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Facebook local awareness ads specs

If you're the owner or operator of a local business, you probably have a million things to worry about and learn how to run effective ads on Facebook may not be too high on that list. Why? Because people who try to show ads in Facebook's business manager are often hampered by the number of options and the surprising complexity of the platform. However, there is a type of Facebook ad campaign that specifically allows local companies to show ads in their common area and rather easily. Previously labeled as local awareness, the Facebook Ads Manager Store Traffic campaign goal can attract ideal customers to your business, raise awareness of local brands, and help you realize your sales goals. In this post, I'll discuss how to: Set up Facebook ads with in-store traffic (formerly known as local awareness) target. Create ad variations to determine what attracts your local customers. Optimize local Facebook ad campaigns using metrics and budget settings. How to set up your local Facebook ads, as with any successful Facebook ad campaign, you'll need to choose your goal, set up your campaign, check your budget optimization method, configure your ad set, define your targeting and parameters, and select placements so let's go through these steps for local ads. 1. Select the traffic target of the Facebook store has multiple goals and opportunities for an advertising campaign. This is due to the fact that all types of companies use the platform to offer their products and services, and each of them has specific goals and nuances for what they want to achieve from advertising. There are strategies to attract these different types of campaigns in different ways, but for a local business that wants to drive awareness, there's one type of campaign you need to focus on to get started: in-store traffic. Previously called local awareness, the goal of the Store Traffic campaign affects not only how your ads appear, but also how users look when delivered to Facebook's digital landscapes. The main purpose of this goal is to show your local business to persons in desired proximity to the physical location(s). The advantage here is that it gives you a lot more opportunities in terms of targeting and reach than something like traditional print advertising would give you. There's also more flexibility with your call to action on your ad, which I'll touch later in the post. Set up your local ad campaign to launch and launch your local Facebook ad campaign, you'll need to select the +Create button on the Facebook Ads Manager campaign tab. From there, you'll want to select the Store Traffic campaign goal from the list as shown You will then be prompted to name your campaign names. 3. Specify the budget optimization type Then you will be asked to choose whether you want budget optimization to be controlled at the campaign or ad set level. For simplicity, I suggest optimisation of the budget at the campaign level. By choosing this, you just tell Facebook how much you want to spend on your ads per day. You also have the option to choose a lifetime budget for your ads, but you'll need to specify the time window you want them to run. 4. Configure your ad set After entering the budget you want, go to the ad set configuration step by selecting Next at the bottom of the screen. The ad set layer in the campaign is where you control all your campaign's targets and basic settings. At this level, you'll want to select your company page and the location of your physical location Store: If your store location isn't filled in automatically, or if you want to add multiple locations, select Create a new set of stores. 5. Define your local targeting parameters Once you've identified the locations of your brick-and-mortar business(es), you can start building the specifics of your targeting. By scrolling down the page, you can select a start date (and end date if you decide to do so). You also have the option to create a quote. By selecting this option, you'll be prompted to create the bid in the user interface: 6. Define your demographic targeting Then you'll want to scroll down to the demographic targeting area. This is where Facebook's true power intervenes. You have the opportunity to refine your audience by age, gender and many interesting and behavioral components. For example, let's say you own a dance school and want to target parents of young children who would probably be interested in signing up. You'll do this by simply searching for and selecting the parameters you're looking for, as shown below: You have the option to narrow that audience down, but keep in mind that this can make your audience very small. You want to avoid your audience being too small for a variety of reasons, the main one being that the goal for in-store traffic campaigns shows default ads based on a unique daily unique reach. This means that Facebook will deliver your ads to people within the audience you've specified once a day. If your audience is too small, your campaign is unlikely to show effectively or reach the budget threshold you want. Some companies have the ability to optimize the delivery of their campaigns for store visits, but according to Facebook, only a small number of advertisers are currently selected to have this option. 7. Select the placements Other detail to note is that some placements were temporarily unavailable for targeted in-store ads due to COVID-19 – they only appear in the Facebook news feed. This restriction may or may not be in a position, depending on the time of this publication. If it's still in place, it means that you may not be able to show your ads in other Facebook placements, such as the right column, instant articles, etc. How to Your local Facebook ad variations After determining your targeting parameters, it'll be time to start actually creating your local ads. Ideally, you'll want to create 3-4 ad variations and no more than 5 for a given ad set. This is because Facebook's algorithm delivers, learns and optimizes for performance. Start by giving your ad a name and selecting your Facebook business page and Instagram business account, if you have one. You can choose the main page, or if you have multiple locations, you can choose to show local pages in ads: you can choose the ad format— whether it's an image, video, carousel, or collection. If you need guidance here, we have a post that takes a deep look at the different types and specifications of Facebook's creatives. The best thing about the in-store traffic carousel option is that you have the option to include a map showing your business location: When it comes to traffic ads, the main ad differentiator is the ability to use calls for actions that aren't available in other types of campaigns: Being able to create a call now, receive directions, and send calls to actions within a campaign is rather unique to the traffic target in Store. This gives you the freedom to test different strategies with your ads by sending traffic to your website or directly connecting you to potential customers via direct message or phone call. How to get the most out of your local Facebook ads Setting up your ads within Facebook's platform is an important step towards driving more awareness and pedestrian traffic to your local business. However, digital paid advertising is not a set and forgotten direction of action. Ensure that your ads are best performing in the best way they can be monitored, optimized, and tested. Let them appear in some of the key areas you need to focus on while running ads to get the most out of your budget: Daily spending: Because of the physical limitations of targeting people locally, you need to make sure your campaign spends the amount you've specified in your settings per day. If the campaign understands or is struggling to reach a daily limit, then it may be an indication that the audience is too small or the spending limit is too high. Ad fatigue: When evaluating your ads' performance over time, you can monitor two metrics to see if your ads need to be updated. The first is the frequency for a certain period of time, and the second is the volume of clicks of the connection over time. Both Facebook ad metrics can be seen when choosing The columns button and then select performance and clicks Frequency represents how many times your ads have been shown to an individual user over a certain period of time, and link clicks represent how many users clicked clicks. If you have frequency after you've shown your ads for days or weeks, except that you've seen clicks on links declining over the same period, it may be time to update that audience's ad message. Generate local awareness through Facebook ads that run paid ads on Facebook can be intimidating for many local businesses, but once you familiarize yourself with the platform, you'll find it quite easy to use. If you're increasingly practicing ads to direct traffic to your business, the better you'll become. Most of what drives the success of digital platforms stems from the experience you get from testing different variations of ad copies and creatives over time. No one knows the value of your business better than you, so it's likely that the chances of success are in your favor. Benefit.

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