

August 2021

Digital Marketing Associate Certification Study Aid

This study aid will serve as a resource to help you prep for the certification exam.



FACEBOOK     

The value of Facebook

Businesses can use Facebook, Instagram, Messenger and WhatsApp to grow, stay connected to customers, tell their stories and share updates about their products and services with their communities.



Facebook—helps businesses make connections, accomplish their goals and tell their stories on any device with Facebook business pages, posts, events and more



Instagram—get inspired, find and explore interests, share passions and create connections



Messenger—enables people to conveniently and privately connect with one another



WhatsApp—helps businesses contact customers everywhere and build connections via texts, voice messages and video calls

Establish platform presence

- **Use a Facebook Page** to establish a business' online presence, build a community and find new customers.
- **Create engaging experiences** on and off Facebook with Stories, Live, Groups, Events and Fundraisers, and sell products and services with Shops, gift cards, appointments and offers.
- **Instagram business accounts provide free tools** like Instagram Shopping, message organization and advertising options that can help businesses build a presence on Instagram.
- **Use Facebook Business Suite** to manage a business presence on both Facebook and Instagram.
- **Use the WhatsApp Business app** to communicate more effectively, deepen relationships and build credibility with customers.

Advertising fundamentals

Advertising on Facebook enables businesses to reach people who are not already following their Facebook Page or Instagram business account.



There are two ways to advertise from your Facebook Page. You can boost a post, or create an ad using the **Promote** button.



You can advertise on Instagram by promoting an Instagram post.



ADS MANAGER

All-in-one tool for creating ads, managing when and where they'll run and tracking how well campaigns are performing.

- Every personal Facebook account has an associated Ads Manager account, but advertisers will need permission from a Facebook business Page or Instagram business account to create ads.
- When setting up an Ads Manager account, advertisers will need to identify the following details for their ad account: Currency, time zone, spend limit, form of payment.



FACEBOOK AD REVIEW PROCESS AND POLICIES

- Facebook reviews ads to ensure they adhere to our policies about what types of ad content are allowed.
- As a part of the Advertising Policies, Facebook prohibits or restricts certain content, such as products that simulate smoking, images that contain unlikely results or alcohol ad content.

The most common reasons ads are rejected are because the copy, creative or landing pages do not adhere to Facebook policies.



PRIVACY AND SECURITY

- Facebook provides tools like Privacy Check, two-factor authentication and login alerts to give people control over what they share, who they share it with and options to help keep their account secure.

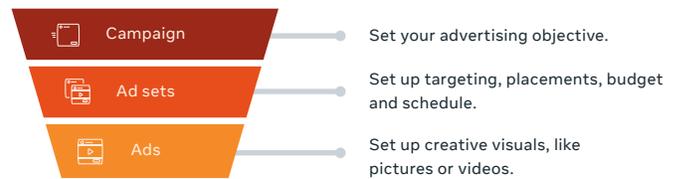


FACEBOOK PIXEL AND CONVERSIONS API

- The Facebook pixel is a small piece of code that can be added to a business' website to help improve results, measure results more accurately and build new audiences to target ads to.
- Businesses can use the pixel to track specific customer actions and monitor the metrics relevant to their business goals.
- Similarly to the pixel, the Conversions API gives advertisers the ability to connect and share their customer data to target, optimize and measure Facebook ad campaigns. Businesses should adopt the Conversions API in addition to the pixel. This helps maximize performance for campaign targeting, optimization and measurement on Facebook.

Create and manage ads

Ads you create in Facebook Ads Manager have three parts: Campaigns, ad sets and ads, which are known as the campaign structure.



SET BUSINESS GOALS

- Goals can help you focus on what you want to accomplish with your marketing efforts and help you keep a record of your progress over time.
- Keep your business goal in mind when creating your ad campaign so that you can select the ad objective that’s most relevant to it. There are 11 ad objectives available that fall into three objective categories: Awareness, Consideration, Conversion.

DEFINE YOUR TARGET AUDIENCE

- Identify the needs, characteristics and motivations of a business’s ideal audience to help shape the target audience when creating an ad.
- Based on the segment of the audience you want to target, create a Core Audience, Custom Audience or lookalike audience in Ads Manager.



Core Audiences define your audience demographics, interests and behaviors to help you select the right recipients for your ads. Core Audiences can be as broad or defined as you want.



Custom Audiences enable you to connect with people who have previously shown interest in a business, such as loyal customers or people who used an app or visited a website. You can create a Custom Audience with your own sourced information or with Facebook sources.



Lookalike Audiences enable you to reach new people who are similar to your current customers. A lookalike audience is a group that shares similar characteristics with an existing audience. Lookalike audiences are an effective way to connect with people who are likely to respond to your ads.

BUDGET, AD SCHEDULE, PLACEMENT

- Depending on the ad objective you choose, Facebook charges for ads in three possible ways: **By impressions (CPM), clicks (CPC) or conversions (CPA).**
- To optimize your ad spend, set a **daily budget** (the average amount you’re willing to spend on an ad set or campaign every day) or a **lifetime budget** (the amount you’re willing to spend over the entire run of an ad set or campaign).
- **Ads run through Ads Manager can appear across Facebook, Instagram, Messenger and Audience Network.** Audience Network enables advertisers to extend their Facebook ad campaigns to a network of third-party apps.
- Use the **Potential Audience Reach** and **Estimated Daily Results** tools to gauge what your results may be with a specific budget and make changes if needed.
- **Campaign Budget Optimization** allows you to create one campaign budget that continuously optimizes and distributes budget to top performing ad sets in real time.
- Facebook recommends **Automatic Placements** to ensure you are getting the most efficient results possible for your budget.

PLATFORM	PLACEMENT OPTIONS
Feeds	Facebook News Feed, Instagram Feed, Facebook Marketplace, Facebook video feeds, Facebook right column, Instagram Explore, Messenger Inbox, Facebook Groups feed
Stories	Facebook Stories, Instagram Stories, Messenger Stories
In-stream videos	Facebook in-stream videos
Search	Facebook search results
Messages	Messenger sponsored messages
In-ad articles	Facebook Instant Articles
Apps and sites	Audience Network native, banner and interstitial, Audience Network rewarded videos

- Use tools like Campaign Budget Optimization and Automatic Placements together to ensure an ad campaign remains profitable over time.

AD FORMATS

- **Image and video ads**
- **Carousel ads**—show up to 10 images and videos within a single ad
- **Slideshow ads**—customized, high-quality ads that combine multiple images, text and sound to capture attention and tell a story
- **Collection ads**—pair images and video together
- **Instant Experience**—fullscreen, post-click experience that lets you bring your business to life on mobile

MOBILE CREATIVE STRATEGIES

- **Get attention quickly:** Feature the product or business message within the first three seconds so people see and remember it
- **Design for sound off:** People often watch videos with the sound off. Use text, graphics and captions whenever possible.
- **Create for mobile:** Check your aspect ratio to make sure your image or video is ideal for mobile viewing. Make sure your subject is clear and that your text is legible.

Reporting

Track different metrics and results in Ads Manager at the campaign, ad set and ad level according to ad objectives and business goals.

Results: This is the number of times an ad achieved an outcome, based on the objective and ad delivery optimization selected.

Reach: This is the number of people who saw the ads at least once. Reach is different from impressions, which may include multiple views of ads by the same people.

Impressions: This measures how often the ads were on screen for the selected target audience.

COST METRICS

Cost per result: This metric is calculated as the total amount spent divided by the number of results. This indicates how cost-efficiently the campaign achieved its ad objectives.

Amount spent: This is the estimated total spent on a campaign. For example, this column may display \$0.00 for a campaign that's in review, or \$6.57 for a campaign that was recently approved and started running. This number should always be less than the budget.

To evaluate the success of a campaign, compare the metrics and goals set prior to the campaign launch with the campaign result and cost metrics.

Look for areas for improvement within a campaign based on its results, such as the alignment of business goal to ad objectives, as well as budget distribution.

	BUSINESS GOAL	OBJECTIVE	SUCCESS METRIC
Awareness 	Show ads to people who are likely to remember them.	Brand awareness	Estimated ad recall (people), cost per 1000 impressions
	Present your ads to as many people as possible in your target audience.	Reach	Reach, cost per 1000 impressions
Consideration 	Collect information from people interested in your brand; for example, newsletter subscribers.	Lead generation	Leads, cost per lead
	Communicate with people to encourage interest in your business.	Messages	Messages, cost per messages started
	Set up Facebook ads to click to any URL, such as your website, online storefront or blog post.	Traffic	Clicks to website, cost per click to website
	Reach people more likely to engage with your Page. This audience will have made actions such as likes, comments and event responses.	Engagement (post engagement, Page likes, RSVPs, etc.)	Likes/event RSVPs/ engagement, cost per likes/ event RSVP/engagement
	Encourage people to download your app.	App Installs	App installs, cost per app install
	Share Facebook videos of your business with people most likely to watch it.	Video Views	Video views, cost per view
Conversion 	Encourage people to take specific actions on your website, such as adds to cart and completed purchases.	Conversions	Conversions, cost per conversion
	Increase sales from items in your catalog.	Catalog Sales	Purchases, cost per purchase
	Encourage people to visit your store locations when they're nearby.	Store Visits	Reach, cost per 1000 impressions