


**5 secrets to ensure the success of the advertising campaign on Facebook**

## Introduction

The changes taking place in this era have brought about great developments, their effects appear on platforms and social networking sites, so there is what is known as influencer marketing, which is taken by the owners of large companies to achieve their goals, and this supports the position of marketing companies, as there are specialized companies in this field that do marketing Via social media
Everything that these developments are heading towards is only a new beginning of openness in the world of digital marketing, as we cannot return to traditional methods, but there has become a creative thinking in which business, design, content industry and business related to everything related to technology appear

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### How to target a specific group with the advertising campaign

Targeting on Facebook is a very great feature, but before you start targeting a specific audience, you need to understand and get to know this

target audience

On Facebook, you can target your ads more precisely with three audience tools: Similar audiences: Reach new people whose interests are similar to those of your best customers.
Custom Audiences: Reconnect with people who have interacted with your business online or off
Core audiences: Define an audience based on criteria like age, interests, location, and more

Most likely, if the business you want to promote is new to ads, it will go towards the basic audiences, where you will adjust your target audience according to the most important criteria that you will define, such as
Demographics (age, educational level, job title...etc
Geographical location (in any country, city, or even a specific region)
Interests and hobbies of the people you want to target
Behaviors of the target audience such as devices used and previous purchases
Or you can limit or exclude followers of your page
If you already have an audience on your page, I advise you to use similar audiences, as this feature has proven to be effective on Facebook, as it is a fast and effective way to connect with more people who are likely to respond to your ads
All you need is an audience (page or account followers) and your ads will reach people with the same interests and qualities

My advice when getting started is to use the A and B tests, which is to create two copies of your ad with different qualities, different targeting, and the most successful ad, adopt it

## What is the difference between advertising campaign by smartphone and computer

There are not great differences between the two methods, such as that computer advertising allows the advertiser to choose between two methods of calculating the cost, which are either on the basis of viewing or on the basis of likes

As for the smartphone, the option is one, which is to calculate the cost on the basis of admiration only, and the cost is never calculated except when the user clicks on the “Like” or “Like” button

Another difference is that through the computer you can control the daily budget more. Advertising through the smartphone application determines you to choose between daily budgets, starting from five dollars, then ten, then fifteen and so on, but through the computer you can set a daily budget, for example, with three Dollars, seven, or any amount you specify, you may be interested in viewing the creation and management of e-marketing campaigns




## How to choose the goal of the advertising campaign

Before creating an ad, first think about your business goals. It is important to know what you want to achieve in order to choose the right goal. Your advertising objective refers to the actions you want people to take when they see your ads. For example, if you want to show your website to people interested in your business, you can create ads aimed at encouraging people to visit your website. Here are three more general categories or goals that your goals might fall into

First: awareness
Objectives that result in promoting interest in your product or service. Increasing "brand awareness" is about letting people know about the value of your business. For example, Jasper's Market will launch a small regional chain of grocery stores. With the goal of brand awareness, a store can create an advertising campaign that focuses on introducing its fresh, organic products to people in the surrounding area

Second: attention
Goals that encourage people to think about your business and find more information about it. For example, Jasper's Market has a website where it tells its story and lists some of the store's unique offerings. With the Traffic objective, he can create an ad campaign that encourages people to visit his site to learn more

Third: Transfers
Objectives that encourage people interested in your business to buy or use your product or service. For example, Jasper's Market has opened some new locations. Using the Store Visits objective, he can create an advertising campaign to encourage potential customers to visit their nearest store
The goals of your advertising campaigns will change as your business grows. Initially, your advertising campaign can be focused on promoting awareness and acquiring new customers. Then, you can encourage people to make a purchase or sign up for an event

What is the secret of the success of the advertising campaign on Facebook

It is natural that everyone who decides to create paid advertising campaigns on Facebook or on any other platform wants to achieve the highest profit by reaching thousands of the target audience so that the audience gets awareness and knowledge is well-produced and can sell his product or service significantly and thus achieve the required percentage of profits or achieve his goal From advertising and this is the responsibility of the e-marketing company. There are five very important secrets that you must know and apply in every advertising campaign you create:
First: targeting must be very accurate in the field of e-marketing
Your audience must be analyzed and your competitors analyzed before choosing the appropriate targeting. For example, you offer brides' dresses. It is natural that you choose only girls in your targeting and choose them at a certain age, let it be from 18 to 35, as most brides range in that age, and so this is only an example of your way of thinking about Targeting after that, of course, determines the price category of the product or service, and on the basis of it you choose the class that suits the audience in order to make sales or even interact on the page, and then you start selling and achieving your goals from behind the advertisement

Second: Professionalism in writing content in a Call To Action style
Writing content has more than one style and method, and since you will eventually present it to the audience, you must first know the details of the segment, to which you will present the content and whether it is interested in it or will respond to what you offer or not, this is a very crucial and important point, and then you have to use motivational sentences In the midst of the speech, it also puts statistics in numbers, as it gives credibility to the audience

and attracts it more and more. Do not underestimate this speech, as it makes great differences

Third: Attention to copyright and copywriting
One of the mistakes that many marketers make in the field of e-marketing is the lack of interest in copyright, and it is possible that some of them took a copy of the content of others, and this is whether or changing some simple words in the title and content, but the wording must be changed, and returned completely in an elaborate manner that depends on more than The first thing is the method of attracting visitors, and secondly, making paragraphs and arranging them correctly so as not to distract the reader

Fourth: Make more than one copy of one advertisement with the same goal
One of the modern methods that marketers follow nowadays is that we want to create an advertising campaign on Facebook in a new field that he has not entered before and wants to achieve good results. You may be interested in seeing a set of necessary marketing steps for entrepreneurs

It resorts to making more than one copy of the same ad, and each copy is different in the image and style of content, but with the same goal

And there are those who expand the topic more and change the goals as well, this is better and better, but it will cost a lot and then try all the ads

And he watches and sees what is the most ad, which brought him the most number of views and the interaction of visitors with him in terms of the number of likes and comments, and he chooses it because it is the most appropriate and completes his advertising campaign in e-marketing. An advertisement with the same goal and you place them on your page on different days

It is preferable to be at the same times and see what is the advertisement that brought even a simple interaction on your page, but you start your advertising campaign with it, as it is often the best version of the rest of the advertising campaigns in the field of e-marketing

Fifth: Monitoring, observation and preparation during advertising work in the field of e-marketing
While making the advertisement, you should look at what the advertisement spent and whether you should raise the advertisement price or not. Good follow-up will give you better results. You may be interested in viewing e-

marketing - the comprehensive guide

And you must know well that advertising prices are not fixed and not standardized, the advertising price varies according to the country, whether it is rich or poor and the time. Great and without spending much

## Conclusion

If you want to use any of the professional e-marketing and social media advertising companies, you can contact the digitsmark team, where we offer you a group of specialists in professional web design services, social media and SEO services, and many various digital marketing services. Hurry up to contact us through our various digital platforms, or visit the digitsmark website

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