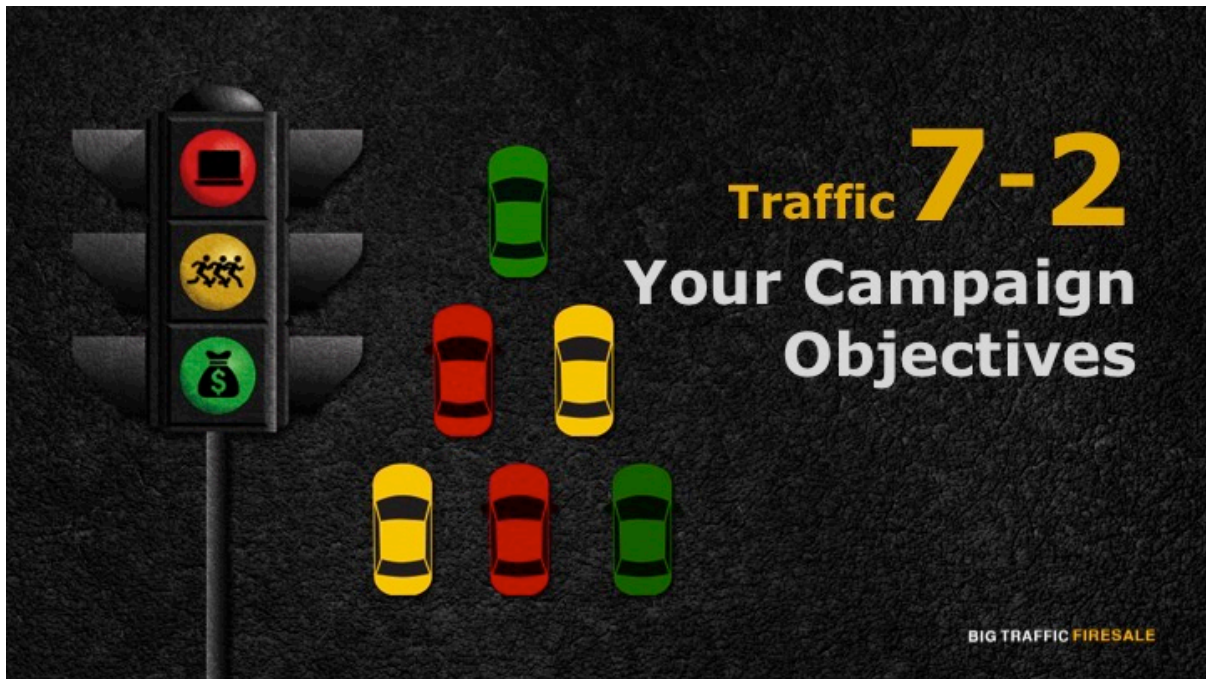


## 7-2 - Your Campaign Objectives



**S1:** Hello there and welcome back. In this module, we will be exploring the basic fundamentals of Facebook advertising. This includes selecting the most suitable campaign objective to generate traffic to your cause.



**S2:** What you need to realize is the most recent Facebook Ads Account has 13 different campaign objectives for different and very specific purposes. Your

advertising campaign objective is the action you would want your audience to take.

Setting your campaign objective and selecting the most suitable one will determine the overall success of your advertisement. As our main objective is driving traffic towards your business, we will be focusing only on 4 campaign objectives, which are:

1. Traffic
2. Video views
3. Lead generation
4. Website conversions

## Traffic Objective

- ▶ Able to send people to your website from Facebook and increase the number of visits.
- ▶ Format; photos to slideshows.

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**S3:** Let's explore each in more detail. Firstly, is the traffic objective. With traffic as your objective you are able to send people to your website from Facebook and increase the number of visits. You are also able to get people to download your app. There are various ads format for you to choose from in order to advertise your ad, which ranges from photos to slideshows.

## Video Views

- ▶ You are able to show your prospective customers your product launches, behind the scenes footage as well as testimonials.
- ▶ Raise awareness as well as marketing your brand.

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**S4:** Secondly, is video views. With video views, you are able to show your prospective customers your product launches, behind the scenes footage as well as testimonials to raise awareness as well as marketing your brand. Videos are proven to be a credible source in promoting your products or services.

## Lead Generation

- ▶ It functions to collect information from your prospective clients, by asking them to fill out a form in the ad with their details.
- ▶ Lead ads are useful to collect sign-ups for newsletters, price estimates, follow-up calls and business information.
- ▶

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**S5:** Next, is lead generation. This campaign objective is very effective and useful as it functions to collect information from your prospective clients, by asking them to fill out a form in the ad with their details. Their information

may include their age, email addresses as well as interests. Lead ads are useful to collect sign-ups for newsletters, price estimates, follow-up calls and business information.

## Website Conversions

- ▶ Get your customers acting on your website.
- ▶ For instance, you can track conversions when a customer purchases a product from your website.
- ▶ To enable website conversion ads, you will need to use the Facebook pixel for websites.

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**S6:** Last but not least is website conversions. This campaign objective is to get your customers acting on and using your website. For instance, you can track conversions when a customer purchases a product from your website. To enable website conversion ads, you will need to use the Facebook pixel for websites.