



BREAKDOWN OF FACEBOOK OBJECTIVE CAMPAIGN

Ephesians 3:20 "Now unto him that is able to do exceeding abundantly above all that we ask or think, according to the power that worketh in us"

With a variety of objectives to choose from, the Facebook Ad experience can be designed to attract your perfect audience. You can create compelling video ads that millennials cannot resist watching or even an immersive canvas ad that explains every detail of what you are offering. You can also customize your ad design, copy, landing pages, and virtually every element of your campaign including the technical aspects which are the target audience, budget, and delivery optimization.

Brand Awareness

Facebook will show your Ad to people who are most likely going to remember your brand. Introduce your brand to a wider audience or increase awareness of your products and services. Not necessarily to sell a product or service but to grow your audience and get your business in front of the most people you can.

Reach

Showing your Ad to as many people as possible. With Reach campaigns, awareness is built by you going out and sharing that ad with anyone in your ideal target audience. Remember with a Reach campaign the main goal is to build an audience that you can later use to your advantage.

Lead generation

Lead generation is the process of generating interest and demand for a company's brand, products, or services using inbound and outbound marketing strategies, such as online advertising and email marketing. When you run a lead generation campaign you are trying to convince your audience to give you their personal information (usually in the form of their email or phone number) in exchange for something from you in return- either valuable content, information, research, a free trial, a product, or something else they might want or need.

Conversions

Conversions is Facebook's most popular campaign objective as it is optimized to deliver new leads or purchases. Aimed to increase sales, sign-ups, purchases, or other desired actions on your website

Traffic

Select the "Traffic" objective when your goal is to lead people to your website or blog, and there are no specific actions you wish them to take. If your primary goal is to drive traffic to your website, choose the Traffic campaign objective and optimize for link clicks or landing page views.

Understanding the different objectives can help grow your business in the direction you want it to go! All of these options make Facebook the most customizable advertising network, allowing you to create your very own unique ad experiences.

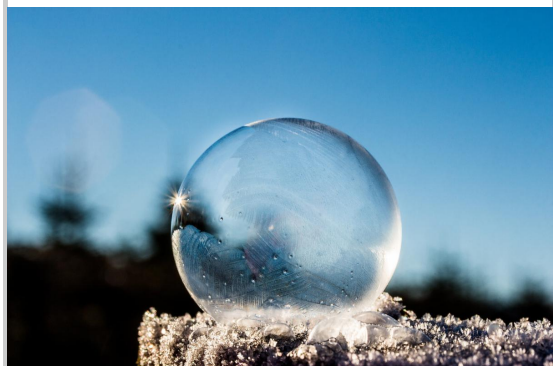
Get Started with Facebook Ads Today

Let's Chat!

In Case You Missed It!



[Exploring Facebook Business Messenger](#)



[Why to get Started with Facebook Ads](#)

Do you utilize Facebook Messenger for your business? If not, it is a great new way to connect with your customers and prospects on Facebook. Messenger for business pages allow you to have easier an instant one-on-one customer service experience, while also keeping record of your conversations.

[Read More](#)

Are you interested in getting started with Facebook Ads for your company? First, let us go over the importance of them and why this might be ideal for your current business objectives. Paid advertising on Facebook is gaining popularity which impacts the reach of your content and delivers to your perfect audience for maximum return.

[Read More](#)



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