



NEILPATEL

Facebook Advertising Overview

How To Go **From Zero To 200,000** Followers On Facebook

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Facebook Advertising: A Definition

Since Facebook gets tons of data from their users, who enter it voluntarily on their profile (things like age, location, and interests), they have a good idea of who users are and what they like.

Therefore, they can serve highly-targeted ads of products they are likely to buy, sites they tend to like, or events they'd love to attend.

For example: Facebook jumps on a choice the user makes and starts showing ads that prompt the user to sign up for a course .

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There are five main types of Facebook ads:

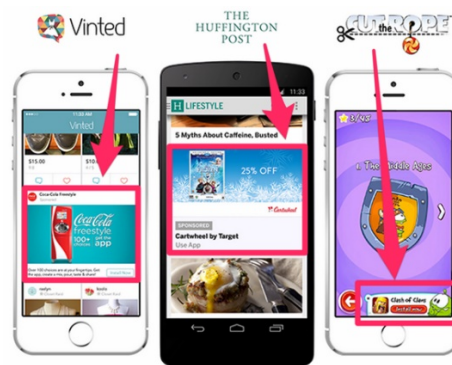
1. Images
2. Video
3. Carousel [multiple images]
4. Collection [multiple shopping posts]
5. Instant experience [full-screen experience]

Placement wise, you have a few options:

1. In the newsfeed
2. Sidebar
3. Audience network
4. Instagram

Placing ads in the news feed or on the right column is pretty obvious, but what does an audience network ad look like?

These ads are placed on regular websites, inside apps, or even in games.



This lets Facebook extend its advertising reach from inside Facebook to basically any real estate that they own.

Instagram ads are also placed inside the app's natural feed, which relies on the same principle as native Facebook ads: don't interrupt the user experience.

There are two ways to manage your Facebook ads, which often confuse people.

First, there's the Ads Manager, which is the standard dashboard you'll see when creating your ad account. Here you can access your Account Overview, Campaigns, and business tools. You can create ads and use the Business Tools to adjust billing, settings, and access the Events Manager.

This is the go-to option for beginners, and you should use it when just getting started.

Then, there's the Business Manager Suite, which allows you to manage all of your account activity, including ads, posts, and inbox. You can also view insights here. It's powerful, but can be a little overwhelming when you are just getting started.

When you first sign up for Facebook advertising, they will immediately prompt you to create your first campaign.

A campaign is the most abstract and broad level of your advertising efforts. The only thing that's determined here is your target outcome, such as increasing likes, sending traffic to a website, converting prospects to buyers, and getting app downloads.

For example, if you want to promote your new game app, like Plants vs. Zombies, and get more downloads in the first week to make it popular, you can set that target here.

The level that follows is ad sets. An ad set is where you decide what type of ads you want to run and the target audience you want to see your ads.

Continuing with the game example, you could create one set for Instagram ads and another for desktop feed ads.

Finally, there are the ads themselves. This is the level where you actually design your ads and decide elements like copy, images, and CTA buttons. You can have multiple ads in each ad set to test which ones work best. If that reminds you strongly of Google Adwords, that's because it's exactly the same structure.

With the ads manager you can:

1. Set up new campaigns
2. Create new ads for each of these
3. Manage your bids (or how much you're spending on each ad)
4. Create different audiences to target
5. Optimize, enhance, or improve these campaigns while running
6. Even track and test ad campaigns