



**FACEBOOK AND
INSTAGRAM ADVERTISING**

**AN INTROTWEET
SERVICE**

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An Introtweet Service

In 2022, paid Social Media Advertising is a must if you are serious about your Social Media success. Whether you're using ads to increase your reach, website clicks, sales or general awareness, paid advertising is the way to go to achieve your desired goals.

When we say paid advertising, we mean utilising the hugely powerful Meta Ads Manager to reach a specific target audience rather than purely boosting a post. The power of Ads Manager dwarfs the success of boosted posts - this is why you need to work with an agency like Introtweet to run these Ad campaigns for you. We can make recommendations as to the Ad type & our recommended platforms to run your campaign on.

"We've worked with Laura from Introtweet on developing our Facebook Ads for a few months now. We are on Ad No.4 and what is so satisfying to see is that thanks to Laura monitoring, the engagement data, and adjusting our target audience criteria accordingly, our Ads have gradually had more impact each time. This has been evident from the increase in bookings on to our outreach events which I can track back directly to the FB Ads. Thank you Introtweet! "

Jane - Business Development Manager, Intellect Business Services

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Why advertising?

- *Cost efficient - compared to many types of marketing, your cost per click can be considerably lower.
- *Highly targeted - reach the people who truly matter to your business and build your brand awareness in a targeted manner.
- *Beat the algorithms - it is getting harder and harder to reach large numbers of people on Facebook and Instagram. Paid advertising can beat those pesky algorithms and ensure you reach the people that matter in large numbers.
- *Adjustable and in your control - you will never pay more for a campaign than you plan. You can edit, pause and adjust advertising campaigns at any time.
- *Create campaigns on two platforms - Facebook and Instagram are two of the most popular social media platforms and you can create campaigns that work across both simultaneously.
- *Re-target website visitors - by utilising the power of the Meta Pixel, you can re-target visitors to your website on Facebook and Instagram.
- *Your competitors will be using it - if you are not utilising the power of paid advertising, your competitors will be!

Advertising is such an important element to success on Facebook!



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Some key stats...

*Only beaten by Google and YouTube, Facebook is one of the most visited websites in the world. This reinforces the idea that if people are spending time online, there's a good chance they're on Facebook.

*Instagram has 1.9 billion daily active users and Facebook has 2.9 billion monthly active users.

*93% of Social Media Advertisers Use Meta Ads

*42% of online shoppers say they use Facebook for “purchase inspiration.”

*64% of consumers say that watching a video on Facebook influenced them to make a purchase.

*92.5% of people access Facebook on a mobile device. Optimizing your Facebook ads for mobile view as well as desktop view, or running mobile-only ads is your best bet to effectively reach the average Facebook user.

*There are 8 million active advertisers across all Facebook (Meta) platforms.

*Conversions are the main campaign objective for about 27% of Facebook ads & this objective forms the most successful ads.



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What to expect...

Facebook and Instagram Advertising Service

- Campaign Creation - including campaign visual design & caption
 - Campaign target audience research & creation
 - Campaign monitoring throughout the ad lifespan
 - Campaign editing if & when changes need to be made
- Campaign Reporting - a full stats low-down once your ad is complete

Our pricing

£200+VAT per campaign

£800+VAT for 5 adverts over your chosen time period

We will then need to be added as an admin to your Ads Manager account - this means our recommended Ad spend [starting from as little as £25 per advert] would be deducted from your Ad account. Our charge is for the service delivery & our expertise which includes Ad creation, monitoring, editing & reporting.





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