



# SOCIAL MEDIA SPONSORED ADS TRAINING MODULE



**SHIRE MARKETING SPECIALISTS**  
IN PARTNERSHIP WITH

# UNCOVER THE COTSWOLDS

# SOCIAL MEDIA SPONSORED ADS

Facebook advertising is an important way to connect with your audience

Facebook ads are all about getting your message in front of exactly the right segment of those people

Understand the different Facebook ad types and targeting options before you dive in.



Learn everything from planning your first ad to developing advanced campaign strategies




# TYPES OF FACEBOOK ADVERT

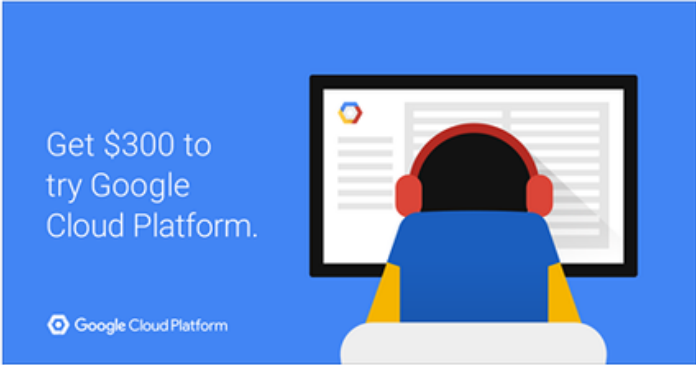
## Image Adverts A great way to get started

Suggested Post


 **Google**  
Sponsored · 

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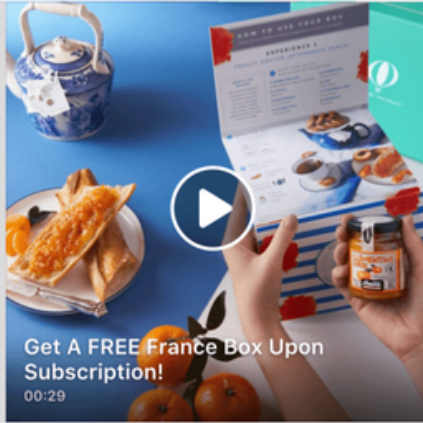
# TYPES OF FACEBOOK ADVERT

## Video Adverts

Can run in News Feed and Stories, or as in-stream ads in longer Facebook videos.

 **Try The World**  
Sponsored · 

The box of the month is Spain! Taste international gourmet food and enjoy artisanal delicacies delivered right to your doorstep. Sign up today and receive a FREE France Box with your Spain Box!



Get A FREE France Box Upon Subscription!

00:29

**Get A FREE France Box Upon Subscription!**

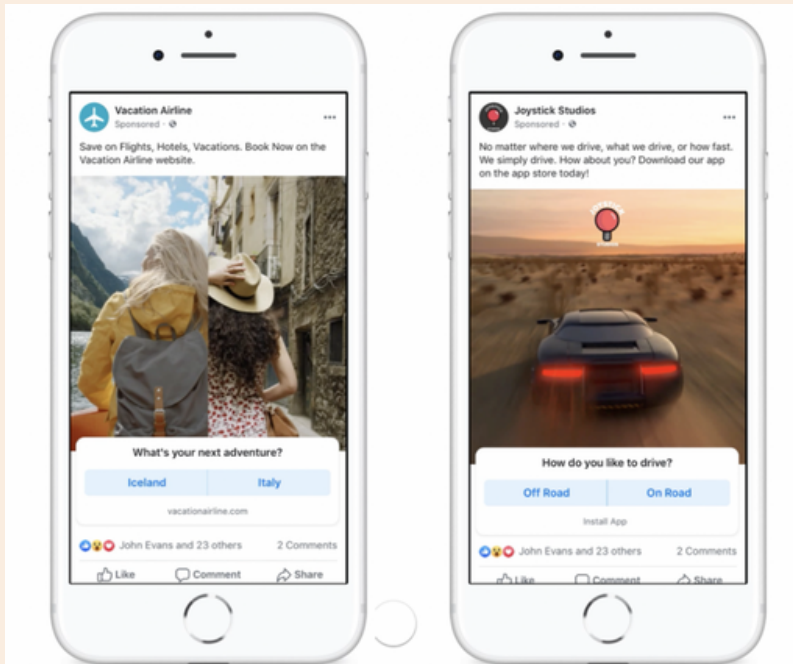
Try The World is a subscription box that celebrates the unique cuisines and cultures of the world.

[Sign Up](#)

# TYPES OF FACEBOOK ADVERT

## Poll Adverts

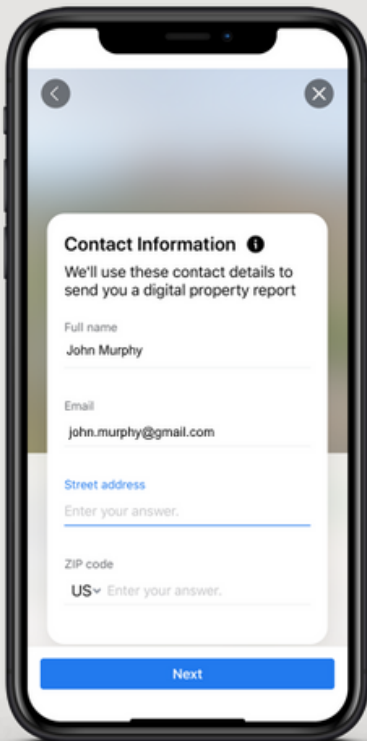
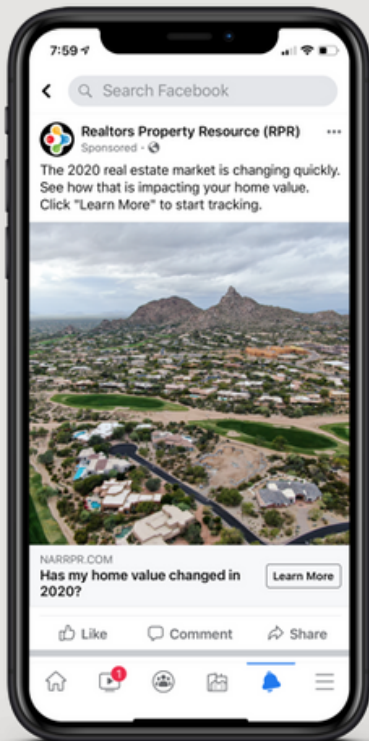
Mobile-only interactive Facebook ad with a two-option poll to an image or video. You can add a separate link for each poll choice



# TYPES OF FACEBOOK ADVERT

## Lead Adverts

Only available for mobile devices



# TYPES OF FACEBOOK ADVERT

## Dynamic ads

Can be a very effective Facebook marketing strategy.

The image illustrates Facebook Dynamic Ads. On the left, a smartphone screen displays a sponsored ad from eBay with the text "Inspired? Take another look!". The ad shows a grid of product images, including a white handbag with a colorful pattern and a teal handbag with gold studs. Below the grid, the text reads "Dooney & Bourke Mib Rockies Cla... \$178.50" and "Studs A stone A \$47.99". The ad also shows engagement metrics: "72 Likes · 13 Comments · 7 Shares" and interaction buttons for "Like", "Comment", and "Share".

On the right, five individual product cards are shown, each featuring a different handbag and a "Shop Now" button:

- Rhine-... \$47.99
- "The Cambridge Satchel 11" "Che... \$122.50
- Betsy Johnson Black Satchel Ha... \$65.00
- Elegant & Quality Brand Teal Lock... \$24.99

# TYPES OF FACEBOOK ADVERT

## Messenger Adverts

Give access to the 1.3 billion monthly messenger users.



*Messenger Ads*

*Click-to-Messenger ads*

*Sponsored Messages*



# TYPES OF FACEBOOK ADVERT

## Stories Adverts

Mobile-only vertical format that allows you to maximise screen space.



# HOW TO ADVERTISE ON FACEBOOK

## STEP 1

### Choose your objective

Brand awareness

Reach

Traffic

Engagement

App installs

Video views

Lead generation

Messages

Conversions

Catalog sales

Store traffic



# HOW TO ADVERTISE ON FACEBOOK



## **STEP 2.** **Name your campaign**

Name and declare your ad

Split A/B test.

## **STEP 3.** **Set your budget and schedule**

Name your ad set and choose which Page to promote.

Decide your daily or lifetime budget.  
Set the start and end dates

Consider a schedule but you can only set a schedule if you create a lifetime budget for your ad.

# HOW TO ADVERTISE ON FACEBOOK

## STEP 4.

### Target your audience

Start building the target audience for your ads.  
Select your target location, age, gender and language.

Detailed Targeting: Specifically include or exclude people based on demographics, interests, and behaviors.

Connections: Target or exclude people who have an existing connection to your brand.



# HOW TO ADVERTISE ON FACEBOOK

## STEP 5.

### Choose your Facebook ad placements

Your options will vary based on your chosen campaign objective, but may include the following:

Device type: Mobile, desktop, or both.

Platform: Facebook, Instagram, Audience Network and/or Messenger

Placements: Feeds, Stories, in-stream, search, messages, in-article, and apps and sites.

Specific mobile devices and operating systems: iOS, Android, feature phones or all devices.



# HOW TO ADVERTISE ON FACEBOOK

## STEP 6.

### **Set brand safety and cost controls**

Exclude any types of content that would be inappropriate to appear with your ad.

You can optimise your ad bidding strategy and bidding type, and add an optional bid control.

When you're happy with all your options and with what you see, click Next.

### **Create your ad**

Choose your ad format

Enter the text and media components

Use the preview tool to double check

When you're happy, click the Publish button to launch your ad.



# WHAT ARE INSTAGRAM ADS?

Instagram ads are posts or Stories that a business pays to promote to users' Instagram feeds.

## How much do Instagram ads cost?

Many factors impact the cost of your Instagram ads, including:  
Targeting,  
Ad placement,  
Ad format,  
Time of year.



# TYPES OF INSTAGRAM ADS

Instagram offers several ad formats:

Stories ads

Photo ads

Video ads

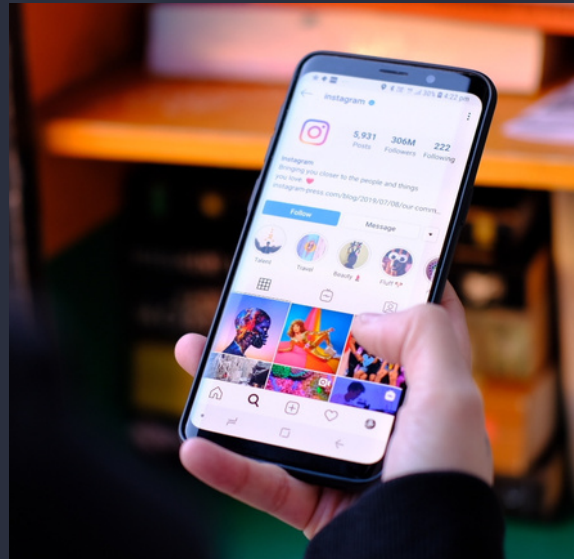
Carousel ads

Collection ads

Explore ads

IGTV ads

Instagram Shopping ad





# HOW TO CHOOSE THE BEST INSTAGRAM AD TYPE

What is your goal?

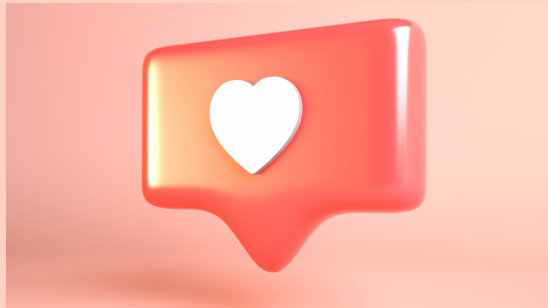
Review your social media marketing strategy

Create some SMART goals for your Instagram ads campaign

Consider which types of content get the best response in your organic Instagram feed.

Once you've placed a few Instagram ads, review Instagram Insights to track your success.

Then test and tweak your ad type choices to improve your Instagram advertising strategy over time.



# HOW TO ADVERTISE ON INSTAGRAM

## **Right from the app**

Promote an existing post on your Instagram profile.

Requires a business or creator account

Choose your post and click Promote under the post.

## **From Facebook Business Page**

Choose an existing Facebook Page

Complete the options to choose who will see your ad,

where you want to send them,

how much you want to spend,

and for how long you want your ad to run.

Finally, tap Create Promotion.

## **Choose your objective**

Go to Ads Manager and click +Create.

Select a workflow. Guided Creation is very helpful for newer marketers.





# More training modules are available from Cotswold Tourism

**For any further specialist support  
please contact us**

**[info@shiremarketingspecialists.co.uk](mailto:info@shiremarketingspecialists.co.uk)**