

Advertising on Facebook



Introduction:

This presentation is designed to demonstrate a method to boost a blog post on Facebook and advertise its content.

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1. Creating the post and pasting it on Facebook

<https://mygoogleblog.blogspot.com/2020/10/facebook-copy-and-paste.html>



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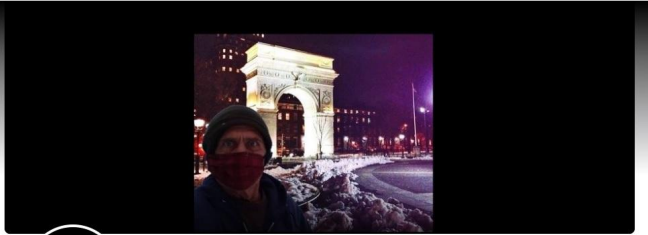
Tuesday, October 20, 2020

#FACEBOOK--Copy and Paste

//...ATTN: IMMEDREL//JC@UFOB2//FWD/CD/TCNET//CLASSIFIED//URGENT...//

The following are excerpts from third-party sources and interviews where two well known public figures report seeing unexplained aerial phenomena:

Text of the blog is included in this block. Notice the image to the right that will be included in the post on the Facebook page..



My Facebook Page
@myfacebookpage Music Videos

+ Add a Button

Home Jobs Events More

Promote View as Visitor

Insights See All

Last 28 days : Oct 15 - Nov 11

People Reached	88,200
	2204900%
Post Engagements	3,812
	381100%

Create Post : Paste Blog Link

Photo/Video Get Messages Feeling/Activity

Create Live Event Offer Job




2. Boosting the post on Facebook



My Facebook Page
19h · 🌐


<https://mygoogleblog.blogspot.com/2020/10/facebook-copy-and-paste.html>



BLOGSPOT.COM
#FACEBOOK--Copy and Paste
the following are excerpts from third party sources

1 People Reached 0 Engagements

Like Comment Share

Comment as  Press Enter to post.

Boost Post

Boost Post


Ad Account:

Goal
What results would you like from this ad?
Automatic
Let Facebook select the most relevant goal based on your settings. [Change](#)

Button
Button label:

Special Ad Category [Learn More](#)
Ads about credit, employment, housing, or social issues, elections or politics

Audience
Who should see your ad?
 People you choose through targeting
 People who like your Page
 People who like your Page and their friends
 People in your local area
 EURO1

Ad Preview
My Facebook Page
<https://mygoogleblog.blogspot.com/2020/10/facebook-copy-and-paste.html>

BLOGSPOT.COM
#FACEBOOK--Copy and Paste
the following are excerpts from third party sources
[See All Previews](#)

Estimated Daily Results
People Reached: 9.2K - 26.7K
Link Clicks: 284 - 821

Payment Summary
Your ad will run for 4 days.
Total budget: \$60.00 USD

By clicking Boost Post Now, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Boost Post Now

3. Setting the goal of the boosted post



Boost Post

Goal

What results would you like from this ad?



Automatic

Let Facebook select the most relevant goal based on your settings.

Change

Goal options viewed in the dropdown menu



Goal

What results would you like from this ad?

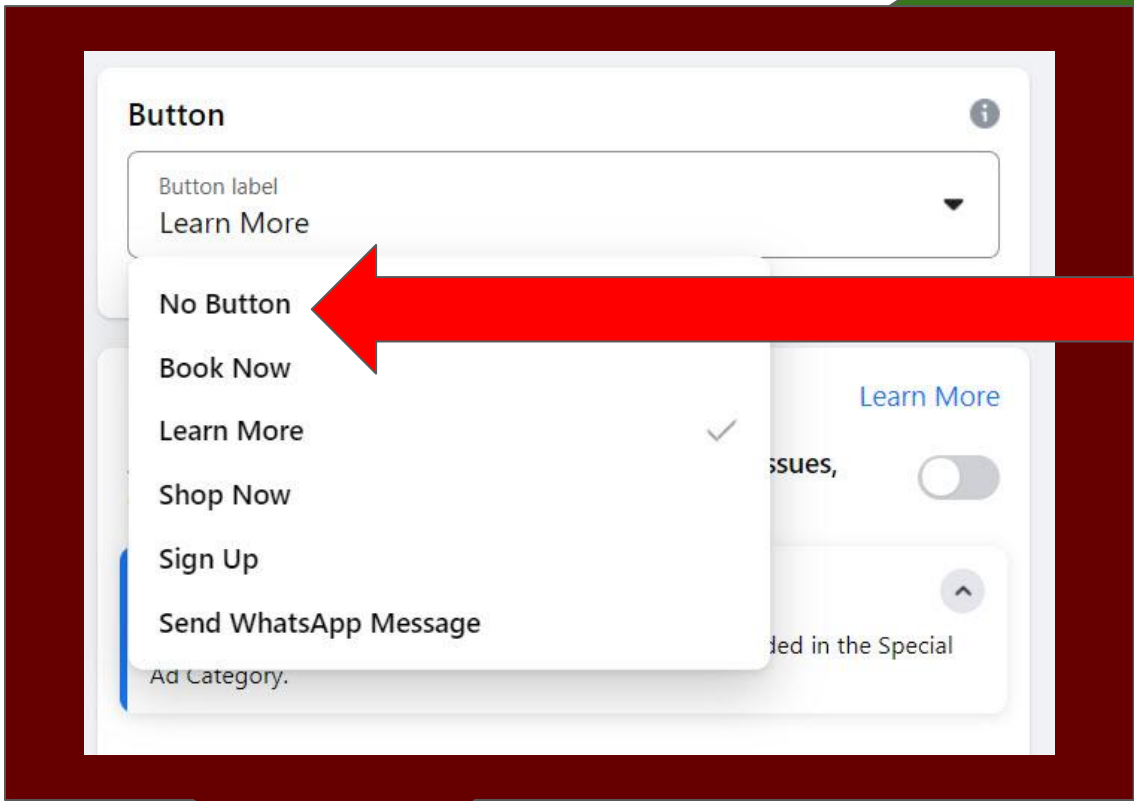
- Automatic**
Let Facebook select the most relevant goal based on your settings.
- Get more website visitors**
Show your ad to people who are likely to click on a URL in it.
- Get more engagement**
Show your ad to people who are likely to react, comment and share.
- Get more leads**
Use a form to collect contact information from potential customers.

[Cancel](#) [Save](#)



Utilizing the Call Out Options

5.



The image shows a configuration menu for a button. The menu is titled "Button" and has an information icon (i) in the top right corner. Below the title is a dropdown menu for "Button label" currently set to "Learn More". A large red arrow points from the right side of the screen to the "No Button" option in the list. The list of options includes: "No Button", "Book Now", "Learn More" (with a checkmark), "Shop Now", "Sign Up", and "Send WhatsApp Message". Below the list is a section for "Ad Category.".



6. Limitations of the Special Ad Category

Special Ad Category

[Learn More](#)

Ads about credit, employment, housing, or social issues,
elections or politics



Ad Category

No Category Selected



Updated Category

Ads about social issues, elections or politics are now included in the Special Ad Category.





7.



-  **Social Issues, Elections or Politics**
Ads about social issues (such as the economy, or civil and social rights), elections, or political figures or campaigns
-  **Housing**
Ads for real estate listings, homeowners insurance, mortgage loans or other related opportunities.
-  **Employment**
Ads for job offers, internships, professional certification programs or other related opportunities.
-  **Credit**
Ads for credit card offers, auto loans, long-term financing or other related opportunities.

Ad Category
No Category Selected ▼

 **Updated Category** 

Ads about social issues, elections or politics are now included in the Special Ad Category.

The Special Ad Category



8. Creating the audience profile

Duration ⓘ

Days: 4 ⊖ ⊕ End date: Dec 2, 2020

Total Budget ⓘ

Estimated 5.8K - 16.8K people reached per day

\$ 80.00 ✎

Placements: Facebook, Messenger ⌵

Payment Method: MasterCard*3217 ⌵

Create Audience

Locations

Type to add more locations

India

India + 25 mi ✕

Drop Pin

Potential Reach: 320,000,000 people

Your audience selection is fairly broad.

Specific ↔ Broad

Cancel Save Audience

9.

Estimating the
daily results



Estimated Daily Results

People Reached ⓘ	5.8K - 16.8K
Link Clicks ⓘ	159 - 459

Payment Summary
Your ad will run for 4 days.

Total budget	\$80.00 USD
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[Boost Post Now](#)

10. Analyzing the results

View Results

Performance

\$33.88 spent over 4 days.

Link Clicks



276

Reach

3,474

Cost Per Link Click

\$0.12

Activity

Post Engagement



Link Clicks



Post Reactions



Post Comments



Audience

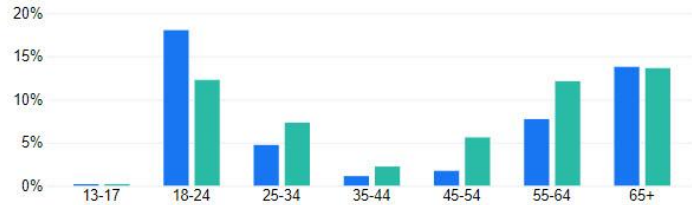
This ad reached 3,474 people in your audience.

People

Placements

Locations

47.0% Women 53.0% Men



Audience Details

Location

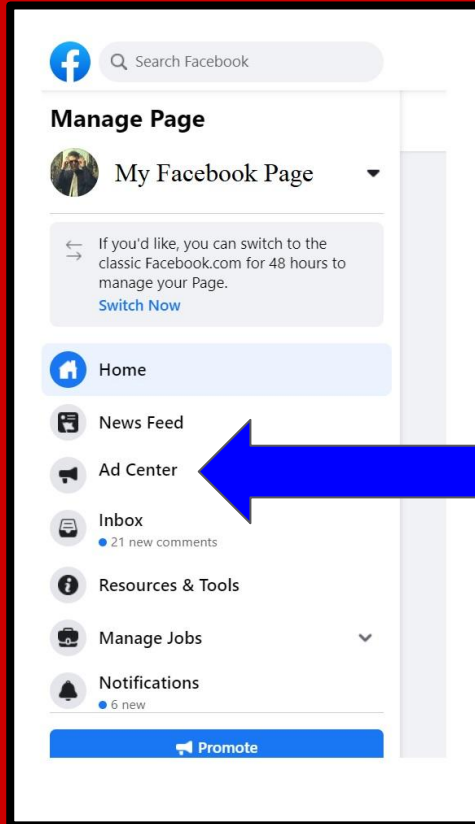
United States

Age

18 - 65+

Edit Audience

11.



Visiting the ad center



12. Pausing the campaign



Campaigns Updated just now ...

Search and filter This month: Nov 1, 2020 – Nov 28, 2020

Campaigns Ad Sets Ads

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery ↑	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "https://eyelessoncampus.blogspot.co..."	Off	Lowest cost	\$80.00 Lifetime	380 Link Clicks	9,448	10,799	\$0.08 Per Link Click
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "New music video release at Soho Stati..."	Off	Lowest cost	\$60.00 Lifetime	3 Link Clicks	85	85	\$0.22 Per Link Click
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "https://enafriquenoire.blogspot.com/2..."	Off	Lowest cost	\$60.00 Lifetime	— Link Click	—	—	— Per Link Click
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "https://enafriquenoire.blogspot.com/2..."	Off	Lowest cost	\$80.00 Lifetime	3,825 Link Clicks	87,072	117,600	\$0.005 Per Link Click
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "https://youtu.be/cICbUW57JN4"	Off	Lowest cost	\$60.00 Lifetime	1,387 Link Clicks	45,672	48,039	\$0.03 Per Link Click

13. Advertising on Facebook -- Review

1. Creating the post and pasting it on Facebook
2. Boosting the post on Facebook
3. Setting the goal of the boosted post
4. Goal options viewed in the dropdown menu
5. Utilizing the callout options
6. Limitations of the special ad category
7. The special ad category
8. Creating the audience profile
9. Estimating the daily results
10. Analyzing the results
11. Visiting the ad center
12. Pausing the campaign



13. Questions/Comments

