



A beginners guide to

# FACEBOOK ADVERTISING

 KONTRA

# TURNING THINGS AROUND.

Owing to our professional approach, we've become one of the **best agencies** for **social media marketing** in Croatia. So naturally, by listening to our customers' requests, we've expanded our agency's business offerings to digital marketing in general.

We create stories and achieve goals together with our clients by providing **full digital presence** and **online advertising**. Our team consists of experts with various skills, knowledge, and experience. Each team member has its own specter of interests, a large number of executed projects and gained knowledge in the field of Internet marketing, programming, designing and public relations, and thus creates a synergy which provides best solutions and ideas. We enjoy digital marketing and making your and our goals come true. Each one of our results is accomplished through focused and hard work, but with an **individual approach** to each project, as well.

We are presenters at conferences such as Web:: Strategija, Web:: Industrija, Weboo and WinDays and we are often among their **TOP educators!** For our hard work, we've received **VIDI WEB TOP 100 award** in category "Web promotion, community service and social media apps".

Still, our work, references, blog posts and book tell the best story about us.

## Services we offer:



SOCIAL MEDIA  
MARKETING



INTERNET  
ADVERTISING



DEVELOPMENT  
AND DESIGN



CONTENT  
MARKETING



CONSULTING  
AND EDUCATION

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kindle

way he moved. The courtesy he showed  
Miss Montag made a striking contrast  
the way she had been treated by K.  
Nevertheless, Miss Montag did not seem to be  
cross with K. as it even seemed to him that she  
wanted to introduce the captain. K. however, did  
not want to be introduced, he would not have been  
able to show any sort of friendliness either to Miss  
Montag or to the captain, the kiss on the hand had,  
for K., brought them into a group which would keep  
him at a distance from Miss Bürstner whilst at the  
same time seeming to be totally harmless and  
unselfish. K. thought, however, that he saw more  
than that, he thought he also saw that Miss  
Montag had chosen a means of doing it that was  
two-edged. She exaggerated the  
relationship between K. and  
Miss Bürstner, and showed the exaggerated the  
importance of making a point with her and she  
made it clear that K. was  
She would be

35%

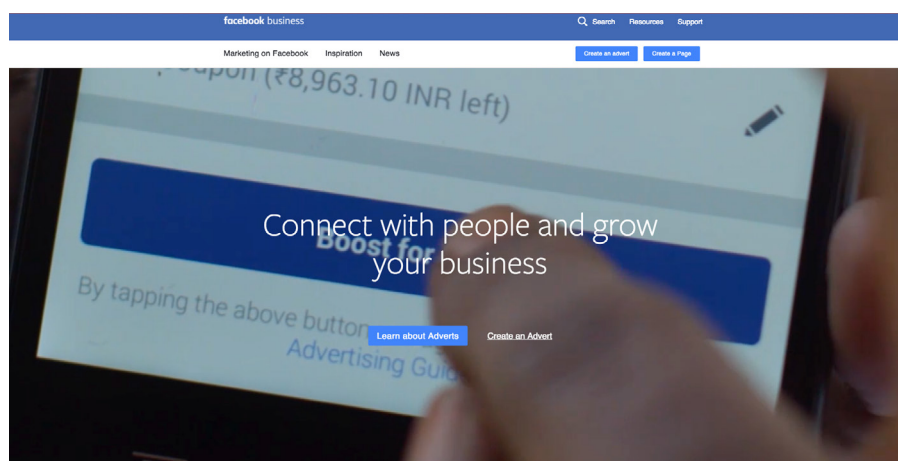
# 1. WHY THIS BOOK?

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**Facebook ads** are one of the key components of online advertising. According to the official statistics, as of the fourth quarter of 2016, Facebook has 1,86 billion monthly active users. Moreover, the social network has 1,74 billion mobile MAU and it's still the **most popular social network** worldwide. Basically, people all over the globe, from all age groups, use this platform: from pensioners and baby boomers to millennials and even their younger brothers and sisters. One of the best perks of Facebook is almost instant **two-way communication** which allows its users to ask questions, but also to get quick responses and all the needed information much faster than via the traditional media. The second-best advantage regarding advertising is quality targeting possibilities as well as choosing target groups to which you want to distribute your ads.

When we're discussing social media presence, there is a question that immediately arises '**How to attract users to the Facebook page and communicate with a target audience of the particular brand?**' The answer is: **through Facebook ads!** Thanks to their help, we can find, target and send out a message to a precisely specified target audience to attract users to like the page, communicate with the brand and, to close it, become customers.

Facebook ads bring multiple profits if the user, who comes to the site by clicking the ad, also likes the page itself. Below we'll show you **how to create and manage** Facebook ads, and how to optimize them to **achieve goals**.



A space shuttle, identified as Atlantis, is shown in orbit above the Earth's surface. The shuttle is oriented diagonally from the top left towards the bottom right. The Earth's surface is visible in the background, showing a mix of blue oceans and brown landmasses. The shuttle's name "Atlantis" is visible on the side of the orbiter. The overall image has a reddish-orange tint, particularly in the upper right corner.

# 2

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## INTRODUCTION TO FACEBOOK ADS

# 2.1 WHY IS FACEBOOK ADVERTISING A KEY TO SUCCESSFUL ONLINE PROMOTION?

Facebook ads are one of the most important tools in successful online advertising. One of its best features is the possibility of instant communication with potential customers, adaptable liabilities for the target audience and positioning quality interface for creating. Facebook has 1,86 billion active customers on a monthly basis which makes it a perfect platform for promoting different services and products to different target customers. Facebook ads allow precise targeting based on demographic characteristics, different interests on users' profiles as well as their preferred way of using Facebook (on mobile phones, computers etc.). For example, we want to advertise an Android app meant for the population aged 16 to 50 who are interested in sports activities, doing exercise, cooking and healthy lifestyle, but who use Facebook mostly on their Android mobile phones. That's pretty precise, right?

Another big plus is a simplicity in developing the creative part of adverts. Short test and an effective picture or a photo are quite enough if they are sending out the right message. It attracts targeted audience to your Facebook page where you're promoting a certain product or it leads them to a website. Additional investment in video adverts, banner design or something similar isn't necessary in this case.

**CAMPAIGN:** Choose your objective. [Help: Choosing an objective](#) [Use existing campaign](#)

What's your marketing objective?

| Awareness       | Consideration   | Conversion              |
|-----------------|-----------------|-------------------------|
| Brand Awareness | Traffic         | Conversions             |
| Reach           | Engagement      | Product Catalogue Sales |
|                 | App Installs    | Store Visits            |
|                 | Video Views     |                         |
|                 | Lead Generation |                         |

## 2.2 TYPES OF FACEBOOK ADVERTS AND THEIR POSITION

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Depending on goals of a marketing campaign, Facebook offers a few types of adverts:

1. **“Boost your posts”** or **“Page Post Engagement”** is used for promoting contents on a Facebook page. This kind of promotion increases reach of the post and users’ engagement. Beware though, even though it’s not mandatory, it’s still recommended to pay attention to the rule that the post can have about 20% of the text, along with a picture or a photo.
2. **“Promote your page”** or **“Page Likes”** serve as a means of attracting new fans to a Facebook page.
3. **“Send people to your website”** or **“Clicks to website”** are used for promotion of a website (such as sites for booking, special offers, newsletter sign ups etc.). Clicks on these advertisements lead users to a website with the content you’re promoting.
4. **“Increase conversion on your website”** or **“Website conversions”** also lead users to the desired website, but here you can track the number of reached conversions (e.g.reservations, newsletter sign ups, purchases, inquiries...). For successful tracking of conversions, it is necessary to create Conversion Tracking Pixel, but more on that a bit later.
5. **“Get installs of your app”** or **“App Installs”** is used to promote mobile apps. If your goal is to increase the number of contestants or people who use an app, then you’ll use this kind of adverts, but you also have to be an app administrator.
6. **“Increase engagement in your app”** or **“App Engagement”** are used when you want your customers, who’ve joined the contest or entered an app, to return again several times.

7. **“Raise attendance to your event”** or **“Event Responses”** are used when promoting different events. After you’ve created an event on your Facebook page, you can proceed with this kind of advert to promote your event.

8. **“Get people to claim your offer,”** or **“Offer Claims”** are used to promote coupon that you create by using the “Offer” on the Facebook page.

9. **“Get Video Views”** is used for the promotion of a video.

Facebook adverts can be placed **in newsfeed** of its users, on the **right track** for **adverts**, on **mobile phones** and even on **Instagram**. It’s possible to combine different displays for certain content or even to choose which mobile platform we want to advertise your post on.

It’s crucial for a campaign to **choose the right path** because its success depends on that decision, but also on optimizing settings of your advert. The main rule is to **know what you want to achieve**. Write down your goals and then create your campaign based on those goals. It’s wrong if you want to track conversions on your website, instead create “Page Likes” advert.



3

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CREATION OF  
FACEBOOK ADVERTS

## 3.1. SETTING UP

The main interface for Facebook adverts is called **Ads Manager** which is accessible on the following link:

[www.facebook.com/business/](https://www.facebook.com/business/)

At the top right corner, there's an icon **"Create an advert"** which leads directly to **adverts/ interface**.

By clicking on this aforementioned link, the interface for advert creation will be opened, offering different options to choose from:

**Campaign:** Choose your objective. [Help: Choosing an objective](#) | [Use existing campaign](#)

What's your marketing objective?

| Awareness       | Consideration   | Conversion              |
|-----------------|-----------------|-------------------------|
| Brand Awareness | Traffic         | Conversions             |
| Reach           | Engagement      | Product Catalogue Sales |
|                 | App Installs    | Store Visits            |
|                 | Video Views     |                         |
|                 | Lead Generation |                         |

First and foremost, you need to choose among three marketing objectives: **Awareness**, **Consideration** and **Conversion**. Each of them offers a few options which allow you to be even more precise with the goals you hope to achieve through Facebook advertising: whether you want to increase your Brand Awareness, improve Engagement, get more Video Views or improve Store Visits on your e-commerce website, Facebook's got you covered.

It's important to know hierarchy of Facebook adverts, so before continuing with creating ads, we'll explain that first:

## CAMPAIGN

At campaign level, we define the ultimate goal of adverts (page like, boost post, website conversion...). **All ads created in that campaign must have the same purpose.** If you want to promote Facebook page and posts published on Facebook page and your website, you'll have to create three different campaigns.

## AD SET

On the second level we define **target audience, budget for our ads** and **positioning**. Ad Sets are created within campaigns (basically, campaigns consist of various Ad Sets). All ads created in certain Ad Set will target the same target audience, have the same budget and the way of payment, but also will be positioned in the same places on Facebook.

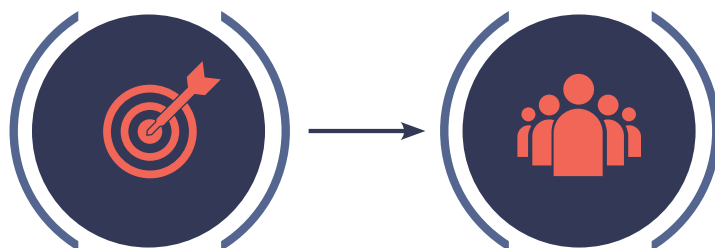
## AD

Each Facebook ad, no matter which campaign or ad set it belongs to, can have its own picture and text.

To summarize, on advert level we define creative part of ads, place them into **Ad Sets** which have defined target audience, budget and positioning. Moreover, apart from Ad Sets, we have **Campaigns** which have the same goal. For example, 6 adverts (with different pictures and text in description) for attracting fans to Facebook page placed in Ad Set which has defined target audience as females, aged 18-30, with ads shown only in News Feed. Considering our goal is to attract new fans, at the very beginning we defined this as a Page Like campaign. Please note that we'll show you how to create Page Like ad campaign, but the process is the same for website clicks ads, Post Promote ads, Retargeting ads or any other kind of possible Facebooks adverts.

## 3.2. TARGETING YOUR AUDIENCE

We've already mentioned Facebook advertising allows you to target your audience admirably superb. We'll show you some examples how this works and explain you your options, but firstly, we must emphasize it's not necessary to use all available options and to really narrow down your audience (even though that can be done with just one option as well) because the price of your advert will be high. On the other hand, it's not good to have audience that's too wide because then your advert will be shown to those who might not be among your target audience and then they'll click on your advert and spend your budget. The best option is to find optimal combination and you'll do that if you distinctly and directly define your audience among all possible options.



**While targeting your audience, Facebook offers these options:**

### CUSTOM AUDIENCES

A special group that you've created using **Ads Manager**. Usually, the data gathered here is from people who participated in some contest on your page, visitors of your website... This option is very useful for connecting multiple online channels for promotion or retargeting. This group is created by clicking on option "**Audience**" in Ads Manager menu. You'll be offered a few sections to choose from: **Custom Audience** – visitors of some website, list of users who installed a certain app etc. Basically, you can target users who already expressed interest in a certain offer. **Lookalike Audience** creates new group of people which will be similar to some previously created audience, while **Saved Target Group** creates your audience based on parameter visible below and you can apply it to any campaign or ad.



## LOCATION

Defining country, but also targeting even more precisely by choosing regions, counties and cities in certain countries.



## AGE

Defining age group of your audience.



## GENDER

Defining sex of your target audience.



## LANGUAGE

Targeting your audience based on languages they speak.



## DEMOGRAPHIC

Defining your audience based on their relationship status, education level, employment, ethnicity, generation, parenthood, and any other parameters that define their everyday life (are they living outside their hometown, have they been newlyweds, did they make any career changes recently etc.)



## INTEREST

Contains different categories of personal interest that Facebook registered.



## BEHAVIOURS

Offers different options of targeting based on customers' behaviors or activities, for example, their plans for future travels.



## CONNECTIONS

Defining whether the fans of your page will be showcased with your ads. It's possible to choose everyone, only the fans of your page, or only the users who aren't fans of your page, while in advanced targeting settings you can turn on or off users who are fans of certain page or even turn on users whose Facebook friends are fans of some page.

### Audience

Define who you want to see your adverts. [Learn more.](#)

**Create new** Use a saved audience ▼

**Custom Audiences** ⓘ

Add Custom Audiences or Lookalike Audiences

Exclude | Create new ▼

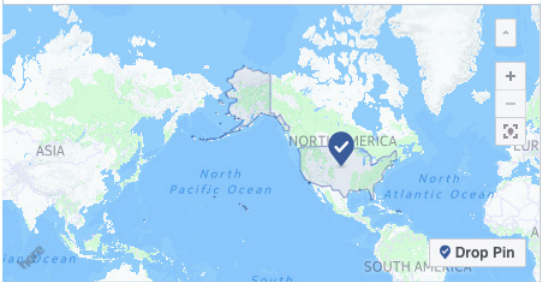
**Locations** ⓘ

Everyone in this location ▼

United States

📍 **United States**

📍 Include ▼ | Add locations



Drop Pin

Add bulk locations...

**Age** ⓘ

18 ▼ - 65+ ▼

**Gender** ⓘ

All Men Women

**Languages** ⓘ

Enter a language...

**Audience definition**



Specific Broad

Your audience selection is fairly broad.

**Audience Details:**

- Location:
  - United States
- Age:
  - 18-65+
- Placements:
  - Facebook Feeds, Facebook Instant Articles, Facebook In-stream videos, Facebook Right column and Instagram Feed

Potential reach: 213,000,000 people

**Estimated daily reach**

📘 **2,500-6,500 people on Facebook**

0 of 140,000,000 ⓘ

📷 **2,200-5,900 people on Instagram**

0 of 49,000,000 ⓘ

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

[Were these estimates helpful?](#)

**Targeted audience** will be specific for each advert campaign, but in any case, it's important to remember to define it correctly so that your adverts can be shown to people who want to see them.

Let's say you're a small business owner of a wedding shop and you're just trying to position yourself in the market. So how would you target your audience based on demographics and their interests and behaviors? Quite easily, actually, thanks to Facebook's detailed targeting which uses these options.

**Detailed targeting** ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Relationship > Relationship Status

**Engaged**

---

Interests > Additional interests

**Wedding dress**

---

Interests > Family and relationships

**Weddings**

Add demographics, interests or behaviours | **Suggestions** | Browse

**Wedding photography** Interests

**Brides** Interests

**In a relationship** Relationship Status

**Married** Relationship Status

**Wedding Ideas** Interests

**Newly engaged (6 months)** Demographics

**Newly engaged (3 months)** Demographics

Facebook's targeting offers you to target engaged people, even those who got engaged 3 or 6 months ago, those who are in a relationship or even married ones, which is all relevant for this example. Also, you can add interests such as wedding dresses or wedding photography because that means people who previously expressed interest in those are more likely to be interested in your services as a wedding shop owner.

**Detailed targeting** ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Relationship > Relationship Status

**Engaged**

---

Interests > Additional interests

**Wedding dress**

---

Interests > Family and relationships

**Weddings**

Add demographics, interests or behaviours | **Suggestions** | **Browse**

▶ Demographics ⓘ

▶ Interests ⓘ

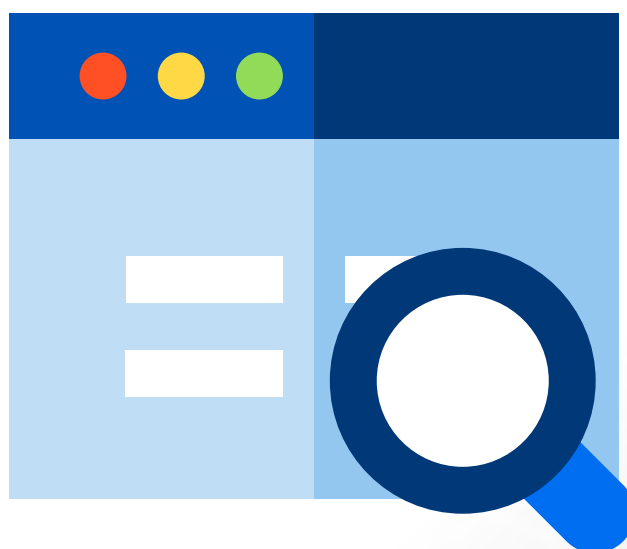
▶ Behaviours ⓘ

▶ More Categories ⓘ

**Save this Audience**

If you're not sure which targeting options to put in, just click on **Browse button** and Facebook will help you out with sections of **Demographics, Interests, Behaviours** and even **additional categories** so all you have to do is click on those that are relevant to your adverts.

If you plan to use this kind of targeting more often, then **Facebook allows you to save it**. That way, you'll save yourself time and won't have to choose these targeting options each time you want to create a new ad.



## 3.3 DEFINING THE BUDGET, PLACEMENT AND PAYMENT METHODS

Administrator of adverts has to track what he/she gets for invested money, paying attention to data such as price of Like on the page, cost of clicks on advert, how many users will potentially see this advert, how many users actually clicked on an advert, what the average cost of advert clicks or Likes on the page is. When you're creating an advert, you're offered options to define budget on Ad Set level. This budget can be defined on a daily basis (Per Day) or for a whole period of advertising Ad Set (Lifetime Budget) where you can choose specific start and end date and hour of advertising with an estimate of how much money you are going to spend. All these characteristics can be changed later.

### Budget & schedule

Define how much you'd like to spend, and when you'd like your adverts to appear. [Learn more.](#)

**Budget** ⓘ **Daily budget** ▼ \$11.00

✓ **Daily budget** 11.00 USD  
Lifetime Budget per day may vary. ⓘ

**Schedule** ⓘ ☒ Run my advert set continuously starting today  
☐ Set a start and end date

You'll spend no more than **\$77.00** per week.

[Show advanced options](#) ▾

Additional options allow you to set adverts how you prefer. Depending on campaign type which you chose, you're offered several types of payment, so you just need to choose the right one for you and your goal.

There's also a possibility to choose between Automatic Placement and Custom Placement where you can choose device types (mobile phones, desktop or all devices)

and platforms such as Facebook and Instagram with even further options for placement of your ads within these platforms (feeds, right column, Stories etc.)

Pricing can be set on automatic (when Facebook does all the work itself by optimizing payment based on your budget) or manually (when you decide on the price). If the price is low and your advert isn't viral, it will be a while before it starts showing or it will have quite low reach. However, if your advert is viral and has quite a lot of clicks, its price can be 0.01\$ per click.

### Placements

Show your adverts to the right people in the right places.

☐ **Automatic placements (recommended)**

Your adverts will automatically be shown to your audience in the places where they're likely to perform best. For this objective, placements may include Facebook and Instagram. [Learn more.](#)

☒ **Edit placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

**Device types** All devices (recommended) ▼

| Platforms   |                  |                                     |
|-------------|------------------|-------------------------------------|
| ▼ Facebook  |                  | <input checked="" type="checkbox"/> |
|             | Feeds            | <input checked="" type="checkbox"/> |
|             | Instant Articles | <input checked="" type="checkbox"/> |
|             | In-stream videos | <input checked="" type="checkbox"/> |
|             | Right column     | <input checked="" type="checkbox"/> |
| ▼ Instagram |                  | <input checked="" type="checkbox"/> |
|             | Feed             | <input checked="" type="checkbox"/> |
|             | Stories          | Ineligible                          |
|             | Audience Network | Ineligible                          |

#### ADVANCED OPTIONS

[Specific mobile devices & operating systems](#)

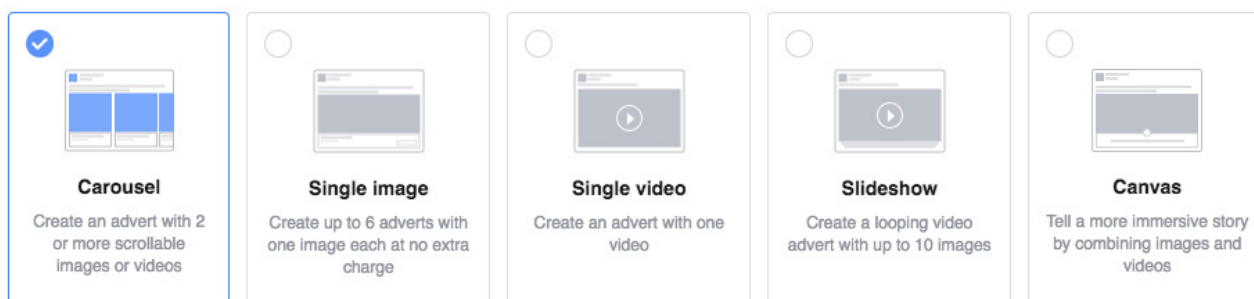
[Exclude categories for in-stream videos](#)

After you've defined creative part of your ad, positioning, target audience and budget, you can click "Place Order" at the bottom of interface. If this is your first time creating advert, Facebook might ask you to define billing account (Add Payment Method) for adverts you've created.

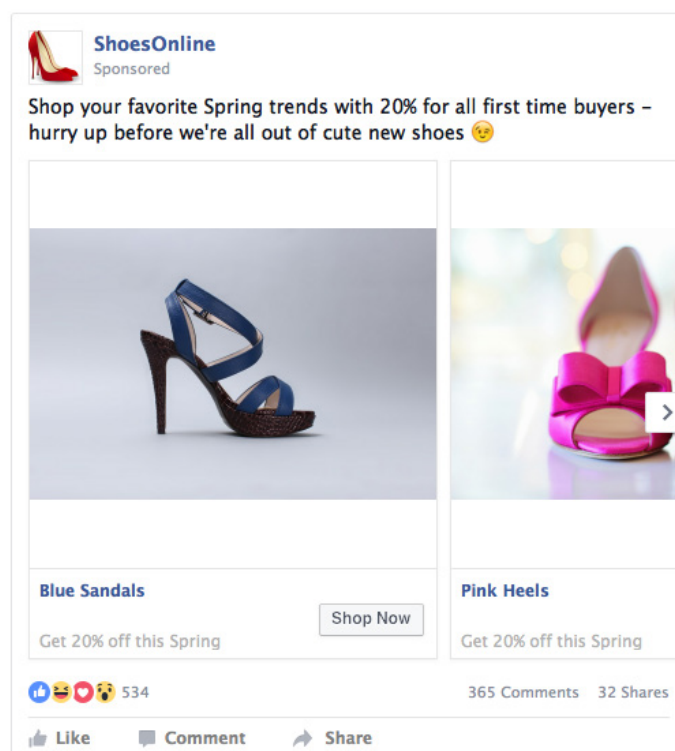
The most amusing part of Facebook advertising process is definitely creative part where you need to choose the format and general look of your final ad.

### Format

Choose how you'd like your advert to look.



You can choose various options, such as carousel, single image, a video, slideshow or even Canvas. It's important to choose the right format because you don't want to send out the wrong message, but also you want it to be visually appealing to Facebook customers. Let's say you own **web shop** and you're selling shoes online. **Carousel option** would be perfect for your Facebook ad to showcase up to 10 different shoe styles you are selling and with a **witty caption**, carefully thought **targeting** and **URL link** leading users to your web shop, you got yourself a **very successful Facebook ad**.



When you've created your first campaign, it's necessary to choose a **payment method (Add Payment method)**. Facebook bills adverts after they've reached a certain consumption. It's important that **money is on the account in the moment when Facebook bills you your adverts**. If there isn't enough money in your account, the campaign will be stopped until Facebook can bill you for your adverts.

After you've chosen your payment method, **Business Address Confirmation page** will be opened where you'll need to fill in (such as if you're natural or legal person). Next step is **dashboard** of Ads Manager where you'll have all the information about your adverts. At **Billing** and **Settings tabs** inside Ads manager interface you can adjust all the necessary elements.

## 3.4 CREATION OF FACEBOOK ADS TO DRIVE NEW FOLLOWERS TO THE PAGE

By choosing option **Promote your page** you can create a classic Facebook ad meant for attracting new fans to Facebook page.

After choosing Facebook page for which you'll be making ads, it's time to **define a target audience** and **payment method**. These parts will be explained later so we'll skip them for now and move to creative part of your adverts.

**A picture is a key to success of your ad** so choose wisely because it takes time. Facebook offers an option to create 6 different ads at the same time which can have same text, but different pictures (recommended dimensions are 1200 x 444 pixels). These dimensions are ideal for placing your ad inside *News Feed*, while Facebook's algorithm will automatically adjust pictures for mobile devices and right side track.

### Format

Choose how you'd like your advert to look.

☒


**Single image**

Create up to 6 adverts with one image each at no extra charge

☐


**Single video**

Create an advert with one video

☐


**Slideshow**

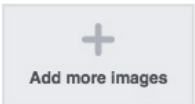
Create a looping video advert with up to 10 images

### Images

You can create up to 6 adverts at once by uploading multiple images. [Learn more.](#)

Browse Library

Free Stock Images



Add more images



851 x 315

#### Recommended image specs

- Recommended image size:  
**1200 x 444 pixels**
- Image ratio: **8:3**
- To maximise advert delivery, use an image that contains **little or no overlaid text**. [Learn more.](#)

By creating multiple ads at once, you'll actually save yourself time because it's necessary to have more ads with the same purpose so Facebook could filter through the ads and select the most effective ones which will get cheaper as they reach more people over time. While choosing the right picture, it's important to choose the one that matches up thematically with your ad and is visually appealing so it could attract more customers. For example, if you choose logo of your brand or service you want to promote, you won't get positive results because customers usually don't click on such adverts. The title of the ad can contain no more than 25 characters and it's possible to change it, but it's usually common for a title to be the same as the name of the page you're promoting.

**Text**

Enter the text for your advert. [Learn more.](#)

Facebook Page

 Kontra

Text

Full service agency #TurningThingsAround

Hide advanced options ▾

Headline ⓘ

Kontra

Landing view ⓘ

Timeline ⇅

Pixel tracking ⓘ

☐ Track all conversions from my Facebook pixel

☒ Do not track conversions

**Advert preview**

1 of 1 advert < > 

Desktop News Feed ▾

1 of 4 < >

Suggested Page



**Kontra**

Sponsored

Full service agency #TurningThingsAround



**Kontra**

Company

11,895 people like this.

 Like Page

The purpose of the description box in an advert is to clarify product or a service you're advertising. At this point, just keep it short and simple because you're only allowed to use no more than 90 characters. When you're thinking about the text of your advert, keep in mind that an average Facebook user sees hundreds of ads on a daily basis, online and offline. That's why it's so necessary to make sure your ad is different, unique and interesting so it could stand out from the other adverts. For example, if we wanted

to create an advert for dentist services, we could simply write “We offer the best dentist service...”, but by spicing things up a bit, changing the concept and communicating the message directly to customer, we’ll write “Would you like to have a beautiful smile?”. This increases our chances to gain more attention from our target audience. Naturally, these adverts can be changed later on and adapted as many times as you want to. The key thing is to play with your ads, emphasize all the advantages user will get or gain, unique qualities of your product/service and special offers such as discounts, sales etc. It’s important to test your ads and to trigger reactions from the users on the page to finally figure out the right adverts that work for your target audience. Also, don’t forget about your competition, study them closely, see what they are doing, check their strategies, what they are doing on their pages so that ultimately – you can do better!

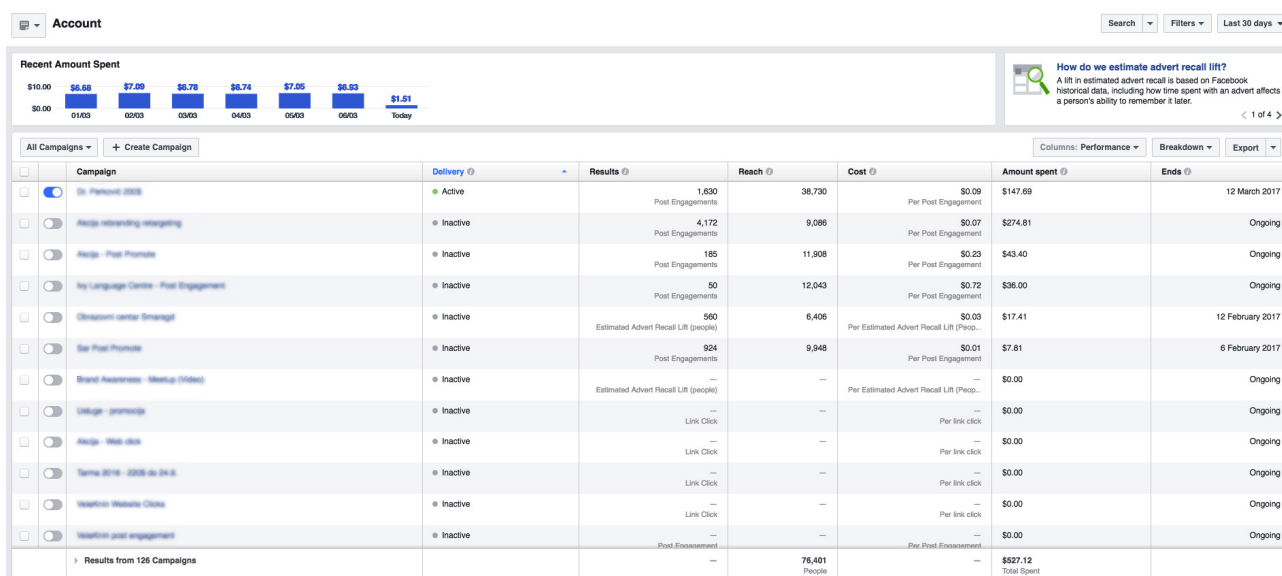
**Destination** of your Facebook ad (landing page) can be chosen by clicking on **Landing View option** at the menu where it says “**Show Advanced Options**”. There, you’ll have different segments to choose from: **Timeline, Photos, Videos** or **special Facebook tabs** on the page. The last ones are useful for advertising because it’s possible to create **Call to Action tab** which allows you to create interesting information gathered in one place to keep your customer and, eventually, get him/her to *Like* the page.

Once you’ve reached this step in advert creation, you can choose **positioning of your ads** for the first time if your ad isn’t already placed in one of **Ad Sets**. To choose the right place of showcasing your ad you’ll have to pick **according to the type of your advert** or simply by testing two different ads with different placements to see which one is getting better results.

It should be pointed out that creation of an advert which helps you drive more customers and gets more Likes doesn’t mean the end of your campaign. By clicking on your advert, user is trying to gather as much information as possible. This **information should be visible** on the **cover of your Facebook page**, special tab, album, post on the page and should be visible right away. **Each ad needs to make sense**, has its own beginning and ending.

## 3.5 ANALYZING RESULTS OF FACEBOOK ADVERTISING

Clicking on “Advert account overview” menu on the left of Ads Manager you’ll notice all your advert accounts which exist on your account and after clicking on one of them you’ll see next info:



- The main thing you can spot are **campaign names** and their status, the goal of the campaigns, duration, daily and total consumption.
- The **charts** show the trends of recent amount spent in currently **active campaign(s)**.
- Clicking on any of the campaign names, you’ll enter into detailed page with all **Ad sets** that can be switched on and off at will, change their **names**, **budget**, and **duration**. Instead of Ad Sets, it’s possible to see all the ads in the selected campaign or simply by entering the specific ad set, you can see all ads it contains and to which you can change the appearance and content, and at the Ad set positioning, optimization and targeting, and gain insight into current performance. Also, clicking on the **Create Similar Ad** you can quickly and effectively create a similar advert.

- **View Report**, set next to the menu of ads or ad sets for display, provides a **detailed insight** into the reports for each campaign, Ad sets and ads. The report is a summary table with columns that can be set by clicking on the **Customize Columns**, and are generally offered:

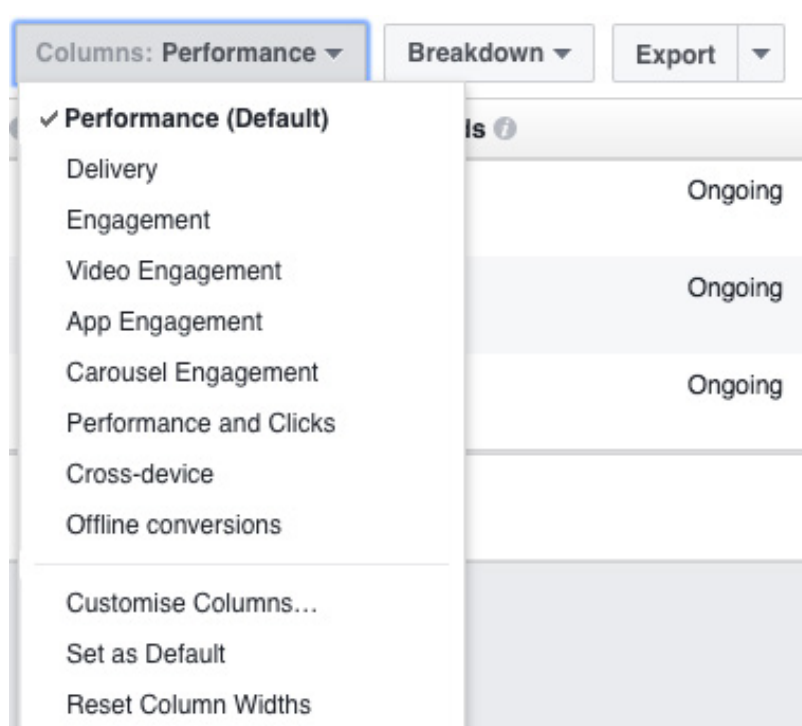


Advertising on Facebook can be very efficient and effective, but as with everything you do, you need to constantly monitor, measure and compare the results to achieve even better results.

Facebook offers plenty of data to analyze ads, so it's important to select those that are **relevant to a particular campaign**. The default report includes all sorts of data and numbers and is not as useful for all kinds of campaigns, or if you want to go a little deeper into the results of the ad. In the given report Facebook offers 17 data that can be useful, but their quantity is still too high and may confuse you or draw your attention to important information. Metrics that are set are:

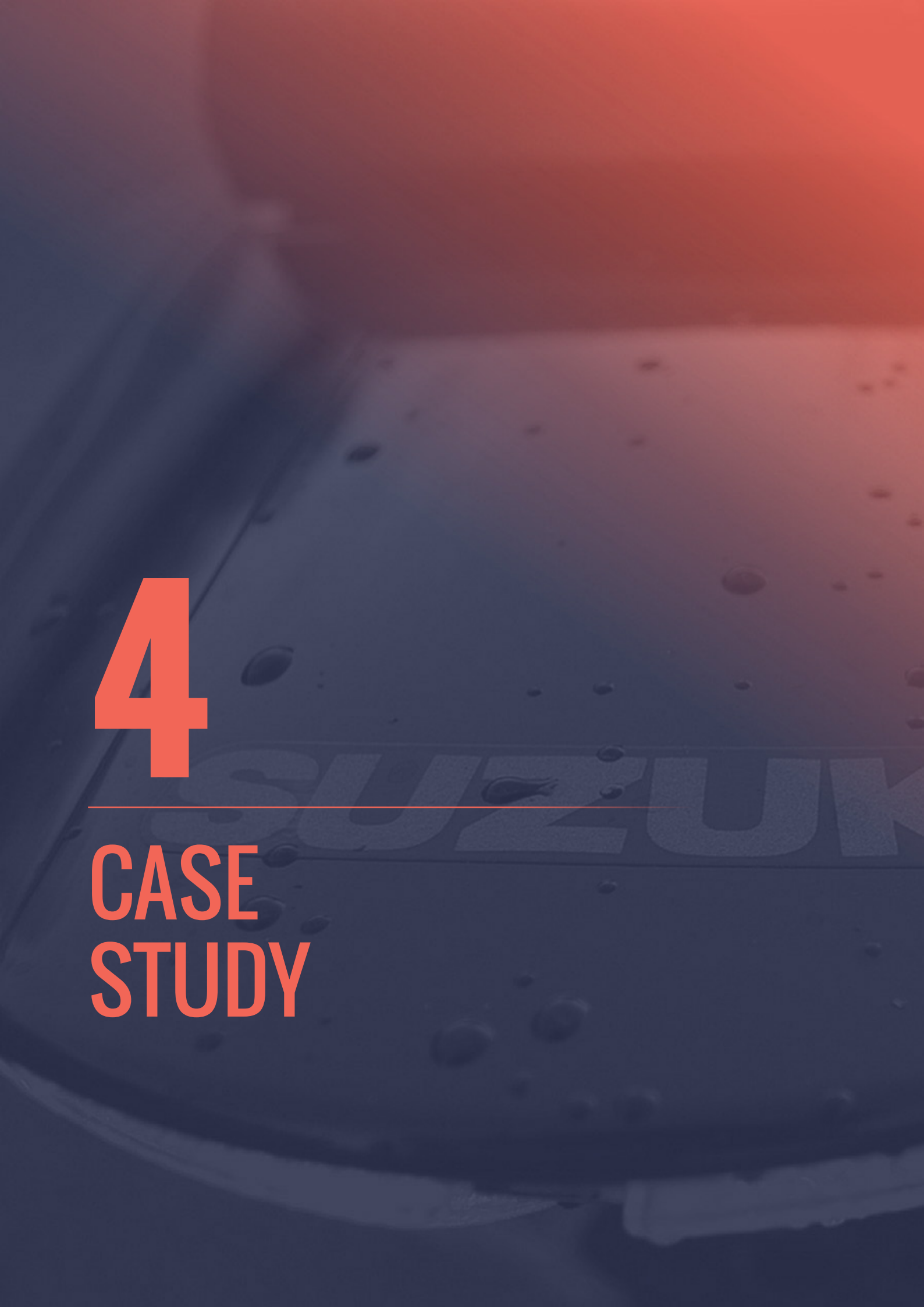
- **Date** when the campaign **started**
- **Date** when campaign **finished**
- **Name** of the campaign
- **Reach**
- **Frequency**
- **Impressions**
- **Clicks**
- **Unique clicks**
- **CTR** (relation between clicks and impressions)
- **Unique CTR** (relation between unique clicks and impressions)
- **Cost**
- **Cost** of reaching **1000 users**
- **Cost per click (CPC)**
- **Actions**
- Number of **users who took action**
- Number of **Likes**

What you should do for each of the campaigns is to create “personalized” report that includes the most relevant information to you or the ones that you should show the client. How to make a report? The interface for **Reports**, select **Customize Columns**, where it’s featured menu metrics you want to include in your report. Facebook offers a total of 148 different data that can be included in the report, but of course, you do not need all of them.



If your campaigns are for **Page likes**, then you are most interested in the number of likes you gained over the period your campaign was active and an investment. Add **frequency** to that, or the number of times a user has seen the ad and where the ads were showing (placement), and the report is complete and it looks like the one above. There are many options and now it’s up to you to decide what you want to measure, so you can create your own personal report and **track the results**.

For a lot more advanced result tracking which leads to a website, we suggest you use **UTM tags**, and the results can be measured using Google Analytics.



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CASE  
STUDY

# HOW TO BECOME A MARKET LEADER IN A COMPETITIVE CAR INDUSTRY?

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Thanks to a well-implemented marketing campaign, Suzuki became Croatia's top selling automaker, and their dealer ATT Suzuki became the best-selling dealer in the whole country. Suzuki Vitara had a market share of whopping 65.92% in private customer segment.

## THE CHALLENGE

Kontra agency has been working with ATT Suzuki for 4 years helping them with Facebook advertising and lately with Google Adwords, as well.

## GOALS

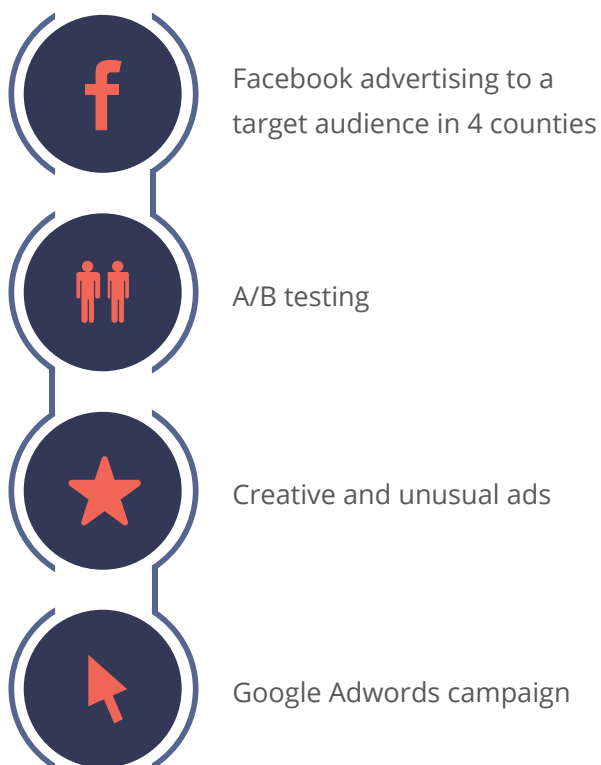


Increase brand awareness

Promote Suzuki models as best-buy cars

Promote offline activities in different cities

## HOW DID WE REACH OUR GOALS?



## RESULTS



In a country where German cars were top sellers for years, Suzuki became the top seller thanks to best-buy cars and well-implemented marketing campaign by their top dealer. Suzuki Vitara holds more than 50% market share among private customers. In some counties, it even beats Volkswagen overall.



*The presence on social networks as well as Facebook advertising and Google ads have brought us a new dimension of communication with customers.*

*We are, first and foremost, communicating to a younger audience, active on social networks and interested in topics we can encourage and the content we can share.*

*This gives us the opportunity to share personal experiences of driving and experiencing Suzuki vehicles, which we consider to be the most important advantage of these channels.*

*Namely, our marketing approach is not just advertising, but sharing Suzuki experience.*

*Such channels are a perfect platform for us to achieve this and our experience was extremely positive when we collaborated with Kontra Agency and, with their help, we triggered Facebook page as well as Facebook advertising.*

*Our collaboration with Kontra worked well because we recognized the specificity and the traps of the social media where expertise is of crucial importance. Namely, quality communication, targeted and content-based announcements, quick response and actualities are what we want to communicate.*

*We have continued to grow together, and after four years, we are happy to say that we are expanding our cooperation.*

**Tina Šušnjar**

Chief Operations Officer,  
ATT Suzuki

The background image shows a close-up of two hands shaking in a firm grip. The hand on the left is wearing several beaded bracelets. In the foreground, there is a clear plastic water bottle with a white cap and a black and white striped sleeve. To the right of the water bottle is a glass jar filled with a mix of nuts, seeds, and dried fruit. The entire scene is overlaid with a semi-transparent orange and blue gradient.

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CONCLUSION

## CONCLUSION

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Facebook ads give us plenty of options for reaching our targeted audience in unique and creative ways. There's one golden rule: create multiple ads, check results after a few days to see which ads aren't working so we can cross them out and focus on those that give us desired results. If necessary, this process should be repeated all the time. You can find certain campaigns where ads weren't deleted for weeks (there are even cases when an ad is intact for months and it's still delivering great results), but on the other hand, there are some campaigns where it's necessary to create new adverts daily to find the best one for your campaign. Tracking novelties in Facebook advertising, testing different options, continuously working on advertising, setting the right goals and other online parameters which have impact on results of adverts, will get you your desired results.

**SIMPLICITY, MEANING, GOALS AND CREATIVITY ARE  
KEY ELEMENTS TO SUCCESSFUL ADVERTISING, BUT IT'S  
IMPORTANT TO POINT OUT ONCE MORE THAT AFTER CREATING  
AN AD, YOUR CAMPAIGN DOESN'T END THERE!**

By

**<ONTRA**

with love,  
June, 2017

<https://kontra.agency/>