Comprehensive Guide to

Facebook Ad Strategy

Your Company Name



Click here to get an editable version.

AGENDA - Comprehensive guide to

Facebook ad strategy

Understanding the concept of Facebook advertising

04 Identifying strategies to improve different ads performances



O2 Determining importance of Facebook ads for ecommerce business

performance impact of Facebook ads

Analyzing cost structure and

O3

Creating different Facebook ad campaigns

O6 Success stories of Facebook ads campaign strategy

Table of contents for comprehensive guide to Facebook ad campaign strategy

01 About Facebook advertising for business

- Overview of Facebook ad strategy to boost business
- Why Facebook ads strategy important for business growth
- Why Facebook ads are better than traditional advertising
- Facebook ads traffic and conversion rates for businesses

()2 Facebook ad strategy

- Steps to create successful Facebook ad strategy for ecommerce business
- o Categories of Facebook ad formats to influence target audience
- Identifying target audience for Facebook ads with benefits
- Ways to select right audience for Facebook ads to generate leads
- Tips to create amazing Facebook ad content for ecommerce product sales

03 Facebook image ad campaign strategy

- o Introduction and insights with benefits
- o Facebook image ads formats to boost product sales
- Best practices to improve quality of Facebook image ads

04 Facebook video ad campaign strategy

- Introduction to Facebook video ad campaign strategy
- Facebook video ads formats to increase audience engagement
- Best practices for Facebook mobile video ads to gain audience attention

05 Facebook collection ads strategy

- o Introduction to Facebook collection ads for marketing campaign
- Facebook collection adformats to enhance mobile user experience
- Steps to create collection ad campaign on Facebook
- Best practices for Facebook collection ads to influence customers

06 Facebook carousel ads strategy

- o Introduction to Facebook carousel ads strategy
- Facebook carousel ads formats to enhance performance
- o Steps to create carousel ad campaign on Facebook
- Best practices for Facebook carousel ads

07 Facebook augmented reality ads campaign

- o Introduction to Facebook augmented reality ads campaign
- Steps to create augmented reality ad campaign on Facebook
- Best practices for Facebook augmented reality ads to provide virtual experience

08 Facebook stories ad campaign

- Introducing Facebook stories to reach customers with engaging ads
- o Facebook stories ad formats to gain maximum customer views
- Steps to build creative stories ad on Facebook platform
- Best practices for Facebook stories ads to increase target market reach



Click here to get an editable version.

Table of contents for comprehensive guide to Facebook ad campaign strategy cont...

0.9 Selection of suitable ad format

- How to select Facebook ad type based on company marketing requirements
- Summary of Facebook ad formats based on marketing objectives

10 Facebook ad campaign

- Introduction to ad campaigns for Facebook advertising
- o Facebook ad manager and campaign structure with objectives
- Steps to create a campaign with Facebook ads manager
- Tips to improve performance of Facebook ad campaign
- Campaign 1-Leveraging Facebook ads strategy for real estate business growth
- Campaign 2-Facebook advertising to generate effective low cost leads

11 Facebook pixels strategy

- o Facebook pixel introduction to retarget audience for ad campaign
- Steps to create Facebook pixels to retarget ad campaign
- Steps to add Facebook pixels to company website to track visitors

Facebook ad campaigns cost structure with budget allocations and spends

- Average Facebook ads cost structure and CTR benchmarks
- Facebook ads average cost per click (CPC) and conversion rate benchmarks
- Average CPA (Cost Per Action) benchmarksfor Facebook ads
- Daily budget allocation for two Facebook ad campaigns
- Facebook ad campaign budget inputs and performance output

13 Impact of Facebook ad campaigns

- o Impact of Facebook campaigns on return on ad spend
- Distribution of ad targeting and cost per click by age group
- Facebook ad campaign budget spend returns by goals
- Overall performance comparison of two Facebook ad campaigns

14 Dashboards

- o Monitor Facebook ad website conversions
- Track Facebook ad campaign performance by audience demographics

5 Use cases for Facebook ad strategy

- Mindx company attracted potential students through Facebook ads
- American express increased awareness through Facebook augmented reality ads
- Madame coco increased online sales through automating campaigns



Click here to get an editable version.



Thanks for watching!

