

Campaign Objectives

Awareness

- Brand Awareness - Reach people more likely to pay attention to your ads and increase awareness for your brand.
- Local Awareness - Promote your business to people who are nearby.
- Reach - Show your ad to the maximum number of people.

Consideration

- Traffic - Send more people to a destination on or off Facebook.
- Engagement - Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.
- App Installs - Send people to the store where they can purchase your app.
- Video Views - Promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.
- Lead Generation - Collect lead information from people interested in your business.

Conversion

- Conversions - Get people to take valuable actions on your website or app, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.
- Product Catalog Sales (Dynamic Product Ads) - Upload your Product Catalog (product feed) to Facebook, place a pixel on your website to track which products were viewed by each customer, and serve product specific ads on Facebook to each specific customer who has previously viewed a specific product on your website.
- Store Visits - Promote multiple business locations to people who are nearby.

Audience Targeting Options

Custom Audiences

- Email Custom Audience
 - An Email Custom Audience is an audience derived from an email list you upload to Facebook Business Manager. Facebook will match the emails on your mailing list up with Facebook accounts to build the audience to which your ads will be served.
- Engagement Custom Audience
 - An Engagement Custom Audience is an audience made up of people who have engaged with your content on Facebook in a specified way & in a specified time frame. This audience is constantly refreshed to include any engaging FB users.

- Types of Engagement Custom Audiences:
 - Video - those who have watched a certain amount of one of your videos
 - Lead Ads - those who have opened your form, opened form but didn't submit, or opened & submitted form
 - Canvas Ads - opened or opened and clicked the link
- Custom Audience from your Website (remarketing)
 - A Custom Audience from your Website is an audience made up of people who have taken an action (performed an event) on your website and have been tracked by a pixel.
 - A few options to target with a Custom Audience from your Website:
 - Anyone who visits your website
 - People who visit specific web pages
 - People visiting specific web pages but not others
 - People who haven't visited in a certain amount of time
 - Dynamic Product Ads utilize pixel tracking in the same way that Custom Audience from your Website lists do.

Lookalike Audiences

- Lookalike audiences are audience lists built to resemble a custom audience list. In setting up a Lookalike Audience, Facebook will analyze one of your custom audience lists and assemble a list of Facebook users who appear to be similar users to those in your custom audience, with the idea that that list of users is also relevant to you as a business.

Partner Categories

- Facebook pulls data from three of the biggest enterprise data providers (Acxiom, Datalogix, and Epsilon) to give advertisers very specific customer data with which to target their campaigns. This targeting focuses around:
 - Demographics
 - Ex: age, education, ethnic affinity, financial status, generation, home, life events, parental status, political affiliation, work status, etc.
 - Interests
 - Ex: industries, entertainment, family & relationships, fitness & wellness, food & drink, hobbies & activities, shopping & fashion, sports & outdoors, technology
 - Behaviors
 - Ex: automotive preference, charitable donations, consumer classification, digital activities, financial activity, job role, purchase & travel behavior