

HOW DOES FACEBOOK ADVERTISING WORK?

TARGETING AND BUDGET

- When setting your budget, you'll determine how much revenue you intend on making as a result of your ad campaign. Some items you'll want to consider include your pre-existing audience, your current revenue, and the dollar amount of the product or service you're trying to sell.
- One way to create a successful ad campaign is to determine your target audience and input this information into Facebook's Ad Manager. You want to let Facebook know the age, locations, and interests of your intended audience.
- There may be certain occasions in which you can use Facebook's scheduling feature to decide when you'd like the site to make your ads visible, although we recommend you keep your ads running full time.



MANUAL VS. AUTOMATIC BIDDING

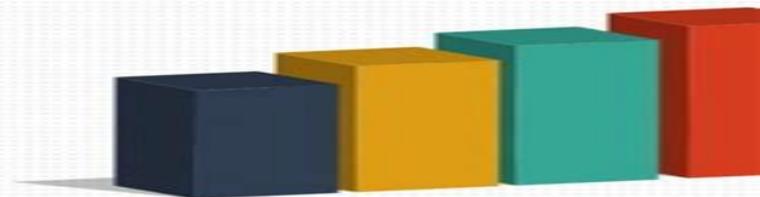
Due to the increasing number of businesses paying for ads on Facebook, it can be difficult for everyone to see ads as often as they'd like. As such, you can use either automatic or manual bidding to secure your ad location.

- **Automatic bidding** means that you aren't giving Facebook a price cap regarding how much they can spend. Facebook's algorithm will choose the best times to display your ads, depending on your customer's activity.
- **Manual bidding** is best for those with a stricter budget, as you'll let Facebook know your cap, but this may not yield the best results. However, it's a fair option for anyone looking to improve their audience on a strict budget.



AD PLACEMENT

Many people usually recommend that you let the Facebook algorithm determine the best placement for your ads, though you may choose to tailor these to your preferences. Automatic placements allow Facebook's algorithm to place ads where your audience is most likely to respond to them.



How Facebook Advertising Works Master The Art Of Facebook Advertising

Rosina Ehmann



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