sales, Store Traffic).

# CREATING A CAMPAIGN



1. Choose objective.
2. Define campaign settings (budget, bidding).
3. Move to Ad Set and Ad creation.



# Campaign Objectives

**Selected: Engagement**

**CAMPAIGN LEVEL**

Create new campaign

New ad set or ad

Buying type

Auction

Choose a campaign objective

☐

Awareness

☐

Traffic

☒

Engagement

☐

Leads

☐

App promotion

☐

Sales

**Engagement**  
Get more messages, purchases through messaging, video views, post engagement, page likes or event responses.  
[Learn more](#)  
**Good for:**  
Messenger, Instagram and WhatsApp  
Video views  
Post engagement  
Conversions  
Calls

Cancel

Continue

## Engagement

Get more messages, purchases through messaging, video views, post engagement, page likes or event responses.  
[Learn more](#)  
**Good for:**

Messenger, Instagram and WhatsApp

Video views

Post engagement

Conversions

Calls

## Choose a campaign setup

Create your engagement campaign using a tailored and streamlined setup, or manually build your campaign. Suggestions may vary based on your recent ad account activity.

### Why am I seeing this suggestion?

This setup is suggested based on your ad account information and activity.



#### Manual engagement campaign

Create an engagement campaign from scratch for finer control over all settings.

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## Campaign name

DMS\_Dec\_24\_rs5999

Create Template

## Special ad categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

### Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

Categorise your ads

## Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

## Campaign details

### Buying type

Auction

### Campaign objective

Engagement

Show more options

Close

All edits saved

Next

**Continue >**

[About campaign objectives](#)

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# Campaign Objectives

Selected: Engagement

AD SET

5

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DMS\_Dec\_24\_rs5999 > DMS\_Dec\_24\_rs5999 > 1 Ad

In draft

Edit Review

✓ Conversion

Conversion location  
Messaging apps

Facebook Page ⓘ  
Choose a Page for this ad.

Facebook Page  
Blooglein

Messaging apps ⓘ  
Choose at least one destination where you are available to chat. If you select multiple apps, we'll send people who tap on your ad to the app where they're most likely to chat with you.

✓ Messenger  
Blooglein

✓ Instagram  
@blooglein

✓ WhatsApp  
+91 86104 98763

+91 86104 98763 or Connect another number

Close ✓ All edits saved

Back Next

Audience definition ⓘ  
Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 299,700,000 - 352,600,000 ⓘ  
Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach ⓘ  
14K-40K

Conversations ⓘ  
20-58

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Performance goal ⓘ

Maximise number of conversations

Engagement goals

Maximise number of conversations  
We'll try to show your ads to people most likely to have a conversation with you through messaging.

Other goals

Maximise number of link clicks  
We'll try to show your ads to the people most likely to click on them.

✓ Budget & schedule

Budget ⓘ

Daily budget ₹360.00 INR

You'll spend an average of ₹360.00 per day. Your maximum daily spend is ₹630.00 and your maximum weekly spend is ₹2,520.00. [Learn more.](#)

Schedule ⓘ

Start date

22 December 2024 22:28 IST

End date

Set an end date

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Your audience selection is fairly broad.

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✓ Audience controls ⓘ  
Set criteria for where ads for this campaign can be delivered. [Learn more](#)

① You can set audience controls for this ad account to apply to all campaigns. [See audience controls in Advertising settings](#)

Use saved audience

• Locations ⓘ

Included location:  
India

[Show more options](#)

✓ Advantage+ audience ⓘ  
Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely. [Learn more](#)

Audience suggestion (optional)

Save audience [Switch to original audience options](#)

Audience definition ⓘ  
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Specific Broad

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Estimated daily results

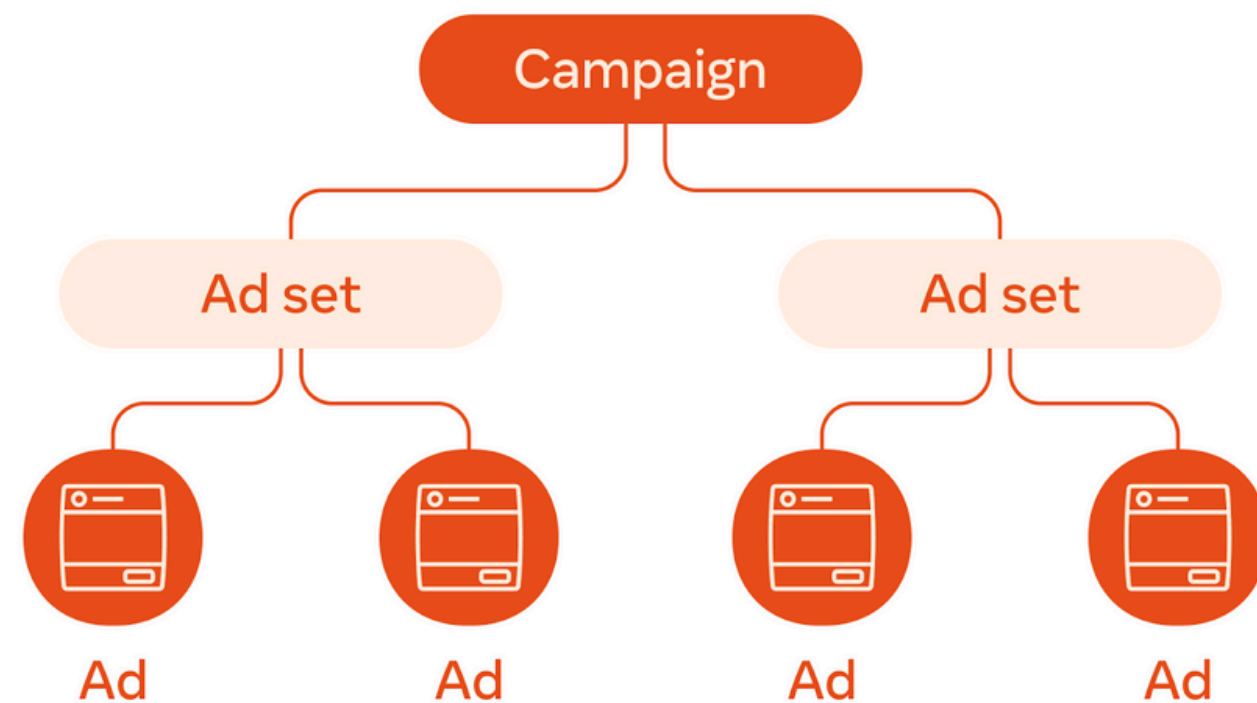
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14K-40K

Conversations ⓘ  
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Continue >

# CREATING AN AD SET



- Define targeting (demographics, interests, behaviors).
- Choose placements (automatic/manual)
- Set budget and schedule.

# Campaign Objectives

Selected: Engagement

AD SET

7

Custom Audiences ⓘ Create new ▾

Q Search existing audiences

Age ⓘ  
18 - 65+

Gender ⓘ  
All genders

Detailed targeting ⓘ  
Include people who match ⓘ

Q Add demographics, interests or behaviours Suggestions Browse

Save audience Switch to original audience options

✓ Placements  
Choose where your ad appears across Meta technologies. [Learn more](#)

☒ Advantage+ placements (Recommended) ★  
Use Advantage+ placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Show more options ▾

Close ✓ All edits saved Back Next

Audience definition ⓘ  
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Estimated daily results

Reach ⓘ  
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Conversations ⓘ  
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8

DMS\_Dec\_24\_rs5999 > DMS\_Dec\_24\_rs5999 > 1 Ad In draft

Edit Review

☒ Manual placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

☐ Run a 4-day A/B test to compare manual against Advantage+ placements

Devices  
All devices (recommended)

Platforms  
☒ Facebook ☒ Instagram  
☒ Audience Network ☒ Messenger

Asset customisation ⓘ  
19/19 placements that support asset customisation

Placements

Feeds ☒  
Get high visibility for your business with ads in feeds

Stories and Reels ☒  
Tell a rich, visual story with immersive, full-screen vertical ads

In-stream ads for videos and reels ☒  
Reach people before, during or after they watch a video or reel

Search results ☒  
Get visibility for your business as people search

Messages ☐  
Send offers, coupons to people who...

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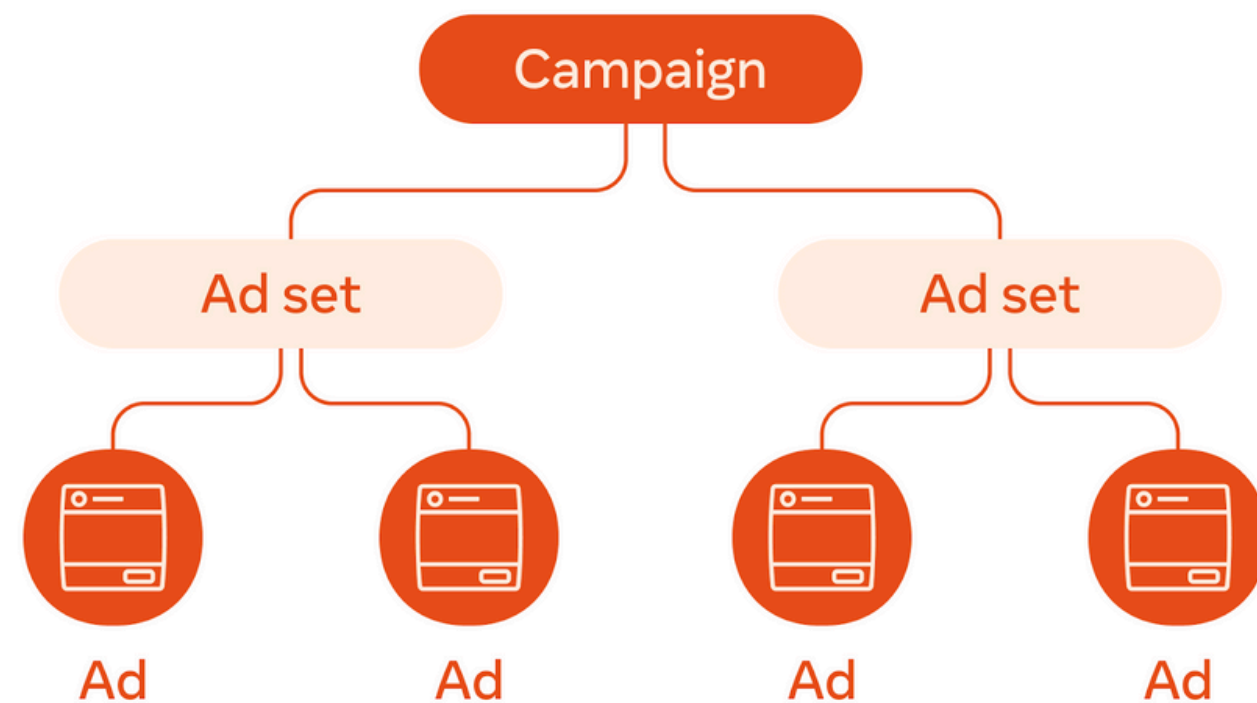
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Close ✓ All edits saved Back Next

Continue >

# CREATING AN AD

- Add visuals (image, video).
  - Square (1080x1080)
- Write compelling copy.
- Include a clear CTA.





## Campaign Objectives

## Selected: Engagement

## AD COPY

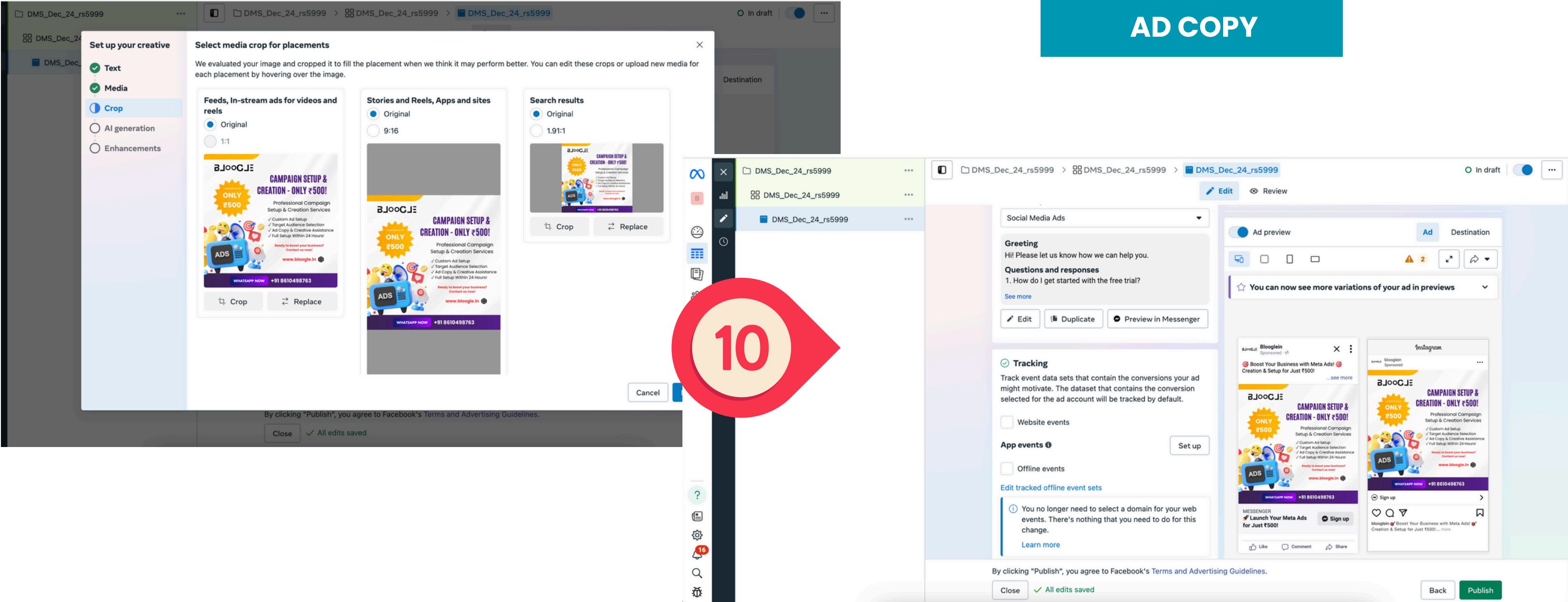
[illegible]

**Continue >**

# Campaign Objectives

Selected: Engagement

AD COPY




Continue >

# THANKYOU

We appreciate your time and attention.  
For any queries or further discussions, feel free to reach out:

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