

DINA GINDY

**THE ONLY
FACEBOOK AD
CHEAT SHEET
YOU'LL EVER
NEED!**



**Stop wasting hours trying to 'learn'
Facebook Ads!**

www.dinagindy.com

FACEBOOK AD OBJECTIVES

Brand awareness Focuses on increasing reach to introduce your brand to new audiences or build more awareness with those who do know you.

Reach Have your ad seen by as many people in your target audience as your budget allows. Best used for large audiences.

Traffic Prioritise clicks to your site or landing page. You can choose to optimise for landing page views, link clicks, impressions, or daily unique reach, and your choice here will determine whether you're charged per click or impressions.

Engagement Drive on-platform actions, such as likes, comments, shares, or event responses. You can optimise for impressions, post engagements, or daily unique reach, and pay by impressions.

App installs Try to increase installs of your mobile app. You can optimise for app installs, retention, link clicks, app events, and 10-second video views. Retention optimises for people who are more likely to open to the app on the second or seventh day after install, making them a more valuable audience.

Video views Show your ads to viewers who are most likely to watch your videos.

Lead generation Show users lead generation ads and optimise for having your lead forms filled out and submitted.

Messages Get users in contact with you by encouraging them to message you through Messenger or WhatsApp.

Conversions Prioritise conversions, like lead sign-ups, event registrations, or purchases. Optimise for the right action by setting this up through the conversion pixel.

Catalog sales Use your on-platform catalogs to sell more to your target audience, showing relevant ads to every user in your audience. You can retarget or show your ads to new prospective customers.

Store traffic Get users to come to see you in your brick-and-mortar store. You can add map cards to carousel ads, and the best option is "store visit optimisation."

AD TARGETING OPTIONS

HERE ARE THE OPTIONS YOU NEED TO KNOW ABOUT:

Location Target users based on where they live or have recently been.

Age Self-explanatory. Target on a custom age range.

Gender. Also self-explanatory. You can target all genders, or men or women.

Language Use the languages users speak to show the right ad to the right audience.

Demographics, interests, and behaviours These are all looped into one section called “detailed targeting” and allow you to target people based on things like whether they’re parents, homeowners, like vegan food, or work in the B2B fields.

Exclusionary targeting Make sure that certain people don’t see your ad, even if they otherwise belong to your target audience, such as if they already like your page.

AD PLACEMENT OPTIONS

WHERE YOUR ADS ACTUALLY SHOW UP

Facebook feeds Ads appear in users' feeds on Facebook; this is one of the most popular and flexible options.

Instant articles Ads open up to present more information about the articles at hand.

In-stream videos Video ads can be placed in the middle of high-quality content, interrupting users who are watching other videos.

Right column ads Ads show up in the right column on Facebook's desktop newsfeed.

Suggested videos This placement is available for both Facebook and for the audience network, and it shows users your video as a suggestion when they finish a video they're currently watching.

Marketplace Show your ad to users who are browsing in Facebook's marketplace, and therefore already purchasing.

Stories Stories are available for Facebook, Facebook's inbox, and Instagram. They allow you to show a vertical image or a 15-seconds-or-less vertical video and attach a link for users to click.

Instagram feeds Ads appear in users' main feeds on Instagram. These campaigns have higher-than-average engagement and click-through rates.

Audience network ads These ads appear in apps within Facebook's network, so your ads can be taken off Facebook. These ads typically have a lower-than-average CPC. Lead generation objectives can't use the audience network.

Messenger inbox ads Your ad will appear in Messenger (but not as a message that users have to open). Note that this is not available with the Engagement or Lead Generation objectives.

Sponsored messages Only available with the "Messages" objective, it sends users your ad in a Messenger message.

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HOPE THESE
MADE YOUR LIFE
AS EASY AS THEY
MAKE MINE!

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