

7-0 - Facebook Ads: An Overview



S1: Welcome to the Facebook Ads module. Facebook ads is one of the most vibrant platforms in the world of advertising. There are infinite numbers of ways to send your messages across via Facebook ads.

Facebook's Advertising Scene

- ▶ The ads on Facebook accounts for "more than 9% of total digital spending and 18.4% global mobile advertising".
- ▶ Facebook enables advertisers to target very specific demographics

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S2: Since Facebook's establishment in 2004, Facebook's ad revenue grew exponentially, just under \$2 billion in 2010 to \$12.5 billion in 2017. The ads on

Facebook accounts for “more than 9% of total digital spending and 18.4% global mobile advertising”. The reason behind its rapid growth is because Facebook created paid advertising opportunities, which permit their users to reach out to very specific demographics to convey their messages.

Very Specific Targeting Power

- ▶ No other paid traffic channels enables their users to target their audience very specifically.
- ▶ Facebook will ensure that the information you wish to disseminate only reaches a relevant audience.
- ▶ It is highly unlikely that you will waste your resources.

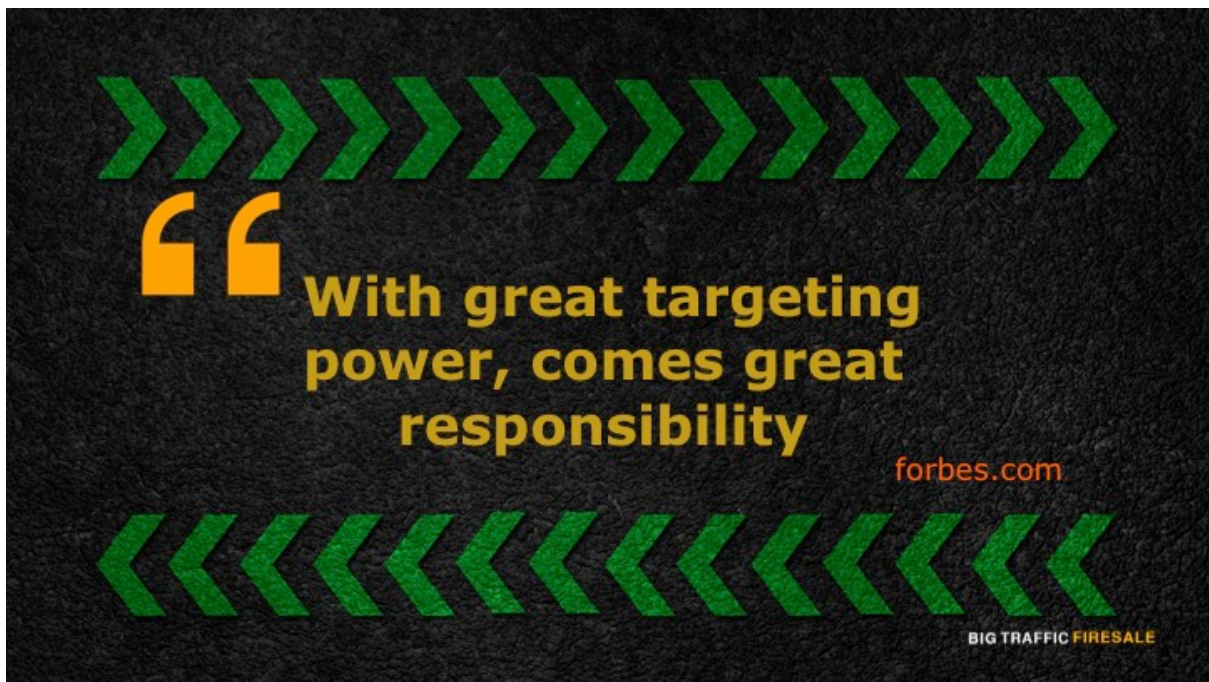
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S3: Currently, there are no other paid traffic channels that would have access to targeting very specific audience effectively, apart from Facebook.

Facebook’s advertising tools enables businesses as well as organizations reach individuals who are most likely to purchase your product or service. They will ensure that the information that you choose to disseminate only extends towards a relevant audience, which is in line with your advertising goal.

Therefore, it is highly unlikely for you to waste your resources and advertising your products or services blindly.

When you choose to advertise with Facebook, Facebook will narrow down the demographics for you to identify your target audience accurately. This may include their interests, age and location. We will explore this subject in more detail in the following modules.



S4: “with great targeting power, comes great responsibility”, as expressed by forbes.com. This is definitely true. As Facebook ads have the advantage of connecting you to a very specific audience in no time, the mechanics behind the process also demands a very thorough understanding.

To master the mechanics, you have no choice but to dive in and get your feet wet. Only when you start, you’ll get familiar with the process.