



Manual to create and manage ads on Facebook, Instagram and LinkedIn Ads

Free Ebook



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SOCIAL MEDIA ADVERTISING

Our social networks are the essential means of advertising to achieve our marketing objectives and knowing how to manage them according to our goals is an art, since there are many factors and platforms that you must consider.

Items to consider:

- 01** Creation of Buyer Persona(s).
- 02** Definition of key audience.
- 03** Keywords (keywords).
- 04** Leads, likes or interaction strategies; depending on the objective.
- 05** Audience segmentation.

Actions that will help you invest your money more efficiently, because remember that betting on an ad campaign must be something that you plan very well, in addition to having a defined and measurable objective to be able to see your results at the end of it.

Thus, once you meditate on the previous elements, we can take the next step, which is to choose the platform that is most relevant to you and your objectives and after that, select the format in which your ads will shine.



Facebook

OBJECTIVES AND AUDIENCES

Facebook is the star platform for ads (in addition to the fact that its new facet "Meta" will be taking everything to the next level) since its allied networks, such as Instagram, can be in the same campaign package.

Thus, if your selection to start your ad campaign is Facebook, you should consider the following points.

IN A FACEBOOK CAMPAIGN YOU CAN ACHIEVE:

- 01** Increase the reach of your publications and followers.
- 02** Increase the visibility of your brand and your services.
- 03** Increase traffic to your website.
- 04** Increase interaction on your posts.
- 05** Generate Call to Actions to purchase products in your e-commerce.
- 06** Generate leads.

FACEBOOK | RELEVANT DATA



Facebook has more than 2.2 billion active people per month.



More than 140 million companies use it.



It is the social network where more people buy products.



It has Business Manager to manage ads on various platforms.



It features the Meta universe.

Thus, already knowing what a Facebook ad campaign can achieve and the great reach it has, we can take the next step, which you will discover in the next point:
What type of ad format is best for you?



FACEBOOK AD CAMPAIGN | PHOTO AND/OR VIDEO FORMAT

There are several Facebook studies that show that video is still the king of content on its platform and, although we know that it is ideal, we must take into account that many companies do not have the editing tools or a specialized agency to make them and, for that reason, they decide on ads in flat formats.

However, here, we are going to give you the best tips to achieve a combination of both.

FACEBOOK AD CAMPAIGN WITH FLAT GRAPHICS OR PHOTOS



Goals:

- I want a moderate reach.
- I want my product to be seen at all times.
- I will not include any text over the image.
- I have very detailed targeting, it's not a massive ad.
- In terms of design, I will make a simple and clean ad.

Recommendations:

- It includes 125 characters + a short text + a link description.
- Includes specific Calls to Action.
- You can create it from a post on your profile or Facebook and manage it with Business Manager.
- Design 2 or 3 ads for the same purpose; FB has very changeable policies and you can reject ads.

FACEBOOK AD CAMPAIGN WITH VIDEO



Goals:

- I want a high reach.
- I want my product/service to convey the message and be eye-catching.
- I want to include photos of my product/service and text.
- I have a very detailed segmentation.

I have striking material in photos that I can cut and animate to make clips of 1 minute maximum.

Recommendations:

- It includes 125 characters + a short text + a link description.
- Includes specific Calls to Action.
- You can create it from a post on your profile or Facebook and manage it with Business Manager.
- Design 2 or 3 ads for the same purpose, FB has very changeable policies and can reject ads.
- They work very well with campaigns combined with other media, for example, with Inbound Marketing strategies.

FACEBOOK AD CAMPAIGN GIF FORMAT



Goals:

- I want a high reach.
- I want my product/service to convey the message and be eye-catching.
- I want to include photos of my product/service and text.
- I have a very detailed segmentation.
- I have striking material in photos that I can cut and animate to make clips of 1 minute maximum.

Recommendations:

- It includes 125 characters + a short text + a link description.
- Includes specific Calls to Action.
- You can create it from a post on your profile or Facebook and manage it with Business Manager.
- Design 2 or 3 ads for the same purpose, FB has very changeable policies and can reject ads.

They work very well with campaigns combined with other media, for example, with Inbound Marketing strategies.



Note: Ad campaigns can be generated for potential clients, implementing some of the formats mentioned above that can lead like Call to Action to a Facebook form. Of course, when you implement it, we recommend that you only ask for the necessary information and have a privacy notice on your platform.

***Extra tip:** The optimal budgets for Facebook ad campaigns include a minimum amount of 2 dollars per day, taking into account that the greater the investment, the greater the reach.



Instagram

OBJECTIVES AND AUDIENCES

As we told you, Instagram is a sister social network of Facebook, which will allow you to diversify your audience, since you can launch your ad campaign in a combined way and manage it in Business Manager.

Thus, if your selected network to start your ad campaign is this, you should consider the following points:

IN AN INSTAGRAM CAMPAIGN YOU CAN ACHIEVE:

- 01** Increase the reach of your publications.
- 02** Increase the visibility of your brand and your services.
- 03** Increase traffic to your website.
- 04** Increase interaction on your posts.
- 05** Generate Call to Actions to purchase products in your e-commerce.
- 06** Generate Call to Actions to purchase products in your e-commerce.

INSTAGRAM | RELEVANT DATA



Billions of young people have it as their preferred network.



Users spend an average of 28 minutes a day on this platform



200 million visit at least one company profile on a daily basis.



The advertising reach is 849.3 million users.



Marketers typically allocate 31% of their ad budget to Instagram.

Likewise, this platform should be considered for your campaign taking into account your audience and type of message, in addition to considering that, currently, Instagram does not allow so much freedom in ads and the results you can obtain are very limited; therefore, if your audience is younger, you will reach them more effectively with it.



INSTAGRAM ADS CAMPAIGN | PHOTO AND/OR VIDEO FORMAT

This platform has many publication formats, which can range from photo and video to gif, but here the big question is: in story, reel or feed?

Here, we will tell you the benefits of each one so that you can select the best one for your company.

ADS CAMPAIGN ON INSTAGRAM WITH FLAT GRAPHICS OR PHOTOS



Goals:

- I want a moderate reach.
- I want to do an ad campaign combined with Facebook.
- I want to reach a younger audience.
- I have an open segmentation.
- I want to make a simple announcement.
- I am focused on getting visibility for my product/service.

Recommendations:

- It includes 125 characters + a short text + a link description.
- Create a bio-Link.
- Includes specific Calls to Action.
- You can create it from a post on your profile or Instagram and manage it with Business Manager.
- Instagram is a very careful network on a visual level, so we recommend that the design be very clean and with high-quality photos.
- The publication format that suits you best is to publish in Feed.

ADS CAMPAIGN ON INSTAGRAM WITH VIDEO



Goals:

- I want a high reach.
- I want to reach a younger audience.
- I want to include shots of my product/service and text.
- I have a broad segmentation.

I have eye-catching video material that I can cut to make clips of 1 minute maximum.

Recommendations:

- It includes 125 characters + a short text + a link description.
- Create a bio-Link.
- Includes specific Calls to Action.
- You can create it from a post on your profile or Instagram and manage it with Business Manager.
- Instagram is a very careful network on a visual level, so we recommend a very clean design and high-quality videos or clips.

The publication format that suits you best is to publish in Reel and Feed.

ADS CAMPAIGN ON INSTAGRAM WITH GIF



Goals:

- I want a high reach.
- I want to reach a younger audience.
- I want to include shots of my product/service and text.
- I have detailed segmentation.
- I have eye-catching video/photo footage that I can cut up to make 30-second clips.

Recommendations:

- It includes 125 characters + a short text + a link description.
- Create a bio-Link.
- Includes specific Calls to Action.
- You can create it from a post on your profile or Instagram and manage it with Business Manager.
- Instagram is a very careful network on a visual level, so we recommend that the design be very clean and high-quality videos/photos or clips.

The post format that suits you best is posting to Stories.



Note: Recent Instagram studies recommend campaigns combining publication formats and, among those with the greatest reach, are those published directly in stories with 62% effectiveness.

***Bonus tip:** Optimal budgets for Instagram ad campaigns include a minimum amount of \$2.50 per day; taking into account that the greater the investment, the greater the scope.



LinkedIn

OBJECTIVES AND AUDIENCES

For its part, LinkedIn is a very special social network that will meet very essential objectives and will give you little data, although yes, the network has a premium scheme that will allow you to publish and manage your ads.

Thus, if you decide on an ad campaign on this social network, it will be because:

- Your objectives are aimed at the communication or visualization of your company in the professional field.
- You seek to strengthen your image in the field of your competitors.
- You want to get noticed by potential business partners and collaborators.

IN A LINKEDIN CAMPAIGN YOU CAN ACHIEVE:

01 Increase the reach of your publications.

03 Increase interaction on your posts.

02 Increase the visibility of your brand and your services.

04 Increase traffic to your website.

LINKEDIN | RELEVANT DATA



It is the world's largest professional network with more than 675 million monthly active users.



It is the best social network for generating B2B leads.



The cost per lead is 28% lower than Google Ads.



An ad on LinkedIn can reach 12% of the world's population.



30 million companies are on LinkedIn.

LINKEDIN | AD TYPES

In this way, we will see that on LinkedIn, there will also be 2 main types of ads:



News Format:

They are the ads that appear in the news feed and serve to expose your content and experience to more audiences, in addition, this type of ad works very well in combination with an Inbound Marketing strategy.

Recommendation: Take care that the news announcement does not contain more than 150 characters in the title and an image size of 1200 x 627 pixels.



Format per message in InMail

Similar to traditional email marketing since users receive them in their inboxes, but with the difference that they only receive them if they are active. InMail ads have a 52% open rate.



AD CAMPAIGN | SOCIAL MEDIA PROGRAMMING

Now, since we have seen all this, it is important to note that the perfect formula to achieve a successful ad campaign is to have clear objectives, recommending that you take a tour of the content that we have created on how to create SMART objectives so that you can always measure what you want to achieve with these advertising efforts.

On the other hand, some more elements that you must have worked hard before launching an ad campaign will be: your segmentation, knowledge of your current audience and your ideal audience and the generation of strategies that can bring these 2 audiences closer together to finally have the audience you want.

In addition, some extra elements that you have to take into account when programming on any social network will be the following:

- 01** Define the platform you will use.
- 02** Manage your metrics from the platform.
- 03** React on time, that is, change the ads that are not giving you the expected result, do not spend your budget on ads that are not working.
- 04** All the materials will have an ad or sponsored legend, that is normal, the user must know what an ad is and what is organic content.
- 05** Define an average budget, if you go for a very small investment it will be very difficult to have significant results.
- 06** At the end of your campaign, evaluate your results and adjust details for your next investment.

Finally, remember to design your advertising to be mobile friendly, that is, adapt your ad campaign for any device, since most of the ads will be seen through mobile phones.

AD CAMPAIGN | GUIDELINES OPERATION

And now that I have everything, the last big question: How do the guidelines work?

And, for this point, we are going to go into the terminology that you should know when you are about to click on "publish ad", so take your time to detect what type of campaign is best for you according to your budget and objectives:

(CPM)

Cost per impression

It is paid every time they see your ad (it is usually the most expensive and if it is not done properly it may not lead to any conversion).

(CPA)

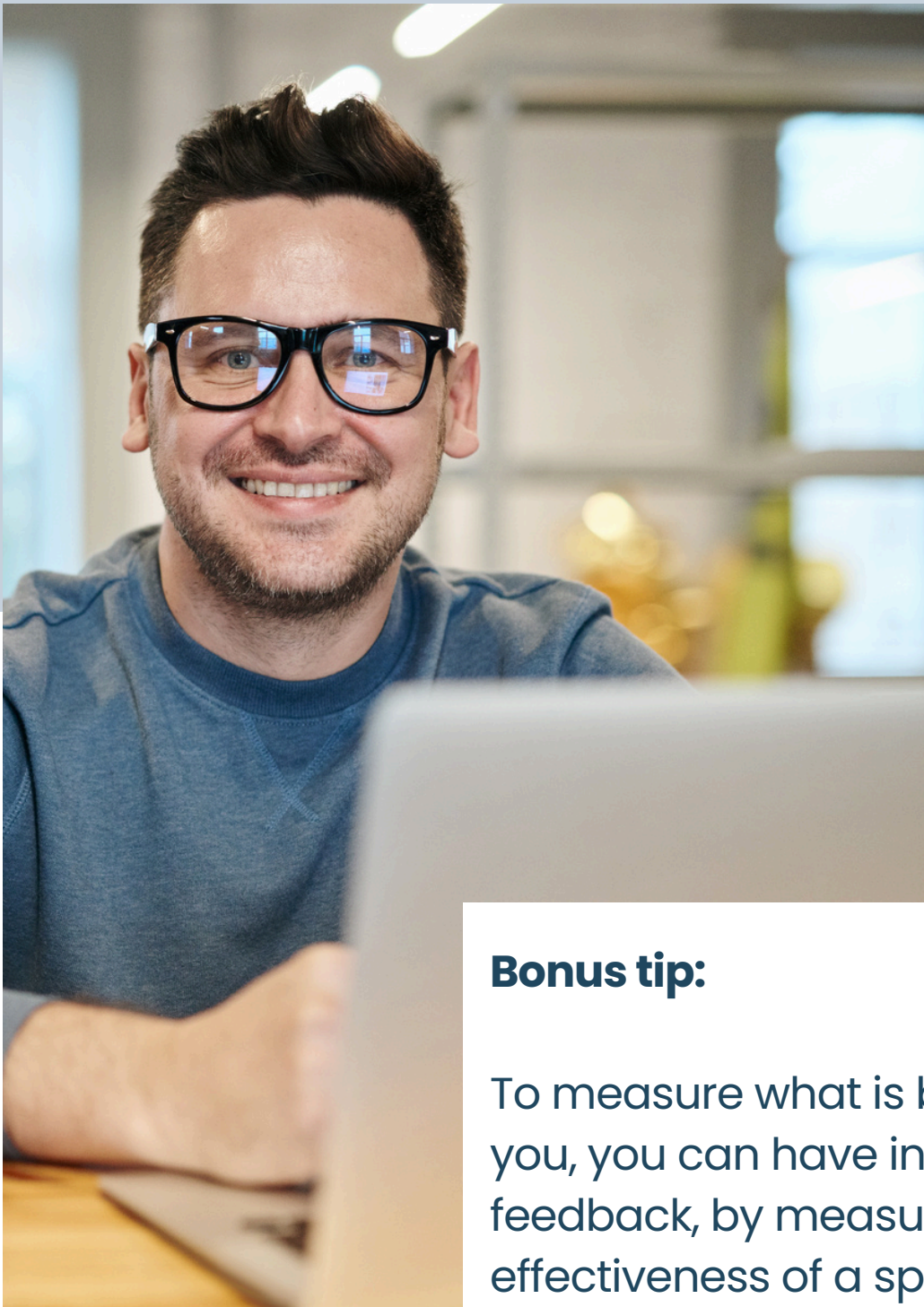
Cost per action

You only pay for certain selected actions, for example: likes, app installs, link clicks and offer claims.

(CPC)

Cost per click

It can be seen many times but you only pay when someone clicks on it and it is used more in display ads and in content where data entry is not required.



Bonus tip:

To measure what is best for you, you can have instant feedback, by measuring the effectiveness of a sponsored post in a small audience and in minutes (A/B testing), following up with advanced analytics reports.

CONCLUSIONS

Today, ad campaigns on social networks are advertising tools accessible to everyone: companies, entrepreneurs and freelancers, although yes, the results will be subject to the creativity and follow-up you give them.

In this way, if you want to take an ad strategy to the next level, you must combine tools and techniques that help you maximize results, having a balance between paid efforts and what you can achieve organically.

Finally, we remind you: at Play.Interactive® we are specialized in carrying out this type of strategy jointly and in order to be able to give our clients constant growth that can also remain organic with the generation of useful content for audiences. Contact us!

LET'S TALK

Start your project



Contact

hello@playinteractive.mx



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