

Facebook Ads

Overview



Facebook - Overview



History

- Owned and operated by Facebook Inc. (started in 2003 as Facemash)
- Also owns Instagram, WhatsApp, Oculus, &more.
- \$55 Billion in ad revenue in 2018.

“Facebook is the Google of Social Media”

Facebook Ads

- › Extend your reach by opting into the largest social network in the world!
 - › Over 1 Billion Profiles
 - › Multiple ad units for advertisers
 - › Persona based advertising models
 - › Drive traffic or acquire leads directly on FB

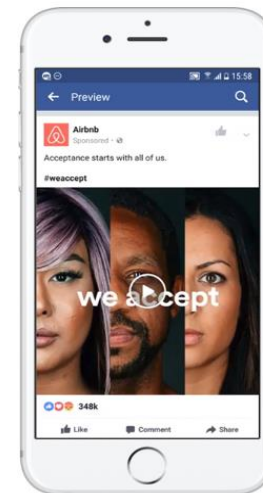
Facebook ads have given my dealership the ability to target the exact customers that matter to me and my business. There is no other marketing solution in the world that allows me to target exactly who I want to speak to at the exact time I want to speak to them.

Joe Castle

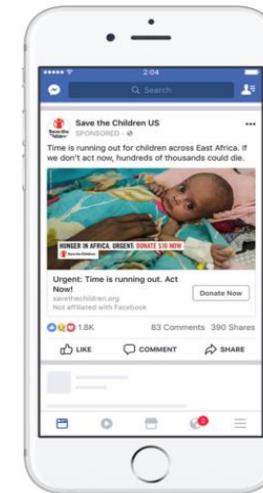
CEO of [Castle Auto Group in Chicago](#)

facebook®

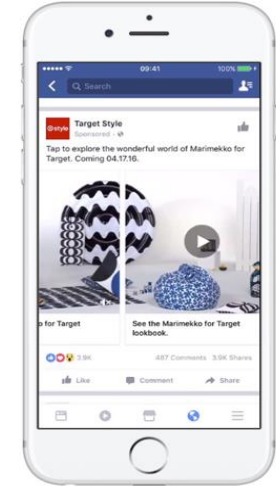
Video



Image



Carousel



Facebook Ads – Ad Networks

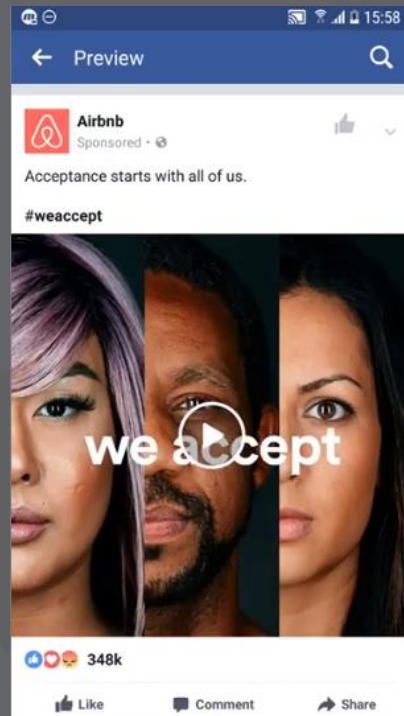


Other Networks:

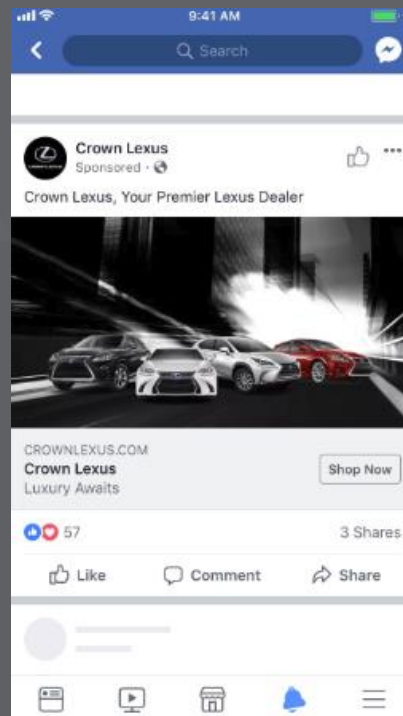
- Audience Network (mainly to advertise on other mobile apps)
- Facebook Messenger
- WhatsApp

Facebook Ads – Ad Types

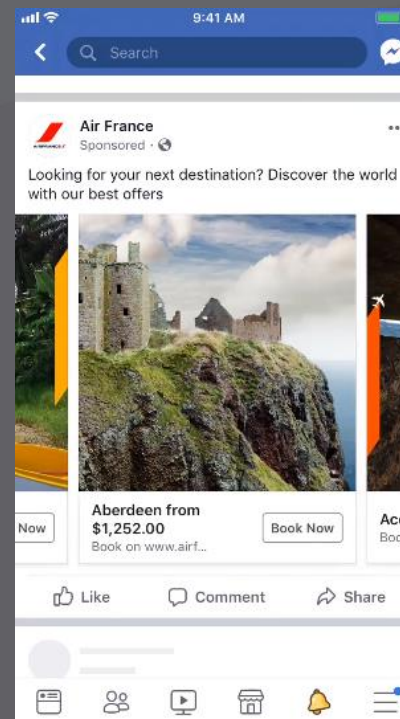
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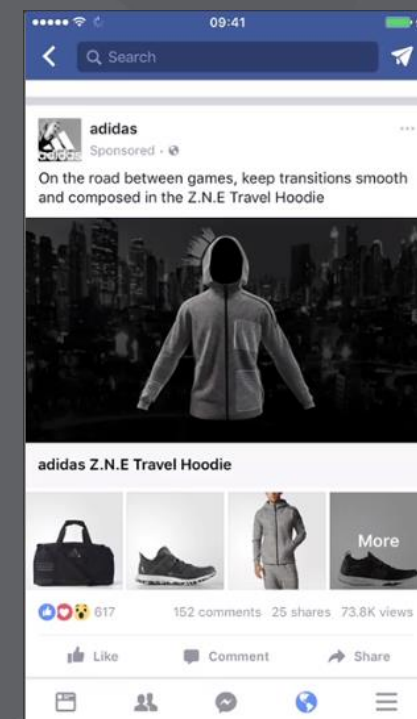
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Carousel



Collection



Facebook Ads - Lead Ads

Make the most of mobile.

- Pre-populated forms means people can submit their contact information with ease, even on the small screen.
- Lead ads can take many forms: quote or demo requests, newsletter subscriptions, event registrations and more.

The image displays three sequential screenshots of a mobile Facebook interface showing a lead ad for Bhartiya City. The ad promotes luxury apartments in Bangalore, featuring a high-quality interior photograph of a living and dining area.

Screenshot 1 (Left): Shows the ad in its native format. The text reads: "Built in the heart of Bhartiya City, the limited edition Leela Residences let you own a slice of The Leela life for yourself in Bengaluru". Below this is a headline "MOVE-IN TO THE LEELA" and a sub-headline "LUXURY RESIDENCES BY THE LEELA". A "Learn More" button is visible in the bottom right corner of the ad.

Screenshot 2 (Middle): Shows the ad with a "GET A GLIMPSE" button. The text reads: "Luxury Apartments in Bangalore, Serviced by The Leela". Below this is a paragraph: "On the inside, is your home, designed and curated by The Leela. To add to the opulent charm of these homes is the legendary, award winning service that the Leela has been known and accoladed for." Another paragraph follows: "Coming up on the outside, is a big little 125 acre city within Bengaluru complete with gardens, entertainment centres, high streets and more. Situated in one of the fastest growing pockets in all of India."

Screenshot 3 (Right): Shows the lead form. The text reads: "Learn more by providing your info below." The form fields are: "Email" (pre-filled with a blurred address), "Full name" (pre-filled with "Delshya Selvaraj"), and "Phone number" (pre-filled with "IN +91" and a blurred number). A "SUBMIT" button is at the bottom. A privacy notice is visible below the form: "By clicking Submit, you agree to send your info to Bhartiya City who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads Facebook Data Policy Bhartiya City's Privacy Policy".

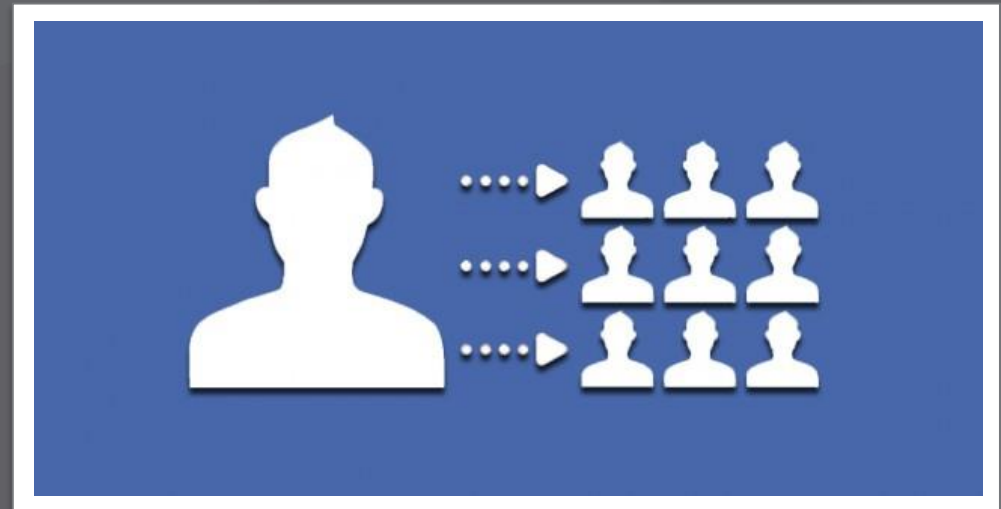
Facebook Ads - Lookalike Audiences

What is a lookalike audience?

- A Lookalike Audience is a way to reach new people who are likely to be interested in your business because they're similar to your best existing customers.
- Lookalike audiences are matched to a custom audience you create (using a pixel, mobile app data or fans of your page).

Requirements:

- Your source audience must contain at least 100 people from a single country.



Facebook Ads – Targeting Options

Targeting Option	What it Does
Location	Reach people in the cities, communities and countries where you want to do business.
Demographics	Select an audience based on age, gender, education, relationship status, job title and more. Facebook does not allow anyone to reach customers based on personally identifiable information.
Interests	Choose the interests and hobbies of the people you want your ad to reach—from organic food to action movies.
Behavior	Select people based on their prior purchase behaviors, device usage and other activities.
Connections	Reach people who are connected to your Facebook Page or event, or exclude them to find new audiences.