



Brand Management & Media Planning

LM in Marketing & Digital Communication



LUMSA
UNIVERSITÀ
1939 **80**TANTESIMO 2019



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Native advertising & Meta for Business

Lesson 5 part 1
Thursday November, 14



Where are we?



The IAB New Standard Ad Unit Portfolio

The **IAB New Standard Ad Unit Portfolio** (“IAB New Ad Portfolio”) includes:

1. **Display ads**
2. **Native ads**
3. **New content experiences**



Native Ads: a less intrusive format of online advertising

The **IAB New Standard Ad Unit Portfolio** (“IAB New Ad Portfolio”) includes:

1. Display ads
2. **Native ads**
3. New content experiences

Native Advertising



Native advertising

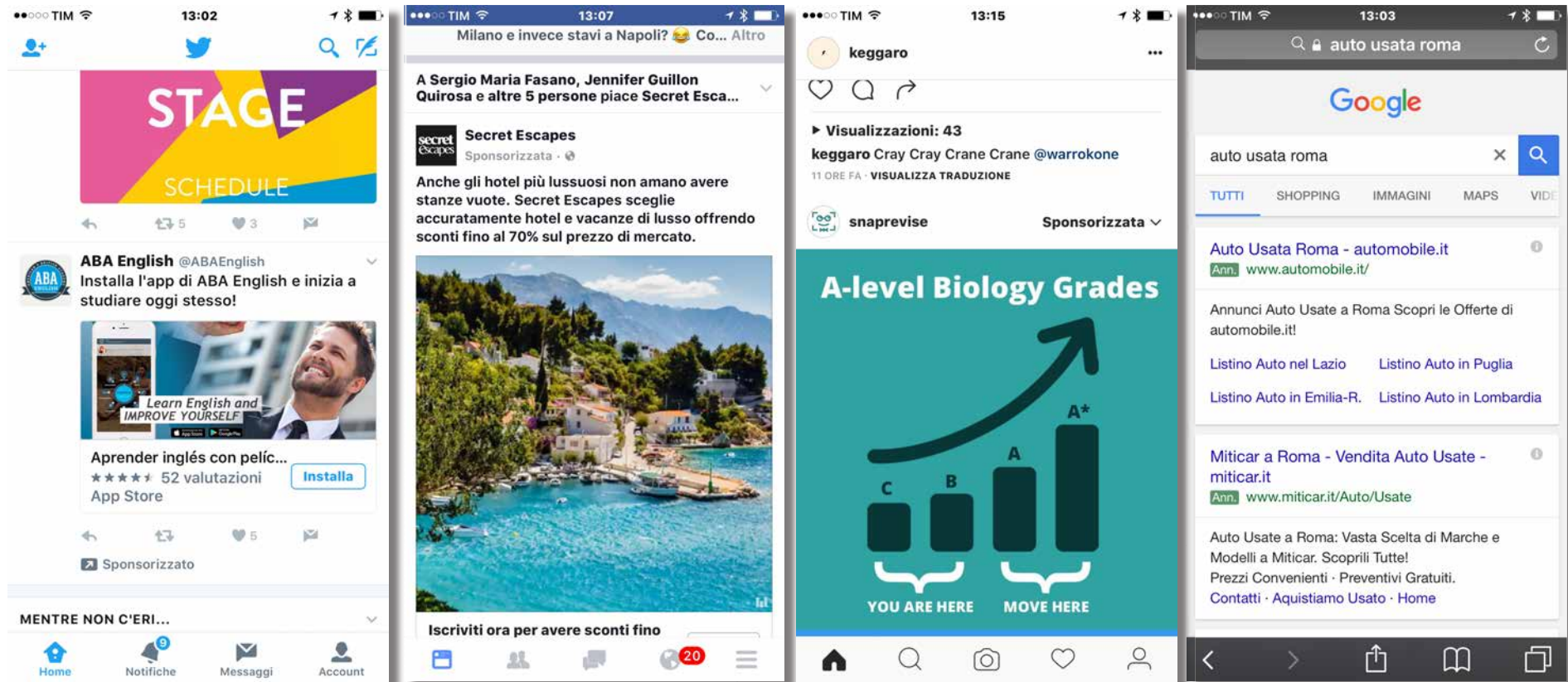
Native advertising is paid media designed to **match the content** of a media source

Native advertising **looks like editorial material.**

- The goal is to **reproduce the user experience**. This media is designed to **match the visual design and function** of natural content.
- Native advertising is the new version of the old advertorial...

Native advertising

The most popular are: sponsored **Tweet**, **Facebook** and **Instagram** posts (infeed), **YouTube** videos and most of all **Google** search paid ads



Commonly Used Disclosure Language

Commonly used disclosure language for in-feed ads includes: "Advertisement" or "AD" (Google, YouTube), "Promoted" or "Promoted by [brand]" (Twitter, Sharethrough), "Sponsored" or "Sponsored by [brand]" or "Sponsored Content" (LinkedIn, Yahoo), "Presented by [brand]" + "Featured Partner" tag (BuzzFeed, Huffington Post), and "Suggested Post" + a "Sponsored" tag (Facebook).

This is how you see them

Buone pratiche in tema di formati native corretti e trasparenti

Discovery/Recommendation Unit:



Video Infeed / Instream:



Newsfeed:



Infeed / Instream:



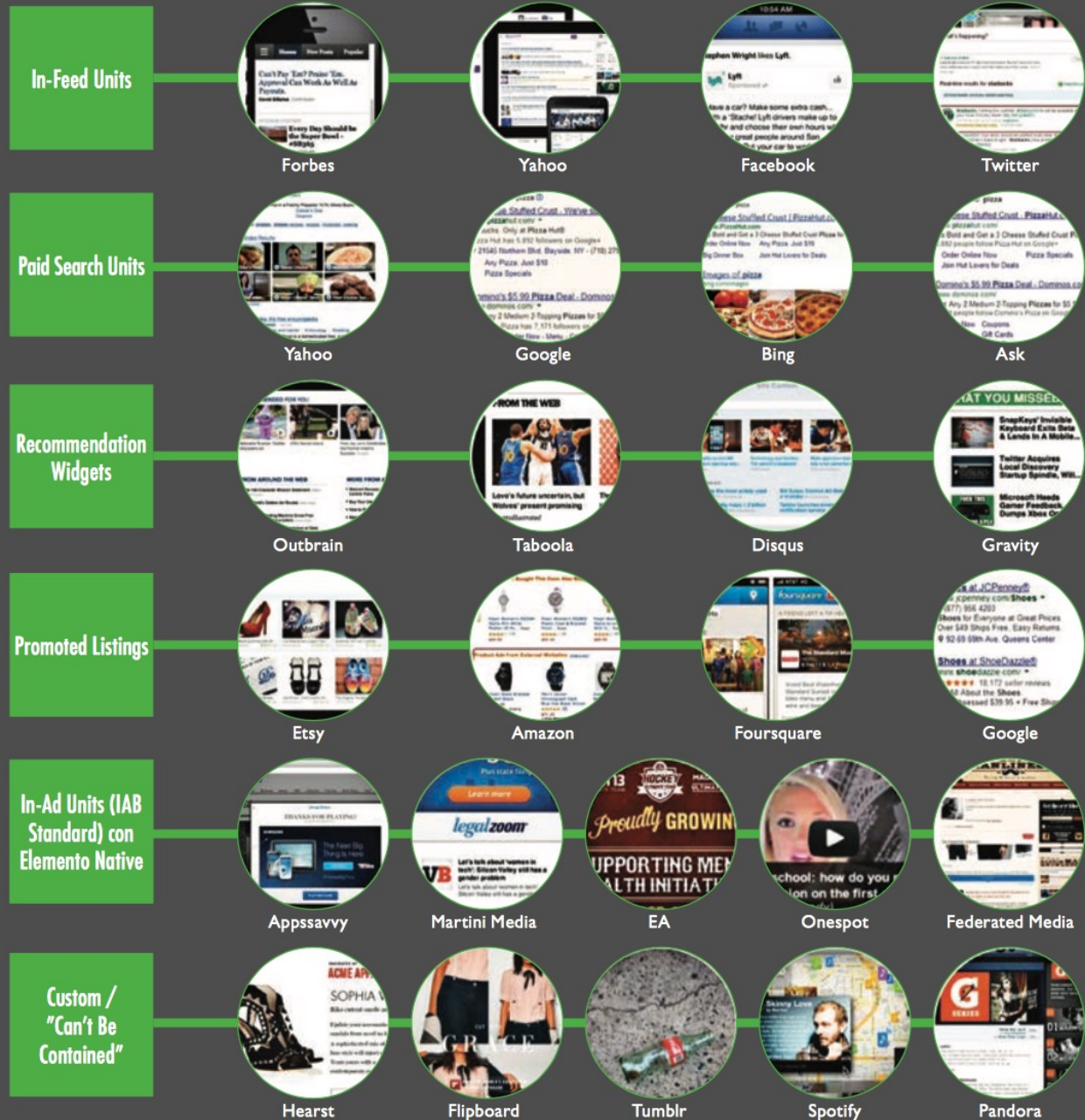
Newsfeed:



Fonte: IAB UK

IAB classification

Formati attualmente utilizzati ed esempi di aziende che li utilizzano



TI POTREBBERO INTERESSARE

Raccomandato da **Outbrain** | ▶



SPONSOR

**10 Migliori Mac
Antivirus | #1 Miglior
Antivirus Gratis per...**
(MY ANTIVIRUS REVIEW)



SPONSOR

**Fino a 5000€ di
incentivi**
(PEUGEOT)



SPONSOR

**Pensa a una scarpa che
sta bene su tutto.
Fatto? Sono le...**
(VELASCA)



**Pompei, Alberto Angela:
sulla data dell'eruzione
confermata la mia tesi:...**



**Treno investe e uccide un
uomo, stop alla
circolazione sulla...**



**Bancarotta fraudolenta,
sequestre le azioni della
società che gestisce il...**

Also these...



Visualizza più scelte

Sponsorizzato ⓘ

Lampada da lettura, LED luce da letto con montaggio a muro, luce notturna in alluminio, bianco-caldo, 200LM/3000K/3W, angolazione del...
di FIFILARY

EUR 29,99 EUR 59,99 ✓prime

Spedizione senza costi aggiuntivi entro **gio 13 feb**

Classe efficienza energetica: **A+**

★★★★☆ ~ 102



Sponsorizzato ⓘ

Lampada a led con luminosità regolabile, montaggio a parete, luce con funzione di memoria ed interruttore touch, bianco...
di FIFILARY

EUR 28,99 ✓prime

Spedizione senza costi aggiuntivi entro **Domani, feb 10**

Classe efficienza energetica: **A**

★★★★☆ ~ 19

Più venduto



Sponsorizzato ⓘ

Luce Notturna LED, OMERIL [2 Pezzi]
Automatiche Luce Notturna da Presa con Sensore Crepuscolare, Plug-and-Play, Lampada da Presa per Bambini, Soggiorn...
di OMERIL

EUR 14,99 EUR 19,99 ✓prime

Spedizione senza costi aggiuntivi entro **Domani, feb 10**

Classe efficienza energetica: **A++**

★★★★☆ ~ 748



Hotel Roma e alloggi

Prezzi più bassi

Arrivo — / — / — Partenza — / — / — Ospiti 1 camera, 2 adulti, 0 bambini

Prezzo

0 € - + 241 €



Prezzo + tasse e spese ▼

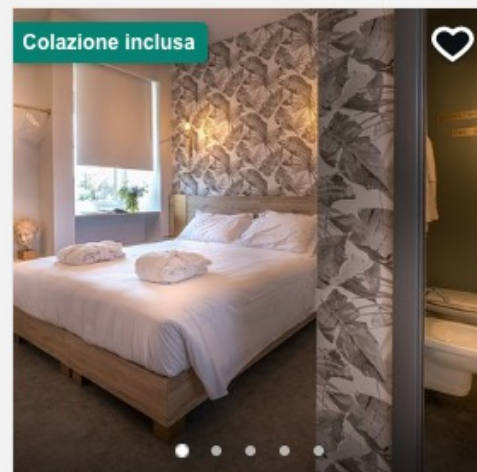
Molto richiesti

- ☐ Aria condizionata 2989
- ☐ e oltre 2584
- ☐ 4 stelle 356
- ☐ Colazione inclusa 1633

7.447 strutture a Roma

Ordina per: Qualità-prezzo ▼

Vuoi risparmiare? Consultiamo 200 siti per farti risparmiare fino al 30%



Hotel Villa Eur Parco dei Pini

Sponsorizzato

57 €

Vedi l'offerta

- ✓ Cancellazione gratuita
- ✓ Prenota ora, paga quando soggiorni

Trip.com ↗
56 €
Hotels.com ↗
57 €
Tripadvisor
57 €

Vedi tutte le 5 offerte da 56 € ▼

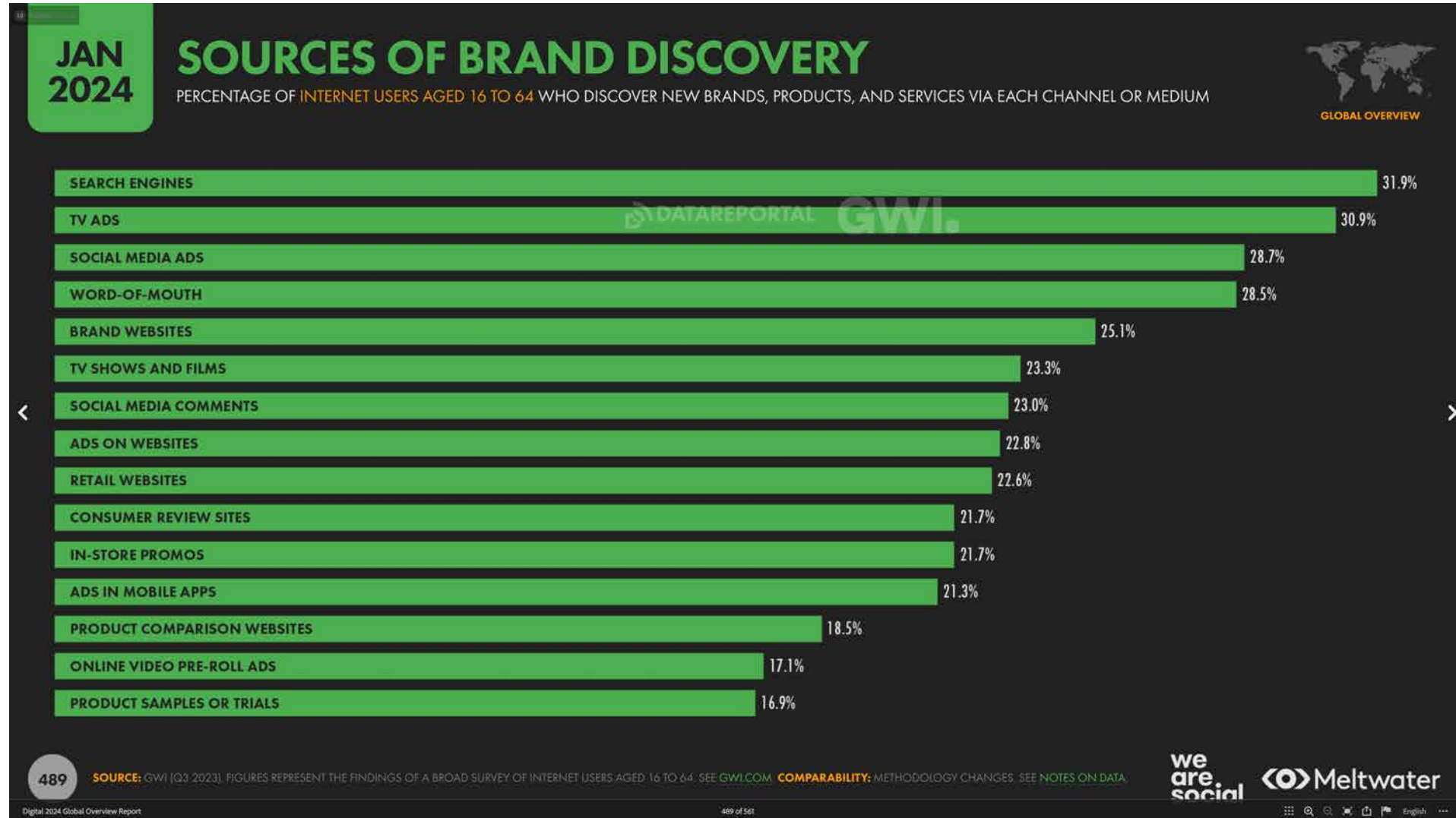
1064 recensioni
 Parcheggio gratuito
 Ristorante
 [Visita il sito dell'hotel ↗](#)

Native advertising is probably
the most **effective** online
advertising format

Advertising on social media



Ads on social media are sources of brand discovery (after Search, TV ads and WOM...)





Social network platforms have many similarities

- All you need to plan is a free **account** and a **credit card**
- **Prices are set by an auction** and depend not only on the value you are willing to pay, but also on the quality of the ad
- **The target is defined on the basis of multiple variables** (which depend on the data provided to the platforms)
- All **campaigns are structured in clusters** (groups of ads in hierarchy)
- Even the **interfaces are all similar**



the process of creating the advertising campaign is also similar

1. Select your objective
2. Define your audience
3. Choose the ad format
4. Set the budget
5. Measure the results

LinkedIn Marketing Solutions <linkedin@e.linkedin.com>

To: stellaromagnoli@gmail.com

Apply your learnings in LinkedIn's Campaign Manager. You can create, measure, and optimize your ad campaigns in a few simple steps.

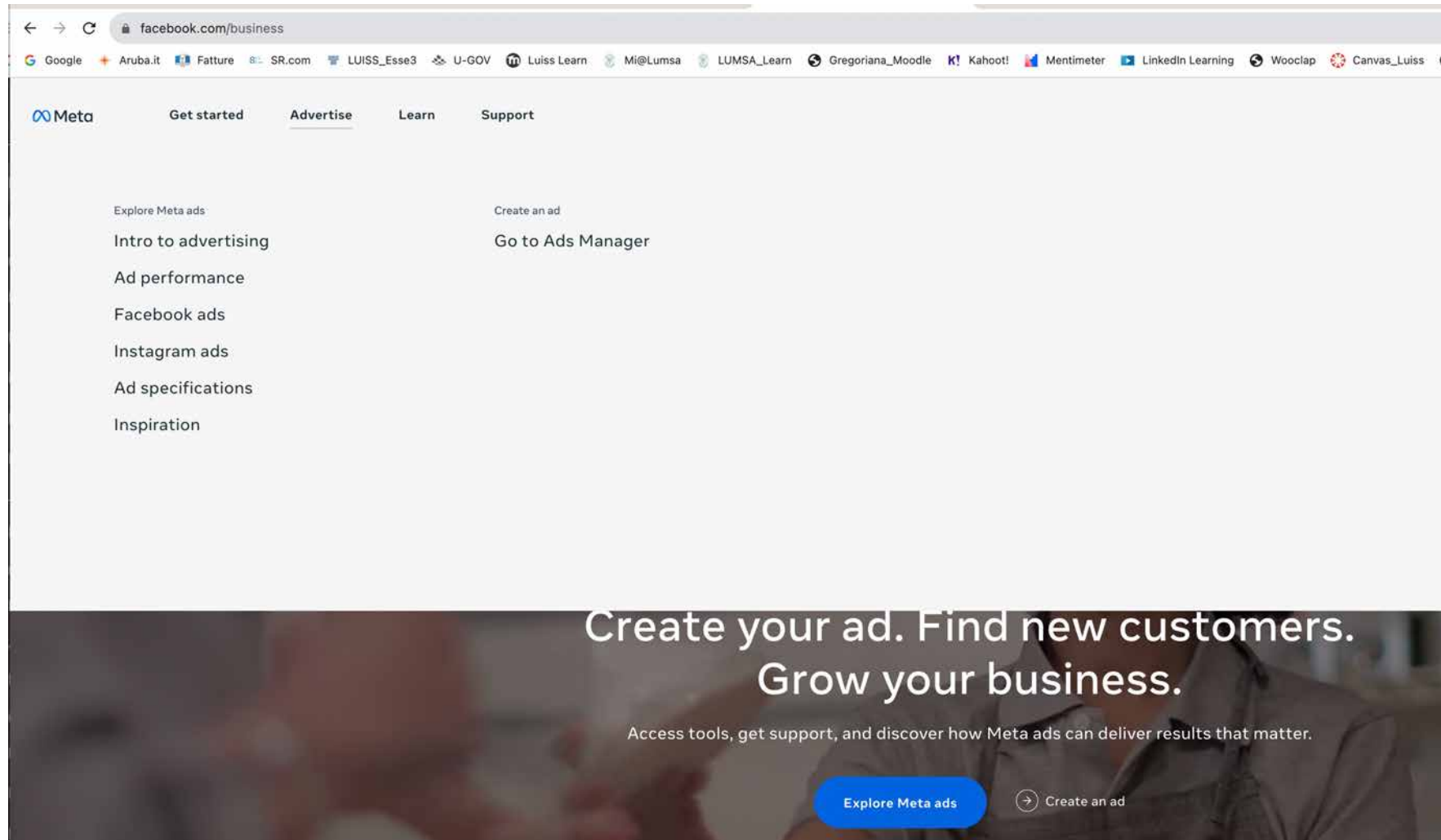
- 1 Step 1: Select your objective**
Begin by choosing your objective, whether it's awareness, consideration, or conversions.
- 2 Step 2: Select your audience**
Choose from over 200 audience attributes so you can reach your ideal buyer.
- 3 Step 3: Select your ad formats**
Ad formats engage your audience and are matched to your campaign goals.
- 4 Step 4: Set your budget**
Now, set the budget and schedule for your campaign.
- 5 Step 5: Measure and optimize**
Track your campaign's results and refine your ads based on their performance to ensure success.

Today we will focus on **Meta For Business** platform

FACEBOOK     



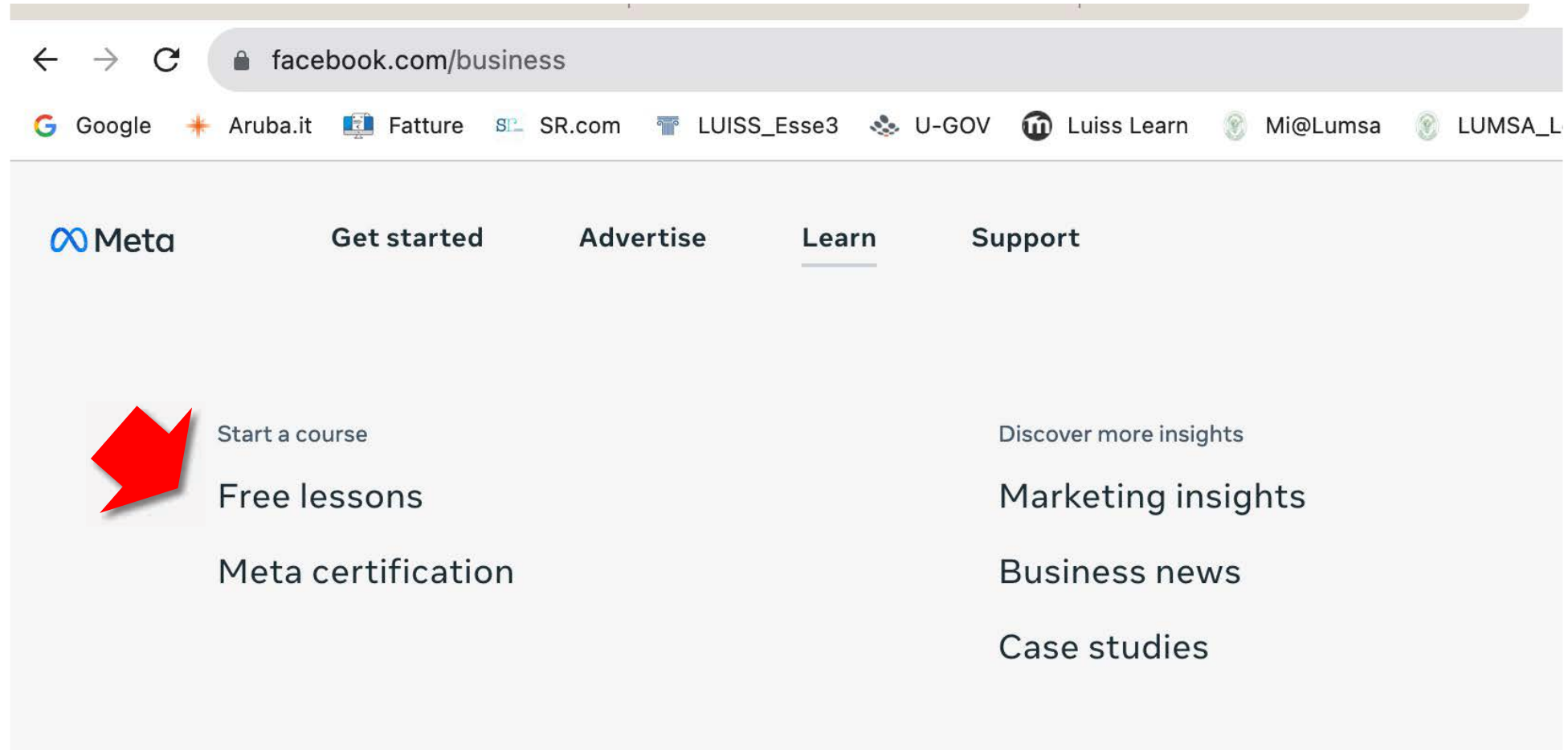
Meta for Business is FB's online advertising platform



<https://www.facebook.com/business>



Courses and certifications





With Meta For Business we can advertise on:

- Facebook
- Instagram
- Audience Network (FB is an **Ad Network**)
- Messenger
- Workplace (it's like an intranet)
- WhatsApp Business

Where do ads appear?



This is native advertising

Stella Romagnoli

Search Facebook

(20+) Facebook facebook.com

5

Write a comment...

Mindvalley Sponsored

Feeling scattered, lacking focus and having difficulty accomplishing important tasks?

Discover how to gain unbreakable focus and productivity in this free Masterclass with Nir Eyal, the world's leading expert in habit formation and focus.

In this masterclass, you'll explore how to: ... [See more](#)

Friend Requests

Elena Montefredini 2w • 24 mutual friends

[Confirm](#) [Remove](#)

Sponsored

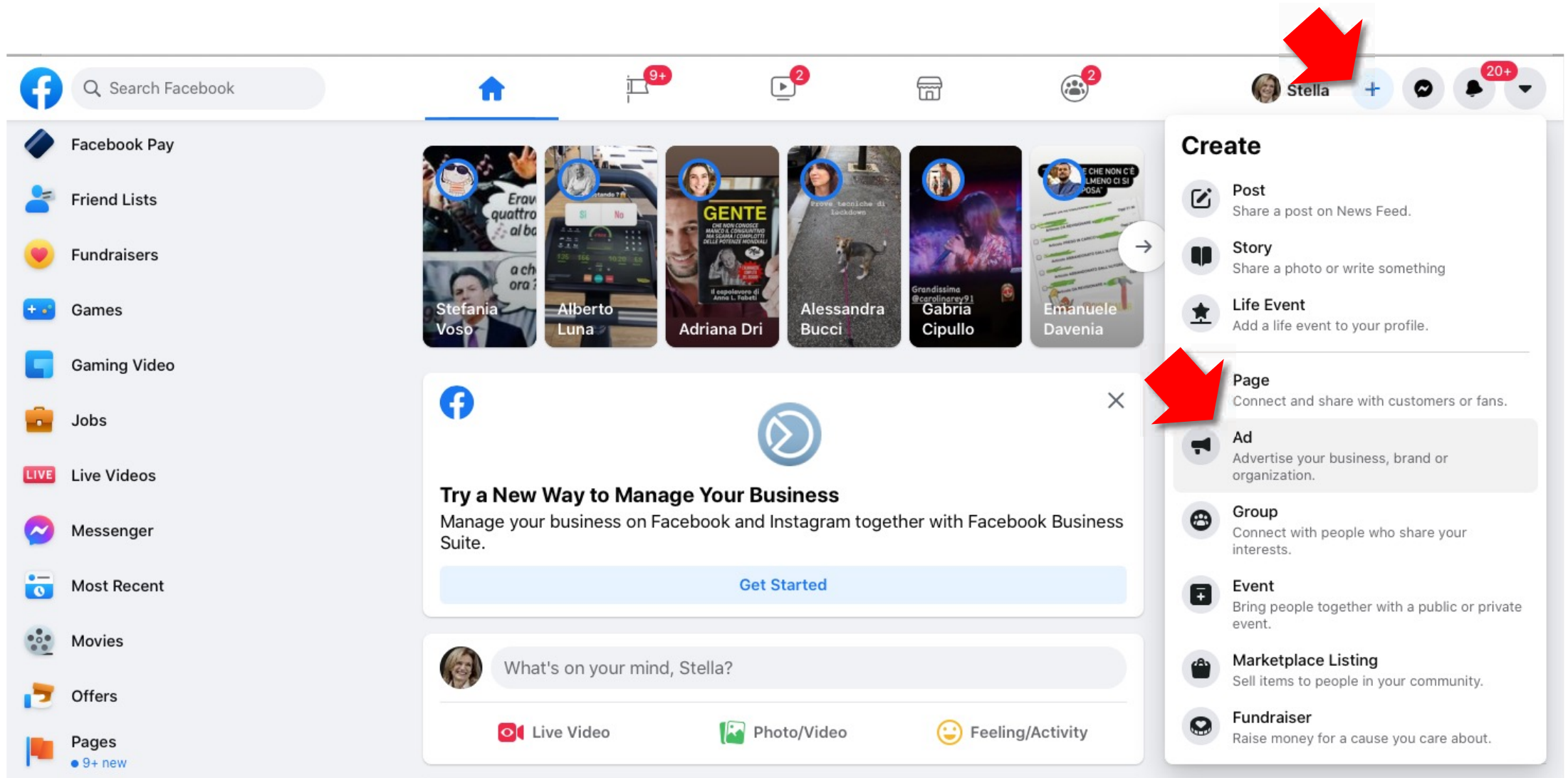
Join This Mastermind = Solve Your Scaling Problem consulting.com

Nordace nordace.com

Contacts

See more

The access to the advertising platform is on your account page



The screenshot shows a Facebook profile page for a user named 'Stella'. The top navigation bar includes the Facebook logo, a search bar, and icons for home, notifications (9+), video (2), marketplace, and friends (2). The profile picture and name 'Stella' are on the right, with a red arrow pointing to the account menu icon (+). Below the navigation bar is a row of six featured posts. The left sidebar contains a list of menu items: Facebook Pay, Friend Lists, Fundraisers, Games, Gaming Video, Jobs, Live Videos, Messenger, Most Recent, Movies, Offers, and Pages (9+ new). The main content area features a 'Create' menu on the right with options: Post, Story, Life Event, Page (highlighted with a red arrow), Ad, Group, Event, Marketplace Listing, and Fundraiser. Below the 'Create' menu is a 'Try a New Way to Manage Your Business' advertisement for Facebook Business Suite, which includes a 'Get Started' button. At the bottom of the main content area is a post creation prompt 'What's on your mind, Stella?' with options for Live Video, Photo/Video, and Feeling/Activity.



The same for LinkedIn



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Advertise

[Digital Agency CEO? - Increase profitability and efficiency with the #1 system for agencies!](#) Ad ...

PREMIUM



Stella Romagnoli

Brand Strategy & Corporate
Communication Adjunct
Professor at La Sapienza and
LUMSA University in Rome

Who viewed your profile **224**

Views of your post **789**

See all Premium features

Saved items



Start a post



Photo



Video



Event



Write article

Sort by: Top

Arturo Iorio commented on this



Alberto Mattiacci • 1st

Full Professor of Marketing and Business Management at Sapienza and much ...
3d •

ESISTE UN **#CONTAGIO** POSITIVO in economia. Si chiama DOMANDA
DERIVATA.

In 90 secondi nel video spiego perché.

...see more

[See translation](#)

Add to your feed



Corrado Passera
Founder & CEO of
illimity

+ Follow



Apple
Company • Consumer
Electronics

+ Follow



#food

+ Follow

[View all recommendations](#)

Ad ...

Future proof your business



For Tik Tok you log in on TikTok Ads Manager



TikTok

<https://ads.tiktok.com> › ... · Traduci questa pagina ⋮

Advertising on TikTok - TikTok For Business

Start advertising on **TikTok Ads Manager** today to drive real business results.

Tiktok logo

Start advertising on TikTok Ads Manager today to drive real ...

Sign up

Start advertising on TikTok Ads Manager today to drive real ...

WARNING:
**Social media dashboards are constantly
changing.**
They could be different from these slides

What types of ads can we create?



Video, Image, Carousel & Collection

About the Facebook Ads Guide

Facebook supports multiple advertising types across Facebook, Instagram, Audience Network and Messenger. Each ad has two components: The format (what it looks like) and the placement (where it will be displayed). When you're creating your ad, you may need to find specific info about the type of ad you're creating, like what size your image should be or how many characters you can use.

The [Facebook Ads Guide](#) shows you which ads are available to you, the specs of your creative (ex: image size requirements, pixels, character limits) for different ad types, and what these ad types look like when they're running on Facebook.

The Facebook Ads Guide provides design guidelines for the following ad formats:

- Video
- Image
- Collection
- Canvas
- Carousel
- Slideshow

Visit the [Facebook Ads Guide](#) to learn more.



<https://www.facebook.com/business/ads-guide/>

Meta Business solutions Technologies Inspiration Education and resources Support Start now

Facebook ads guide

Update to Meta Ads Manager objectives

We are gradually introducing a new set of six campaign objectives in Ads Manager: awareness, traffic, engagement, leads, app promotion and sales.

Learn more

About Image Video Carousel Collection

Design recommendations for every format



Image

Facebook Feed



Design Recommendations

- File type: jpg or png¹
- Image ratio: 1.91:1 to 4:5¹
- Recommended resolution: Upload the highest resolution image available.¹
- Primary Text: 125 characters¹

With Link¹

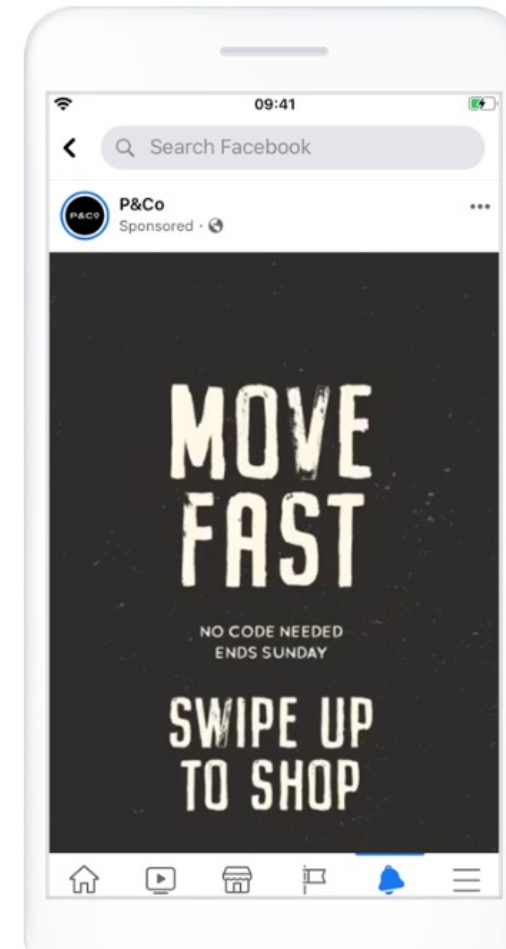
- Image ratio: 1.91:1 to 1:1¹
- Recommended resolution: at least 1,080 x 1,080px¹
- Headline: 25 characters¹
- Description: 30 characters¹

Panoramas or 360 Photos¹

Panoramas or 360 photos may appear on Facebook as an interactive experience. Facebook recognizes and processes these photos by looking for camera-specific metadata found in photos taken using 360-ready devices. [Learn more](#)

Choose your ad placement¹

Facebook Feed



We can choose the ad placement

Image

Instagram Feed



Design Recommendations

Select the Instagram Feed placement to share your ads to your Instagram audience.

- File type: jpg or pngⁱ
- Recommended resolution: Upload the highest resolution image available that meets ratio requirements.ⁱ
- Text: Two rows of text will display. [Learn more about character limits.](#)

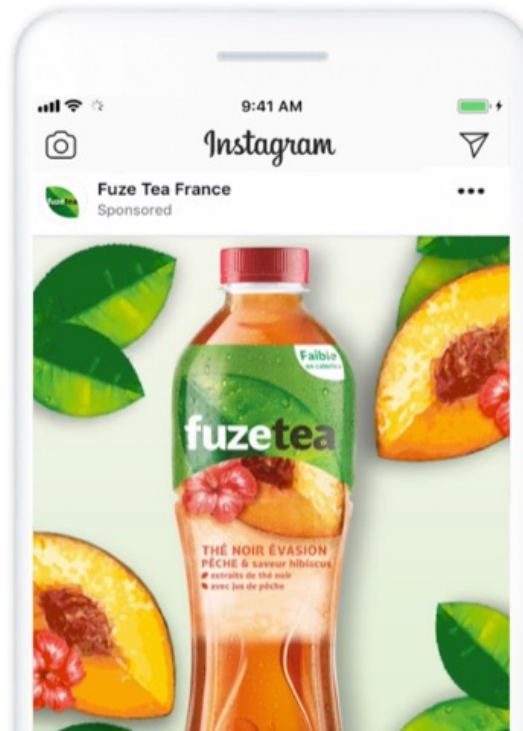
Technical Requirements

- Minimum Width: 500 pixels
- Minimum Aspect Ratio: 400x500
- Maximum Aspect Ratio: 191x100
- Aspect Ratio Tolerance: 0.01

Choose a placement

Select a placement option to discover which objectives are available.

Instagram Feed



Choose your ad placementⁱ

Facebook Feed

Facebook Feed

Facebook Right Column

Facebook Instant Articles

Facebook Marketplace

Facebook Stories

Facebook Search Results

Instagram Stories

Instagram Feed

Instagram Explore

Audience Network Native, Banner and Interstitial

Sponsored Message



For each ad type

Supported objectives ⁱ

Reach 

Reach
Brand Awareness
Traffic
App Installs
Lead Generation
Conversions
Catalog Sales

Call to action ⁱ

Apply Now 

Apply Now
Book Now
Call Now
Contact Us
Download
Get Directions
Learn More
Get Showtimes
Get Quote
Send Message
Request Time

Social networks planning process



Facebook campaign process

Before creating our ads, we need to

1. Define our goals
2. Structure the campaign
3. Define our target audience
4. Set the budget



This process is similar for all
the social network platforms

1. Define our goals



Choose a campaign objective

☐ Awareness
 ☐ Traffic
 ☒ Engagement
 ☐ Leads
 ☐ App promotion
 ☐ Sales



Engagement

Get more messages, video views, post engagement, Page likes or event responses.

Good for:

Messenger, Instagram and WhatsApp
 Video views
 Post engagement
 Conversions

Choose a campaign objective

☐ Awareness
 ☐ Traffic
 ☐ Engagement
 ☐ Leads
 ☐ App promotion
 ☒ Sales



Sales

Find people likely to purchase your product or service.

Good for:

Conversions
 Catalog sales
 Messenger, Instagram and WhatsApp
 Calls



Objectives inspired by the conversion funnel

Also for LinkedIn, the first step is to choose the goal

 CAMPAIGN MANAGER  Stella Romagnoli lezioni

 Default Campaign Group
Untitled Campaign 

Objective ⓘ NEW

Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration	Conversions
Brand awareness	Website visits	Lead generation
	Engagement	Website conversions
	Video views	Job applicants

If you click there are explanations



Brand awareness

I want more people to learn about my business.

Choose this objective to:

- Tell more people about your product, services, or company



Engagement

I want more people to engage with my content posts.

Choose this objective to:

- Increase social engagement on your content
- Increase followers to your Company Page

Your campaign will be shown to people most likely to engage with your ad or follow your company.



Video views

I want more people to watch my videos.

Choose this objective to:

- Share your videos with more people

Your campaign will be shown to people most likely to view your videos.



Website conversions

I want more purchases, registrations, or downloads.

Choose this objective to:

- Capture leads on your website
- Drive actions that are valuable to your business

Your campaign will be shown to people most likely to take the actions you define as valuable for your business.



Website visits

I want more people to visit a website destination site on or off LinkedIn.

Choose this objective to:

- Drive traffic to your website
- Drive traffic to marketing landing pages

Your campaign will be shown to people most likely to click on your ads.



Lead generation

I want more quality leads on LinkedIn.

Choose this objective to:

- Capture leads on LinkedIn
- Use a lead generation form pre-filled with LinkedIn profile data

Your campaign will be shown to people most likely to fill out a LinkedIn lead generation form.



Job applicants

I want to promote job opportunities at my company.

Choose this objective to:

- Tell people about relevant job opportunities at your company
- Drive more applications to your job opportunities

Your campaign will be shown to people most likely to view or click on your job ads.



Same thing for Twitter

Campaign objective

Choose your objective

Need help choosing an objective? [Learn more](#)

Awareness

Reach

Maximize your ad's reach

Consideration

Video views

Get people to watch your video

Pre-roll views

Pair your ad with premium content

App installs

Get people to install your app

Website clicks

Drive traffic to your website

Engagements

Get people to engage with your Tweet

Followers

Build an audience for your account

Conversion

App re-engagements

Get people to take action in your app

Cancel

Next



...And TikTok

u

TikTok Ads Manager

DashboardCampaignToolsAnalytics

LUMSA1113

Reach20241113132406+⋮

Create newUse existing

Advertising objective ?

Awareness

☒ Reach

Consideration

☐ Traffic

☐ Video views

☐ Community interaction

Conversion

☐ App promotion >

☐ Lead generation >

☐ Website conversions >

Reach

Tips

Show your ad to the maximum number of people.

Choose this objective to:

✓ Tell more people about your product, service, or company.

For each goal, the social network applies a
different algorithm
to reach the defined audience

2. Structure the campaign



The structure of a social media campaign

For all platforms the campaign structure is "clustered":

- **Campaigns, ad groups and ads** (different names but the substance is the same)

Why this type of structure?

Unlike mass communication, here it is possible to reach users in a **very profiled way**, and **create different messages exactly targeted** for them.





Facebook advertising structure

2'46''

Facebook Advertising Structure

LinkedIn

Advertising on Facebook – Megan Adams – LinkedIn Learning

Facebook advertising structure

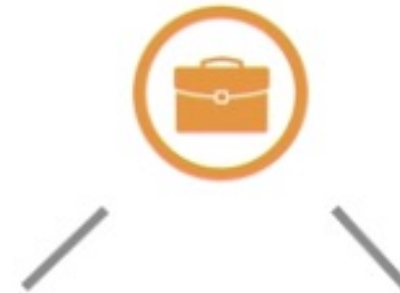


LinkedIn

One campaign for each objective

Step 1: Campaign

1. Drive traffic to website
2. Increase brand awareness
3. Promote coupon



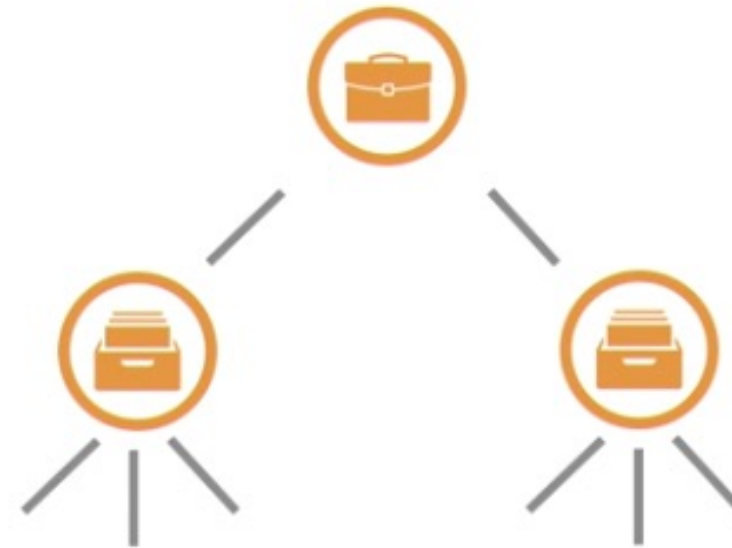
One ad set for each target

Step 2: Ad Set Campaign

1. Drive traffic to website

Ad set 1: Target current customers

Ad set 2: Target people who are in the city and play sports



Each **ad set** could have **different ads**

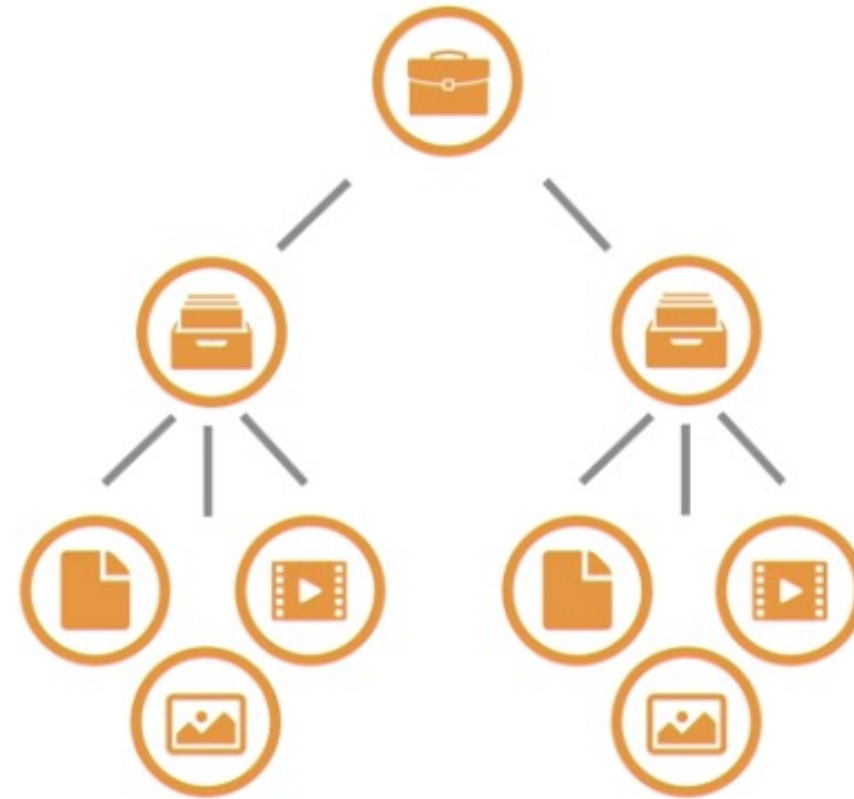
Step 3: Create Actual Ads

1. Drive traffic to website

Ad set 1: Target current customers

Ad set 2: Target people who are in the city and play sports

Ad: images + messaging + links





Meta for Business structure

Name Your Campaign • Optional

 **Campaign**

Includes the campaign objective and budget optimization.

 **Ad Set**

Determines your audience, placements, schedule and spending.

Create ad set ▼

 **Ad**

Contains all ad creative settings.

Create ad ▼



For TikTok: Campaigns, Ad groups, Ads

u

TikTok: Ads Manager

Dashboard

Campaign

Tools

Analytics

< 1 / 3 >

Verify your phone number for security.

+Filters

Search by name or ID

Campaign

Ad group

Ad

Create

Edit

Bulk export/import

Automated rules

☐	On/Off	Name	Status	Delivery optimization
☐	▶	You have 1 draft campaign		
Total of 0 campaigns		-	-	-



For LinkedIn: Campaign Groups, Campaigns and ads

CAMPAIGN MANAGER

SP Stella Romagnoli lezioni | stellarmagnoli | ? |

CAMPAIGN PERFORMANCE | WEBSITE DEMOGRAPHICS | ACCOUNT ASSETS ▼

Create Campaign

Accounts
stellarmagnoli X

Campaign Groups
3 total Campaign Groups

Campaigns
3 total campaigns

Ads
0 total ads

Create Campaign Group | Performance Chart | Demographics | Export

Search by name or Campaign Group ID

Filters ▼

Columns: Performance ▼

Breakdown ▼

Time range: 9/25/2020 - 10/24/2020 ▼

	Campaign Group Name ↕		Status ↕	Spent ↕	Impressions ↕	Clicks ↕	Average CTR ↕	Bid ↕	Average CPM ↕
☐	3 Campaign Groups		-	\$0.00	0	0	-	-	-
☐	Default Campaign Group CID: 607892856	...	Active ⓘ Not running	\$0.00	0	0	-	-	-
☐	LBS CID: 608299976	...	Active ▼ ⓘ Not running	\$0.00	0	0	-	-	-
☐	PCC CID: 608580306	...	Active ▼ ⓘ Not running	\$0.00	0	0	-	-	-

3. Define our target audience (for each ad set)



Identifying our target audience

3'22''

Ad Targeting



TUTORIAL



How to identify the **Facebook target audience**

1. **Geographical** segmentation
2. **Demographics** (age, gender, education, etc.)
3. **Interests** (hobbies and pages they like)
4. **Behaviour** (prior purchase behaviour, device used, etc.)
5. **Connections** (to our FB page or our events)
6. **Contact list** (our clients list), **website visitors** and **app users**
7. **Lookalike audience**

Core Audiences

Reach your core target audience.

Facebook Core Audiences helps you select the right recipients for your ad in just a few clicks. Whether you want your ad to be shown to people based on age, location, hobbies or something else, we can help you connect to people who are likely to be interested in what you offer. Core Audiences can be as broad or well defined as you like.

Location

Reach people in the cities, communities and countries where you want to do business.

Demographics

Select an audience based on age, gender, education, relationship status, job title and more. Facebook does not allow anyone to reach customers based on personally identifiable information.

Interests

Choose the interests and hobbies of the people you want your ad to reach – from organic food to action films.

Behaviour

Select people based on their prior purchase behaviours, device usage and other activities.

Connections

Reach people who are connected to your Facebook Page or event, or exclude them to find new audiences.



Custom Audiences

Get in touch with people you already know.

Facebook Custom Audiences are built from customer data that you have on hand, making it easy to reconnect with the people who have already shown interest in your business. Foster relationships and drive sales by targeting your existing connections on and off Facebook.

Contact lists

Use data from your CRM system or customer contact lists – such as phone numbers or email addresses – to connect with your customers and contacts on Facebook. We'll find Facebook accounts that match that data, but we don't share who matched.

[See how to use a contact list >](#)

Site visitors

Install the Facebook pixel on your website to create an audience of people who have visited it. You can even use site traffic data to show people ads for things that they've shown interest in on your website.

[See how to use your site data >](#)

App users

Install the Facebook SDK in your app to create an audience of people who use your app, so you can inspire them to return to a game or view an item that they may be interested in buying.

[See how to use your app data >](#)



On LinkedIn we can segment by business role and experience

- Job experience
- Job title
- Company (industry, no. of employees, ...)
- Interests (e.g. groups)

Who is your target audience?

INCLUDE people who have ANY of the following attributes

Job Titles **current**

Marketing Director X Marketing Manager X Marketing Executive X Head Of Marketing X Chief Marketing Officer X

Job Experience > Job Titles **marketing**

☐ Marketing Communications Specialist

☐ Marketing And Public Relations Specialist

☒ Chief Marketing Officer

☐ Marketing Officer

☐ Senior Marketing Manager

☐ Marketing Communications Manager

Suggested Job Titles **Select all (4)**

- + Senior Director Of Marketing
- + Evicse President Marketing
- + Vice President Sales Marketing
- + Senior Vice President Marketing

+ Narrow audience further (AND)

+ Exclude audience

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

☒ Enable Audience Expansion ⓘ

[View audience summary](#) | [Save as template](#)

Forecasted Results ⓘ

Target audience size
61,000+

Segment breakdown **NEW**

Function

Marketing	100%
Sales	16%
Media and Communication	15%
Business Development	11%
Operations	9%

[Hide segments](#)

1-day 7-day **30-day** ⓘ

30-day spend
\$1,000.00 - \$1,800.00

30-day impressions
57,000 - 240,000

CTR
0.40% - 0.60%

30-day clicks **Key Result**
390 - 990

Forecasted results are estimates and do not guarantee actual performance. [Learn more](#)



On Twitter: we could use keywords and interests (e.g. TV shows...)

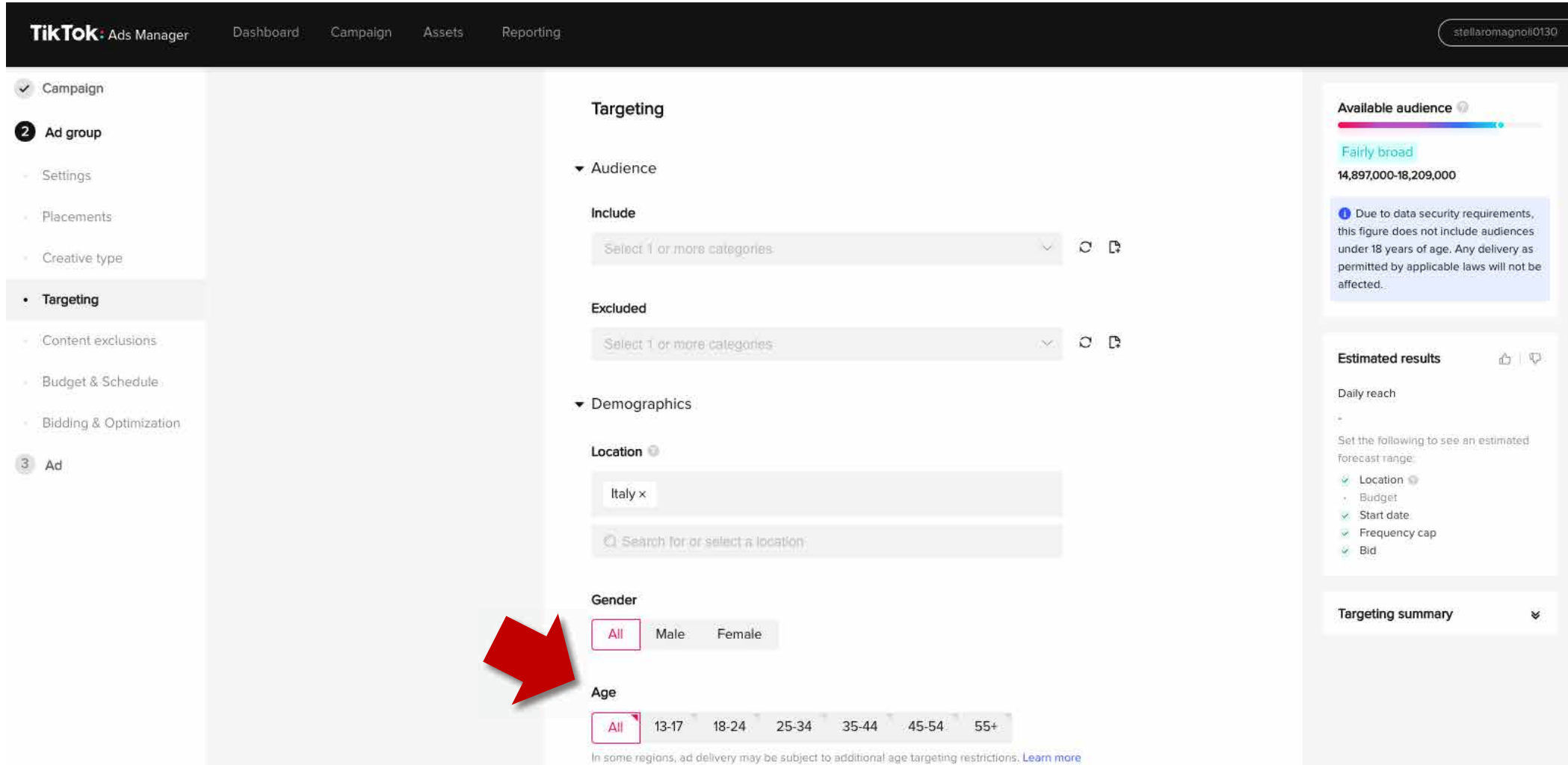
Audience features

Keywords, events, interests, follower look-alikes, movies, and TV shows

All

- Events · [Browse](#)
- Interests · [Browse](#)
- Conversation topics
- Follower look-alikes
- Keywords
- Movies and TV shows

TikTok (Ads Manager) copied all the other platform



The screenshot displays the TikTok Ads Manager interface. The top navigation bar includes 'TikTok Ads Manager', 'Dashboard', 'Campaign', 'Assets', and 'Reporting'. The user 'stellaromagnoli0130' is logged in. The left sidebar shows the campaign structure: Campaign, Ad group (selected), and Ad. The 'Ad group' section is expanded, showing options like Settings, Placements, Creative type, Targeting (selected), Content exclusions, Budget & Schedule, and Bidding & Optimization. The main area is titled 'Targeting' and includes sections for Audience, Demographics, and Location. The 'Audience' section has 'Include' and 'Excluded' dropdowns. The 'Demographics' section shows 'Gender' with 'All' selected and 'Age' with 'All' selected. A red arrow points to the 'All' button in the 'Age' section. The 'Location' section shows 'Italy' selected. On the right, the 'Available audience' is shown as 'Fairly broad' with a range of 14,897,000-18,209,000. Below this, a note states: 'Due to data security requirements, this figure does not include audiences under 18 years of age. Any delivery as permitted by applicable laws will not be affected.' The 'Estimated results' section shows 'Daily reach' and a list of factors: Location, Budget, Start date, Frequency cap, and Bid. A 'Targeting summary' section is also visible.

TikTok Ads Manager | Dashboard | Campaign | Assets | Reporting | stellaromagnoli0130

Ad group

- Settings
- Placements
- Creative type
- Targeting**
- Content exclusions
- Budget & Schedule
- Bidding & Optimization

Targeting

Audience

Include

Select 1 or more categories

Excluded

Select 1 or more categories

Demographics

Location

Italy x

Search for or select a location

Gender

All Male Female

Age

All 13-17 18-24 25-34 35-44 45-54 55+

In some regions, ad delivery may be subject to additional age targeting restrictions. [Learn more](#)

Available audience

Fairly broad

14,897,000-18,209,000

Due to data security requirements, this figure does not include audiences under 18 years of age. Any delivery as permitted by applicable laws will not be affected.

Estimated results

Daily reach

Set the following to see an estimated forecast range:

- Location
- Budget
- Start date
- Frequency cap
- Bid

Targeting summary



Geographic segmentation

Select your location type
You can only add one type of location at a time (e.g. countries).

Location type: Select ▼

- Countries
- Regions or states
- DMAs (designated market areas)
- Cities
- Postal codes
- Addresses

Search local



Geographic segmentation: in Italy we could reach 22–26 million users or the META audience

* Locations ⓘ

Reach people living in or recently in this location.

Italy

✓ Italy

✓ Include ▾ 🔍 Search locations

Exclude location

✓ Include all areas

Only include cities

Exclude cities

Report a problem

Drop pin

Add locations in bulk

Evolving changes within the ads ecosystem may affect your performance or reporting.

Ad sets that include the European Region ^

As people in the European Region use our privacy controls, you may see changes to performance or reporting. [Learn more](#)

Audience definition ⓘ

Your audience selection is fairly broad.



Estimated audience size: 22,600,000 - 26,600,000 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.



TikTok: 17-21 million users in Italy

u

TikTok

Ads Manager

DashboardCampaignToolsAnalytics

LUMSA1113

Reach20241113132406

▼ Ad group 20241113012448

Targeting

We're introducing changes to targeting options for campaigns that include people under the age of 18 in the United States. [Learn more](#)

Saved audience (optional)

Select saved audience

▼ Demographics

Location ?

Italy

Italy x

Search or select locations

Bulk upload

Age

Available audience ?

Fairly broad

17,540,000-21,439,000

Due to data security requirements, your estimated available audience doesn't include anyone under 18 years of age. No ad delivery will be impacted as long as it complies with relevant laws.

Estimated results ?

This campaign uses Campaign budget optimization, so the forecasts assume that the ad group will use 100% of the campaign budget. This campaign or ad group uses a daily budget with no end date, so the forecasts assume that the ad group will run for 30 days.

Brand Management & Media Planning
Stella Romagnoli | LM Marketing & Digital Communication 2024-25

68



We can segment by brand

Nutella lovers (45 million Meta network users...)

Detailed targeting

Include people who match ⓘ

Q nutella

Suggestions Browse

Relevance

Size

Nutella (chocolate)

Size: 38,275,348 - 45,011,810

Interests

Satya Nadella (business leader)

Size: 67,236 - 79,070

Interests

CREPES CON NUTELLA (website)

Size: 170,969 - 201,060

Interests

Audience definition ⓘ

Your audience selection is fairly broad.

Size: 38,275,348 - 45,011,810

Interests > Additional interests > Nutella (chocolate)

Description: People who have expressed an interest in or like pages related to *Nutella (chocolate)*

ⓘ The size of the audience for your selected interests is now shown as a range. These numbers may change over time.

We can segment by interests and behaviors

Detailed targeting
Include people who match ⓘ

Q travel Suggestions Browse

Frequent Travelers	Behaviors
Frequent international travelers	Behaviors
Travel > Commuters	Behaviors
Returned from travels 2 weeks ago	Behaviors
Returned from travels 1 week ago	Behaviors
Travel	Interests
Air travel	Interests



We can segment using the logic OR (Include) AND (Narrow) and Exclude



Detailed targeting

Include people who match ⓘ

Behaviors > Travel

Frequent Travelers

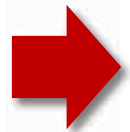
Interests > Hobbies and activities > Travel

Adventure travel

Q Add demographics, interests or behaviors

Suggestions Browse

OR



AND

and must also match ⓘ

Behaviors > Travel

Frequent international travelers

Q Add demographics, interests or behaviors

Suggestions Browse

Narrow further

Exclude people who match ⓘ

Interests > Additional interests

Luxury Travel

Exclude



Evolving changes within the ads ecosystem may affect your performance or reporting.

Ad sets that include the European Region

As people in the European Region use our privacy controls, you may see changes to performance or reporting. [Learn more](#)

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 1,200,000 - 1,400,000 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ

6.4K - 18K





We can create as many **target groups**
as we want to deliver
the **most suitable messages** to each one

4. Set the budget



Choose a budget for your ad

5'20''

The screenshot shows the Facebook Ads Manager interface for creating a new ad set. The left sidebar contains a navigation menu with 'Campaign', 'Ad Set', and 'Ad' sections. The 'Ad Set' section is expanded, showing 'Audience', 'Placements', 'Budget & Schedule', 'Identity', 'Format', 'Media', and 'Text'. The main content area is titled 'Budget & Schedule' and includes the following sections:

- Budget & Schedule:** Define how much you'd like to spend, and when you'd like your ads to appear.
- Optimization for Ad Delivery:** Ad Recall Lift - We'll serve your ads to maximize the total number of people who will remember seeing your ads. To help us improve delivery optimization, we may survey a small section of your audience.
- Cost Control:** Facebook will aim to the most ad recall lift and spend your entire budget.
- Budget and Schedule:** Lifetime Budget, \$150.00 USD. Start: Mar 1, 2020, 10:26 AM. End: Mar 31, 2020, 10:18 AM (Pacific Time). Your ad will run until Tuesday, March 31, 2020. You'll spend up to \$150.00 total.
- When You Get Charged:** Impression.
- Ad Scheduling:** Run ads all the time (selected) or Run ads on a schedule.
- Delivery Type:** Standard - Get results throughout your selected schedule. More Options.

On the right side, there is a 'Switch to Quick Creation' button and a 'Audience Size' section showing a gauge from 'Specific' to 'Broad' with the text 'Your audience is defined.' Below this, it shows 'Potential Reach: 1,500,000 people'. The 'Estimated Daily Results' section shows 'Reach: 942 - 2.7K' with a progress bar. A disclaimer states: 'The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.' A feedback prompt asks 'Were these estimates helpful?'.



The price is set by an **auction**

What this means is that you, as an advertiser, **will say how much you're willing to pay for specific actions** on an ad (like **views, clicks, or conversions**)—you can actually manually adjust this

If you don't, **Facebook will automatically calculate a bid for you** based on your budget and how long you choose to have your ad run.

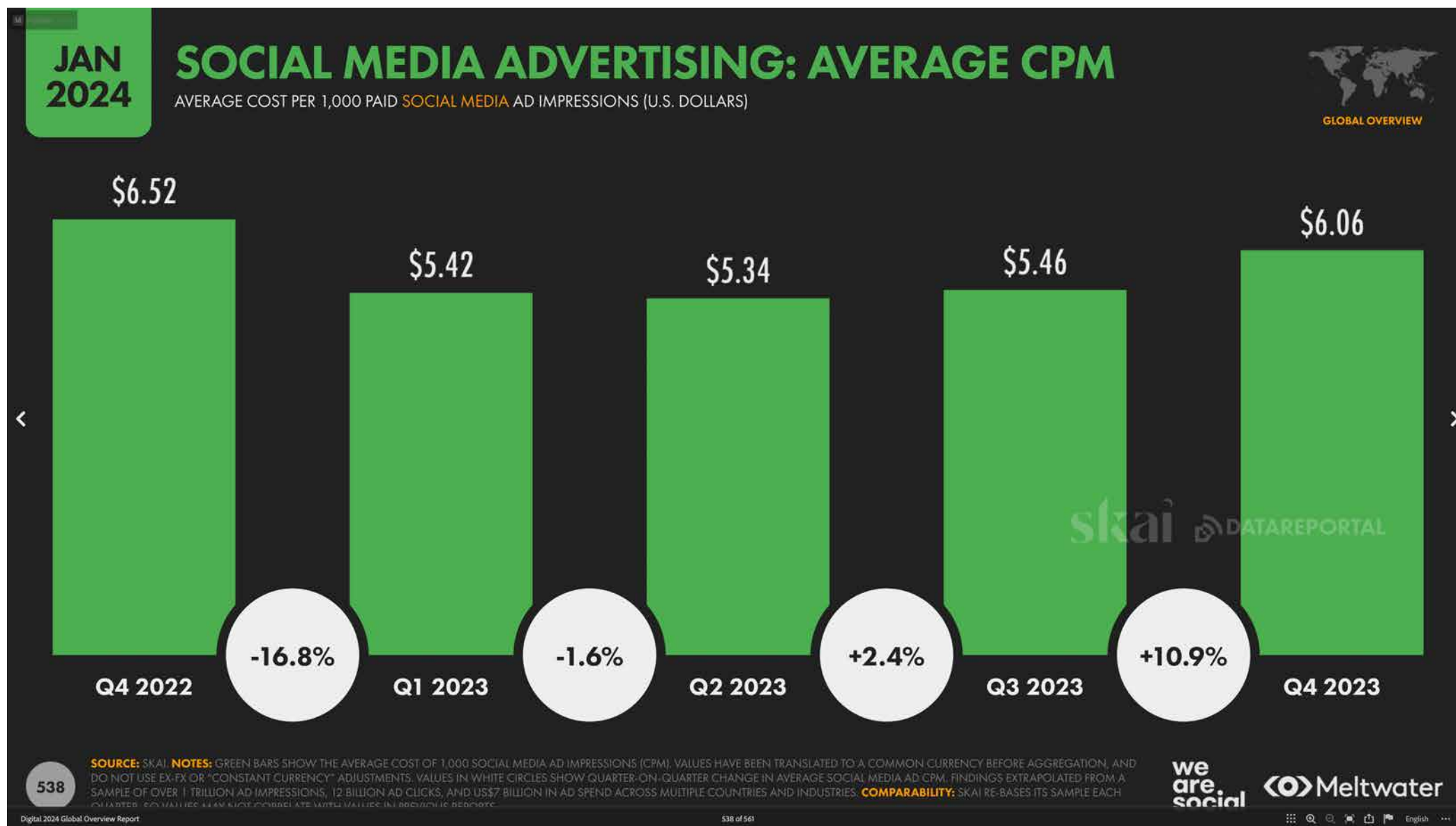
And you pay **CPM**

<https://adespresso.com/blog/facebook-ads-cost/>

Factors that can affect how much Facebook Ads cost

These factors can include:

- **The time of year**, the day of the week, and even the specific hour your campaigns are running. There are peak times, and when competition is highest, costs go up.
- **Your bidding strategy**. You can set an average bid or choose to set a bid limit on each individual bid.
- **The placement you choose**. Different ad placements will have different costs.
- **Relevance**. Your relevance score, which is calculated partially by engagement and clicks
- **The audience** you're targeting. If other advertisers are trying to reach the same audience members, costs go up because their newsfeed space is not unlimited



OK, we are ready

Let's create a FB campaign for this course

We need a Facebook page



My facebook page





**Stella**

**Stella Romagnoli**

**Ads Manager**

**COVID-19 Information Center**

**Friends**

**Groups**
2 new

**Marketplace**

**Videos**
1 new video

**Events**

**Memories**

**See More**

Your Shortcuts

**Lezioni di Stella**

**Roberto Bianchini**

**Rai Radio2**

**Adriana Dri**

**Stefano Bini**

**Giovanni Iodice**

**Massimo Marini**

**What's on your mind, Stella?**

 **Live Video**

 **Photo/Video**

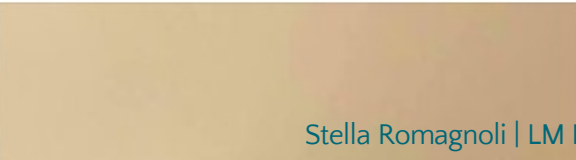
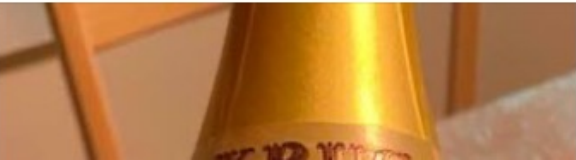
 **Feeling/Activity**

 **Create Room**



**Fulvio Marcello Zendrini**
22h · 🌐

Noi negativi...
Lei positiva !!!



**New notifications from Garrison Williams and Cindy Laleman**

**al 21 Novembre**
webmarketingfestival.it

**Stop Wasting Time Creating Presentations**
infograpia.com

Your Pages ...

Contacts ...

**Aurora Fimiani**

**Elisabetta Angelini**

**Locale Tecnico**

**Costanza de Aloysio**



Ads Manager dashboard



Campaigns

Stella Romagnoli (102036273...

3 Ads With Errors

Updated just now



Discard Drafts

Review and Publish (12)

Error

European Union Customers: Facebook needs to ensure your tax information is correct in order to properly determine the application of Irish Value Added Tax ("VAT").

Please take a moment to update your VAT information.

Ads Updates on Business Resources

Resources for businesses affected by coronavirus (COVID-19) are now all in one place. You can find Ads Manager updates and tools on Business Resources.

Go to Business Resources

Search and filter

This month: Nov 1, 2020 – Nov 12, 2020

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

A/B-Test

Rules

View Setup

Columns: Performance

Breakdown

Reports

		Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	
☐	☒	New Campaign	● In Draft	Using ad s...	Using ad ...	—	—	—	—	—	
☐	☒	JoyCard awareness	● In Draft	Using ad s...	Using ad ...	—	—	—	—	—	
☐	☒	SR traffico web studenti	● In Draft	Using ad s...	Using ad ...	—	—	—	—	—	
☐	☒	New Campaign	● In Draft	Using ad s...	Using ad ...	—	—	—	—	—	



Another way to create an ad



Search Facebook



Stella



Stella Romagnoli



Ads Manager



COVID-19 Information Center



Friends



Groups

• 2 new



Marketplace



Videos

• 1 new video



Events



Memories

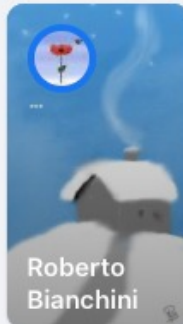


See More

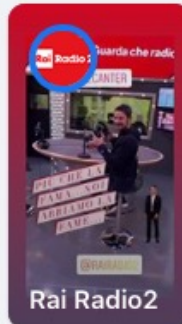
Your Shortcuts



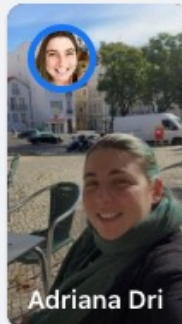
Lezioni di Stella



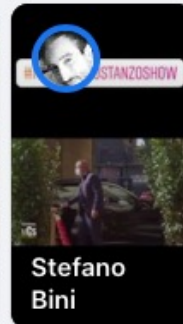
Roberto
Bianchini



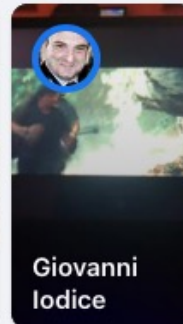
Rai Radio2



Adriana Dri



Stefano
Bini



Giovanni
Iodice



Massimo
Marini



What's on your mind, Stella?



Live Video



Photo/Video



Feeling/Activity



Create Room



Fulvio Marcello Zendrini

22h · 🌐

Noi negativi...
Lei positiva !!!



Create



Post

Share a post on News Feed.



Story

Share a photo or write something



Life Event

Add a life event to your profile.



Page

Connect with customers or fans.



Ad

Advertise your business, brand or organization.



Group

Connect with people who share your interests.



Event

Bring people together with a public or private event.



Marketplace Listing

Sell items to people in your community.



Fundraiser

Raise money for a cause you care about.

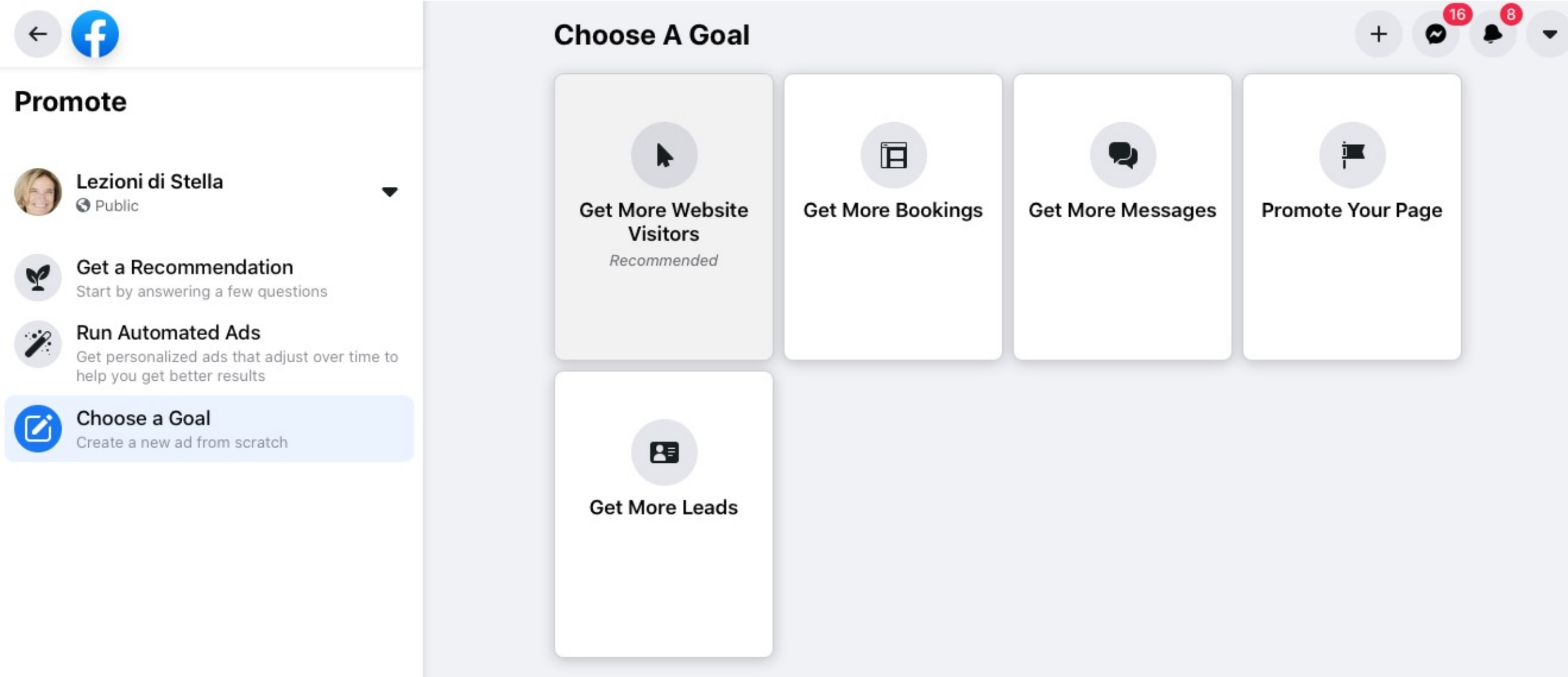


Bruna Vergani

But it's better to go to **Ads Manager**

The screenshot shows the Facebook 'Promote' interface. On the left, the 'Promote' sidebar lists options: 'Lezioni di Stella' (Public), 'Get a Recommendation', 'Run Automated Ads', and 'Choose a Goal' (highlighted). The main area is titled 'Choose A Goal' and displays five options: 'Get More Website Visitors' (Recommended), 'Get More Bookings', 'Get More Messages', 'Promote Your Page', and 'Get More Leads'. At the bottom, a dark notification bar with a red arrow pointing to it says 'Looking for more advanced tools? [Go to Ads Manager](#)'.

Otherwise, after selecting your goal...



The image shows the Facebook Ads Manager interface for the page 'Lezioni di Stella'. On the left sidebar, under the 'Promote' section, there are four options: 'Get a Recommendation' (Start by answering a few questions), 'Run Automated Ads' (Get personalized ads that adjust over time to help you get better results), 'Choose a Goal' (Create a new ad from scratch), and 'Promote' (highlighted). The main area is titled 'Choose A Goal' and displays five goal options: 'Get More Website Visitors' (Recommended), 'Get More Bookings', 'Get More Messages', 'Promote Your Page', and 'Get More Leads'. The 'Get More Website Visitors' option is highlighted with a light blue background.

Promote

Lezioni di Stella
Public

Get a Recommendation
Start by answering a few questions

Run Automated Ads
Get personalized ads that adjust over time to help you get better results

Choose a Goal
Create a new ad from scratch

Choose A Goal

- Get More Website Visitors**
Recommended
- Get More Bookings**
- Get More Messages**
- Promote Your Page**
- Get More Leads**

They force you to create the ad...



Promote Your Website

Ad Creative

How do you want your ad to look?

Description

Education

1/5 · Select multiple images or videos to create a carousel.



Headline

Lezioni Di Stella

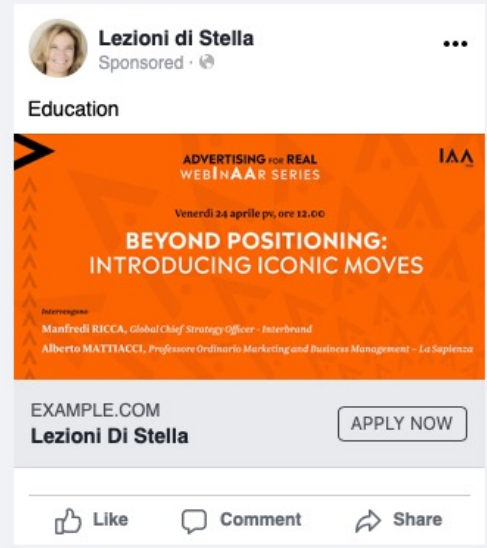
17 / 25 Characters

 We Found 1 Error

Ad Account

Stella Romagnoli (10203...

Ad Preview



See All Previews

Estimated Daily Results

People Reached  374 - 1.1K

[Promote Now](#)

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



With **Ads Manager** we can create Campaigns, Ad Sets & Ads

Search and filter

This month: Nov 1, 2020 – Nov 12, 2020

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

More

View Setup

Columns: Performance

Breakdown

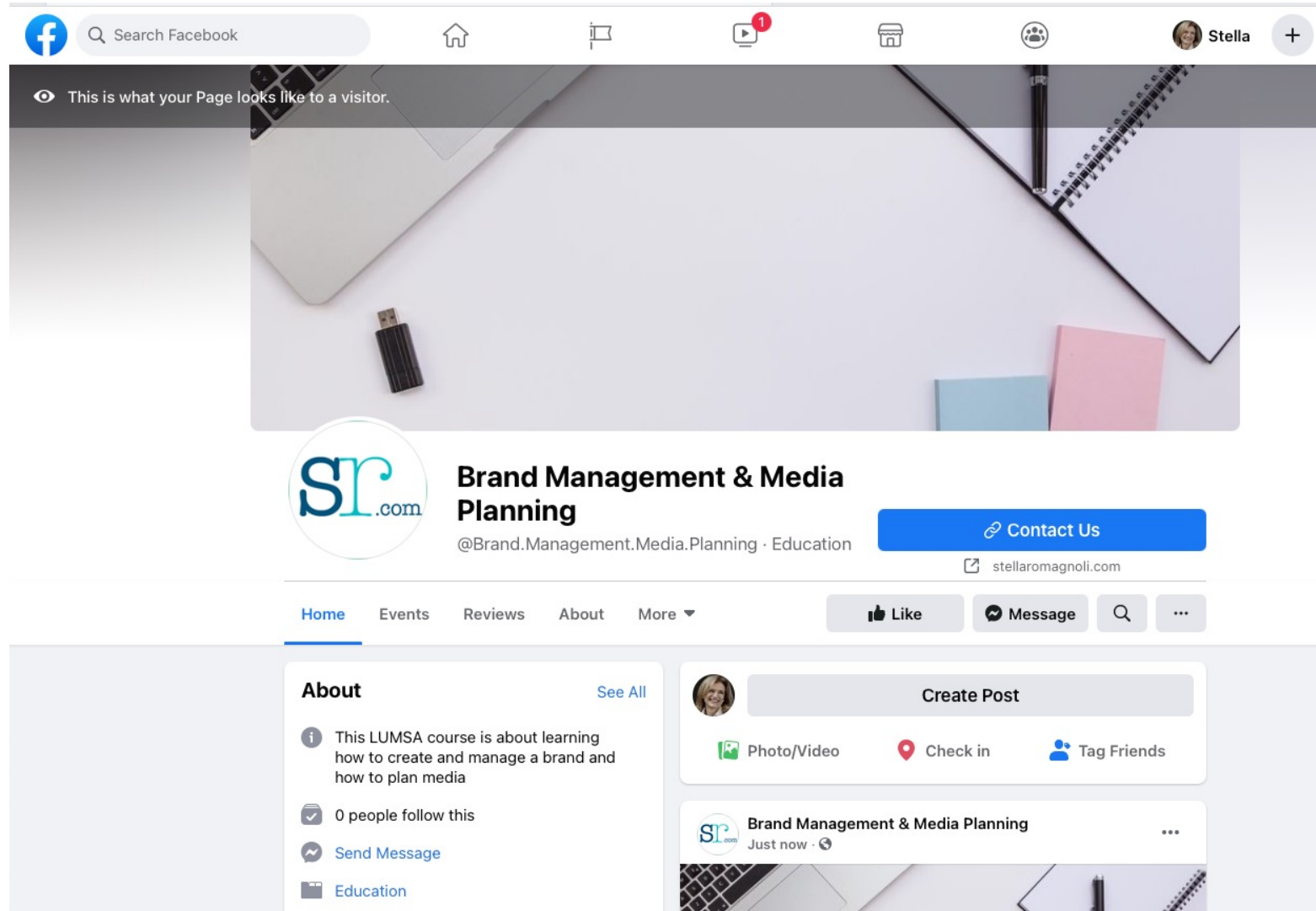
Reports

		Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result
	☐	New Campaign	☒ In Draft	Using ad s...	Using ad ...	—	—	—	—

1. We need to define our goals



Campaign objective: **drive more traffic** to my webpage





I choose Traffic

Create new campaign New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

Find your objective

Choose a campaign objective

☐ Awareness

☒ Traffic

☐ Engagement

☐ Leads

☐ App promotion

☐ Sales

Traffic

Send people to a destination, like your website, app or Facebook event. [Learn more](#)

Good for:

- Link clicks ⓘ
- Landing page views ⓘ
- Messenger and WhatsApp ⓘ
- Calls ⓘ

Name your campaign • Optional

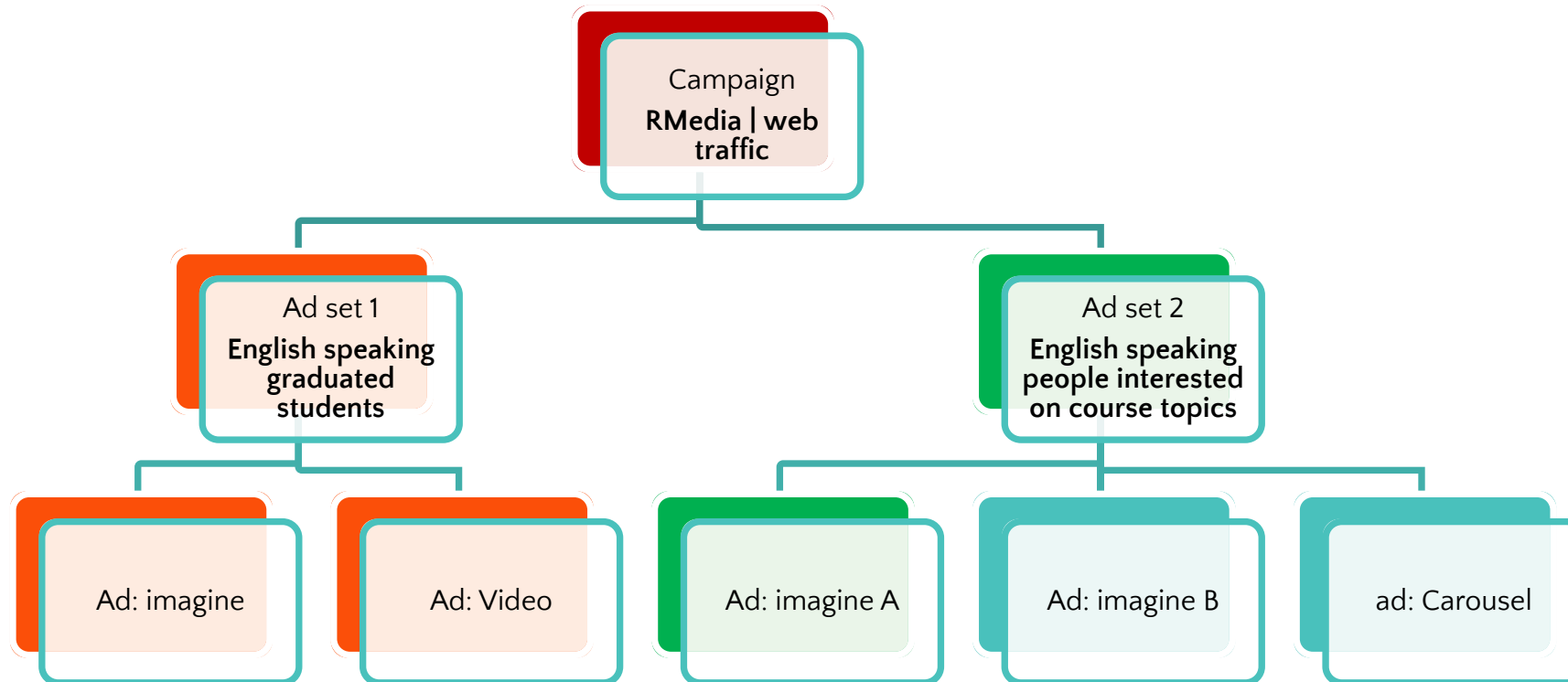
[Learn more](#)



My Facebook campaign

1. My goal is: **increasing traffic** to my webpage
2. Campaign structure: **2 ad groups** for 2 target groups

Campaign structure





My Facebook campaign

1. My goal is: **increasing traffic** to my FB page
2. Campaign structure: **2 ad groups** for 2 target groups
 - **Target audience (1 target group)**: English speaking graduated student 21–25 years old, living in Rome
 - For my ad group I'll prepare **different ads** (1 video, 1 image, 1 carousel...)
3. **Budget...**



Let's create a new campaign



Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

A/B Test

Rules

View Setup

Columns: Performance

		Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result
☐	☒	New Campaign	In Draft	Using ad set bid...	Using ad s...	—	—	—	—
☐	☒	JoyCard awareness	In Draft	Using ad set bid...	Using ad s...	—	—	—	—
☐	☒	SR traffico web studenti	In Draft	Using ad set bid...	Using ad s...	—	—	—	—
☐	☒	New Campaign	In Draft	Using ad set bid...	Using ad s...	—	—	—	—
> Results from 4 campaigns							— People	— Total	—



After defining our objective we need to **give a name** to the campaign

The screenshot shows the Facebook Ads Manager interface. On the left sidebar, there are three options: 'Traffic Campaign for BMMP website', 'New Traffic Ad Set', and 'New Traffic Ad'. A red arrow points to 'New Traffic Ad Set'. In the main area, the breadcrumb trail shows 'Traffic Campaign for BMMP website' > '1 Ad set' > '1 Ad'. Below this, there are 'Edit' and 'Review' buttons. The 'Campaign name' section has an input field containing 'Traffic Campaign for BMMP website' and a 'Create template' button.



And we go on

Traffic Campaign for BMMP website

New Traffic Ad Set

New Traffic Ad

Traffic Campaign for BMMP website

1 Ad set

1 Ad

In draft

Edit

Review

Campaign name

Traffic Campaign for BMMP website

Create template

Special Ad Categories

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories

No categories declared

Campaign details

See recommendations

Buying type

Auction

Campaign objective ⓘ

Traffic

Show more options

A/B Test

Create A/B Test

Try different images, ad text, audiences, and more to see which one performs best. [Learn more](#)

Advantage campaign budget ⚡

Off

Advantage campaign budget will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Close

✓ All edits saved

Next



Let's create the first ad set

Traffic Campaign for BMMP website > **Traffic BMMP Ad Set Graduated students** > 1 Ad In draft

[Edit](#) [Review](#)

Ad set name

Traffic BMMP Ad Set Graduated students [Create template](#)

Conversion

Conversion location
Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ **Website**
Send traffic to your website.

☐ **App**
Send traffic to your app.

☐ **Messenger**
Send traffic to Messenger.

☐ **WhatsApp**
Send traffic to WhatsApp.

☐ **Calls**
Get people to call your business.

Dynamic creative Off
Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats, templates or audio based on one or more elements. [Learn more](#)

Performance may be impacted
Evolving changes within the ads ecosystem may affect your performance or reporting.
Ad sets that include the European Region

Audience definition
Your audience selection is fairly broad.
Specific ————— Broad

Estimated audience size: 35,700,000 - 42,000,000 ⓘ
Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ
6.4K - 18K

Link clicks ⓘ
361 - 1.0K



Then we set the budget and the schedule

Budget & schedule

Budget ⓘ

Daily Budget ▼

€20.00

EUR

You'll spend up to €25.00 on some days, and less on others. You'll spend an average of €20.00 per day and no more than €140.00 per calendar week. [Learn more](#)

Schedule ⓘ

Start date

Oct 30, 2022

10:10 AM

Rome Time

End

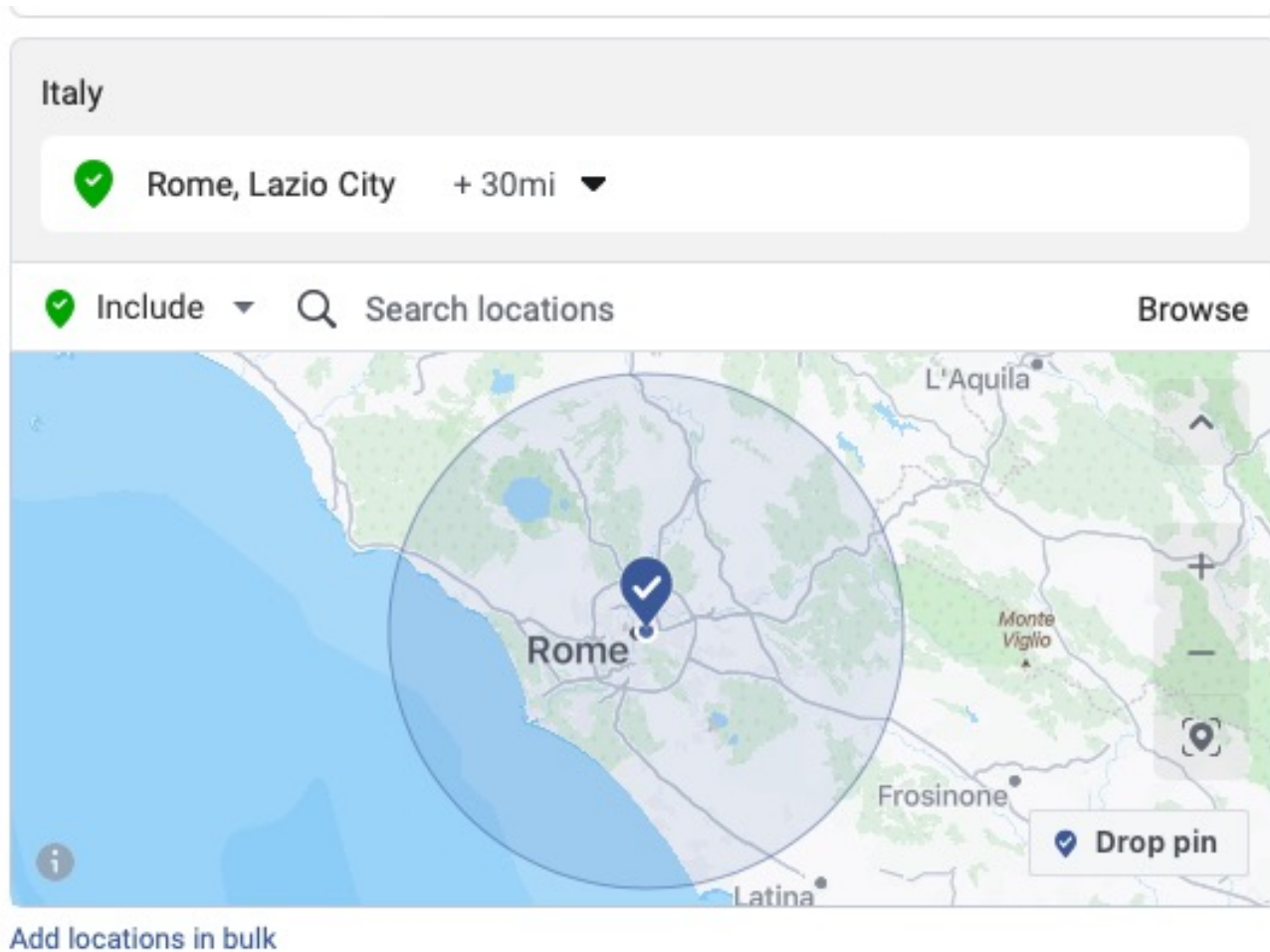
☒ Set an end date

Dec 20, 2022

12:00 AM

Rome Time

Then we have to **define the target audience**



your targeting selections and available data.

Estimated daily results

Reach ⓘ

6.1K - 18K

Link clicks ⓘ

364 - 1.1K

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

📶 Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Meta technologies.



To define the characteristics of your target group we click on the pen (**EDIT**)

Age

22 ▼	35 ▼
------	------

Gender

All genders

  Edit



After the geographic, age and gender segmentation **SKIP** the Advantage+ audience... **USE** the original audience

✓ Advantage+ audience ↗

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)

⊕ Audience suggestion (optional)

Save audience

[Switch to original audience options](#)

Using Advantage+ audience may improve performance

Let our advanced ad technology automatically find the audience for this campaign to help improve performance. You can still set limits to control who can and can't see your ads. [About Advantage+ audience](#)

Potential outcome

Up to 33% lower cost per result

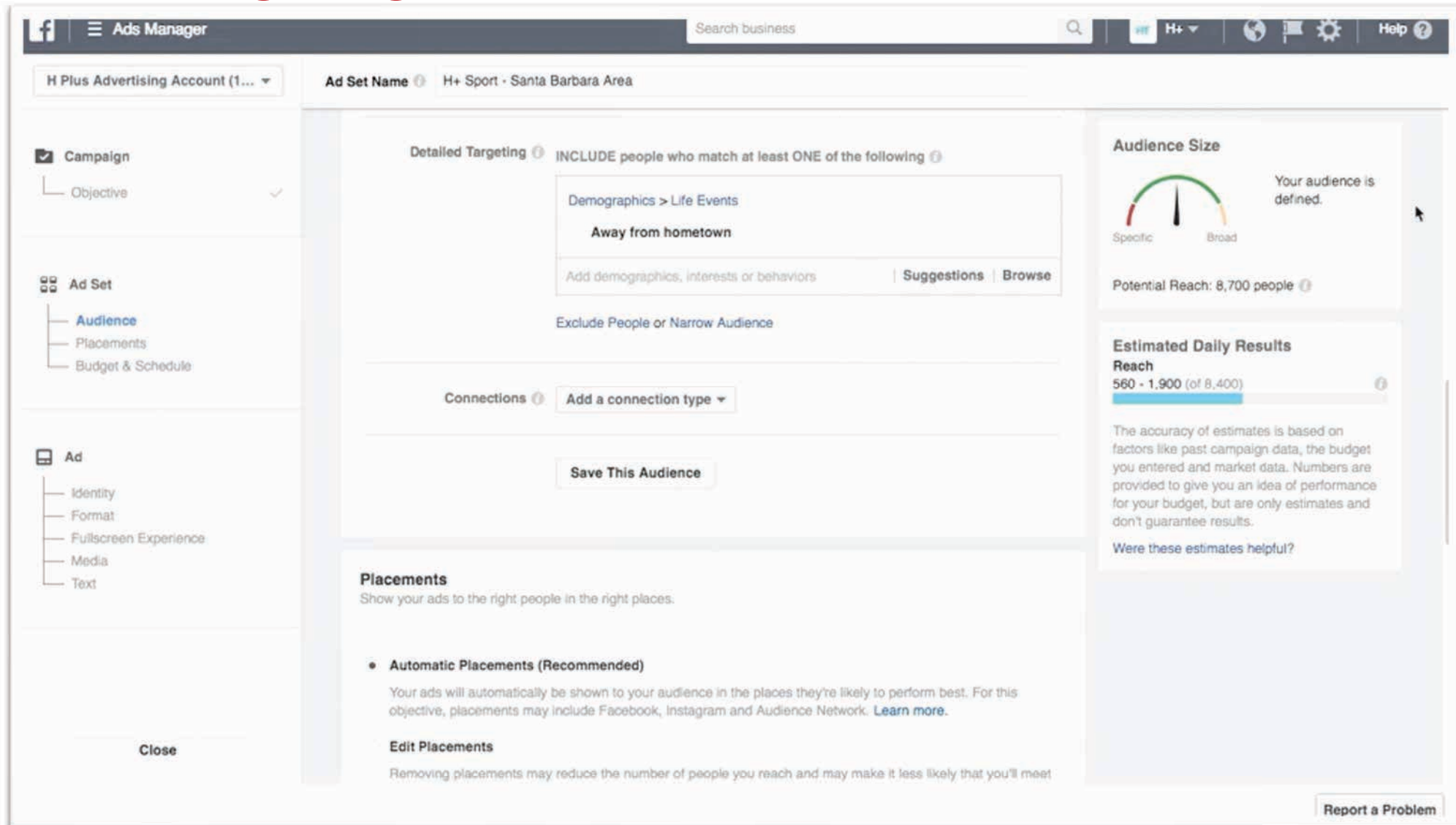
Based on our experim

Use original audience

Use Advantage+ audience

Detailed targeting with Facebook

3'05''



The screenshot displays the Facebook Ads Manager interface for an "H Plus Advertising Account". The "Ad Set Name" is "H+ Sport - Santa Barbara Area". The "Detailed Targeting" section is active, showing "INCLUDE people who match at least ONE of the following". The selected targeting is "Demographics > Life Events" with the option "Away from hometown". Below this, there are links for "Add demographics, interests or behaviors", "Suggestions", and "Browse". There is also an option to "Exclude People or Narrow Audience".

The "Audience Size" section shows a gauge indicating the audience is defined, with "Potential Reach: 8,700 people". The "Estimated Daily Results" section shows "Reach" of "560 - 1,900 (of 8,400)". A note states: "The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results." A link "Were these estimates helpful?" is also present.

The "Placements" section is titled "Automatic Placements (Recommended)" and states: "Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)" There is also an "Edit Placements" section with the text: "Removing placements may reduce the number of people you reach and may make it less likely that you'll meet".

The left sidebar shows the navigation menu with "Campaign" selected, and sub-options "Objective", "Ad Set", and "Ad". The "Ad Set" sub-option is further expanded to show "Audience", "Placements", and "Budget & Schedule". The "Ad" sub-option is also expanded to show "Identity", "Format", "Fullscreen Experience", "Media", and "Text".



I look for variables that are consistent with the target group of my first ad set



Italy

✓ Rome, Lazio City + 30mi ▼

✓ Include ▼ 🔍 Search locations Browse

Drop pin

Add locations in bulk

Age

22 ▼ 35 ▼

Gender

All genders

Detailed targeting

Include people who match ⓘ

Demographics > Education > Education level

College grad

Interests > Additional interests

Business school (higher education)

Graduation (event)

Master's degree (higher education)

University (higher education)

Performance may be impacted

Evolving changes within the ads ecosystem may affect your performance or reporting.

Ad sets that include the European Region ▼

Audience definition

Your audience is defined.



Estimated audience size: 458,100 - 538,900 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ

6.5K - 19K

Link clicks ⓘ

310 - 895

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Meta technologies.

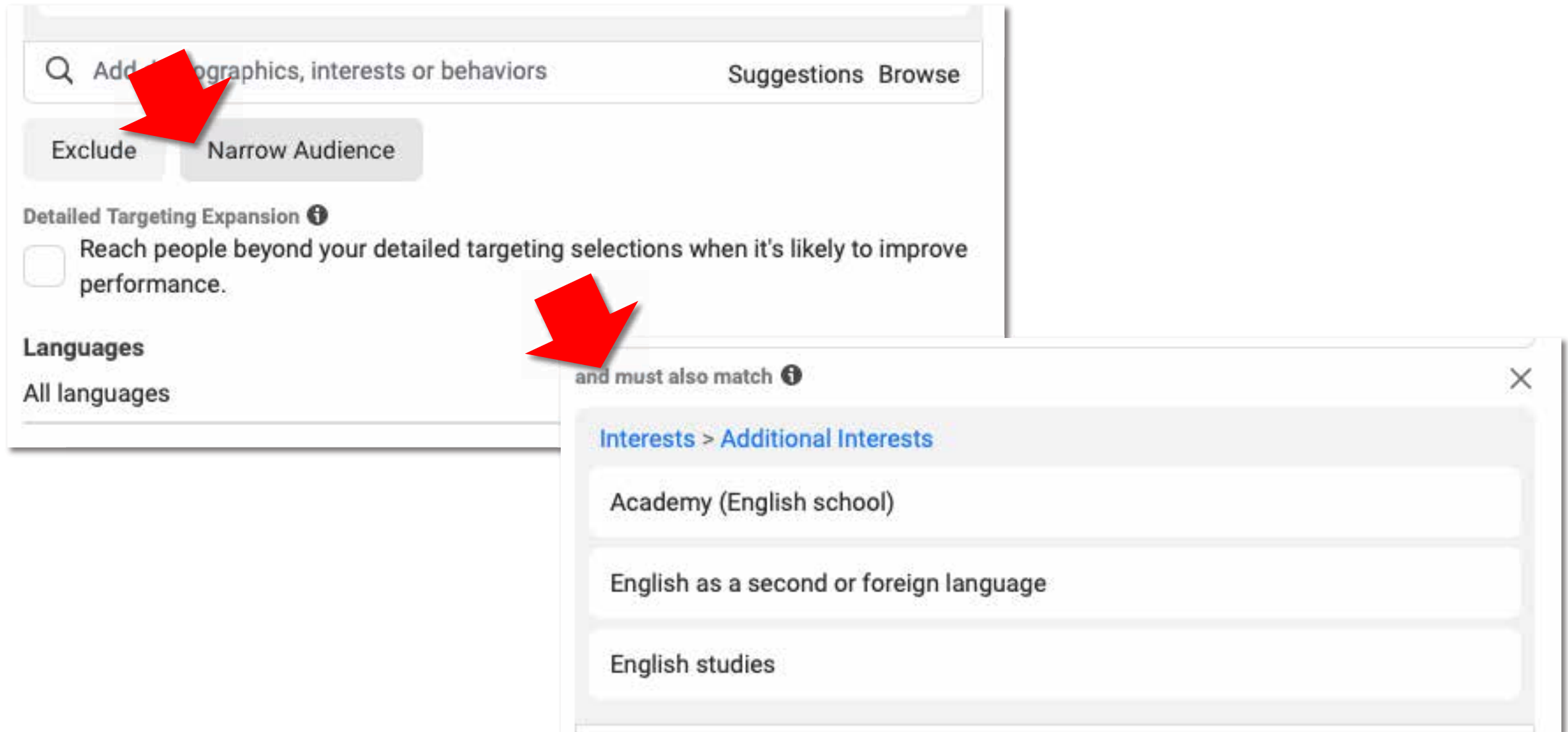


ATTENTION:
I am **adding up** people with these
characteristics!
(this is a **LOGIC OR!**)

If you want your target audience to have **two or more characteristics at the same time**, you have to use the «**NARROW AUDIENCE**» option

To NARROW the audience, we have to use the
«**NARROW**» option:
The **LOGIC AND**
(people must ALSO have those characteristics)

Logic “and”



The image shows the Facebook Ads targeting interface. A red arrow points to the search bar labeled "Add demographics, interests or behaviors". Another red arrow points to the "Narrow Audience" button. Below this, the "Detailed Targeting Expansion" section is visible, with a checkbox for "Reach people beyond your detailed targeting selections when it's likely to improve performance." The "Languages" section shows "All languages". A dropdown menu is open, showing "and must also match" followed by a list of interests: "Academy (English school)", "English as a second or foreign language", and "English studies".

Search: Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience

Detailed Targeting Expansion ⓘ

☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages

All languages

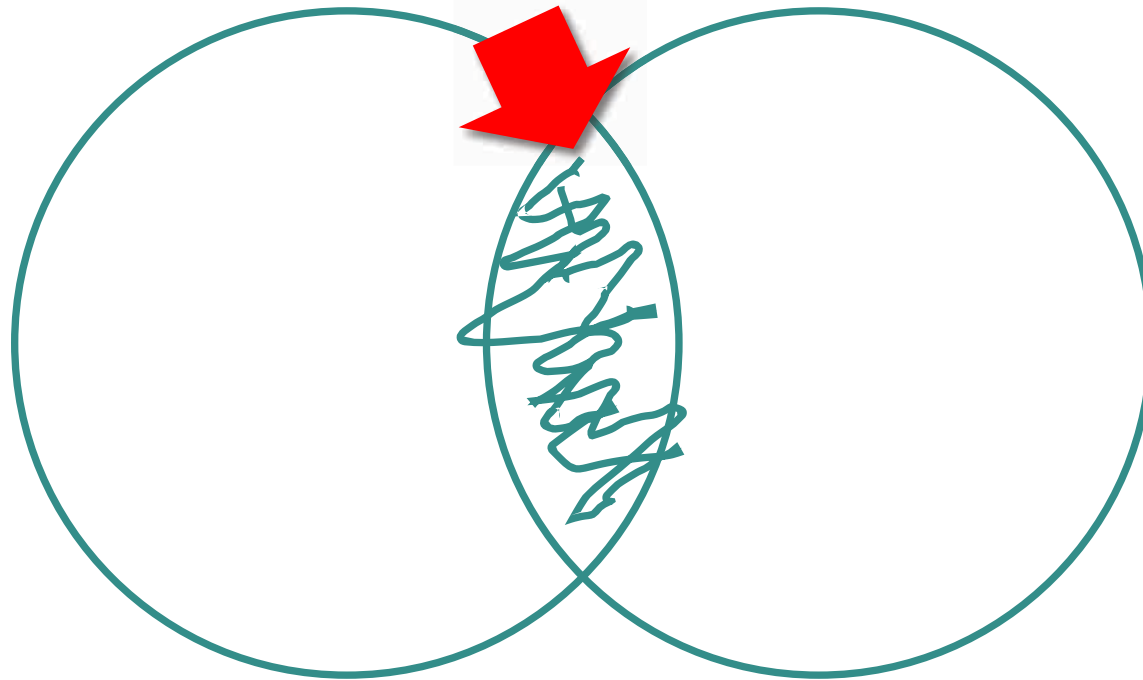
and must also match ⓘ

Interests > Additional Interests

- Academy (English school)
- English as a second or foreign language
- English studies



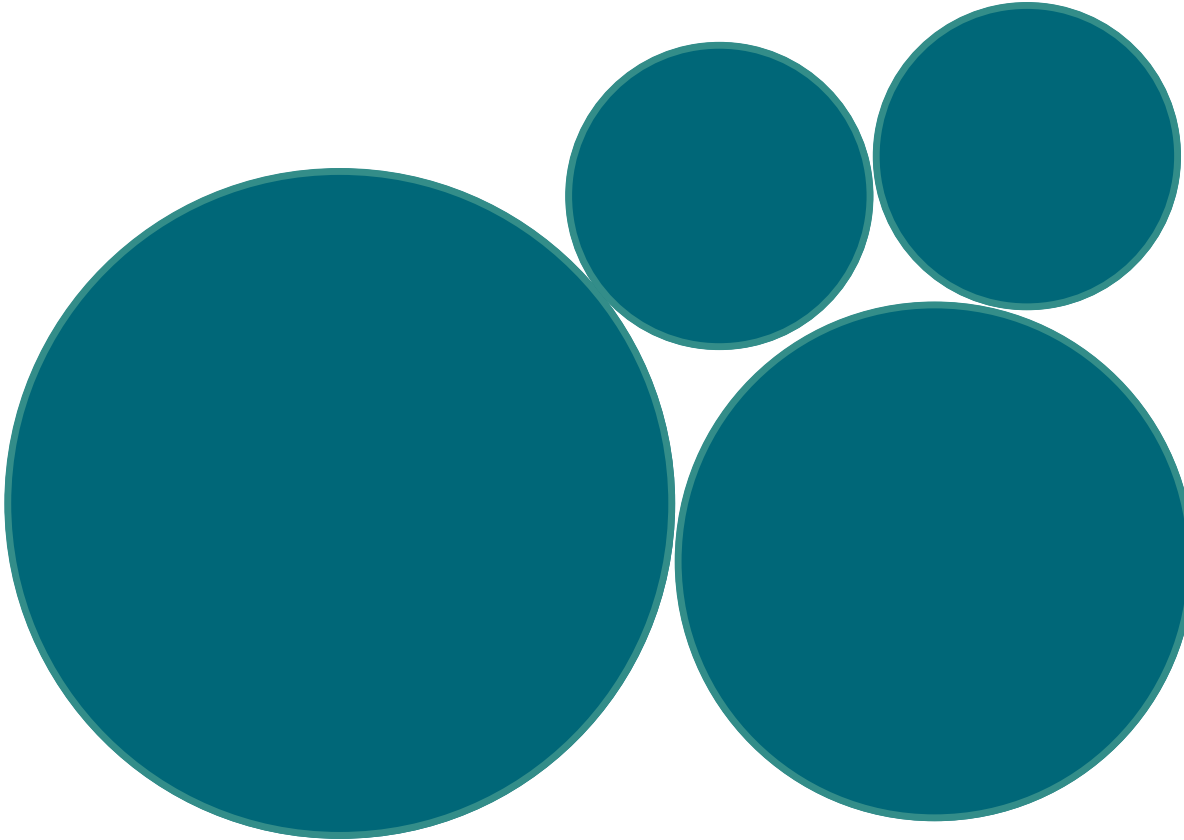
With narrow audience your target get smaller



LOGIC AND



If you keep adding variables the target audience becomes larger



LOGIC OR

Detailed targeting

Include people who match ⓘ

College grad

Interests > Additional interests

Business school (higher education)

Graduation (event)

Master's degree (higher education)

University (higher education)

Suggestions Browse

and must also match ⓘ

Interests > Additional interests

Content marketing (marketing)

Marketing communications (marketing)

Interests > Business and industry > Online (computing)

Online advertising (marketing)

Social media marketing (marketing)

Ad sets that include the European Region

Audience definition

Your audience is defined.

Specific Broad

Estimated audience size: 250,900 - 295,100 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ

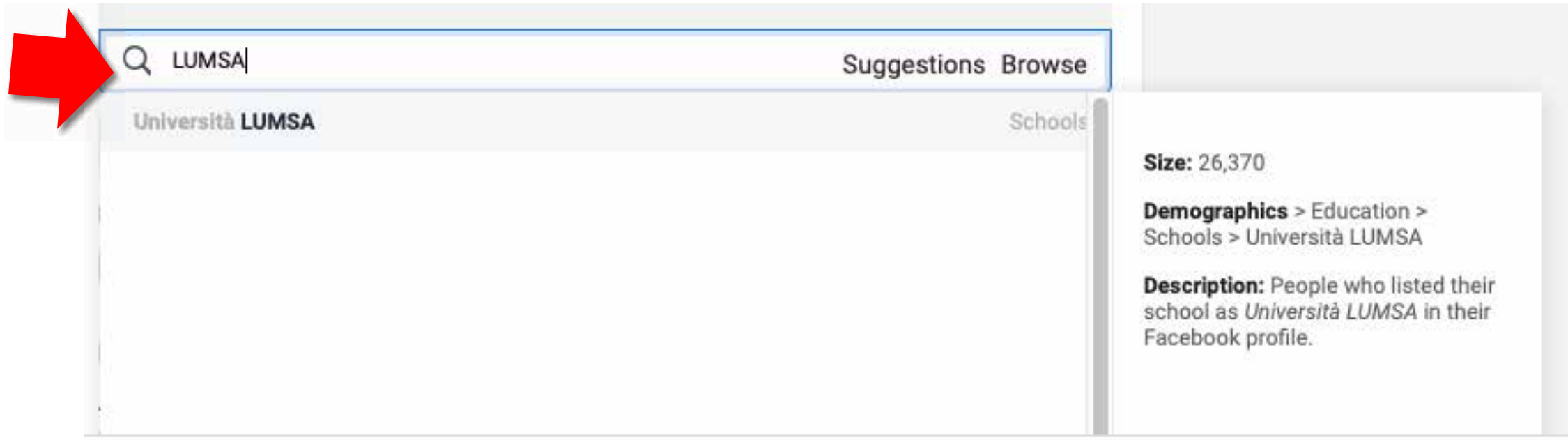
5.1K - 15K

Link clicks ⓘ

226 - 654

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

We could also choose people interested in LUMSA



A screenshot of a Facebook search interface. A red arrow points to the search bar where 'LUMSA' is entered. Below the search bar, a dropdown menu shows 'Università LUMSA' as a suggestion, with 'Schools' listed to its right. To the right of the search results, a sidebar displays statistics for the selected entity: 'Size: 26,370', 'Demographics > Education > Schools > Università LUMSA', and a 'Description: People who listed their school as *Università LUMSA* in their Facebook profile.'

Q LUMSA| Suggestions Browse

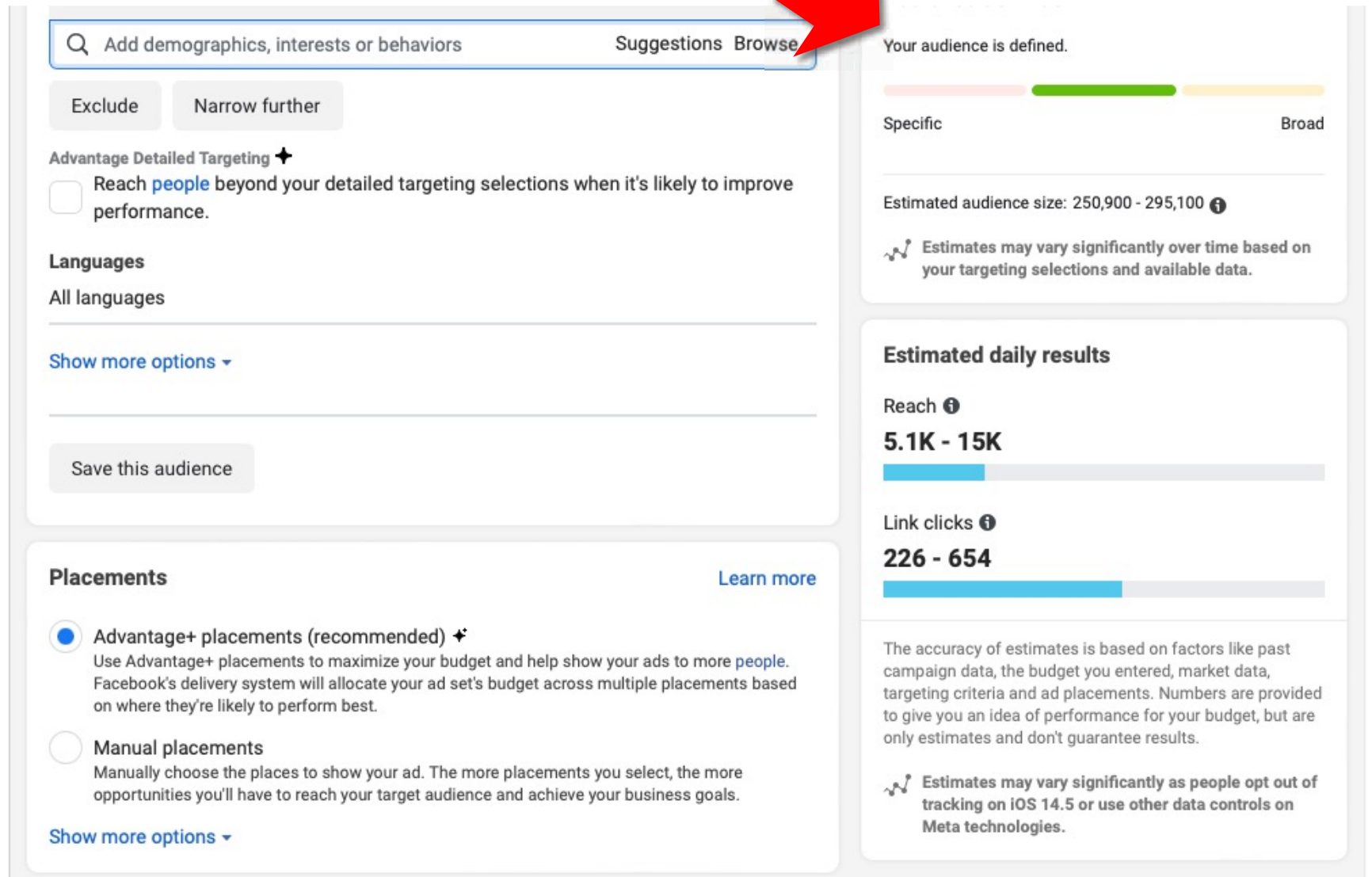
Università LUMSA Schools

Size: 26,370

Demographics > Education > Schools > Università LUMSA

Description: People who listed their school as *Università LUMSA* in their Facebook profile.

Check the meter



Search: Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow further

Advantage Detailed Targeting ✦

☐ Reach **people** beyond your detailed targeting selections when it's likely to improve performance.

Languages

All languages

[Show more options](#) ▼

Save this audience

Placements [Learn more](#)

☒ **Advantage+ placements (recommended)** ✦
Use Advantage+ placements to maximize your budget and help show your ads to more **people**. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ **Manual placements**
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show more options](#) ▼

Your audience is defined.

Specific Broad

Estimated audience size: 250,900 - 295,100 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ
5.1K - 15K

Link clicks ⓘ
226 - 654

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Meta technologies.



Then we choose the placement: **SKIP the Advantage+ placement... choose manual placement**

Placements

Choose where your ad appears across Meta technologies. [Learn more](#)

Advantage+ placements ✦ [Edit](#)

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

☐ **Advantage+ placements (recommended)**

Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Use Advantage+ placements to help improve your results

Including more placements often helps you find a wider audience. The more places your ad is displayed, the more chances your target audience has to see it. [About Advantage+ placements](#)

[Use Advantage+ placements](#)

☒ **Manual placements**

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

☐ **Run a 4-day A/B test to compare manual against Advantage+ placements**

Devices

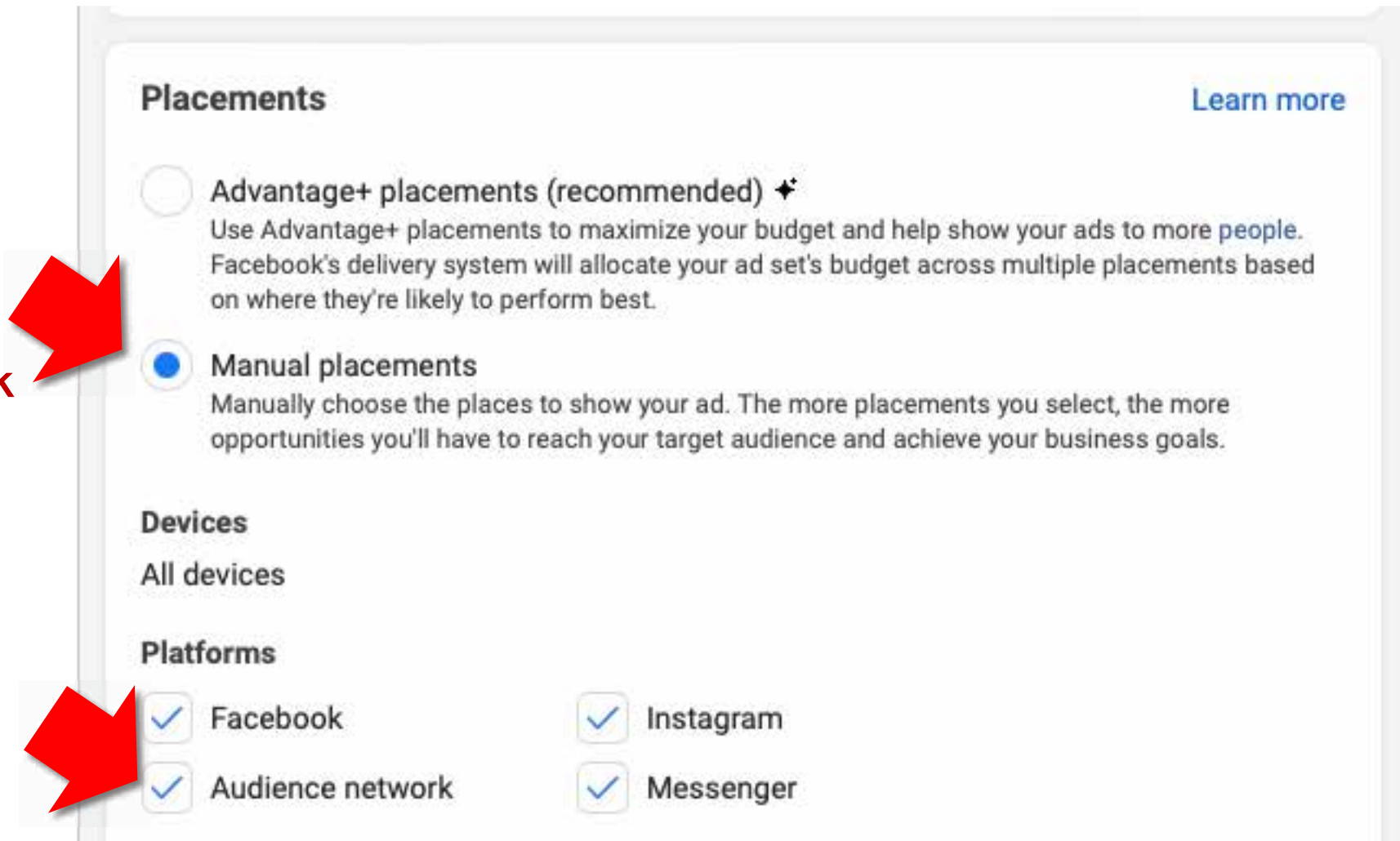
All devices

Platforms

☒ Facebook ☒ Instagram

Then we choose the placement

I need to uncheck
the automatic
placement
(default)



The screenshot shows the 'Placements' section of a Facebook ad campaign setup. It features two radio button options: 'Advantage+ placements (recommended)' and 'Manual placements'. The 'Manual placements' option is selected. Below this, there are sections for 'Devices' (set to 'All devices') and 'Platforms' (with checkboxes for Facebook, Audience network, Instagram, and Messenger, all of which are checked). A red arrow points to the 'Manual placements' radio button, and another red arrow points to the 'Facebook' checkbox in the Platforms section.

Placements [Learn more](#)

☐ Advantage+ placements (recommended) ✦
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☒ Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices
All devices

Platforms

☒ Facebook	☒ Instagram
☒ Audience network	☒ Messenger



Platforms

- | | |
|---|---|
| ☐ Facebook | ☒ Instagram |
| ☐ Audience Network | ☐ Messenger |

Asset Customization

7 / 15 placements that support asset customization
[Select All](#)

Placements

Feeds	
Get high visibility for your business with ads in feeds	
Facebook News Feed	☒
Instagram Feed	☒
Facebook Marketplace	☐
Facebook Video Feeds	☐
Facebook Right Column	☐
Instagram Explore	☒
Messenger Inbox	☐

Stories	
Tell a rich, visual story with immersive, fullscreen vertical ads	
Instagram Stories	☒
Facebook Stories	☒
Messenger Stories	☐



Stories

We recommend **fullscreen vertical (9:16)** images or videos.

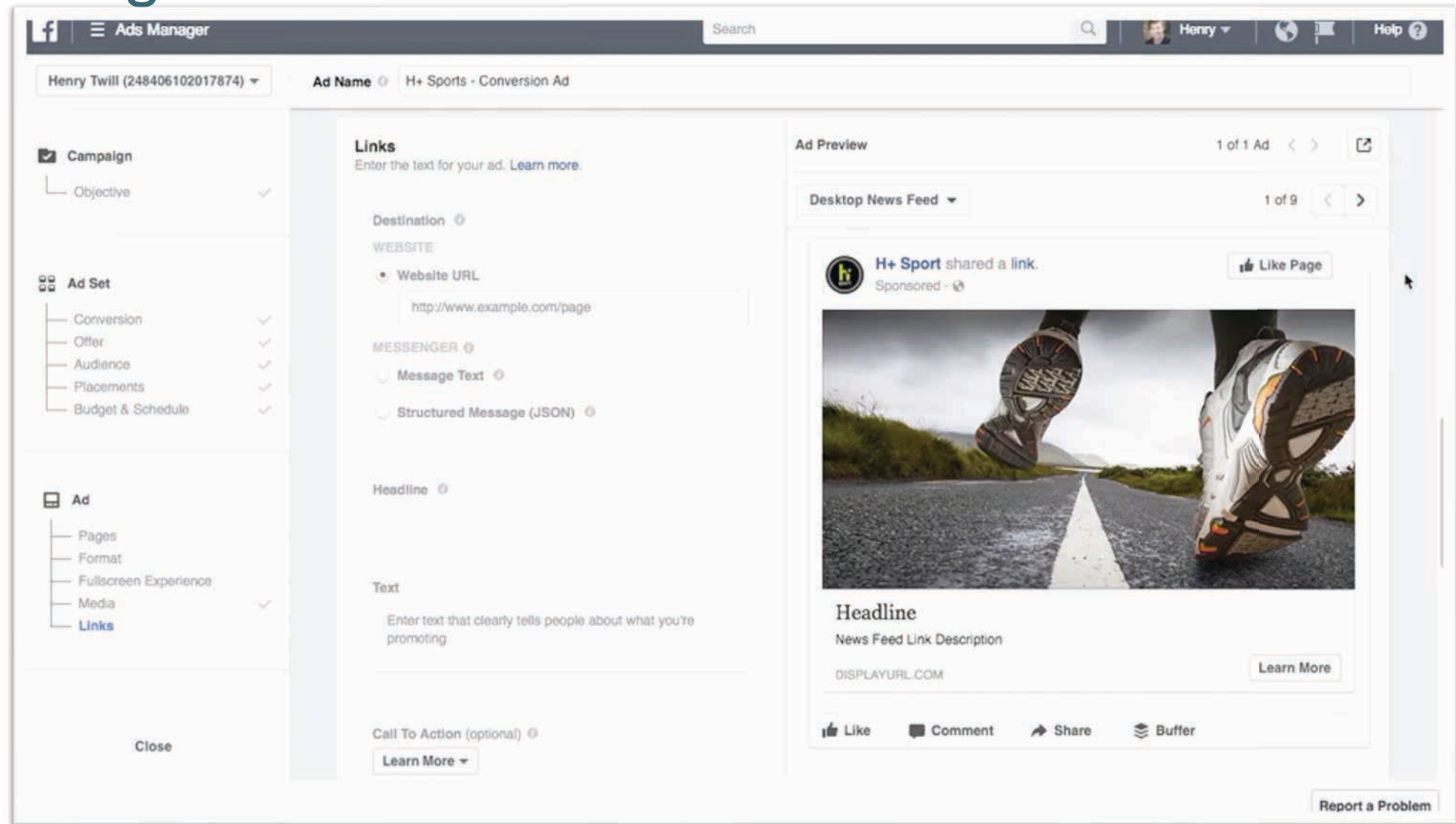
We have to check
where we want our
ad appears
(and uncheck what
we don't want)
**For Facebook
EVERYTHING IS
CHECKED BY
DEFAULT**



And now let's be creative!

Creating the ad content

6'35"



The screenshot displays the Facebook Ads Manager interface. The top navigation bar includes the Facebook logo, 'Ads Manager', a search bar, and user information for 'Henry'. The main content area is divided into three sections:

- Left Sidebar:** Contains navigation options for 'Campaign', 'Ad Set', and 'Ad'. Under 'Ad Set', 'Conversion' is selected. Under 'Ad', 'Links' is selected.
- Central Form:** Titled 'Links', it includes fields for 'Destination' (WEBSITE), 'Website URL' (http://www.example.com/page), 'Message Text', 'Structured Message (JSON)', 'Headline', and 'Text'. A 'Call To Action (optional)' dropdown is at the bottom.
- Right Preview:** Shows a preview of the ad in a 'Desktop News Feed' context. It features a post from 'H+ Sport' with a photo of running shoes on a road, a headline, and a description.

Primary
Text

Headline

Description

 Facebook
Feeds



Romagnolimedia

Sponsored · 

Learn how to implement a communication
strategy



stellaromagnolilezioni.com

Become an IMC genius!

How to be successful thr...

Learn more



Like



Comment



Share



Instagram
Feed

Instagram



Romagnolimedia

Sponsored



Call to
action



Learn how to implement a communication strategy

We can preview all the placements

Clear All

 premiazione_banner.jpg
1200 x 883

Edit ▼ Turn into Video

Edit Placement

 Select a placement to edit ▼

☆ **New Optimizations for Instagram Stories**  

We'll automatically optimize ad creative for Instagram Stories, including non-fullscreen media or longer amounts of text. You can preview these ad variations.

[Learn More](#)

Primary Text

Learn and have fun with our course

 [Add Another Option](#)

Headline · Optional

Learn how to create a brand and plan an advertising campaign

 [Add Another Option](#)

Description · Optional

With real case-studies and games you will learn while having fun|

 **Facebook Feeds**

7 Placements [View More Variations](#)  ▼

Feeds

Stories

Search



In-Article **Brand Management & Media Planning**

Stella Romagnoli | LM Marketing & Digital Communication 2024-25

And get the **tracking pixel** to analyze the conversions

Tracking

Conversion Tracking

☒ Facebook Pixel

● Pixel di Stella Romagnoli
ID:481779902006235

App Events ⓘ [Set Up](#)

Offline Events ⓘ

URL Parameters · Optional

key1=value1&key2=value2

[Build a URL Parameter](#)



Last but not least... the credit card

Add Payment Information

Country and Currency

Italy, Euro (EUR)

Edit

Business and Tax Info

Optional - Add a tax ID or address

Edit

Add Payment Method

Debit or Credit Card

VISA

MasterCard

AMEX

☒

PayPal

☐

Online Banking

☐

Facebook Ad Credit

☐

Your payment methods are saved and stored securely.

Terms Apply

Close

Next

Reports And successful metrics



Successful metrics

3'48''

Account: Megan Adams

Report: Sample Report [Save Changes](#)

Search Filters Lifetime: Jul 30, 2009 – Oct 5, 2017

Account Overview **Campaigns** Ad Sets Ads

+ Create Campaign Edit Duplicate Campaigns... Create Rule More

Columns: Custom Breakdown Export

	Campaign Name	Reach	CPM (Cost per 1,000 Impressions)	Cost per Page Like	Cost per Any Action	Actions	Amount Spent
☐	☒ Podium Page Likes	88,393	\$0.11	\$0.03	\$0.03	1,557	\$44.03
☐	☐ REVEAL Page Likes	72,895	\$0.36	\$0.17	\$0.06	1,744	\$147.91
☐	☒ Indigo Page Likes	67,693	\$0.15	\$0.02	\$0.01	2,175	\$28.13
☐	☒ AIR Page Likes	67,117	\$0.10	\$1.26	\$1.03	44	\$45.43
☐	☐ DLC Page Likes	59,248	\$0.87	\$0.05	\$0.02	3,806	\$88.14 of \$88.1
☐	☒ Post: "Cats have their own s...	55,490	\$1.42	\$0.89	\$0.01	7,301	\$80.00 of \$80.0
☐	☐ RnR Wellness - Page Likes	27,685	\$1.00	\$1.29	\$0.93	82	\$76.10
☐	☐ DLC Page Likes	20,345	\$0.87	\$0.05	\$0.02	3,806	\$88.14 of \$88.1
	Results from 262 campaigns (Excludes deleted items)	1,199,838 People	\$0.62 Per 1,000 Impressions	\$0.27 Per Action	\$0.08 Per Action	29,446 Total	\$2,238.18 Total Spent

[Report a Problem](#)

An example: Trenitalia campaign

Nome dell'inserzione	Risultati	Copertui	Impression	Costo per risultato	Importo speso	Frequenzi	Clic unici sul link	Clic sul link
 VIDEO TI CHIAMANO SIGNORA?	31.074 Visualizzazioni della...	1.083.176	3.332.879	€ 0,24 Per visuali...	€ 7510,64	3,08	40.672	44.590
Facebook	30.841	1.044.555	3.262.710	€ 0,24	€ 7353,93	3,12	40.128	44.137
Instagram	433	57.548	70.169	€ 0,36	€ 156,71	1,22	544	453
 CAROSELLO TI CHIAMANO GIÀ SIGNORA?	13.626 Visualizzazioni della...	1.618.116	3.051.170	€ 0,31 Per visuali...	€ 4211,78	1,89	16.896	17.337
Facebook	1515	168.431	326.050	€ 0,35	€ 529,65	1,94	1872	2437
Audience Network	794	90.989	164.587	€ 0,22	€ 173,92	1,81	1656	1680
Instagram	11.317	1.430.280	2.560.533	€ 0,31	€ 3508,21	1,79	13.392	13.220
► Risultati di 2 inserzioni	44.700 Visualizzazioni della...	2.276.583 Persone	6.384.049 totali	€ 0,26 Per visuali...	€ 11.722,42 Spesa totale	2,80 per persona	56.128 totali	61.927 totali

Impression social	Copertura social	"Mi piace" sulla Pagina
2.706.568	872.439	1
2.706.568	872.439	1
—	—	—
213.469	122.183	159
213.469	122.183	159
—	—	—
—	—	—
2.920.037 totali	960.637 Persone	160 totali



And now the briefing for the **meta for business** **campaign**

Now it's up to you

Let's create a team: you have to choose one of these products:



BRAWN Dust Catcher



BRAWN Safe Laundry



FRIA Korean Beauty



What you have to do:

- Prepare the target for a **Facebook/Instagram** campaign
- So choose the product
- Sign in with your personal facebook account in ads manager
- Create a new campaign, create a new adset and **define a target group** for the product taht you have chosen
- Make a brainstorming to find the variables
- Take some screenshot and prepare a presentation with max 3-4 slides.
- The screenshots must **include the number of the people** in the target audience.

When defining your target pay attention to the **logic AND** (**narrow**) and **OR** (one characteristic or the other: you **enlarge** the target audience).
LOOK AT THE NUMBERS!



You have 30 minutes, then I will ask some of you to present the work





LUMSA
UNIVERSITÀ
1939 80° ANNIVERSARIO 2019

Meta for business campaign

Project Work Briefing

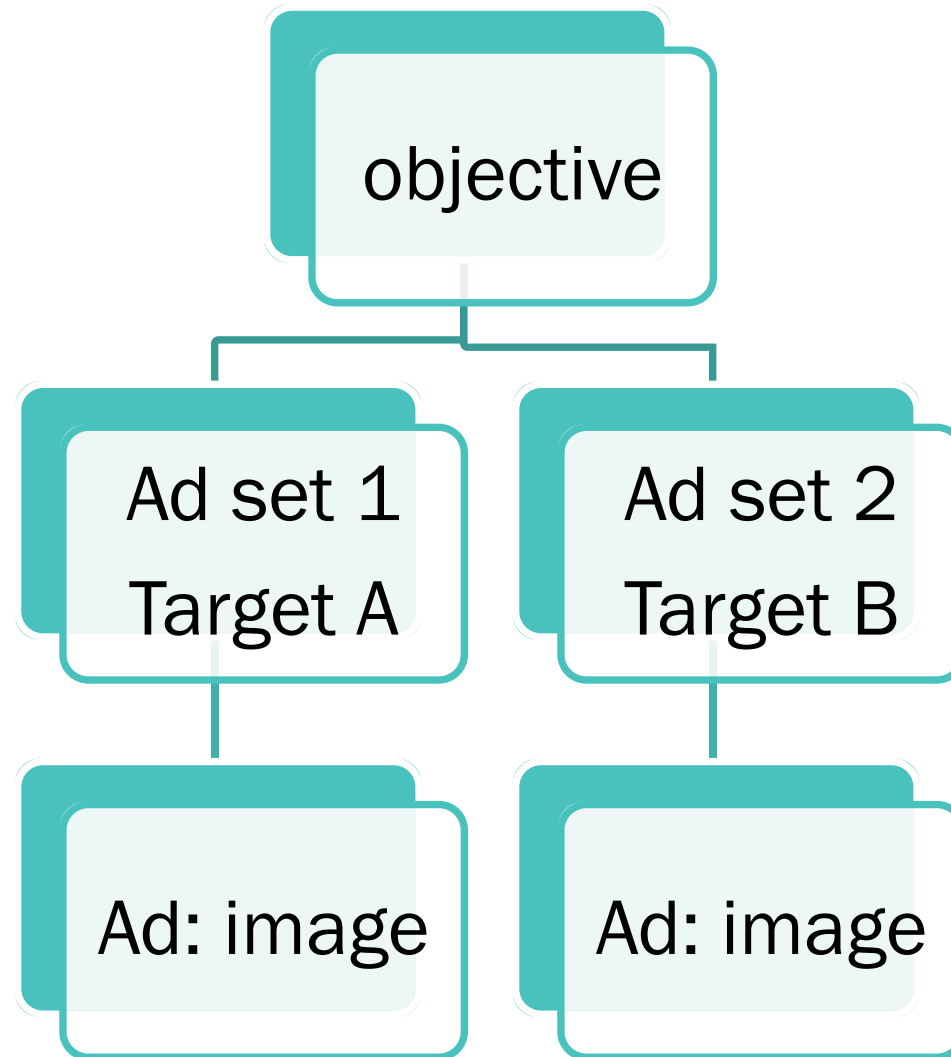
Instructions for the project work



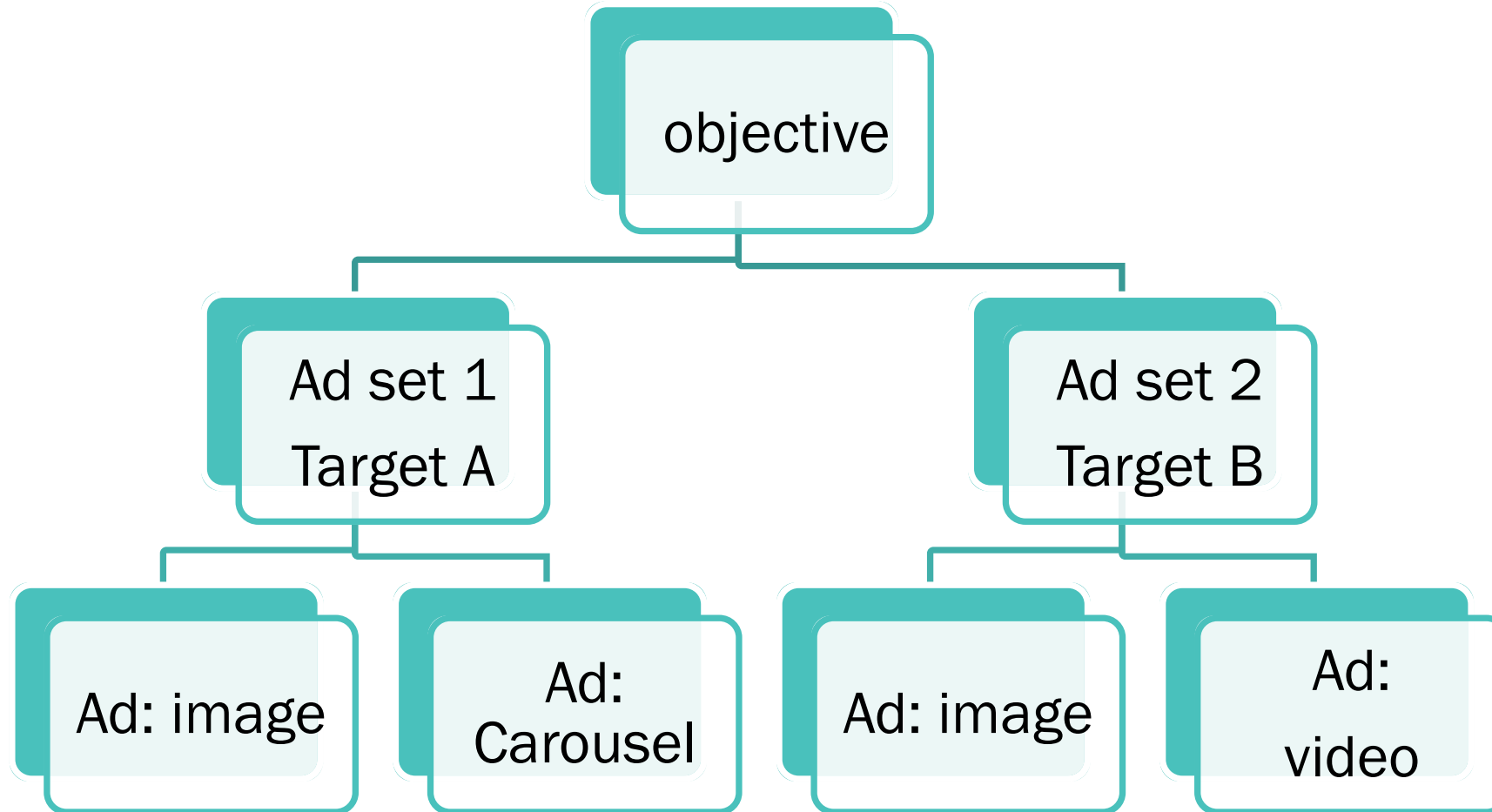
Creating a Facebook/Instagram campaign

1. Use a Facebook page (yours) **DO NOT OPEN A NEW PAGE!!!**
2. Identify possible goals (**1 campaign per objective**)
3. Structure the campaign (**at least 2 ad set**)
4. Define the budget and the scheduling
5. **For each ad set define a target group** (using Facebook capabilities as much as possible)
6. **For each ad set prepare at least 1 ad**
7. Take **screenshots** of every step, explain every decision
8. Prepare a presentation with **ALL the process** and the ads previews

Structure of the campaign (minimum)



Structure of the campaign (better...)



When defining your target pay attention to the **logic AND** (**narrow**) and **OR** (one characteristic or the other: you **enlarge** the target audience).
LOOK AT THE NUMBERS!

The larger the target, the higher the cost...
(you pay by **CPM**)

For the **message** please consider
the **brand drivers!**

**You have to find the right message for the
buyer personas that you've chosen**



Grading criteria – Rubric

- **Useful buyer personas profile**, communication **objectives**, **explanation** of the Media choice
- Communication plan: **exhaustive choice of media**
- **FB** Comprehensive, accurate and **clever campaign structure**
- **Quality of the targeting**, full use of the FB segmentation variables
- Clever and **effective creativity**
- Complete, clear and easy to follow **presentation**



Grading criteria – Rubric

Each member of the group
has to write down how
she/he contributed to the
project
Ad fill in a Peer Review chart

TEAMS		
3	Useful buyer personas profile, communication objectives, explanation of the Media choice	
6	Communication plan: exhaustive choice of media	
6	FB: Comprehensive, accurate and clever campaign structure	
6	Quality of the targeting, full use of the FB segmentation variables	
6	Clever and effective creativity	
3	Complete, clear and easy to follow presentation	
TOTAL SCORE:		0

2° assignment prize

ALL the members of the **3 best teams** will win an **extra point** to add to the written test



DEAD-LINE
SUNDAY NOVEMBER, 19

Do your best!

But first... Ready to play?



☐



Digital advertising planning 2024

 stellaromagnoli 

Sources

- Advertising on Facebook – Megan Adams – LinkedIn Learning
- <https://adespresso.com/blog/facebook-ads-cost/>