

MEDIAZALA

HOW MEDIAZALA SETUP FACEBOOK ADS AND MANAGE SOCIAL MEDIA FOR YOUR BUSINESS

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WHY FACEBOOK ADS?

- After Google, Facebook Advertising is arguably the second largest online advertising platform.
- Businesses can reach their target audience and convert them at a sustainable CPA by utilising Facebook's accurate and broad data resources.
- To design the ideal campaigns for your company, we use best practise approaches and creative components. Whatever industry you're in, we can help you get the results you need.



FUN FACT

**THERE ARE 40 MILLION
ACTIVE MONTHLY
FACEBOOK USERS IN THE
UK**



MEDIAZALA

WHAT MEDIAZALA OFFER



FACEBOOK ADVERTISING SETUP

FACEBOOK PIXEL SETUP

- We'll walk you through setting up the Facebook Pixel on your website.
- The Facebook Pixel allows us to track conversions from Facebook advertisements, optimise campaigns based on the data we collect, and create targeted audiences for future ads.
- If you already have a Facebook Pixel, we can help you troubleshoot any issues to ensure you're collecting the correct data.



RESEARCH AND PLANNING

YOUR GOALS

- We'll be able to set targets that are both realistic and doable by analysing your present profit margins, conversion numbers, and CPA.
- We will optimise Facebook for engagement and traffic if you believe they are more important to your business.



RESEARCH AND PLANNING

COMPETITOR RESEARCH

- We'll examine how your competitors advertise on Facebook and the messages they use.
- This will be used to help us decide how the advertising should be designed.



RESEARCH AND PLANNING

EXISTING TARGET AUDIENCE

- Understanding your present target market will enable us to tailor message and targeting to your primary target audience; the more exact our targeting, the higher the level of engagement and conversions.



FACEBOOK TARGETING STRATEGY

DEMOGRAPHICS

- We'll fine-tune your ads and campaigns to target the most lucrative audience for your company.
- To obtain the best results for your brand, we'll segment things like location, gender, age, and language.



FACEBOOK TARGETING STRATEGY

CUSTOM AUDIENCES & REMARKETING

- We'll generate audiences using data from the Facebook Pixel to create a pool of consumers to whom your advertising can be targeted.
- This can include anyone who interacts with you on Facebook as well as visitors to your own website. Furthermore, we will design remarketing campaigns that will re-target your previous qualified visitors with personalized adverts that will persuade them to make a purchase or fill out a contact form.



FACEBOOK TARGETING STRATEGY

LOOKALIKE AUDIENCES

- We can successfully generate "Lookalike Audiences" using the data obtained from your Pixel, which will reach people who are similar to the users who have already visited your site



FACEBOOK TARGETING STRATEGY

INTERESTS TARGETING

- Facebook tracks user behaviour and interests based on their recent Facebook activities.
- For example, if you like World Cup-related pages, you'll be included to a group of users who enjoy the tournament. We could then show World Cup-related adverts to that group of people.



FACEBOOK TARGETING STRATEGY

DEVICE

- Depending on the service or product they are looking for, users engage in different ways on different devices.
- We'll split test and optimise advertising based on which devices are the most effective (Mobile or Desktop).



FACEBOOK TARGETING STRATEGY

IOS 14

- Verifying domain and set conversion & aggregated events to track the website visitors.
- Verification of domain will be through Facebook business Manager and domain provider.
- Verifying conversions API integration



CREATIVE APPROACH

AD VARIATIONS

- Carousel advertisements, canvas ads, single image ads, and video ads are among the Facebook ad styles we utilise.
- We'll experiment with several formats to see which pictures and messages your target audience responds to the most.



CREATIVE APPROACH

DYNAMIC ADS (E-COMMERCE)

- If you have an e-commerce business, we can directly upload your product feed to Facebook and dynamically display your products to a pre-defined audience.
- Your target market will see the product that is best suited to them, boosting the chances of a sale.



CREATIVE APPROACH

AD PLACEMENTS

On Facebook, your ads might display in a variety of areas. We display your adverts where they are most likely to convert using best practises. The following are examples of possible placements:

- Facebook News Feeds
- Facebook In-App Articles
- Facebook Marketplace
- Right Column of Facebook's Desktop Platform
- Facebook Stories



MANAGEMENT

BEST PRACTICE OPTIMIZATIONS

- To achieve the best outcomes, we will adjust any campaigns that we believe are underperforming using best practises.
- An excellent campaign may have a significant drop in performance, and we know how to bring the campaigns back on track.



MANAGEMENT

DEDICATED ACCOUNT MANAGER

- We encourage you to contact us at any time to discuss campaigns and potential future ideas for increasing conversions.



MANAGEMENT PERFORMANCE REPORTING

- We track your progress in your own unique method.
- Discovering who converts, what motivates them to convert, and how we might persuade them to buy more is valuable information.
- You'll receive weekly or monthly information from our campaign management so you're always up to date on what's going on in your account and what adjustments we're making to take things to the next level.



GROWTH & SCALING

BUDGET OPTINIZATION

- We can find the best-performing ads and boost their budgets to maximise conversions using data and conversion metrics.
- We'll grow campaigns as quickly as feasible while keeping the CPA as low as possible.



GROWTH & SCALING

WINNING AD CREATIVES

- We can promote the best advertising to obtain the highest engagement and conversions once we've split tested the ad variations and ad locations.



GROWTH & SCALING

TARGET EXPANSION

- We may look at other demographics to enhance conversions after we see consistent results from your target audience.
- This could be anything from moving into a new country to focusing on a different age group.
- Of course, we'll keep an eye on the CPA and engagement metrics to make sure it's profitable for you.



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IMPROVED ROAS

INCREASED CONVERSIONS

INCREASED QUALIFIED TRAFFIC

**LOWER COST
PER
ACQUISITION**

