



# Brand Management & Media Planning

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LM in Marketing & Digital Communication



**LUMSA**  
UNIVERSITÀ  
1939 **SO**TTANTESIMO 2019



# Native advertising & Meta for Business

*Lesson 5 part 2*  
*Thursday November, 2*



# Where are we?



# The IAB New Standard Ad Unit Portfolio

The **IAB New Standard Ad Unit Portfolio** (“IAB New Ad Portfolio”) includes:

1. **Display ads**
2. **Native ads**
3. **New content experiences**



# Native Ads: a less intrusive format of online advertising

The **IAB New Standard Ad Unit Portfolio** (“IAB New Ad Portfolio”) includes:

1. Display ads
2. **Native ads**
3. New content experiences

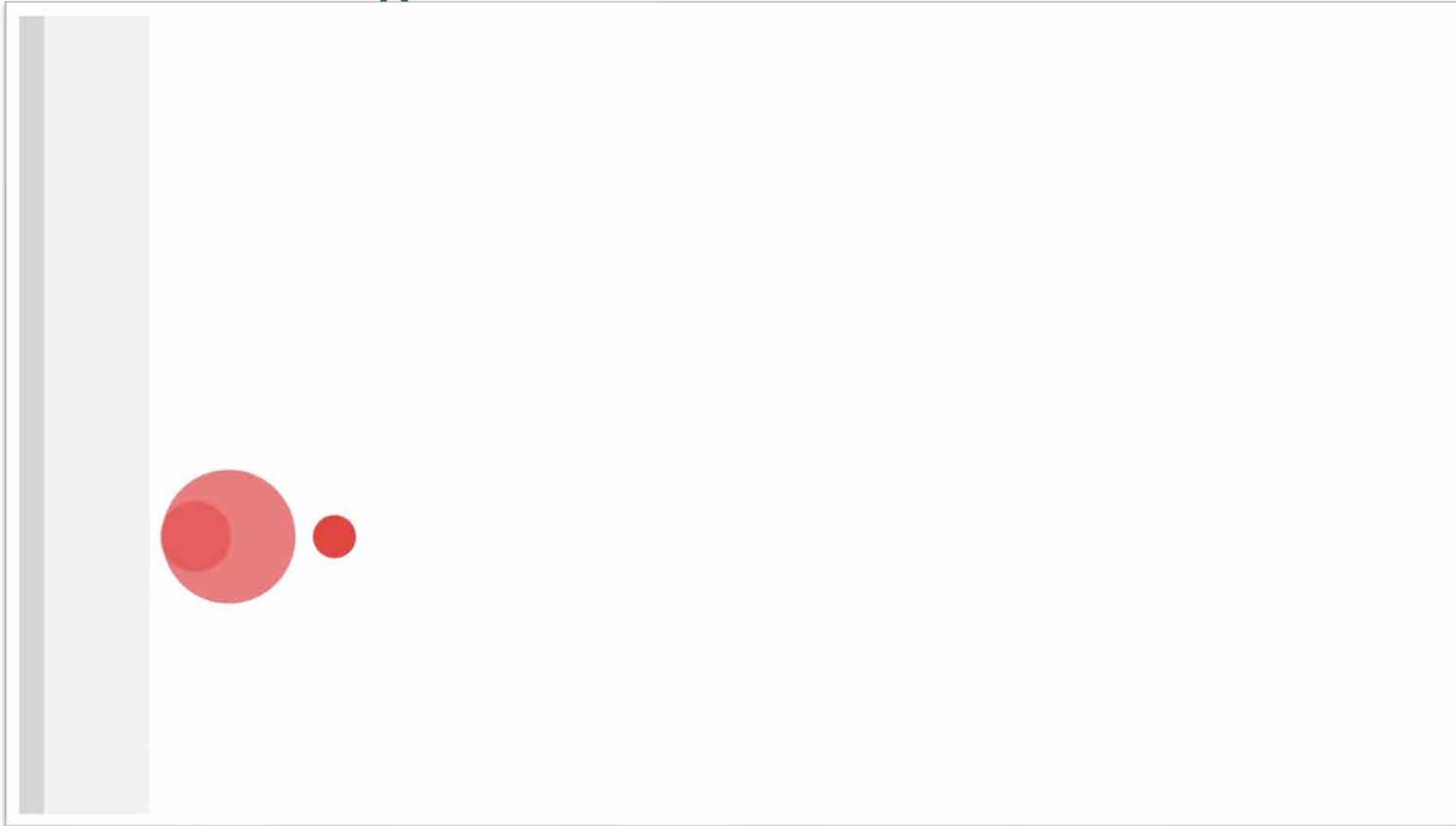


# Native Advertising



# Native advertising

57''





# Native advertising

Native advertising is paid media designed to **match the content** of a media source

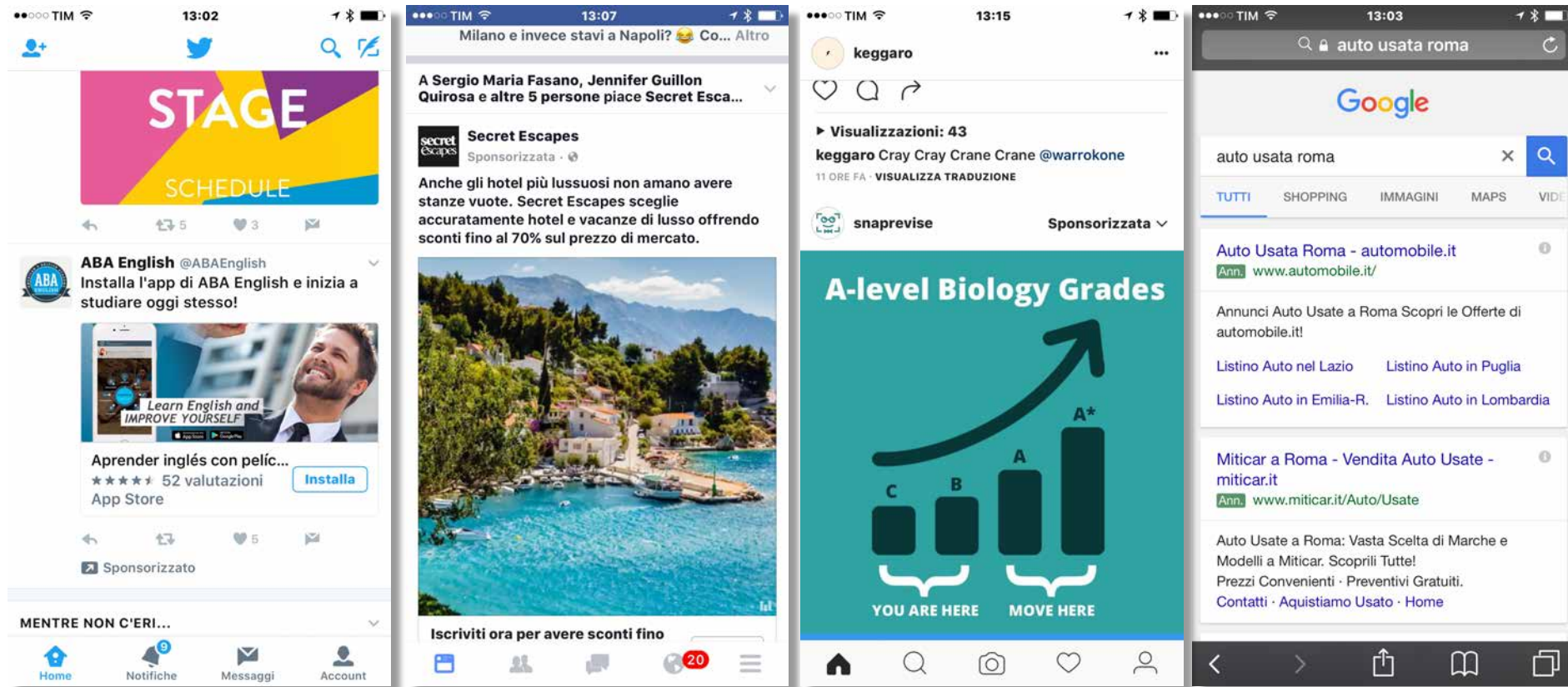
Native advertising **looks like editorial material.**

- The goal is to **reproduce the user experience**. This media is designed to **match the visual design and function** of natural content.
- Native advertising is the new version of the old advertorial...



# Native advertising

The most popular are: sponsored **Tweet**, **Facebook** and **Instagram** posts (infeed), **YouTube** videos and most of all **Google** search paid ads



## Commonly Used Disclosure Language

Commonly used disclosure language for in-feed ads includes: “Advertisement” or “AD” (Google, YouTube), “Promoted” or “Promoted by [brand]” (Twitter, Sharethrough), “Sponsored” or “Sponsored by [brand]” or “Sponsored Content” (LinkedIn, Yahoo), “Presented by [brand]” + “Featured Partner” tag (BuzzFeed, Huffington Post), and “Suggested Post” + a “Sponsored” tag (Facebook).

# This is how you see them

## Buone pratiche in tema di formati native corretti e trasparenti

Discovery/Recommendation Unit:



Video Infeed / Instream:



Newsfeed:



Infeed / Instream:



Newsfeed:

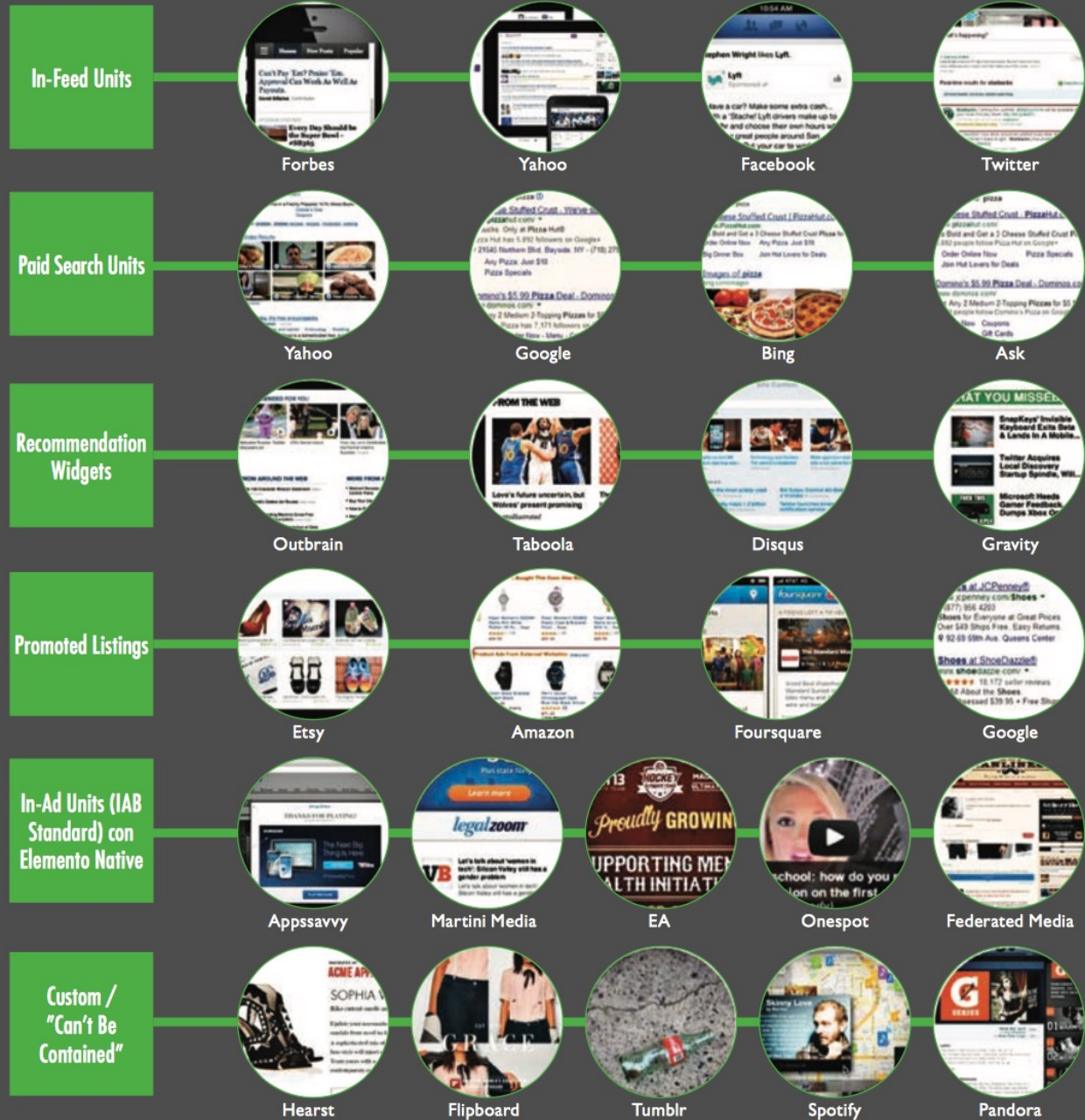


Fonte: IAB UK



# IAB classification

Formati attualmente utilizzati ed esempi di aziende che li utilizzano



## TI POTREBBERO INTERESSARE

Raccomandato da | ▶



SPONSOR

**10 Migliori Mac Antivirus | #1 Miglior Antivirus Gratis per...**  
[\(MY ANTIVIRUS REVIEW\)](#)



SPONSOR

**Fino a 5000€ di incentivi**  
[\(PEUGEOT\)](#)



SPONSOR

**Pensa a una scarpa che sta bene su tutto. Fatto? Sono le...**  
[\(VELASCA\)](#)



**Pompei, Alberto Angela: sulla data dell'eruzione confermata la mia tesi:...**



**Treno investe e uccide un uomo, stop alla circolazione sulla...**



**Bancarotta fraudolenta, sequestrate le azioni della società che gestisce il...**

# Also these...



Visualizza più scelte



Sponsorizzato ⓘ  
**Lampada da lettura,LED luce da letto con montaggio a muro, luce notturna in alluminio,bianco-caldo,200LM/3000K/3W,angolazione del...**  
 di FIFILARY  
**EUR 29,99** EUR-59,99 ✓prime  
 Spedizione senza costi aggiuntivi entro **gio 13 feb**  
 Classe efficienza energetica: **A+**  
 ★★★★★ ☆ 102



Sponsorizzato ⓘ  
**Lampada a led con regolabile luminosità regolabile,montaggio a parete,luce con funzione di memoria ed interruttore touch,bianco...**  
 di FIFILARY  
**EUR 28,99** ✓prime  
 Spedizione senza costi aggiuntivi entro **Domani, feb 10**  
 Classe efficienza energetica: **A**  
 ★★★★★ ☆ 19



Più venduto  
 Sponsorizzato ⓘ  
**Luce Notturna LED, OMERIL [2 Pezzi] Automatiche Luce Notturna da Presa con Sensore Crepuscolare, Plug-and-Play, Lampada da Presa per Bambini, Soggiorn...**  
 di OMERIL  
**EUR 14,99** EUR-19,99 ✓prime  
 Spedizione senza costi aggiuntivi entro **Domani, feb 10**  
 Classe efficienza energetica: **A++**  
 ★★★★★ ☆ 748



# Hotel Roma e alloggi

## Prezzi più bassi

Arrivo: - / - / - Partenza: - / - / - Ospiti: 1 camera, 2 adulti, 0 bambini

### Prezzo

0 € - + 241 €



Prezzo + tasse e spese

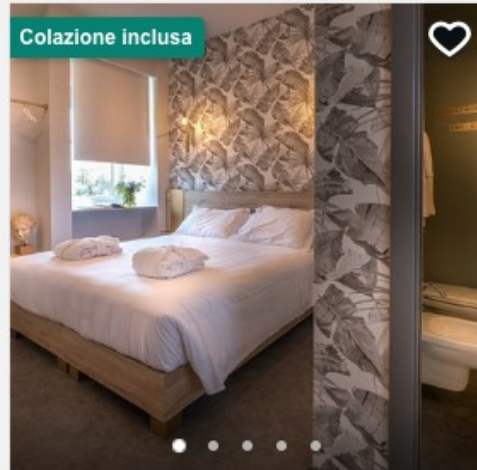
### Molto richiesti

- Aria condizionata 2989
- 5 stelle e oltre 2584
- 4 stelle 356
- Colazione inclusa 1633

7.447 strutture a Roma

Ordina per: Qualità-prezzo

Vuoi risparmiare? Consultiamo 200 siti per farti risparmiare fino al 30%



## Hotel Villa Eur Parco dei Pini

Sponsorizzato

Booking.com

57 €

Vedi l'offerta

- ✓ Cancellazione gratuita
- ✓ Prenota ora, paga quando soggiorni

Trip.com 56 €  
Hotels.com 57 €  
Tripadvisor 57 €

Vedi tutte le 5 offerte da 56 €

- 064 recensioni
- Parcheggio gratuito
- Ristorante
- Visita il sito dell'hotel



**Native advertising** is probably  
the most **effective** online  
advertising format

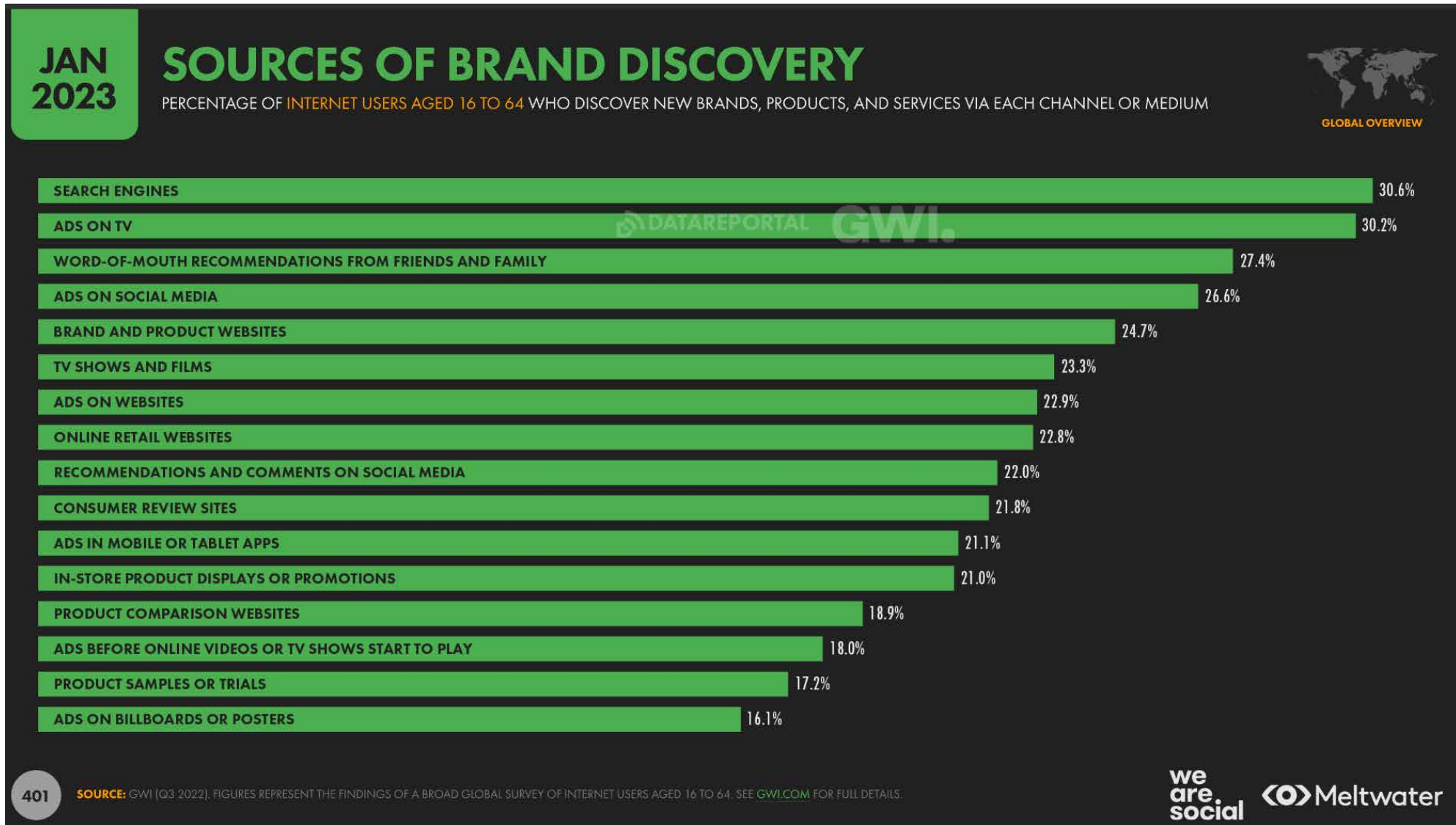




# Advertising on social media



# Ads on social media are sources of brand discovery (after Search, TV ads and WOM...)





# Social network platforms have many similarities

- All you need to plan is a free **account** and a **credit card**
- **Prices are set by an auction** and depend not only on the value you are willing to pay, but also on the quality of the ad
- **The target is defined on the basis of multiple variables** (which depend on the data provided to the platforms)
- All **campaigns are structured in clusters** (groups of ads in hierarchy)
- Even the **interfaces are all similar**



# the process of creating the advertising campaign is also similar

1. Select your objective
2. Define your audience
3. Choose the ad format
4. Set the budget
5. Measure the results

LinkedIn Marketing Solutions <linkedin@e.linkedin.com>

To: stellaromagnoli@gmail.com

Apply your learnings in LinkedIn's Campaign Manager. You can create, measure, and optimize your ad campaigns in a few simple steps.

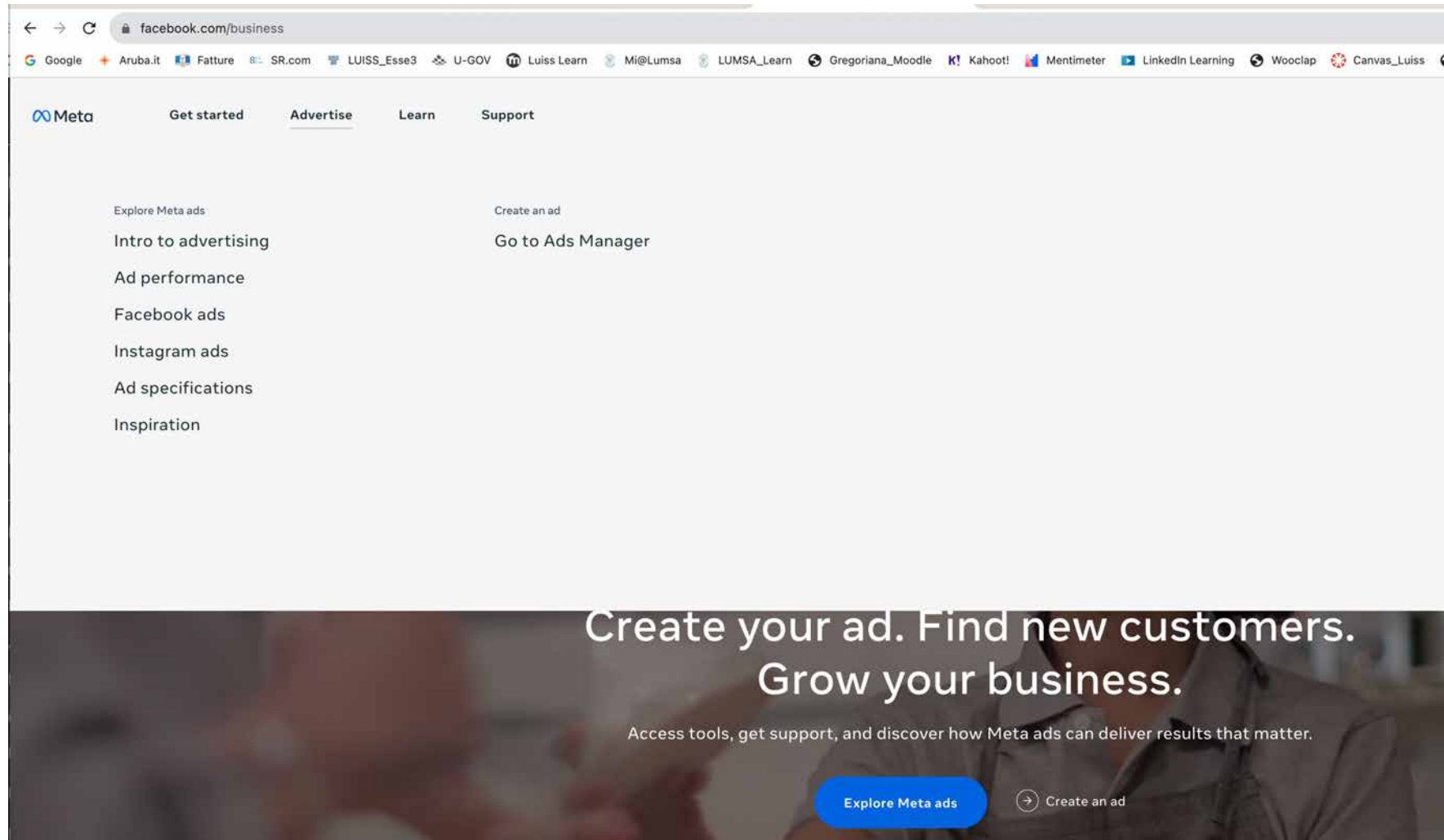
- 1 Step 1: Select your objective**  
Begin by choosing your objective, whether it's awareness, consideration, or conversions.
- 2 Step 2: Select your audience**  
Choose from over 200 audience attributes so you can reach your ideal buyer.
- 3 Step 3: Select your ad formats**  
Ad formats engage your audience and are matched to your campaign goals.
- 4 Step 4: Set your budget**  
Now, set the budget and schedule for your campaign.
- 5 Step 5: Measure and optimize**  
Track your campaign's results and refine your ads based on their performance to ensure success.

# Today we will focus on **Meta For Business** platform

FACEBOOK     



# Meta for Business is FB's online advertising platform



<https://www.facebook.com/business>



# Courses and certifications

← → ↻ facebook.com/business

Google Aruba.it Fatture SR.com LUISS\_Esse3 U-GOV Luiss Learn Mi@Lumsa LUMSA\_L

Meta Get started Advertise Learn Support

Start a course  
Free lessons  
Meta certification

Discover more insights  
Marketing insights  
Business news  
Case studies



## With Meta For Business we can advertise on:

- Facebook
- Instagram
- Audience Network (FB is an **Ad Network**)
- Messenger
- Workplace (it's like an intranet)
- WhatsApp Business





# Where do ads appear?



# This is native advertising

Stella Romagnoli

Friends  
9+ requests

Groups

Marketplace

Watch  
5 new videos

Memories

Saved

Pages  
9+ new

Events  
5 notifications

Jobs

See more

Search Facebook

(20+) Facebook facebook.com

Write a comment...

**Mindvalley** Sponsored

Feeling scattered, lacking focus and having difficulty accomplishing important tasks?  
Discover how to gain unbreakable focus and productivity in this free Masterclass with Nir Eyal, the world's leading expert in habit formation and focus.  
In this masterclass, you'll explore how to: ... [See more](#)

Friend Requests

Elena Montefredini 2w  
24 mutual friends  
[Confirm](#) [Remove](#)

Sponsored

Join This Mastermind = Solve Your Scaling Problem  
consulting.com

Nordace  
nordace.com

Contacts



# The access to the advertising platform is on your account page

The image shows a screenshot of a Facebook account page for a user named Stella. The page layout includes a top navigation bar with a search bar, home, notifications (9+), video (2), marketplace, and profile (2) icons. The profile name 'Stella' is visible with a red arrow pointing to it. Below the navigation bar is a row of six featured posts from various users, including Stefania Voso, Alberto Luna, Adriana Dri, Alessandra Bucci, Gabria Cipullo, and Emanuele Davenia. On the left side, there is a vertical menu with options: Facebook Pay, Friend Lists, Fundraisers, Games, Gaming Video, Jobs, Live Videos, Messenger, Most Recent, Movies, Offers, and Pages (9+ new). In the center, there is a promotional card for 'Try a New Way to Manage Your Business' with a 'Get Started' button. At the bottom, there is a text input field 'What's on your mind, Stella?' with options for 'Live Video', 'Photo/Video', and 'Feeling/Activity'. On the right side, a 'Create' menu is open, listing options: Post, Story, Life Event, Page (highlighted with a red arrow), Ad, Group, Event, Marketplace Listing, and Fundraiser.



# The same for LinkedIn



Search



Home



My Network



Jobs



Messaging



Notifications



Me



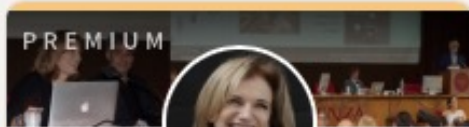
Work



Advertise



**Digital Agency CEO? - Increase profitability and efficiency with the #1 system for agencies!** Ad ...



PREMIUM

**Stella Romagnoli**

Brand Strategy & Corporate  
Communication Adjunct  
Professor at La Sapienza and  
LUMSA University in Rome

Who viewed your profile **224**

Views of your post **789**

See all Premium features

Saved items

Start a post

Photo

Video

Event

Write article

Sort by: Top

Arturo Iorio commented on this



**Alberto Mattiacci** • 1st

Full Professor of Marketing and Business Management at Sapienza and much ...  
3d •

ESISTE UN **#CONTAGIO** POSITIVO in economia. Si chiama DOMANDA  
DERIVATA.

In 90 secondi nel video spiego perché.

...see more

See translation

Add to your feed



**Corrado Passera**  
Founder & CEO of  
illimity

+ Follow



**Apple**  
Company • Consumer  
Electronics

+ Follow



#food

+ Follow

View all recommendations

Ad ...

Future proof your business



# And for Twitter

- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Lists
- Profile
- More

Tweet

Home

What's happening?

Manfredi Ricca @Manfredi\_Ricca · 20h  
.@Interbrand is the red hot Red Dot Agency of the Year. A huge t to our global community - our clients, teams and partners for the exceptional work together.

Interbrand  
reddot award 2021  
agency of the year

- Topics
- Moments
- Twitter Ads
- Analytics
- Settings and privacy
- Help Center
- Display



# For Tik Tok you log in on TikTok Ads Manager

The screenshot displays the TikTok Ads Manager interface. At the top, the navigation bar includes 'TikTok Ads Manager', 'Dashboard', 'Campaign', 'Assets', and 'Reporting'. The user account 'stellaramagnoli0130' is logged in, with 'English' as the language and a currency symbol '€'. A notification bell icon shows 7 alerts.

The left sidebar shows the campaign structure: 1 Campaign, Advertising objective (selected), Settings, 2 Ad group, and 3 Ad.

The main content area is titled 'Advertising objective' and includes options to 'Create new' (underlined) or 'Use existing'. There are also 'Simplified mode' and 'Custom mode' buttons.

The 'Advertising objective' section provides instructions: 'Choose the best advertising objective based on your campaign goals. [Learn more](#)'. The objectives are categorized into three groups:

- Awareness:**
  - Reach:** Show your ad to the maximum number of people.
- Consideration:**
  - Traffic:** Send more people to a destination on your website or app.
  - Video views:** Get more views and engagement for your video ads.
  - Lead generation:** Collect leads for your business or brand.
  - Community interaction:** Get more followers or profile visits.
- Conversion:**
  - App promotion:** Get more users to install and engage with your app.
  - Website conversions:** Drive valuable actions on your website.

**WARNING:**  
**Social media dashboards are constantly  
changing.**  
**They could be different from these slides**



# What types of ads can we create?





# Video, Image, Carousel & Collection

## About the Facebook Ads Guide

Facebook supports multiple advertising types across Facebook, Instagram, Audience Network and Messenger. Each ad has two components: The format (what it looks like) and the placement (where it will be displayed). When you're creating your ad, you may need to find specific info about the type of ad you're creating, like what size your image should be or how many characters you can use.

The [Facebook Ads Guide](#) shows you which ads are available to you, the specs of your creative (ex: image size requirements, pixels, character limits) for different ad types, and what these ad types look like when they're running on Facebook.

The Facebook Ads Guide provides design guidelines for the following ad formats:

- Video
- Image
- Collection
- Canvas
- Carousel
- Slideshow

Visit the [Facebook Ads Guide](#) to learn more.



<https://www.facebook.com/business/ads-guide/>

Meta Business solutions Technologies Inspiration Education and resources Support Start now

Facebook ads guide

# Update to Meta Ads Manager objectives

We are gradually introducing a new set of six campaign objectives in Ads Manager: awareness, traffic, engagement, leads, app promotion and sales.

Learn more

About

Image

Video

Carousel

Collection

# Design recommendations for every format



## Image

Facebook Feed



### Design Recommendations

- File type: jpg or png<sup>1</sup>
- Image ratio: 1.91:1 to 4:5<sup>1</sup>
- Recommended resolution: Upload the highest resolution image available.<sup>1</sup>
- Primary Text: 125 characters<sup>1</sup>

### With Link<sup>1</sup>

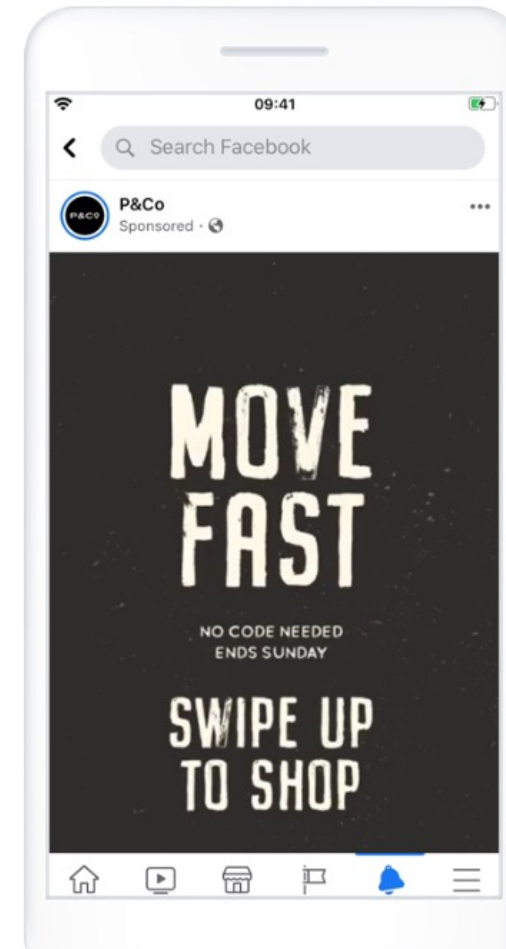
- Image ratio: 1.91:1 to 1:1<sup>1</sup>
- Recommended resolution: at least 1,080 x 1,080px<sup>1</sup>
- Headline: 25 characters<sup>1</sup>
- Description: 30 characters<sup>1</sup>

### Panoramas or 360 Photos<sup>1</sup>

Panoramas or 360 photos may appear on Facebook as an interactive experience. Facebook recognizes and processes these photos by looking for camera-specific metadata found in photos taken using 360-ready devices. [Learn more](#)

Choose your ad placement<sup>1</sup>

Facebook Feed



# We can choose the ad placement

## Image

Instagram Feed



## Design Recommendations

Select the Instagram Feed placement to share your ads to your Instagram audience.

- File type: jpg or png<sup>1</sup>
- Recommended resolution: Upload the highest resolution image available that meets ratio requirements.<sup>1</sup>
- Text: Two rows of text will display. [Learn more about character limits.](#)

## Technical Requirements

- Minimum Width: 500 pixels
- Minimum Aspect Ratio: 400x500
- Maximum Aspect Ratio: 191x100
- Aspect Ratio Tolerance: 0.01

## Choose a placement

Select a placement option to discover which objectives are available.

Instagram Feed



## Choose your ad placement<sup>1</sup>

Facebook Feed

Facebook Feed

Facebook Right Column

Facebook Instant Articles

Facebook Marketplace

Facebook Stories

Facebook Search Results

Instagram Stories

Instagram Feed

Instagram Explore

Audience Network Native, Banner and Interstitial

Sponsored Message





# For each ad type

Supported objectives ⓘ

- Reach
- Reach
- Brand Awareness
- Traffic
- App Installs
- Lead Generation
- Conversions
- Catalog Sales

Call to action ⓘ

Apply Now

Apply Now

Book Now

Call Now

Contact Us

Download

Get Directions

Learn More

Get Showtimes

Get Quote

Send Message

Request Time



# Social networks planning process



# Facebook campaign process

**Before creating** our ads, we need to

1. Define our goals
2. Structure the campaign
3. Define our target audience
4. Set the budget

This process is similar for all the social network platforms

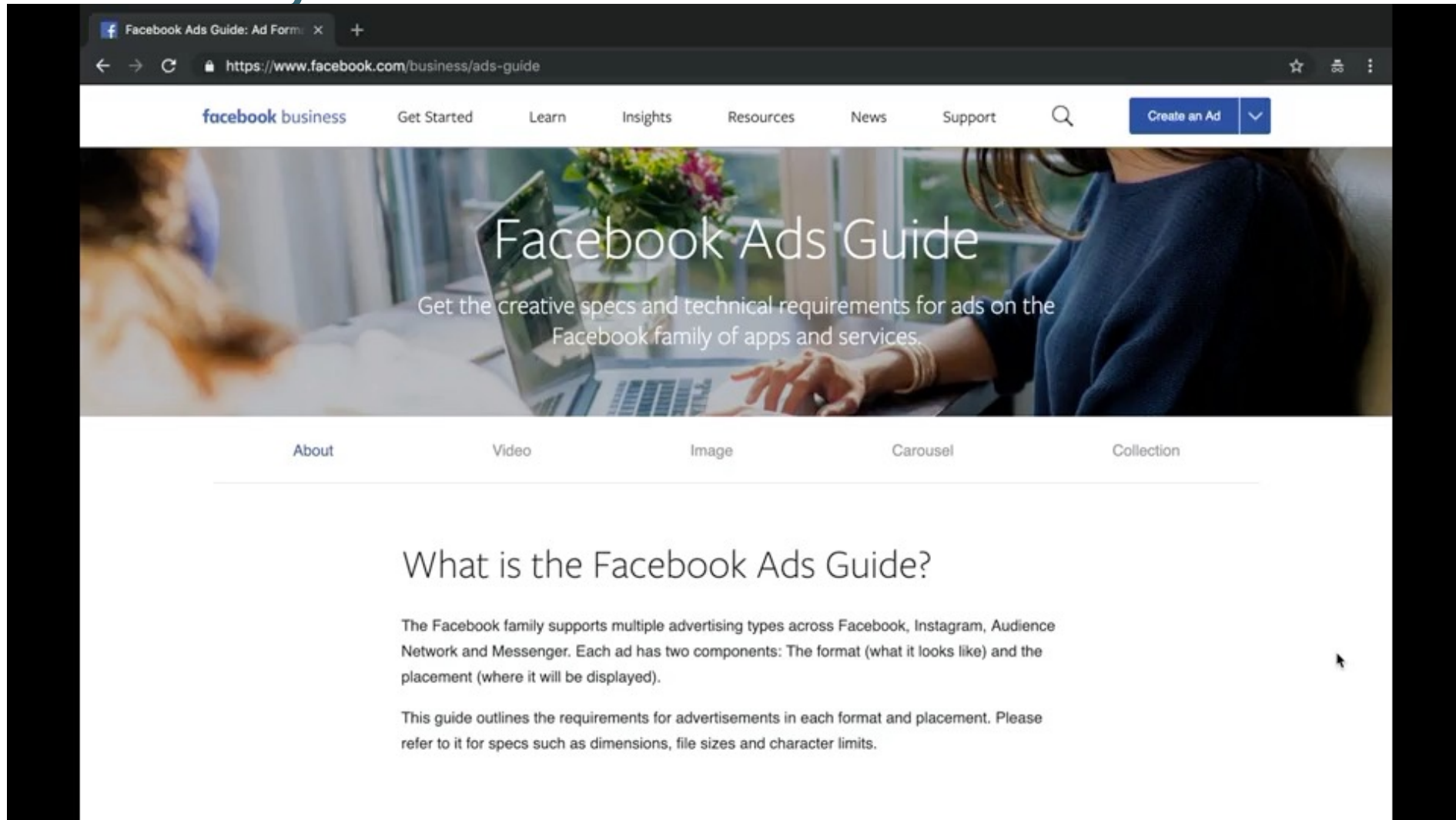


# 1. Define our goals



# Facebook's objectives

4'59''



Advertising on Facebook – Megan Adams – LinkedIn Learning

# Objectives inspired by the conversion funnel

# Meta tries to guide us in choosing the objective

Campaigns Stella Romagnoli (102036273239130... Updated 8 minutes ago

Terms update coming in January We're updating the Self-Ser

Search and filter

Campaigns

+ Create Duplicate Edit

Off / On	Campaign
<input checked="" type="checkbox"/>	New Awareness Campaign
<input checked="" type="checkbox"/>	New Awareness Campaign
<input checked="" type="checkbox"/>	New Brand awareness Campaign
<input checked="" type="checkbox"/>	Sapienza awareness
<input checked="" type="checkbox"/>	New Brand awareness Campaign
<input checked="" type="checkbox"/>	Utravel brand awareness
<input checked="" type="checkbox"/>	Hyundai IoniQ5
<input checked="" type="checkbox"/>	New Brand awareness Campaign
<input checked="" type="checkbox"/>	Lyreco

**Create new campaign** New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

Find your objective

**Choose a campaign objective**

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

**Create new campaign** New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

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Find your objective

**Choose a campaign objective**

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

**Awareness**

Show your ads to people who are most likely to remember them.

**Good for:**

- Reach ⓘ
- Brand awareness ⓘ
- Video views ⓘ
- Store location awareness ⓘ

**Choose a campaign objective**

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

**Engagement**

Get more messages, video views, post engagement, Page likes or event responses.

**Good for:**

- Messenger, Instagram and WhatsApp ⓘ
- Video views ⓘ
- Post engagement ⓘ
- Conversions ⓘ

**Choose a campaign objective**

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

**Sales**

Find people likely to purchase your product or service.

**Good for:**

- Conversions ⓘ
- Catalog sales ⓘ
- Messenger, Instagram and WhatsApp ⓘ
- Calls ⓘ



# Also for LinkedIn, the first step is to choose the goal

The screenshot shows the LinkedIn Campaign Manager interface. At the top, there is a dark blue header with the LinkedIn logo and the text "CAMPAIGN MANAGER" on the left, and a logo for "Stella Romagnoli lezioni" on the right. Below the header, there is a navigation bar with a back arrow, the text "Default Campaign Group", and "Untitled Campaign" with an edit icon. The main content area is titled "Objective" with a "NEW" badge. Below this, there is a prompt: "Let's get started! Select the objective that best fits your goals below." The interface is divided into three columns: "Awareness" (highlighted with a blue bar), "Consideration" (highlighted with a green bar), and "Conversions" (highlighted with a purple bar). Under "Awareness", there is a button for "Brand awareness". Under "Consideration", there are buttons for "Website visits", "Engagement", and "Video views". Under "Conversions", there are buttons for "Lead generation", "Website conversions", and "Job applicants".

# If you click there are explanations



## Brand awareness

*I want more people to learn about my business.*

Choose this objective to:

- Tell more people about your product, services, or company



## Engagement

*I want more people to engage with my content posts.*

Choose this objective to:

- Increase social engagement on your content
- Increase followers to your Company Page

Your campaign will be shown to people most likely to engage with your ad or follow your company.



## Video views

*I want more people to watch my videos.*

Choose this objective to:

- Share your videos with more people

Your campaign will be shown to people most likely to view your videos.



## Website conversions

*I want more purchases, registrations, or downloads.*

Choose this objective to:

- Capture leads on your website
- Drive actions that are valuable to your business

Your campaign will be shown to people most likely to take the actions you define as valuable for your business.



## Website visits

*I want more people to visit a website destination site on or off LinkedIn.*

Choose this objective to:

- Drive traffic to your website
- Drive traffic to marketing landing pages

Your campaign will be shown to people most likely to click on your ads.



## Lead generation

*I want more quality leads on LinkedIn.*

Choose this objective to:

- Capture leads on LinkedIn
- Use a lead generation form pre-filled with LinkedIn profile data

Your campaign will be shown to people most likely to fill out a LinkedIn lead generation form.



## Job applicants

*I want to promote job opportunities at my company.*

Choose this objective to:

- Tell people about relevant job opportunities at your company
- Drive more applications to your job opportunities

Your campaign will be shown to people most likely to view or click on your job ads.



# Same thing for Twitter

### Campaign objective

Choose your objective

Need help choosing an objective? [Learn more](#)

Awareness	Consideration	Conversion
<b>Reach</b> Maximize your ad's reach <input type="radio"/>	<b>Video views</b> Get people to watch your video <input type="radio"/>	<b>App re-engagements</b> Get people to take action in your app <input type="radio"/>
	<b>Pre-roll views</b> Pair your ad with premium content <input type="radio"/>	
	<b>App installs</b> Get people to install your app <input type="radio"/>	
	<b>Website clicks</b> Drive traffic to your website <input type="radio"/>	
	<b>Engagements</b> Get people to engage with your Tweet <input type="radio"/>	
	<b>Followers</b> Build an audience for your account <input type="radio"/>	

Cancel **Next**

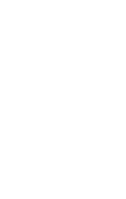


# ...And TikTok

The screenshot displays the TikTok Ads Manager interface. At the top, the navigation bar includes 'TikTok: Ads Manager', 'Dashboard', 'Campaign', 'Assets', and 'Reporting'. The user account 'stellaromagnoli0130' is logged in, with the language set to 'English'. The main content area is titled 'Advertising objective' and offers two options: 'Create new' (highlighted with a red underline) and 'Use existing'. There are also buttons for 'Simplified mode' and 'Custom mode'. Below this, the 'Advertising objective' section provides a guide to choose the best objective based on campaign goals. The objectives are categorized into three groups: Awareness, Consideration, and Conversion. The 'Awareness' category includes 'Reach' (Show your ad to the maximum number of people). The 'Consideration' category includes 'Traffic' (Send more people to a destination on your website or app), 'Video views' (Get more views and engagement for your video ads), 'Lead generation' (Collect leads for your business or brand), and 'Community interaction' (Get more followers or profile visits). The 'Conversion' category includes 'App promotion' (Get more users to install and engage with your app) and 'Website conversions' (Drive valuable actions on your website).



For each goal, the social network applies a  
**different algorithm**  
to reach the defined audience



## 2. Structure the campaign



# The structure of a social media campaign

For all platforms the campaign structure is "clustered":

- **Campaigns, ad groups and ads** (different names but the substance is the same)

## Why this type of structure?

Unlike mass communication, here it is possible to reach users in a **very profiled way**, and **create different messages exactly targeted** for them.





# Facebook advertising structure

2'46''



Advertising on Facebook – Megan Adams – LinkedIn Learning

# Facebook advertising structure



LinkedIn

# One campaign for each objective

## Step 1: Campaign

1. Drive traffic to website
2. Increase brand awareness
3. Promote coupon



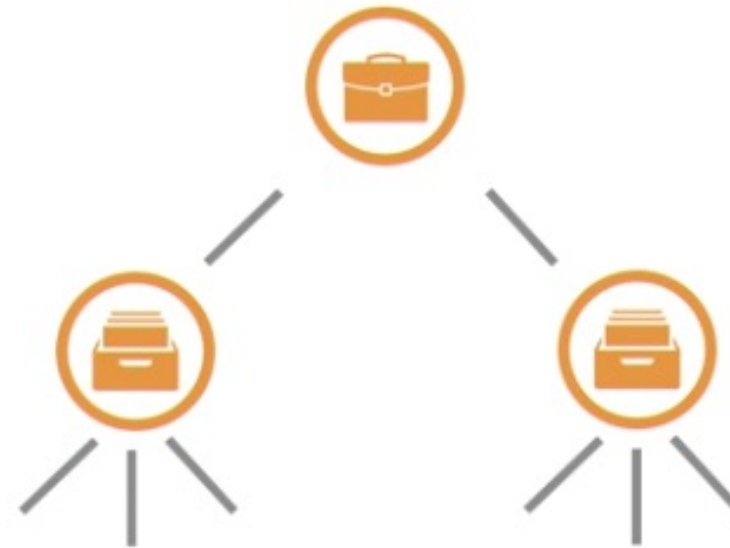
# One ad set for each target

## Step 2: Ad Set Campaign

### 1. Drive traffic to website

Ad set 1: Target current customers

Ad set 2: Target people who are in the city and play sports





# Each ad set could have different ads

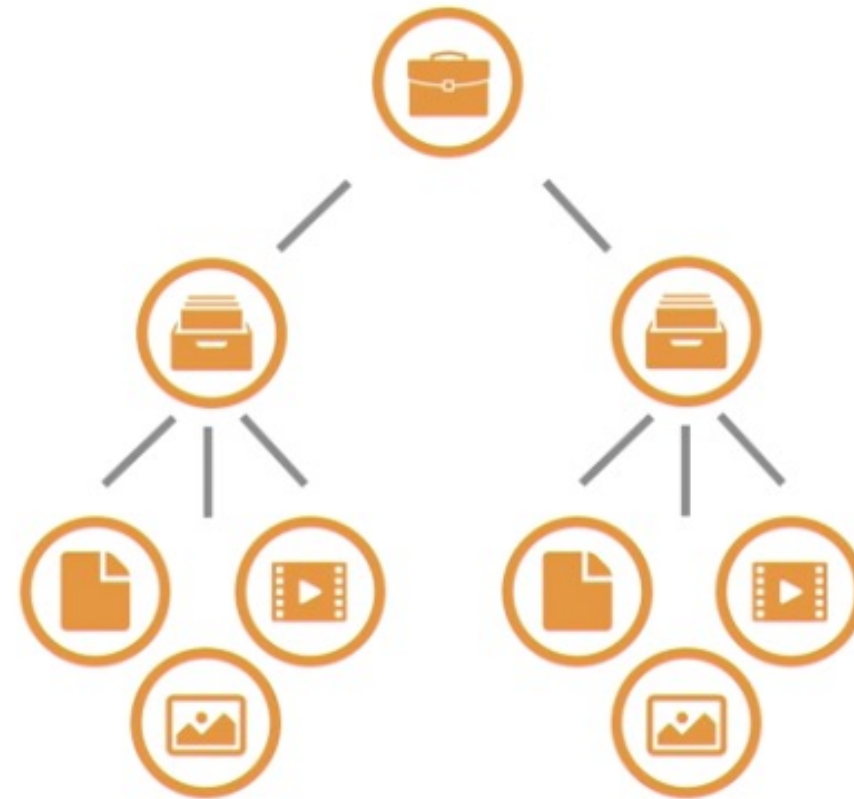
## Step 3: Create Actual Ads

### 1. Drive traffic to website

Ad set 1: Target current customers

Ad set 2: Target people who are in the city and play sports

Ad: images + messaging + links





# Meta for Business structure

## Name Your Campaign • Optional ^

**📁 Campaign**  
Includes the campaign objective and budget optimization.

**🗑️ Ad Set**  
Determines your audience, placements, schedule and spending.

**📄 Ad**  
Contains all ad creative settings.



# For TikTok: Campaigns, Ad groups, Ads

**TikTok:** Ads Manager   Dashboard   Campaign   Assets   Reporting

< 1 / 2 >   To further protect the TikTok community in light of these challenging times, advertising on TikTok is currently paused in Russia and Ukraine.

▶ Suggestions (0) ↻

+Filters   🔍 Search by name or ID

📁 Campaign   📁 Ad group   |   📁 Ad

Create   Edit   Bulk create/edit   Automated rules   Default



# For LinkedIn: Campaign Groups, Campaigns and ads

The screenshot displays the LinkedIn Campaign Manager interface. At the top, there is a navigation bar with the LinkedIn logo, 'CAMPAIGN MANAGER', and user information for 'Stella Romagnoli lezioni'. Below this, there are tabs for 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. A 'Create Campaign' button is visible in the top right.

The main content area is divided into four sections: 'Accounts' (with a sub-tab for 'stellarmagnoli'), 'Campaign Groups' (3 total), 'Campaigns' (3 total), and 'Ads' (0 total). Below these sections are buttons for 'Create Campaign Group', 'Performance Chart', 'Demographics', and 'Export'.

A search bar is present with the text 'Search by name or Campaign Group ID'. Below the search bar are filters, columns, and a time range selector set to '9/25/2020 - 10/24/2020'.

Campaign Group Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM
<input type="checkbox"/> 3 Campaign Groups	-	\$0.00	0	0	-	-	-
<input type="checkbox"/> Default Campaign Group CID: 607892856	Active Not running	\$0.00	0	0	-	-	-
<input type="checkbox"/> LBS CID: 608299976	Active Not running	\$0.00	0	0	-	-	-
<input type="checkbox"/> PCC CID: 608580306	Active Not running	\$0.00	0	0	-	-	-

### 3. Define our target audience (for each ad set)



# Identifying our target audience

3'22''

# Ad Targeting

 TUTORIAL



# How to identify the **Facebook target audience**

1. **Geographical** segmentation
2. **Demographics** (age, gender, education, etc.)
3. **Interests** (hobbies and pages they like)
4. **Behaviour** (prior purchase behaviour, device used, etc.)
5. **Connections** (to our FB page or our events)
6. **Contact list** (our clients list), **website visitors** and **app users**
7. **Lookalike audience**



# Target

## Core Audiences

# Reach your core target audience.

Facebook Core Audiences helps you select the right recipients for your ad in just a few clicks. Whether you want your ad to be shown to people based on age, location, hobbies or something else, we can help you connect to people who are likely to be interested in what you offer. Core Audiences can be as broad or well defined as you like.

### 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 films.

### Behaviour

Select people based on their prior purchase behaviours, device usage and other activities.

### Connections

Reach people who are connected to your Facebook Page or event, or exclude them to find new audiences.





## Custom Audiences

# Get in touch with people you already know.

Facebook Custom Audiences are built from customer data that you have on hand, making it easy to reconnect with the people who have already shown interest in your business. Foster relationships and drive sales by targeting your existing connections on and off Facebook.

### Contact lists

Use data from your CRM system or customer contact lists – such as phone numbers or email addresses – to connect with your customers and contacts on Facebook. We'll find Facebook accounts that match that data, but we don't share who matched.

[See how to use a contact list >](#)

### Site visitors

Install the Facebook pixel on your website to create an audience of people who have visited it. You can even use site traffic data to show people ads for things that they've shown interest in on your website.

[See how to use your site data >](#)

### App users

Install the Facebook SDK in your app to create an audience of people who use your app, so you can inspire them to return to a game or view an item that they may be interested in buying.

[See how to use your app data >](#)



# On LinkedIn we can segment by business role and experience

- Job experience
- Job title
- Company (industry, no. of employees, ...)
- Interests (e.g. groups)

Who is your target audience?

INCLUDE people who have ANY of the following attributes

Job Titles **current**

Marketing Director X Marketing Manager X Marketing Executive X Head Of Marketing X  
Chief Marketing Officer X

Job Experience > Job Titles **marketing**

- Marketing Communications Specialist
- Marketing And Public Relations Specialist
- Chief Marketing Officer
- Marketing Officer
- Senior Marketing Manager
- Marketing Communications Manager

Suggested Job Titles **Select all (4)**

- + Senior Director Of Marketing
- + Evice President Marketing
- + Vice President Sales Marketing
- + Senior Vice President Marketing

+ Narrow audience further (AND)

+ Exclude audience

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

Enable Audience Expansion ⓘ [View audience summary](#) | [Save as template](#)

### Forecasted Results ⓘ

Target audience size  
**61,000+**

Segment breakdown **NEW**

Function

Marketing	100%
Sales	16%
Media and Communication	15%
Business Development	11%
Operations	9%

[Hide segments](#)

1-day 7-day **30-day** ⓘ

30-day spend  
**\$1,000.00 - \$1,800.00**

30-day impressions  
**57,000 - 240,000**

CTR  
**0.40% - 0.60%**

30-day clicks **Key Result**  
**390 - 990**


Forecasted results are estimates and do not guarantee actual performance. [Learn more](#)



# On Twitter: we could use keywords and interests (e.g. TV shows...)

**Audience features**

Keywords, events, interests, follower look-alikes, movies, and TV shows

All  

- Events** · [Browse](#)
- Interests** · [Browse](#)
- Conversation topics**
- Follower look-alikes**
- Keywords**
- Movies and TV shows**





# TikTok (Ads Manager) copied all the other platform

The screenshot displays the TikTok Ads Manager interface. The top navigation bar includes 'TikTok: Ads Manager', 'Dashboard', 'Campaign', 'Assets', and 'Reporting'. The user profile 'stellaromagnoli0130' is visible in the top right. The left sidebar shows a navigation menu with 'Campaign', 'Ad group' (selected), and 'Ad'. The 'Ad group' section is expanded to show 'Targeting'. The main content area is titled 'Targeting' and includes sections for 'Audience', 'Demographics', and 'Gender'. The 'Audience' section has 'Include' and 'Excluded' dropdowns. The 'Demographics' section includes 'Location' (set to 'Italy'), 'Gender' (with 'All' selected), and 'Age' (with 'All' selected). A large red arrow points to the 'All' button in the Gender section. The right sidebar shows 'Available audience' (14,897,000-18,209,000) and 'Estimated results'.

**TikTok: Ads Manager** | Dashboard | Campaign | Assets | Reporting | stellaromagnoli0130

✓ Campaign

**2 Ad group**

- Settings
- Placements
- Creative type
- Targeting**
- Content exclusions
- Budget & Schedule
- Bidding & Optimization

**3 Ad**

### Targeting

▼ Audience

**Include**

Select 1 or more categories

**Excluded**

Select 1 or more categories

▼ Demographics

**Location**

Italy x

Search for or select a location

**Gender**

All Male Female

**Age**

All 13-17 18-24 25-34 35-44 45-54 55+

In some regions, ad delivery may be subject to additional age targeting restrictions. [Learn more](#)

**Available audience**

Fairly broad

14,897,000-18,209,000

Due to data security requirements, this figure does not include audiences under 18 years of age. Any delivery as permitted by applicable laws will not be affected.

**Estimated results**

Daily reach

Set the following to see an estimated forecast range:

- Location
- Budget
- Start date
- Frequency cap
- Bid

**Targeting summary**



# Geographic segmentation

**Select your location type**  
You can only add one type of location at a time (e.g. countries).

**Location type:**

- Countries
- Regions or states
- DMAs (designated market areas)
- Cities
- Postal codes
- Addresses

Search local



# Geographic segmentation: in Italy we could reach 36-42 million users or the META audience

**Locations**

People living in or recently in this location

Italy

Italy

Include Search locations Browse

Drop pin

Add locations in bulk

## Age

18 - 65+

## Gender

All genders

## Detailed targeting

All demographics, interests and behaviors

controls, you may see changes to performance or reporting. [Learn more](#)

## Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 36,300,000 - 42,700,000

Estimates may vary significantly over time based on your targeting selections and available data.

## Estimated daily results

Reach

17K - 49K

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

Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Meta technologies.



# And we can choose among different options (because META knows where we are...)

People living in or recently in this location ▼

- People living in or recently in this location**  
People whose home or most recent location is within the selected area.
- People living in this location**  
People whose home is within the selected area.
- People recently in this location**  
People whose most recent location is within the selected area.
- People traveling in this location**  
People whose most recent location is within the selected area but whose home is more than 125 mi/200 km away.



# TikTok: 9-11 million users among 13-34 years old in Italy

The screenshot shows the TikTok Ads Manager interface. The top navigation bar includes 'TikTok Ads Manager', 'Dashboard', 'Campaign', 'Assets', and 'Reporting'. The user account is 'stellarmagnoli0130' and the language is 'English'. The left sidebar shows the campaign structure: Campaign, Ad group (selected), Settings, Placements, Targeting (selected), Content exclusions, Budget & Schedule, Bidding & Optimization, and Ad.

The main content area is titled 'Targeting' and includes the following sections:

- Audience:** Includes and Excluded categories (both set to 'Select 1 or more categories').
- Demographics:**
  - Location:** Set to 'Italy'.
  - Gender:** 'All' is selected.
  - Age:** '13-17', '18-24', and '25-34' are selected.

On the right side, the 'Available audience' section shows a progress bar and the text: 'Balanced 9,257,000-11,315,000'. A red arrow points to this section. Below it, a note states: 'Due to data security requirements, this figure does not include audiences under 18 years of age. Any delivery as permitted by applicable laws will not be affected.' The 'Estimated results' section shows 'Daily reach' as '-' and a note: 'Based on your budget and settings, we can't provide a reach estimate.' The 'Targeting summary' section is partially visible.





# We can segment by brand

**Nutella lovers** (45 million Meta network users...)

The screenshot displays the 'Detailed targeting' interface in Meta Ads Manager. A search bar contains the text 'Nutella'. Below the search bar, a list of suggestions is shown, including 'Nutella', 'Satya Nadella', and 'CREPES CON NUTELLA'. To the right of the search bar, there are buttons for 'Suggestions' and 'Browse'. On the right side of the interface, the 'Estimated daily results' section is visible, showing the audience size as 'Size: 38,275,348 - 45,011,810'. A red arrow points to this size range. Below the size, the 'Interests' section shows 'Additional interests > Nutella'. The 'Description' section states: 'Description: People who have expressed an interest in or like pages related to Nutella'. A lightbulb icon is present next to a note: 'The size of the audience for your selected interests is now shown as a range. These numbers may change over time.'



# We can segment by interests and behaviors

**Detailed targeting**  
Include people who match ⓘ

Q travel Suggestions Browse

Frequent <b>Travelers</b>	Behaviors
Frequent international <b>travelers</b>	Behaviors
<b>Travel</b> > Commuters	Behaviors
Returned from <b>travels</b> 2 weeks ago	Behaviors
Returned from <b>travels</b> 1 week ago	Behaviors
<b>Travel</b>	Interests
<b>Air travel</b>	Interests



# We can segment using the logic OR (Include) AND (Narrow) and Exclude

**Include** → Detailed targeting  
Include people who match ⓘ

**OR**

Behaviors > Travel  
Frequent Travelers

Interests > Hobbies and activities > Travel  
Adventure travel

Q Add demographics, interests or behaviors Suggestions Browse

**AND** → and must also match ⓘ

Behaviors > Travel  
Frequent international travelers

Q Add demographics, interests or behaviors Suggestions Browse

Narrow further

**Exclude** → Exclude people who match ⓘ

Interests > Additional interests  
Luxury Travel

Evolving changes within the ads ecosystem may affect your performance or reporting.

**Ad sets that include the European Region** ^

As people in the European Region use our privacy controls, you may see changes to performance or reporting. [Learn more](#)

**Audience definition**

Your audience selection is fairly broad.

Specific  Broad

Estimated audience size: 1,200,000 - 1,400,000 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

**Estimated daily results**

Reach ⓘ  
**6.4K - 18K**

We can create as many **target groups**  
as we want to deliver  
the **most suitable messages** to each one



# 4. Set the budget



# Choose a budget for your ad

5'20''

The screenshot displays the Facebook Ads Manager interface for creating a new ad set. The browser address bar shows the URL: <https://www.facebook.com/adsmanager/creation?act=248406102017874>. The user is logged in as Henry Twill (24840610...). The ad set name is "Ad Set #1".

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear.

**Optimization for Ad Delivery**  **Ad Recall Lift** - We'll serve your ads to maximize the total number of people who will remember seeing your ads. To help us improve delivery optimization, we may survey a small section of your audience.

**Cost Control**  Facebook will aim to the most ad recall lift and spend your entire budget.

**Budget and Schedule**  **Lifetime Budget**  \$150.00 USD

**Start**    
**End**    
(Pacific Time)

Your ad will run until **Tuesday, March 31, 2020**.  
You'll spend up to **\$150.00** total.

**When You Get Charged**  Impression

**Ad Scheduling**  Run ads all the time  
 Run ads on a schedule

**Delivery Type**  Standard - Get results throughout your selected schedule  
[More Options](#)

**Audience Size**  
Your audience is defined.  
Potential Reach: 1,500,000 people

**Estimated Daily Results**  
Reach   
**942 - 2.7K**

The accuracy of estimates is based on factors like past campaign data, the budget you 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?



## The price is set by an **auction**

What this means is that you, as an advertiser, **will say how much you're willing to pay for specific actions** on an ad (like **views, clicks, or conversions**)—you can actually manually adjust this

If you don't, **Facebook will automatically calculate a bid for you** based on your budget and how long you choose to have your ad run.

And you pay **CPM**

<https://adespresso.com/blog/facebook-ads-cost/>

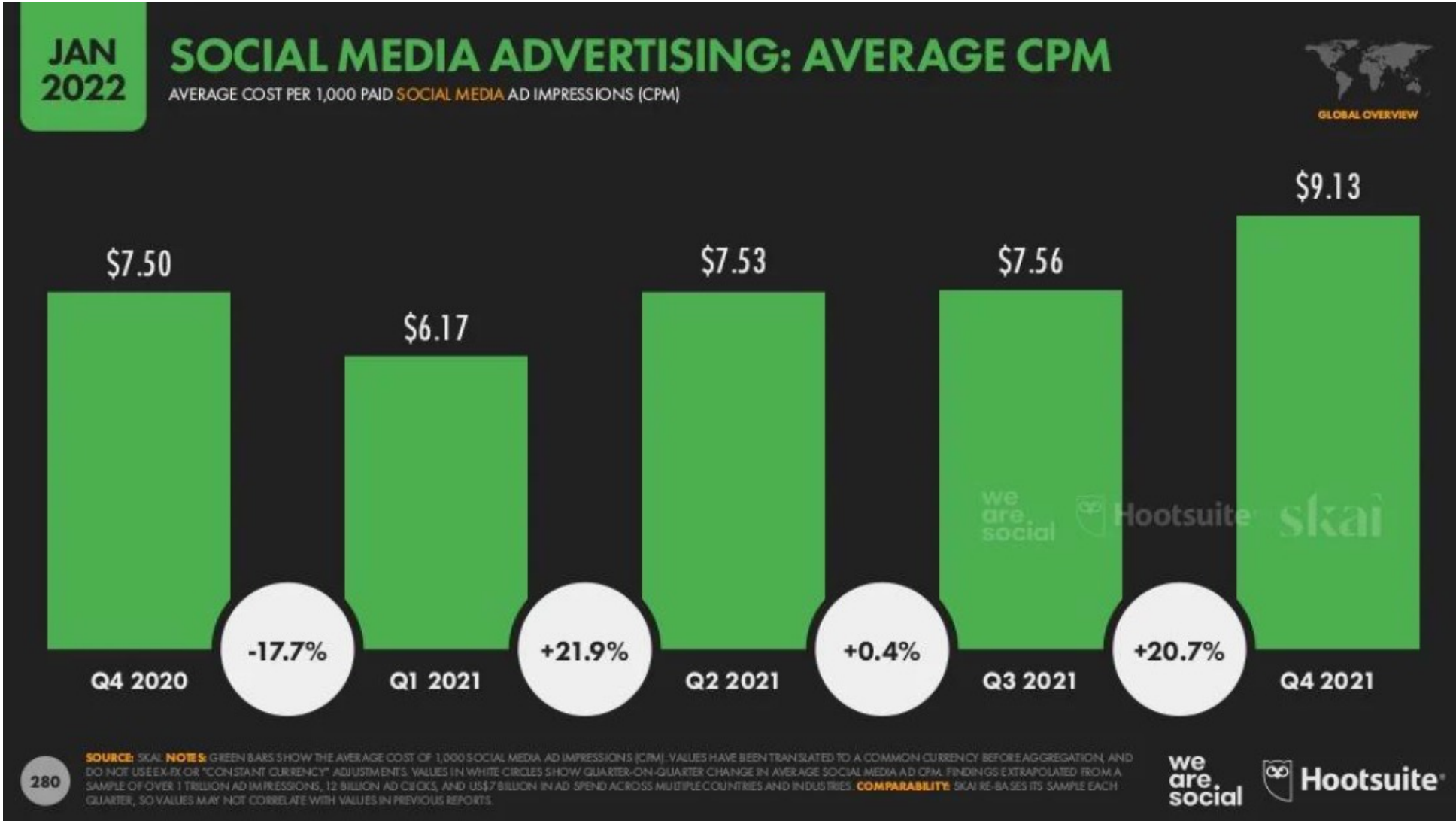


# Factors that can affect how much Facebook Ads cost

These factors can include:

- **The time of year**, the day of the week, and even the specific hour your campaigns are running. There are peak times, and when competition is highest, costs go up.
- **Your bidding strategy**. You can set an average bid or choose to set a bid limit on each individual bid.
- **The placement you choose**. Different ad placements will have different costs.
- **Relevance**. Your relevance score, which is calculated partially by engagement and clicks
- **The audience** you're targeting. If other advertisers are trying to reach the same audience members, costs go up because their newsfeed space is not unlimited





**OK, we are ready**



**Let's create a FB campaign for this course**



We need a Facebook page



# My facebook page



Search Facebook



Stella



Stella Romagnoli



Ads Manager



COVID-19 Information Center



Friends



Groups

2 new



Marketplace



Videos

1 new video



Events



Memories

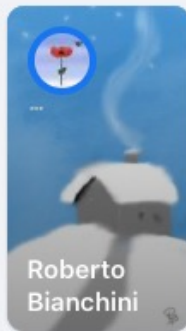


See More

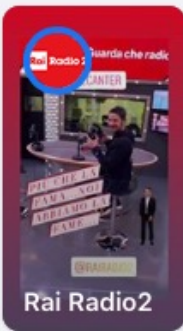
Your Shortcuts



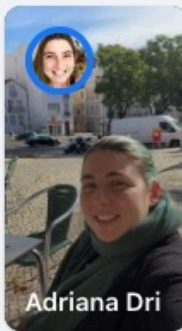
Lezioni di Stella



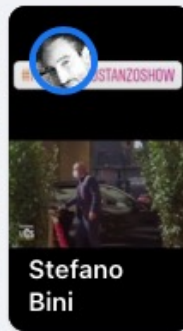
Roberto Bianchini



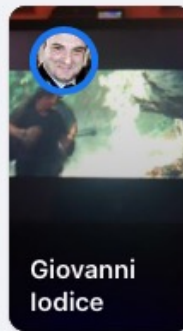
Rai Radio2



Adriana Dri



Stefano Bini



Giovanni Iodice



Massimo Marini



What's on your mind, Stella?



Live Video



Photo/Video



Feeling/Activity

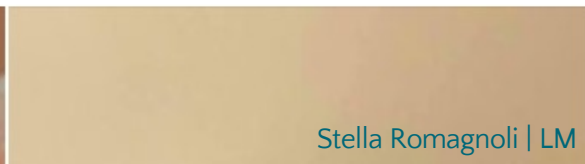
Create Room



Fulvio Marcello Zandrini

22h · 🌐

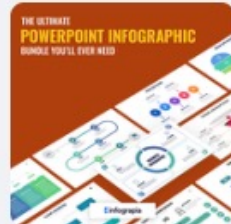
Noi negativi...  
Lei positiva !!!



New notifications from Garrison Williams and Cindy Laleman



al 21 Novembre  
webmarketingfestival.it



Stop Wasting Time  
Creating Presentations  
infograpia.com

Your Pages

Contacts



Aurora Fimiani



Elisabetta Angelini



Locale Tecnico



Costanza de Aloysio



# Ads Manager dashboard

## Campaigns

Stella Romagnoli (102036273...)

3 Ads With Errors

Updated just now



Discard Drafts

Review and Publish (12)

### Error

European Union Customers: Facebook needs to ensure your tax information is correct in order to properly determine the application of Irish Value Added Tax ("VAT"). Please take a moment to update your VAT information.

### Ads Updates on Business Resources

Resources for businesses affected by coronavirus (COVID-19) are now all in one place. You can find Ads Manager updates and tools on Business Resources.

[Go to Business Resources](#)

Search and filter

This month: Nov 1, 2020 – Nov 12, 2020

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

A/B-Test



Rules

View Setup

Columns: Performance

Breakdown

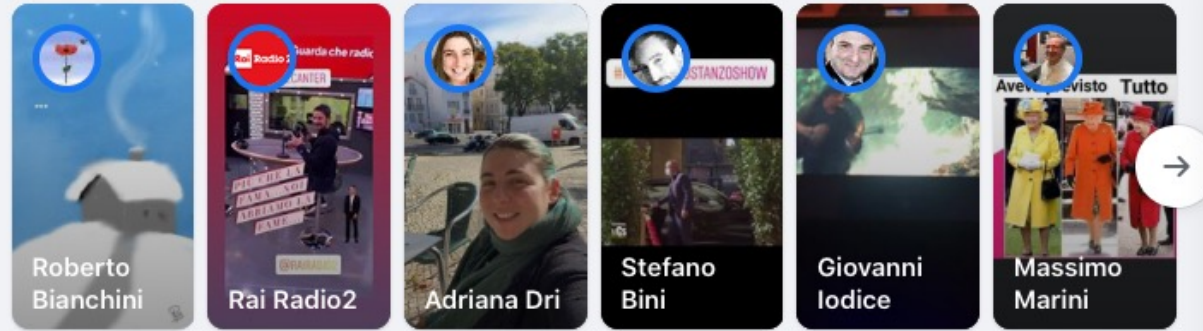
Reports

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Campaign	<span style="color: green;">●</span> In Draft	Using ad s...	Using ad ...	-	-	-	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	JoyCard   awareness	<span style="color: green;">●</span> In Draft	Using ad s...	Using ad ...	-	-	-	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	SR traffico web studenti	<span style="color: green;">●</span> In Draft	Using ad s...	Using ad ...	-	-	-	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Campaign	<span style="color: green;">●</span> In Draft	Using ad s...	Using ad ...	-	-	-	-	-



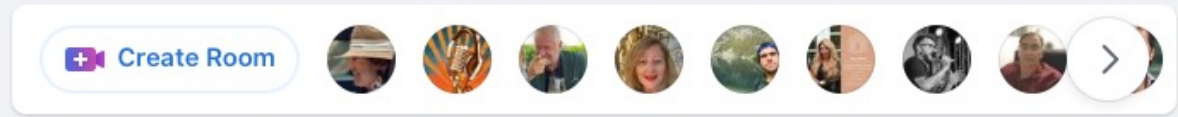
# Another way to create an ad

- Stella Romagnoli
- Ads Manager
- COVID-19 Information Center
- Friends
- Groups (2 new)
- Marketplace
- Videos (1 new video)
- Events
- Memories
- See More



What's on your mind, Stella?

Live Video   Photo/Video   Feeling/Activity



Fulvio Marcello Zandrini  
22h · 🌐

Noi negativi...  
Lei positiva !!!

- ### Create
- Post: Share a post on News Feed.
  - Story: Share a photo or write something
  - Life Event: Add a life event to your profile.
  - Page: Connect your page with customers or fans. (Red arrow pointing to this option)
  - Ad: Advertise your business, brand or organization.
  - Group: Connect with people who share your interests.
  - Event: Bring people together with a public or private event.
  - Marketplace Listing: Sell items to people in your community.
  - Fundraiser: Raise money for a cause you care about.

- ### Your Shortcuts
- Lezioni di Stella





# But it's better to go to **Ads Manager**

**Promote**

Lezioni di Stella  
Public

**Get a Recommendation**  
Start by answering a few questions

**Run Automated Ads**  
Get personalized ads that adjust over time to help you get better results.

**Choose a Goal**  
Create a new ad from scratch

### Choose A Goal

- Get More Website Visitors**  
*Recommended*
- Get More Bookings**
- Get More Messages**
- Promote Your Page**
- Get More Leads**

Looking for more advanced tools? [Go to Ads Manager](#)





# Otherwise, after selecting your goal...

**Promote**

**Lezioni di Stella**  
Public

**Get a Recommendation**  
Start by answering a few questions

**Run Automated Ads**  
Get personalized ads that adjust over time to help you get better results

**Choose a Goal**  
Create a new ad from scratch

## Choose A Goal

- Get More Website Visitors**  
*Recommended*
- Get More Bookings**
- Get More Messages**
- Promote Your Page**
- Get More Leads**



# They force you to create the ad...



### Promote Your Website

Ad Account: Stella Romagnoli (10203...)

**Ad Creative** [Use a Post](#)

How do you want your ad to look?

Description  
Education

1/5 · Select multiple images or videos to create a carousel.

**Headline**  
Lezioni Di Stella  
17 / 25 Characters

**Ad Preview**

**Lezioni di Stella** Sponsored ·

Education

**See All Previews**

**Estimated Daily Results**

People Reached 374 - 1.1K

[Promote Now](#)

**We Found 1 Error**

By clicking Promote Now, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

[Promote Now](#)



# With **Ads Manager** we can create Campaigns, Ad Sets & Ads

Search and filter This month: Nov 1, 2020 – Nov 12, 2020

**Campaigns** | Ad Sets | Ads

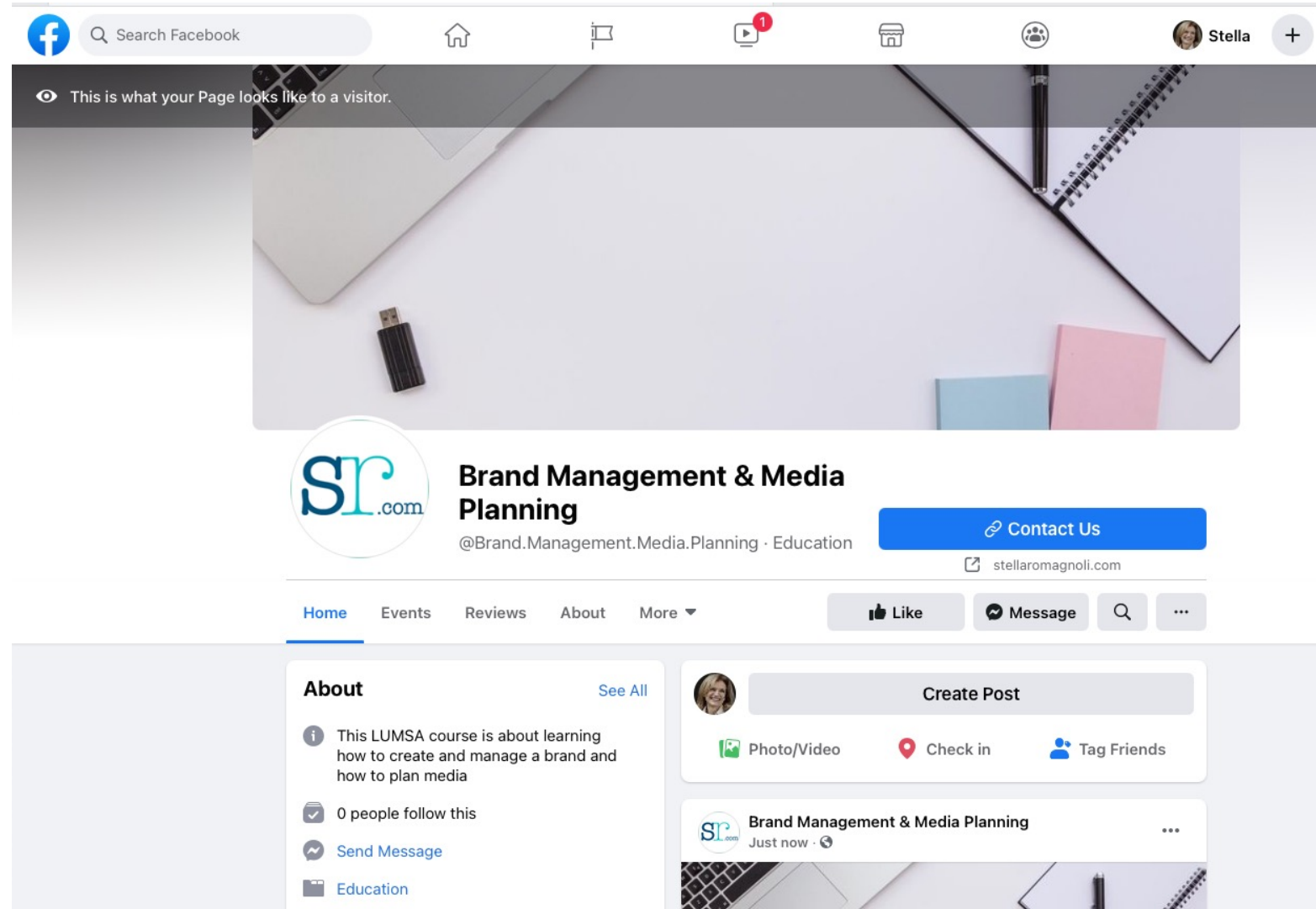
**+ Create** | Duplicate | Edit | More | View Setup  | Columns: Performance | Breakdown | Reports

<input type="checkbox"/>	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result
<input type="checkbox"/>	New Campaign	In Draft	Using ad s...	Using ad ...	–	–	–	–

# 1. We need to define our goals



# Campaign objective: drive more traffic to my webpage





# I choose Traffic

Create new campaign New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

Find your objective

Choose a campaign objective

Awareness


Traffic

Engagement

Leads

App promotion

Sales



**Traffic**

Send people to a destination, like your website, app or Facebook event. [Learn more](#)

**Good for:**

- Link clicks ⓘ
- Landing page views ⓘ
- Messenger and WhatsApp ⓘ
- Calls ⓘ

Name your campaign • Optional

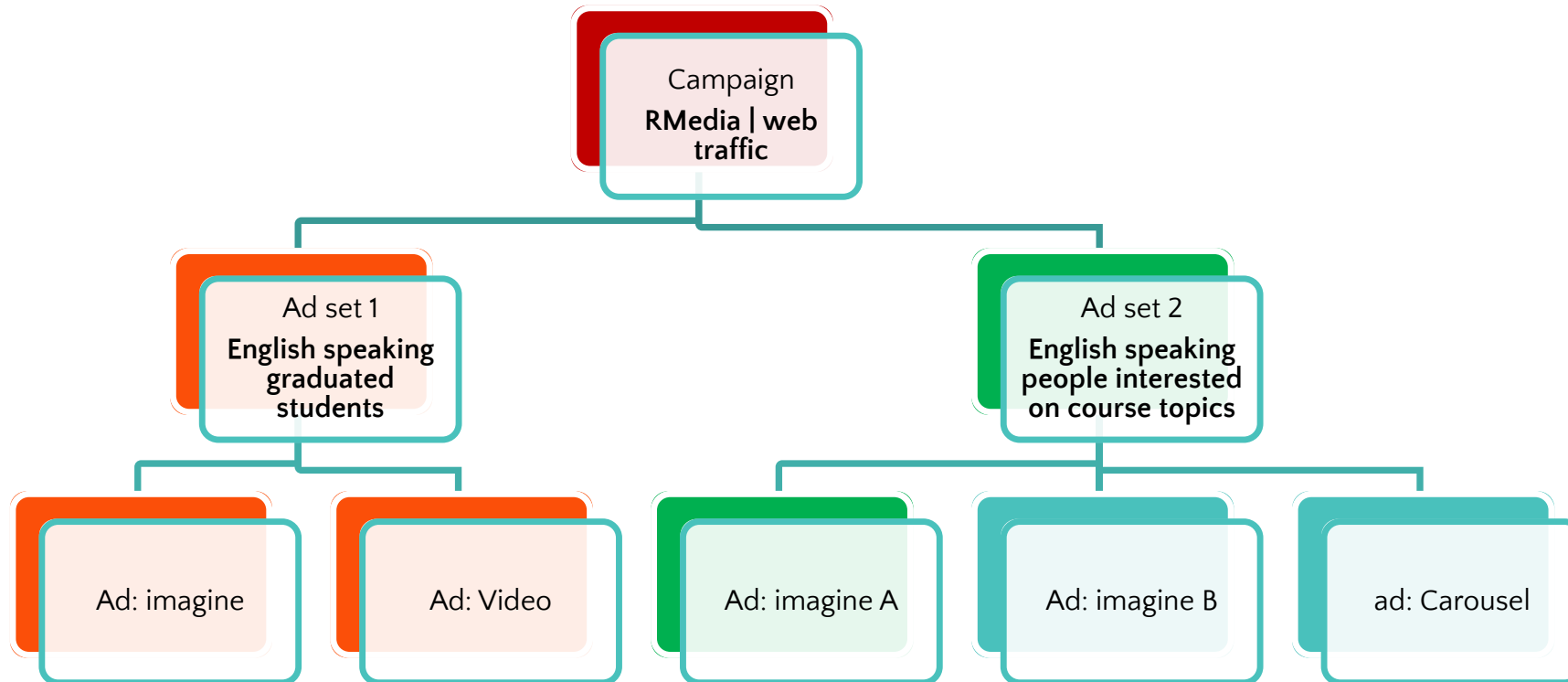
[Learn more](#)



# My Facebook campaign

1. My goal is: **increasing traffic** to my webpage
2. Campaign structure: **2 ad groups** for 2 target groups

# Campaign structure







# My Facebook campaign

1. My goal is: **increasing traffic** to my FB page
2. Campaign structure: **2 ad groups** for 2 target groups
  - **Target audience (1 target group):** English speaking graduated student 21-25 years old, living in Rome
  - For my ad group I'll prepare **different ads** (1 video, 1 image, 1 carousel...)
3. **Budget...**



# Let's create a new campaign



Facebook Ads Manager interface showing the Campaigns tab. The top navigation bar includes 'Campaigns', 'Ad Sets', and 'Ads'. Below the navigation bar is a toolbar with buttons for '+ Create', 'Duplicate', 'Edit', 'A/B Test', and 'Rules'. The main area displays a table of campaigns.

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Campaign	In Draft	Using ad set bid...	Using ad s...	—	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	JoyCard   awareness	In Draft	Using ad set bid...	Using ad s...	—	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	SR traffico web studenti	In Draft	Using ad set bid...	Using ad s...	—	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Campaign	In Draft	Using ad set bid...	Using ad s...	—	—	—	—
> Results from 4 campaigns ⓘ							— People	— Total	—



# After defining our objective we need to **give a name** to the campaign

The screenshot displays the Facebook Ads Manager interface. On the left sidebar, a folder named "Traffic Campaign for BMMP website" is highlighted, with a red arrow pointing to it. Below it are options for "New Traffic Ad Set" and "New Traffic Ad". The main content area shows the breadcrumb trail: "Traffic Campaign for BMMP website > 1 Ad set > 1 Ad". Below the breadcrumb, there are "Edit" and "Review" buttons. The "Campaign name" field is highlighted with a red arrow and contains the text "Traffic Campaign for BMMP website". To the right of the input field is a "Create template" button.



# And we go on

Traffic Campaign for BMMP website

New Traffic Ad Set

New Traffic Ad

Traffic Campaign for BMMP website

Create template

**Special Ad Categories**  
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

**Categories**  
No categories declared

**Campaign details** [See recommendati...](#)

**Buying type**  
Auction

**Campaign objective** ⓘ  
Traffic  
[Show more options](#) ▾

**A/B Test** [Create A/B Test](#)

Try different images, ad text, audiences, and more to see which one performs best. [Learn more](#)

**Advantage campaign budget** ⚡ [Off](#)

Advantage campaign budget will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Close ✓ All edits saved [Next](#)



# Let's create the first ad set

Traffic Campaign for BMMP website > Traffic BMMP Ad Set Graduated students > 1 Ad In draft

[Edit](#) [Review](#)

**Ad set name**

Traffic BMMP Ad Set Graduated students [Create template](#)

**Conversion**

**Conversion location**  
Choose where you want to drive traffic. You'll enter more details about the destination later.

- Website**  
Send traffic to your website.
- App**  
Send traffic to your app.
- Messenger**  
Send traffic to Messenger.
- WhatsApp**  
Send traffic to WhatsApp.
- Calls**  
Get people to call your business.

**Dynamic creative** Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats, templates or audio based on one or more elements. [Learn more](#)

**Performance may be impacted**

Evolving changes within the ads ecosystem may affect your performance or reporting.

Ad sets that include the European Region

**Audience definition**

Your audience selection is fairly broad.

Specific  Broad

Estimated audience size: 35,700,000 - 42,000,000

Estimates may vary significantly over time based on your targeting selections and available data.

**Estimated daily results**

Reach **6.4K - 18K**

Link clicks **361 - 1.0K**



# Then we set the budget and the schedule

### Budget & schedule

#### Budget ⓘ

Daily Budget ▼	€20.00	EUR
----------------	--------	-----

You'll spend up to €25.00 on some days, and less on others. You'll spend an average of €20.00 per day and no more than €140.00 per calendar week. [Learn more](#)

#### Schedule ⓘ

##### Start date

Oct 30, 2022	🕒 10:10 AM
Rome Time	

##### End

Set an end date

Dec 20, 2022	🕒 12:00 AM
Rome Time	

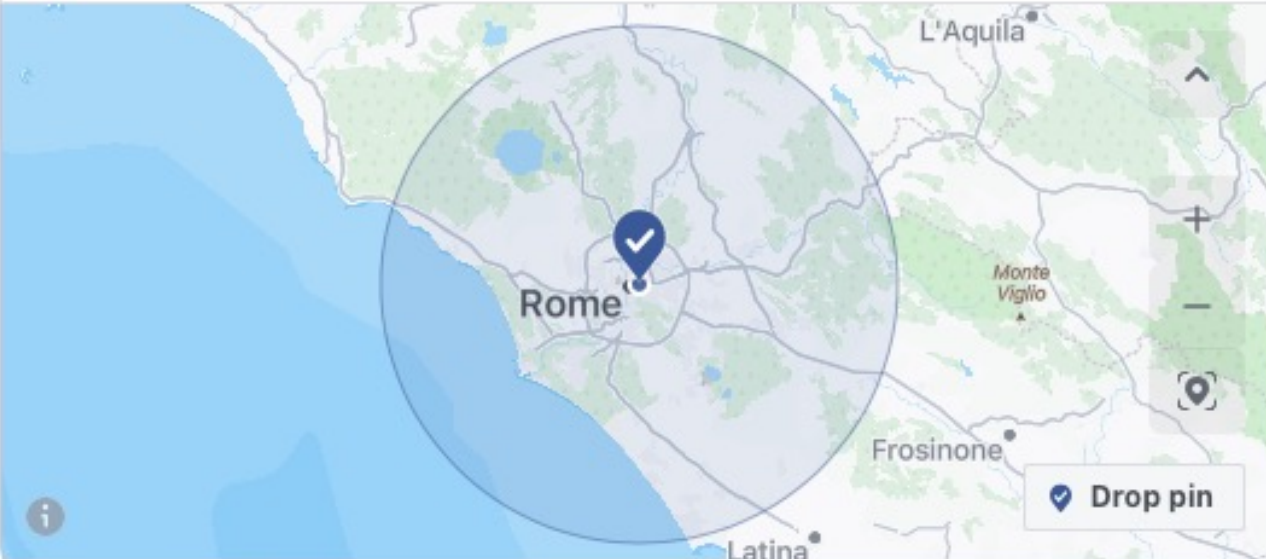


# Then we have to **define the target audience**

Italy

✓ Rome, Lazio City + 30mi ▼

✓ Include ▼ 🔍 Search locations Browse



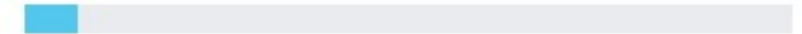
Add locations in bulk

Your targeting selections and available data.

## Estimated daily results

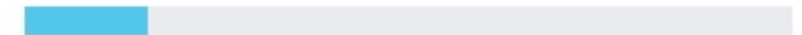
Reach ⓘ

**6.1K - 18K**



Link clicks ⓘ

**364 - 1.1K**



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

📊 Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Meta technologies.



To define the characteristics of your target group we click on the pen (**EDIT**)

Age

22



35



Gender

All genders

 Edit





# Detailed targeting with Facebook

3'05''

The screenshot displays the Facebook Ads Manager interface for an ad set named "H+ Sport - Santa Barbara Area". The left sidebar shows the navigation menu with sections for Campaign, Ad Set, and Ad. The main content area is divided into three sections: Detailed Targeting, Connections, and Placements. The Detailed Targeting section is currently active, showing options to include people who match at least one of the following criteria: Demographics > Life Events, and Away from hometown. There are also buttons for "Add demographics, interests or behaviors", "Suggestions", and "Browse". Below this, there is an option to "Exclude People or Narrow Audience" and a "Connections" section with an "Add a connection type" button. At the bottom of the Detailed Targeting section is a "Save This Audience" button. The Placements section is currently collapsed, showing "Automatic Placements (Recommended)" and "Edit Placements" options. On the right side of the interface, there are two summary cards: "Audience Size" and "Estimated Daily Results". The Audience Size card shows a gauge indicating the audience is defined, with a potential reach of 8,700 people. The Estimated Daily Results card shows a reach of 560 - 1,900 (of 8,400) and includes a disclaimer about the accuracy of estimates.

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

- Demographics > Life Events
- Away from hometown

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

Connections | Add a connection type

Save This Audience

**Placements**  
Show your ads to the right people in the right places.

- Automatic Placements (Recommended)**  
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)
- Edit Placements**  
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet

**Audience Size**  
Your audience is defined.  
Potential Reach: 8,700 people

**Estimated Daily Results**  
**Reach**  
560 - 1,900 (of 8,400)  
The accuracy of estimates is based on factors like past campaign data, the budget you 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?](#)

Report a Problem



I look for variables that are consistent with the target group of my first ad set



Italy

✓ Rome, Lazio City + 30mi ▼

✓ Include ▼ Search locations Browse

Add locations in bulk

**Age**

22 ▼ 35 ▼

**Gender**

All genders

**Detailed targeting**

Include people who match ⓘ

Demographics > Education > Education level

College grad

Interests > Additional interests

Business school (higher education)

Graduation (event)

Master's degree (higher education)

University (higher education)

### Performance may be impacted

Evolving changes within the ads ecosystem may affect your performance or reporting.

Ad sets that include the European Region ▼

### Audience definition

Your audience is defined.



Estimated audience size: 458,100 - 538,900 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

### Estimated daily results

Reach ⓘ

**6.5K - 19K**

Link clicks ⓘ

**310 - 895**

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

Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Meta technologies.

ATTENTION:  
I am **adding up** people with these  
characteristics!  
(this is a **LOGIC OR!**)

If you want your target audience to have **two or more characteristics at the same time**, you have to use the «**NARROW AUDIENCE**» option

To **NARROW** the audience, we have to use the  
«**NARROW**» option:  
The **LOGIC AND**  
(people must **ALSO** have those characteristics)



# Logic “and”

Search: Add demographics, interests or behaviors Suggestions Browse

**Exclude** **Narrow Audience**

Detailed Targeting Expansion ⓘ  
 Reach people beyond your detailed targeting selections when it's likely to improve performance.

**Languages**  
All languages

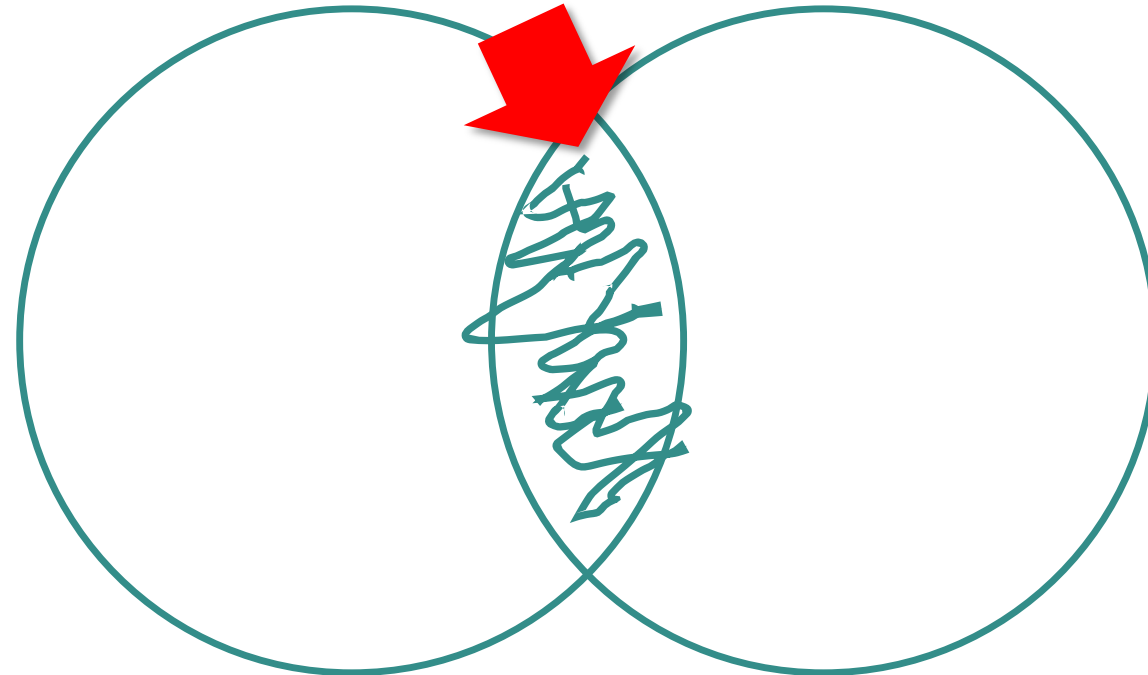
and must also match ⓘ

[Interests](#) > [Additional Interests](#)

- Academy (English school)
- English as a second or foreign language
- English studies



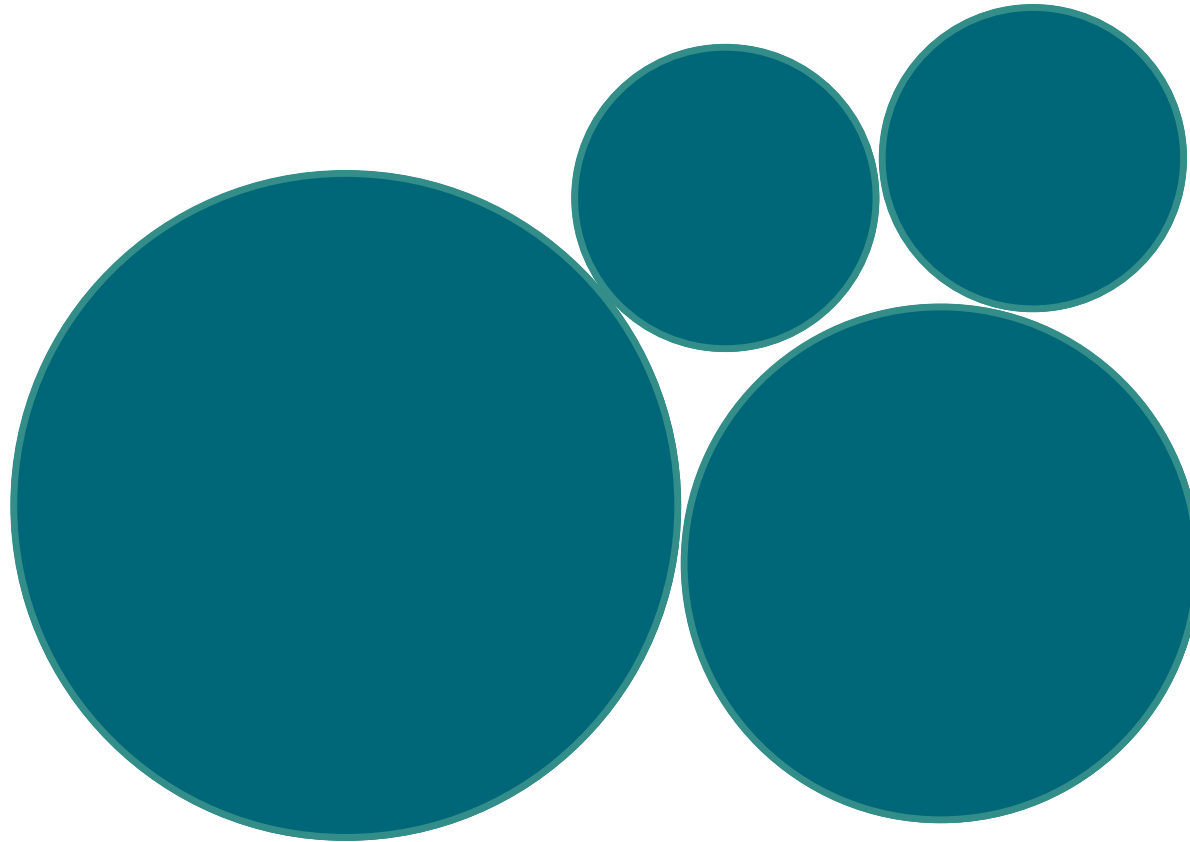
With narrow audience your target get smaller



**LOGIC AND**



# If you keep adding variables the target audience becomes larger



**LOGIC OR**





### Detailed targeting

Include people who match ⓘ

College grad

Interests > Additional interests

Business school (higher education)

Graduation (event)

Master's degree (higher education)

University (higher education)

🔍 Add demographics, interests or behaviors

Suggestions Browse

and must also match ⓘ

Interests > Additional interests

Content marketing (marketing)

Marketing communications (marketing)

Interests > Business and industry > Online (computing)

Online advertising (marketing)

Social media marketing (marketing)

Ad sets that include the European Region

### Audience definition

Your audience is defined.



Estimated audience size: 250,900 - 295,100 ⓘ

📈 Estimates may vary significantly over time based on your targeting selections and available data.

### Estimated daily results

Reach ⓘ

**5.1K - 15K**

Link clicks ⓘ

**226 - 654**

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





# We could also choose people interested in LUMSA

A screenshot of a Facebook search interface. A red arrow points to the search bar containing the text 'LUMSA'. Below the search bar, the results for 'Università LUMSA' are displayed, categorized under 'Schools'. To the right of the search results, a sidebar provides additional information:

- Size:** 26,370
- Demographics:** > Education > Schools > Università LUMSA
- Description:** People who listed their school as *Università LUMSA* in their Facebook profile.



# Check the meter

The screenshot displays the Facebook Audience Insights interface. At the top, there is a search bar with the text "Add demographics, interests or behaviors" and a "Suggestions Browse" button. Below this are two buttons: "Exclude" and "Narrow further".

The "Advantage Detailed Targeting" section is expanded, showing a checkbox for "Reach people beyond your detailed targeting selections when it's likely to improve performance." Below this, the "Languages" section is set to "All languages". A "Show more options" link is visible.

A "Save this audience" button is located at the bottom of the targeting section.

The "Placements" section is also expanded, showing two options: "Advantage+ placements (recommended)" and "Manual placements". The "Advantage+ placements" option is selected. A "Learn more" link is present to the right of the "Placements" section.

On the right side of the interface, there is a "Your audience is defined." section with a progress bar. The progress bar is divided into three segments: orange (Specific), green (Current), and yellow (Broad). Below the progress bar, it states "Estimated audience size: 250,900 - 295,100".

The "Estimated daily results" section shows two metrics: "Reach" (5.1K - 15K) and "Link clicks" (226 - 654). Each metric has a corresponding progress bar.

At the bottom of the right side, there is a disclaimer: "The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results." Below this, another disclaimer states: "Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Meta technologies."

A red arrow points from the top right towards the "Suggestions Browse" button.



# Then we choose the placement

I need to uncheck the automatic placement (default)



### Placements [Learn more](#)

Advantage+ placements (recommended) ⚡  
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

### Devices

All devices

### Platforms

<input checked="" type="checkbox"/> Facebook	<input checked="" type="checkbox"/> Instagram
<input checked="" type="checkbox"/> Audience network	<input checked="" type="checkbox"/> Messenger



## Platforms

- Facebook
- Instagram
- Audience Network
- Messenger

## Asset Customization

7 / 15 placements that support asset customization  
[Select All](#)

## Placements

▼ Feeds	—
Get high visibility for your business with ads in feeds	
Facebook News Feed	<input checked="" type="checkbox"/>
Instagram Feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input type="checkbox"/>
Facebook Video Feeds	<input type="checkbox"/>
Facebook Right Column	<input type="checkbox"/>
Instagram Explore	<input checked="" type="checkbox"/>
Messenger Inbox	<input type="checkbox"/>

▼ Stories	—
Tell a rich, visual story with immersive, fullscreen vertical ads	
Instagram Stories	<input checked="" type="checkbox"/>
Facebook Stories	<input checked="" type="checkbox"/>
Messenger Stories	<input type="checkbox"/>



## Stories

We recommend **fullscreen vertical (9:16)** images or videos.

We have to check where we want our ad appears (and uncheck what we don't want)  
**For Facebook EVERYTHING IS CHECKED BY DEFAULT**

**And now let's be creative!**

# Creating the ad content

6'35''

The screenshot displays the Facebook Ads Manager interface. At the top, the 'Ads Manager' header is visible with a search bar and user profile 'Henry'. Below the header, the account name 'Henry Twill (248406102017874)' and the ad name 'H+ Sports - Conversion Ad' are shown. The left sidebar contains navigation options: 'Campaign' (Objective), 'Ad Set' (Conversion, Offer, Audience, Placements, Budget & Schedule), and 'Ad' (Pages, Format, Fullscreen Experience, Media, Links). The main content area is divided into 'Links' and 'Ad Preview'. The 'Links' section includes fields for 'Destination' (WEBSITE), 'Website URL' (http://www.example.com/page), 'MESSAGE' (Message Text, Structured Message (JSON)), 'Headline', and 'Text'. The 'Ad Preview' section shows a desktop news feed view of the ad, featuring a photo of running shoes on a road, a headline, a description, and a 'Learn More' button. At the bottom right, there is a 'Report a Problem' link.

**Primary Text**

**Headline**

**Description**

**Facebook Feeds**

Romagnolimedia  
Sponsored · 🌐

Learn how to implement a communication strategy

stellarmagnolilezioni.com  
**Become an IMC genius!**  
How to be successful thr...

Learn more

Like Comment Share

**Instagram Feed**

Instagram

Romagnolimedia  
Sponsored

Learn how to implement a communication strategy

**Call to action**



# We can preview all the placements

premiazione\_banner.jpg  
1200 x 883

Clear All

Edit ▼ Turn into Video

**Edit Placement**

Select a placement to edit ▼

☆ **New Optimizations for Instagram Stories** ⓘ ✕

We'll automatically optimize ad creative for Instagram Stories, including non-fullscreen media or longer amounts of text. You can preview these ad variations.

[Learn More](#)

**Primary Text**

Learn and have fun with our course

+ Add Another Option

**Headline · Optional**

Learn how to create a brand and plan an advertising campaign

+ Add Another Option

**Description · Optional**

With real case-studies and games you will learn while having fun|

Preview On

**7 Placements** View More Variations ↗

**Facebook Feeds**

**Feeds**

**Stories**

**Search**

**In-Article** Brand Management & Media Planning



# And get the **tracking pixel** to analyze the conversions

**Tracking**

**Conversion Tracking**

Facebook Pixel

**Pixel di Stella Romagnoli**  
ID:481779902006235

**App Events** ⓘ [Set Up](#)

**Offline Events** ⓘ

**URL Parameters · Optional**

key1=value1&key2=value2

[Build a URL Parameter](#)



# Last but not least... the credit card

### Add Payment Information ✕




**Country and Currency** Edit  
Italy, Euro (EUR)


---


**Business and Tax Info** Edit  
Optional - Add a tax ID or address

---

**Add Payment Method**


Debit or Credit Card   

PayPal 

Online Banking 

Facebook Ad Credit

---

 Your payment methods are saved and stored securely.  
[Terms Apply](#)

Close Next



# Reports And successful metrics



# Successful metrics

3'48''



Facebook Ads Manager interface showing a report for Megan Adams. The report is titled "Report: Sample Report" and shows a lifetime period from Jul 30, 2009 to Oct 5, 2017. The report is categorized under "Campaigns".

The report displays a table of campaign performance metrics:

Campaign Name	Reach	CPM (Cost per 1,000 Impressions)	Cost per Page Like	Cost per Any Action	Actions	Amount Spent
Podium Page Likes	88,393	\$0.11	\$0.03	\$0.03	1,557	\$44.03
REVEAL Page Likes	72,895	\$0.36	\$0.17	\$0.08	1,744	\$147.91
Indigo Page Likes	67,693	\$0.15	\$0.02	\$0.01	2,175	\$28.13
AIR Page Likes	67,117	\$0.10	\$1.26	\$1.03	44	\$45.43
DLC Page Likes	59,248	\$0.87	\$0.05	\$0.02	3,806	\$88.14 of \$88.14
Post: "Cats have their own s..."	55,490	\$1.42	\$0.89	\$0.01	7,301	\$80.00 of \$80.00
RnR Wellness - Page Likes	27,685	\$1.00	\$1.29	\$0.93	82	\$76.10
<b>Results from 262 campaigns</b> <small>Excludes deleted items</small>	<b>1,199,838</b> <small>People</small>	<b>\$0.62</b> <small>Per 1,000 Impressions</small>	<b>\$0.27</b> <small>Per Action</small>	<b>\$0.08</b> <small>Per Action</small>	<b>29,446</b> <small>Total</small>	<b>\$2,238.18</b> <small>Total Spent</small>

The interface includes navigation tabs for Account Overview, Campaigns, Ad Sets, and Ads. A sidebar on the right contains icons for navigation and reporting. A "Report a Problem" button is located at the bottom right of the report area.

# An example: Trenitalia campaign

Nome dell'inserzione	Risultati	Copertui	Impression	Costo per risultato	Importo speso	Frequenzi: ▾	Clic unici sul link	Clic sul link
 VIDEO TI CHIAMANO SIGNORA? <small>Visualizzazioni della...</small>	31.074	1.083.176	3.332.879	€ 0,24 <small>Per visuali...</small>	€ 7510,64	3,08	40.672	44.590
Facebook	30.641	1.044.555	3.262.710	€ 0,24	€ 7353,93	3,12	40.128	44.137
Instagram	433	57.548	70.169	€ 0,36	€ 156,71	1,22	544	453
 CAROSELLO TI CHIAMANO GIÀ SIGNORA? <small>Visualizzazioni della...</small>	13.626	1.618.116	3.051.170	€ 0,31 <small>Per visuali...</small>	€ 4211,78	1,89	16.896	17.337
Facebook	1515	168.431	326.050	€ 0,35	€ 529,65	1,94	1872	2437
Audience Network	794	90.989	164.587	€ 0,22	€ 173,92	1,81	1656	1680
Instagram	11.317	1.430.280	2.560.533	€ 0,31	€ 3508,21	1,79	13.392	13.220
► Risultati di 2 inserzioni ⓘ	44.700 <small>Visualizzazioni della...</small>	2.276.583 <small>Persone</small>	6.384.049 <small>totali</small>	€ 0,26 <small>Per visuali...</small>	€ 11.722,42 <small>Spesa totale</small>	2,80 <small>per persona</small>	56.128 <small>totali</small>	61.927 <small>totali</small>

Impression social	Copertura social	"Mi piace" sulla Pagina
2.706.568	872.439	1
2.706.568	872.439	1
—	—	—
213.469	122.183	159
213.469	122.183	159
—	—	—
—	—	—
2.920.037 <small>totali</small>	960.637 <small>Persone</small>	160 <small>totali</small>

# And now the briefing for the **meta for business campaign**



# Meta for business campaign

*Project Work Briefing*





## What you have to do:

- Create a group and give yourselves a **name** (as if you were an advertising agency)
- Focus your attention on **Northern American (USA and Canada)** English speaking **wealthy Italian descendants (this is your target audience)**. I would say: **25–50 years old**.
- Define at least **1 buyer persona profiles**
- Analyze the **customer journey and the touchpoints**
- Prepare a **media strategy**: choose the **most appropriate media/channels** and prepare a tentative calendar (focus 2024)
- Prepare a **Facebook/Instagram campaign with targeting and creativity with a budget of 200.000\$**



## What you have to do:

- Create a group of **max 8 people** and give yourselves a **name** (as if you were an advertising agency)
- Focus your attention on **Northern American (USA and Canada)** English speaking **wealthy italian descendants** (this is your target audience). I would say: **25-50 years old**.
- Define at least **2 buyer personas profiles**
- Analyze their **customer journey and the touchpoints**
- Prepare a **media strategy**: choose the **most appropriate media/channels** and prepare a tentative calendar (focus 2024)
- Prepare a **Facebook/Instagram campaign with targeting and creativity with a budget of 200.000\$**

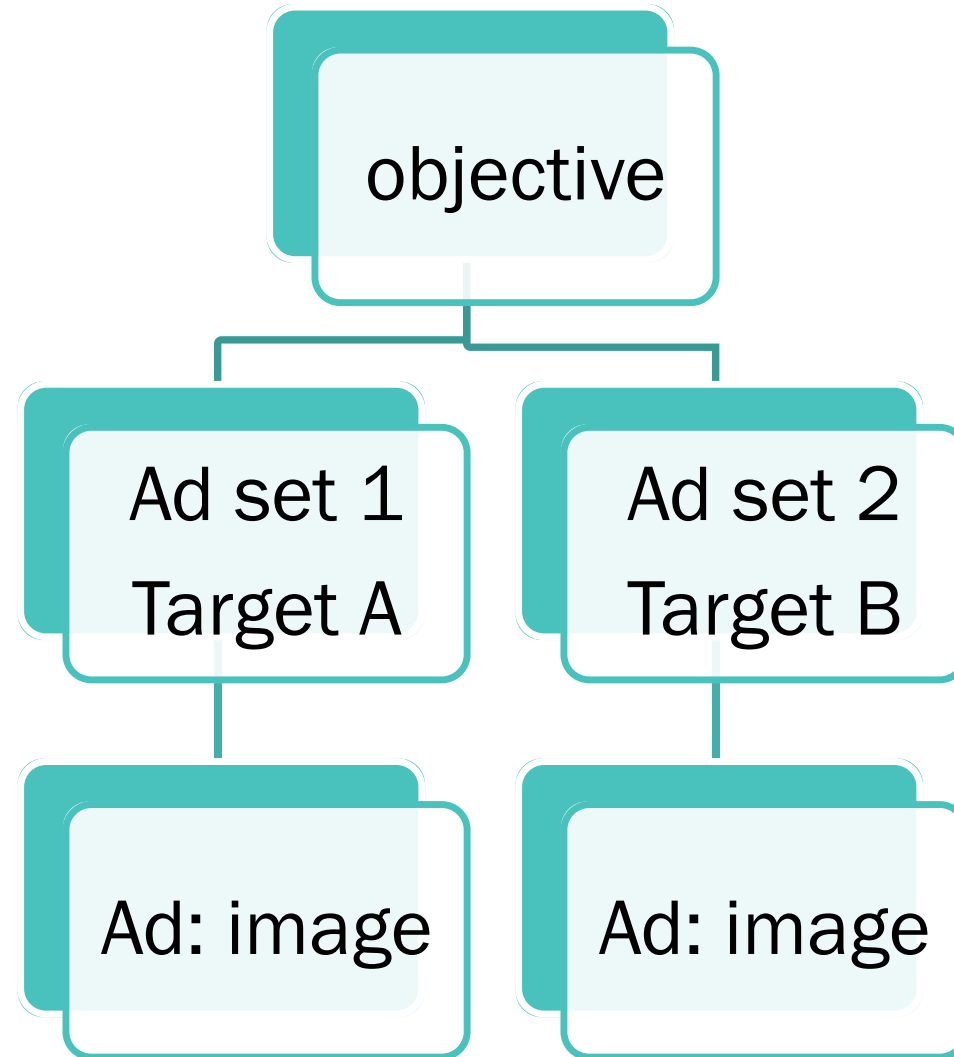
So... what do you  
have to do...



# Creating a Facebook/Instagram campaign

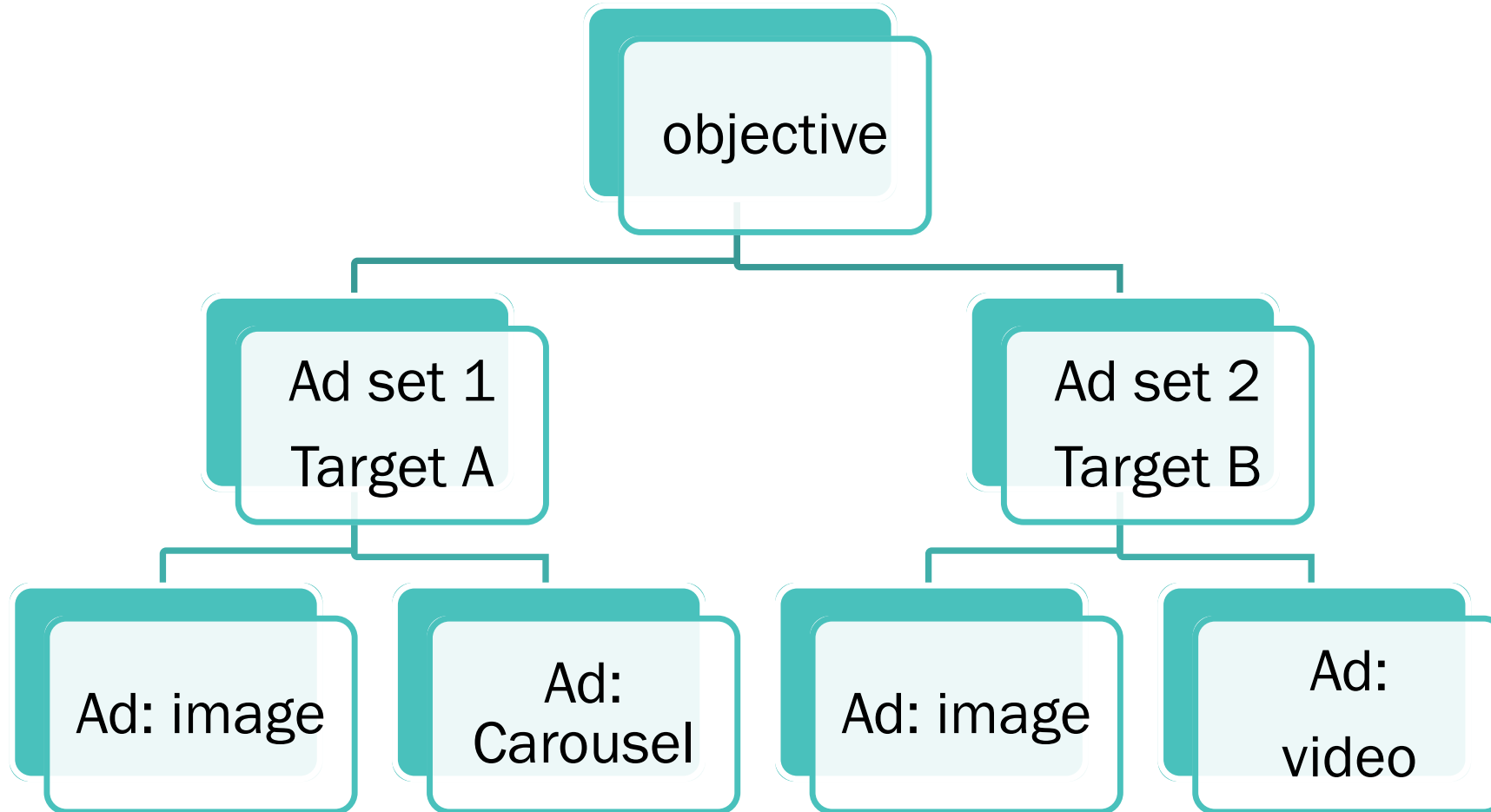
1. Use a Facebook page (yours) **DO NOT OPEN A NEW PAGE!!!**
2. Identify possible goals (**1 campaign per objective**)
3. Structure the campaign (**at least 2 ad set**)
4. Define the budget and the scheduling
5. **For each ad set define a target group** (using Facebook capabilities as much as possible)
6. **For each ad set prepare at least 1 ad**
7. Take **screenshots** of every step, explain every decision
8. Prepare a presentation with **ALL the process** and the ads previews

# Structure of the campaign (minimum)





# Structure of the campaign (better...)



When defining your target pay attention to the **logic AND** (**narrow**) and **OR** (one characteristic or the other: you **enlarge** the target audience).  
**LOOK AT THE NUMBERS!**

The larger the target, the higher the cost...  
(you pay by **CPM**)



For the **message** please consider  
the **brand drivers!**

**You have to find the right message for the  
buyer personas that you've chosen**



## Grading criteria - Rubric

- **Useful buyer personas profile**, communication **objectives**, **explanation** of the Media choice
- Communication plan: **exhaustive choice of media**
- **FB** Comprehensive, accurate and **clever campaign structure**
- **Quality of the targeting**, full use of the FB segmentation variables
- Clever and **effective creativity**
- Complete, clear and easy to follow **presentation**



# Grading criteria - Rubric

Each member of the group has to write down how she/he contributed to the project  
Ad fill in a Peer Review chart

TEAMS		
3	Useful buyer personas profile, communication objectives, explanation of the Media choice	
6	Communication plan: exhaustive choice of media	
6	FB: Comprehensive, accurate and clever campaign structure	
6	Quality of the targeting, full use of the FB segmentation variables	
6	Clever and effective creativity	
3	Complete, clear and easy to follow presentation	
<b>TOTAL SCORE:</b>		<b>0</b>

## 2° assignment prize

ALL the members of the **3 best teams** will win an **extra point** to add to the written test



**DEAD-LINE**  
**SUNDAY NOVEMBER, 19**

**Do your best!**



# Ready to play?



**10\_Native adv e Meta for Business 2023**

stellaromagnoli

# Sources

- Advertising on Facebook – Megan Adams – LinkedIn Learning
- <https://adespresso.com/blog/facebook-ads-cost/>