

# Social Media Advertising





# Recap of Previous Sessions



# The Role of Social Media Advertising

- Strategic importance of social media ads.
- Differences between organic reach and paid advertising.
  - Case studies of successful ads.

How to choose  
your goal? And  
how to set your  
ads budget?



- What to do if you want to get x clients?
- What to do if you want to get \$y in sales?



# Understanding Ad Platforms

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Feature	Facebook	Instagram	TikTok	LinkedIn
Audience	Broad & diverse (13+)	Younger (13+), visually-oriented	Gen Z & Millennials (13+)	Professionals (18+)
Ad Formats	Images, videos, carousels, stories, collections	Photos, short videos, stories	Short-form, engaging videos	Text-based, long-form video, sponsored content
Objectives	Brand awareness, lead gen, website traffic, sales	Brand awareness, influencer marketing, traffic, product discovery	Brand awareness, engagement, reach younger audience, trending products	Brand awareness, lead gen, B2B marketing, thought leadership, talent acquisition
Targeting	Extensive: demographics, interests, behaviors, custom audiences	Similar to Facebook	Evolving: demographics, interests, behaviors, lookalike audiences	Precise: professional characteristics, job titles, companies, skills
Cost	Varies based on targeting, competition, campaign type	Generally aligns with Facebook	Can be relatively cheaper	Generally higher
Strengths	Detailed targeting options, comprehensive analytics	High engagement, strong visual focus	Creative content, younger audience reach	B2B focus, professional targeting



**Understanding Ad  
Platforms**

## Elements of each ad campaign



- Ad goal and campaign type
- Segments and targeting
  - Ad creative



# Setting Up for Success: Campaign Objectives

- Defining SMART campaign objectives.
- Common types of campaign goals:
  - Awareness: Reach – Impressions – Video Views
  - Consideration: Engagements – Link Clicks
  - Decision: Leads – Messages – Conversions
- Examples of setting objectives for different industries.



# Audience Targeting Strategies

- Segmentation and targeting: Demographic, interest-based, behavioral.
- Custom and lookalike audiences: How to leverage existing data for targeting.
- Advanced techniques:
  - Building a page's audience
  - Engagement-based re-targeting



# Crafting Compelling Ad Content

- Principles of persuasive ad copy.
- Designing visuals that capture attention.
- Video ads best practices.

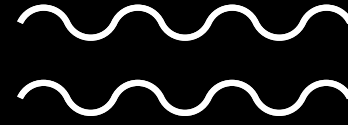
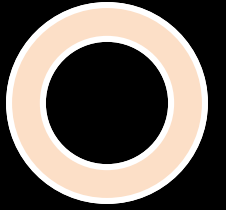


# Ad Formats and Creative Strategies

- Overview of ad formats.
- Creative strategies for each format.
- Matching ad format with campaign objectives.



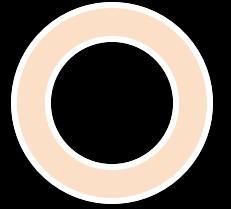
# Navigating the Ads Manager



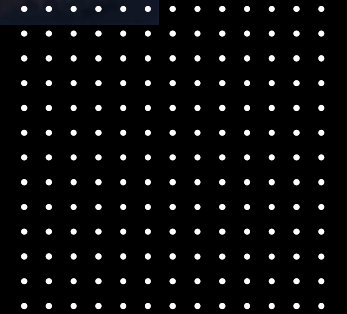
- Walkthrough of Facebook Ads Manager.
- Setting up campaigns, ad sets, selecting audiences, budgets, schedules.



# Measuring and Analyzing Ad Performance



- Key performance indicators (KPIs)
  - ROI (Return on Investment)
  - ROAS (Return on ads spending)
  - Reach and frequency
  - CPC (Cost per click)
  - CPA (Cost per acquisition)
  - Cost per message
  - CPM (Cost per thousand impressions)
- Data interpretation and campaign adjustments.



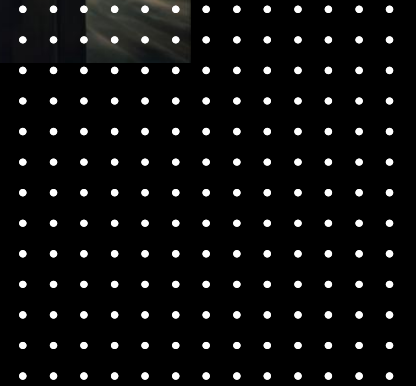
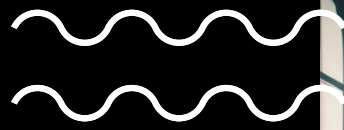
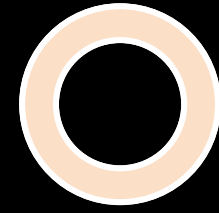
# Optimization Techniques



- Optimizing campaigns in real-time.
- A/B testing: setup, interpretation.
- Scaling successful campaigns effectively.



# Interactive Workshop: Create Your Own Ad Campaign







# Future Trends in Social Media Advertising





# Q&A and Course Feedback

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