



Campaign objectives

Campaign objectives

Yeeeeaaaah, we now laid all the groundwork and now we can start with the actual ads and campaigns! Well done, you!

As you already know the whole ad process consists of three levels:

Campaign

Ad set

Ad

Today we will talk about setting up campaigns.

Campaign objectives

The easy things first:

I recommend you leave the buying type as “Auction” and that you tick the toggle for “budget optimisation” and insert your daily budget here.

Create New Campaign ▼

Campaign name

Buying type
Auction ▼

Campaign objective
Traffic ▼

Split test ⓘ
☐

Budget optimisation ⓘ
☒

Campaign budget ⓘ
Daily budget ▼
€50.00

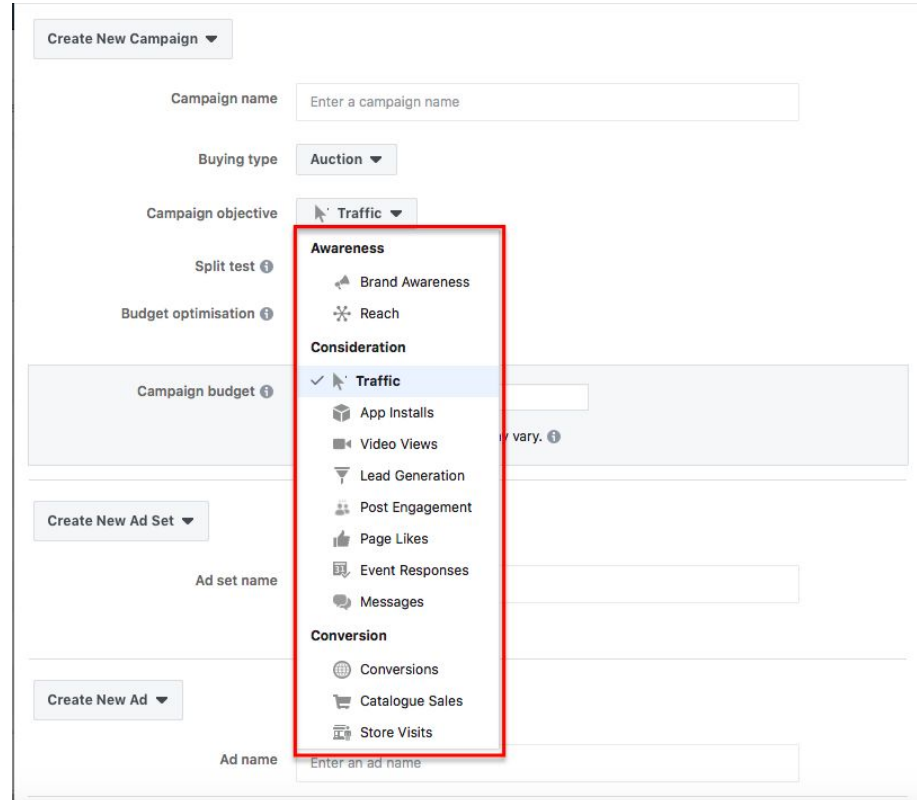
Actual amount spent per day may vary. ⓘ

Campaign objectives

A bit more complicated (but super important) is the choice of the right campaign objective.

Here you tell Facebook what your main goal with this campaign is.

So let's cover them one after the other.



The screenshot shows the Facebook Ads campaign creation interface. The 'Campaign objective' dropdown menu is open, displaying a list of objectives categorized into Awareness, Consideration, and Conversion. The 'Traffic' objective is selected and highlighted with a red box. The background shows the 'Create New Campaign' form with fields for Campaign name, Buying type (Auction), Campaign objective (Traffic), Split test, Budget optimisation, Campaign budget, Ad set name, and Ad name.

Create New Campaign

Campaign name: Enter a campaign name

Buying type: Auction

Campaign objective: Traffic

Split test

Budget optimisation

Campaign budget

Create New Ad Set

Ad set name

Create New Ad

Ad name: Enter an ad name

Campaign objective dropdown menu:

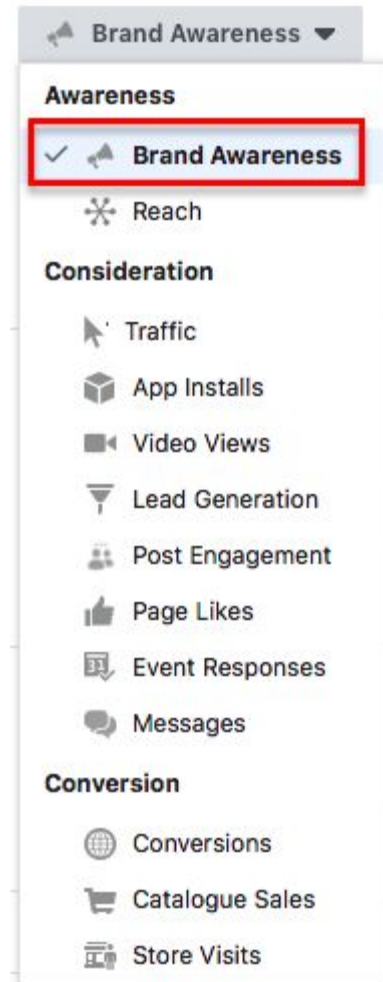
- Awareness**
 - Brand Awareness
 - Reach
- Consideration**
 - Traffic** (Selected)
 - App Installs
 - Video Views
 - Lead Generation
 - Post Engagement
 - Page Likes
 - Event Responses
 - Messages
- Conversion**
 - Conversions
 - Catalogue Sales
 - Store Visits

Campaign objectives

Brand Awareness

With this you're telling Facebook: "I want as many people as possible to SEE this ad". (not click on it or comment, just see it).

Facebook then tries to find people who are likely to remember your brand / business after seeing your ad.

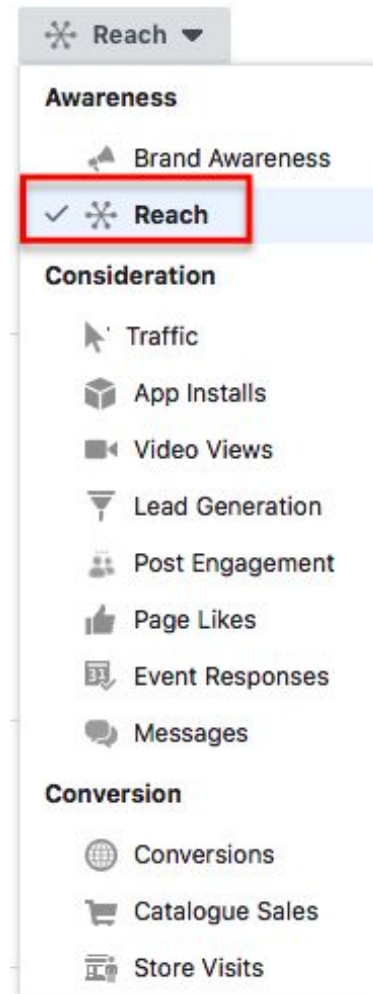


Campaign objectives

Reach

This is really similar to a Brand Awareness campaign. The only difference is that with Reach you're telling Facebook:

“Please try to never show this ad to the same person more than once!”



Campaign objectives

Brand Awareness and Reach

Both campaign objectives are something I don't really recommend to you. They are amazing for really big companies like McDonalds but not ideal for you.

If you want to warm up an audience you'd better go for an Engagement or Video View campaign (we will cover this later).

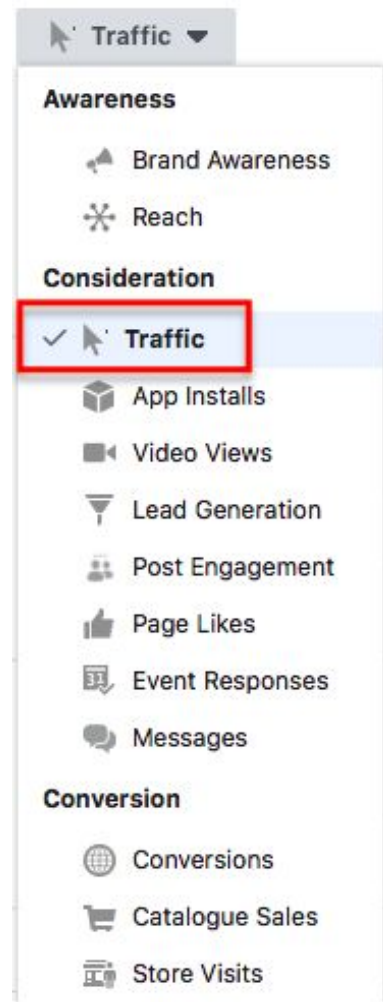
Campaign objectives

Traffic

This is what could be called the “default” campaign as you can hardly go wrong with this.

You’re telling Facebook: “I want as many (and cheap) clicks as possible”.

A Traffic campaign is easy to set up - in theory you don’t even need the Facebook Pixel.




Campaign objectives

Traffic

The Ads usually have a button under the photo / video.

They look identical than the Ads in a Conversion campaign.

**Social Media Magic by Sarah Lorenz**
Written by Sarah Lorenz · 18 December 2018 · ...

Do you want me to go crazy with your Facebook Ads? 🤪👑
<https://getsomemagic.com/fb-ads-course/>
Let me teach you everything I know about Facebook Ads. Every single technique, tip and hack (that I'm normally only using for my 6-figure clients!) 🙌
<https://getsomemagic.com/fb-ads-course/>
Afterward, you will be able to run Facebook Ads on your own. You will get new clients that are in love with what you're doing. You will fill your group programs and 1:1 offers. AND you will set up your campaigns in a way so that you hardly spend any money.
My 4-months Facebook Ads course starts Monday. Make sure to join us! 🤪



GETSOMEMAGIC.COM
Join my crazy Facebook Ads course before Monday!

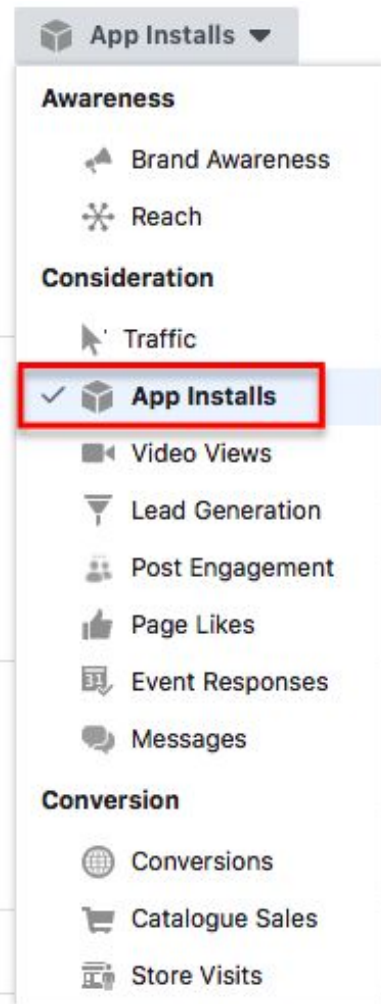
Learn More

Campaign objectives

App Installs

If you have an app you can use this to make people download your app.

As this is probably not the case for any of us, we'll skip this objective.



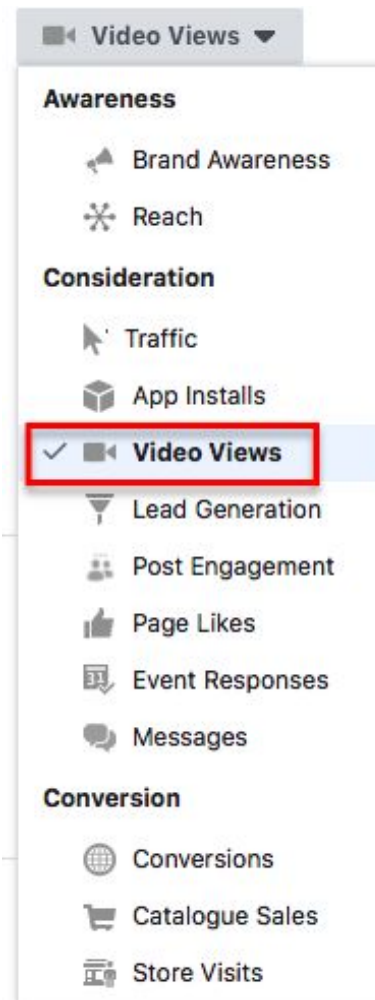
Campaign objectives

Video Views

You're telling Facebook: "I want as many people as possible to watch this video / these videos for as long as possible"

This is awesome to warm people up without selling right away.

You can use live streams or recorded videos.




Campaign objectives

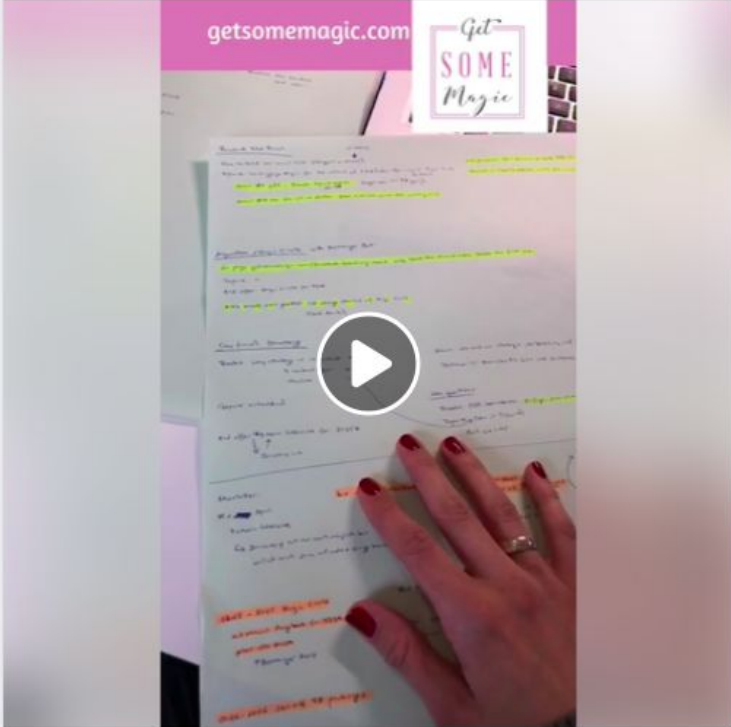
Video Views

Use a video that holds people's attention so that they watch it for as long as possible.

Make sure the first two seconds are exciting to watch, so that people stop scrolling to watch your video ad.

**Social Media Magic by Sarah Lorenz** was live.
3 April 2018 · Facebook Creator · 🌐

Sneak peek into my own marketing strategy and funnel 📹



GETSOMEMAGIC.COM

I'm happy to help you organize your business 😊
Click "Learn more" and apply for a free call

[Learn More](#)

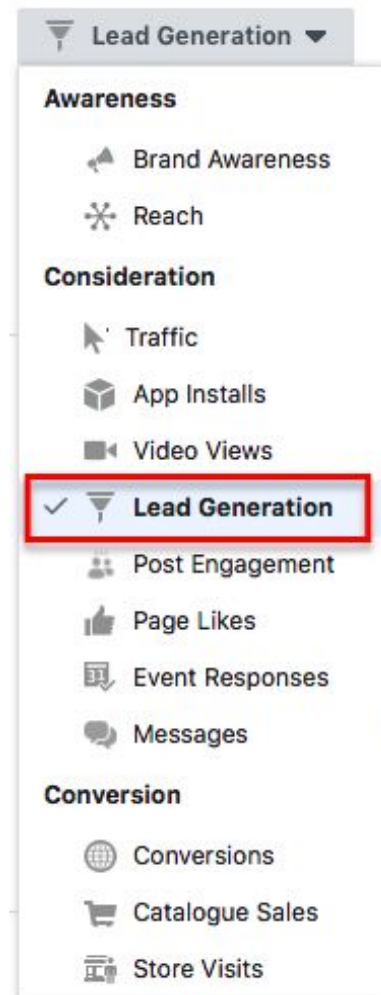


Campaign objectives

Lead Generation

This is what some people always confuse with a Conversion campaign.

With a Lead Generation campaign you collect email addresses. But you don't send them to your website but collect the data directly within Facebook.



Campaign objectives

Lead Generation

The Ad itself looks the same as a Traffic or Conversion ad.

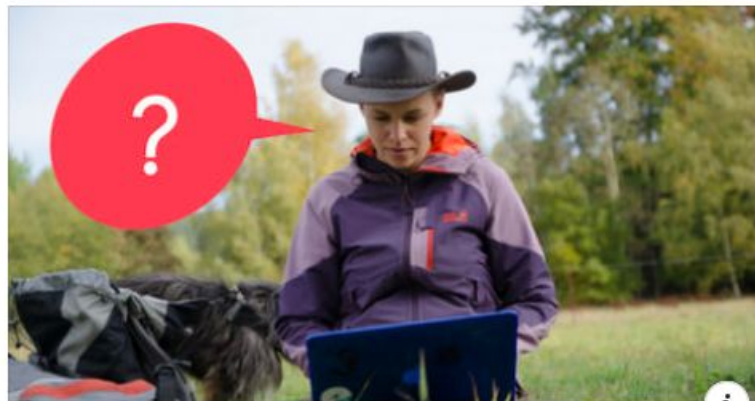


Social Media Magic by Sarah Lorenz

Written by Sarah Lorenz [?] · 17 February 2017 ·

...

Are you a coach with your own Facebook page? Do you sometimes have this feeling that you are mainly talking to yourself and your fans are not interacting and far from converting into paying clients? Often it's only a matter of asking the right questions!



100 questions for your FB page (just copy+paste these)

I help you to get from spending endless time communicating with yourself to an active community where people are commenting all day long.

WWW.GETSOMEMAGIC.COM


Download


Campaign objectives

Lead Generation

But when people click on the Ad they stay within Facebook and insert their details right there.



 Social Media Magic by Sarah Lorenz ×




To download from Social Media Magic by Sarah Lorenz, provide your info below.


Email	<input type="text" value="Enter your answer."/>
First name	<input type="text" value="Enter your answer."/>

Campaign objectives

Lead Generation

They will see the Terms and Conditions and then click “Submit”.

Social Media Magic by Sarah Lorenz×



Terms and conditions

With submitting your email address you also sign up for my newsletter. You can unsubscribe whenever you like.

By clicking Submit, you agree to send your info to Social Media Magic by Sarah Lorenz who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [View Social Media Magic by Sarah Lorenz's Privacy Policy](#).

Back

Cancel

Submit

Campaign objectives



Lead Generation

Here's how to access the data:
Go to your Facebook page, click
“Publishing tools” at the top (this
might be hidden under “More”)
and then on the “Forms Library”
tab on the left.

Page Promotions Inbox Events Notifications **Publishing T...** More ▾ Settings Help ▾

Posts
Published Posts
Scheduled Posts
Drafts
Expiring Posts


Videos
Video library
Videos you can crosspost


Tools
Creator Studio 
Sound Collection 

Jobs
Job applications

Branded content
Posts to review
Your posts

Lead Ads Forms
Forms Library
Draft forms library
Leads setup

Forms Library  **Create**

Search...  Actions ▾ Filters ◀ ▶

<input type="checkbox"/>	Name	Status	Created	Leads Count	Sharing	Leads	Boost
<input type="checkbox"/>	Untitled form 17/02/2017 Preview	Active	17 Feb 2017 ... Sarah Lorenz	1 8 expired	Open	Download	Boost

Leads will be available to download for up to 90 days from the time they are submitted by a user. Connect your page to a CRM to access your leads instantly, making it easier for you to contact potential customers quickly. Connect your CRM.

Campaign objectives

Lead Generation

The disadvantage here is that you need an integration for this to work properly. Otherwise Facebook collects the data but you need to then download it from Facebook and then upload it to your email tool.

This means people then have to wait until they receive the freebie they signed up for.

You can use a tool like Zapier to notify you whenever you get a new lead:

<https://zapier.com/blog/facebook-lead-ads-notifications/>

This is awesome if you're collecting high-quality leads who want you to call them or who are ready to buy.

Campaign objectives

Lead Generation

When you use Mailchimp you can connect your Lead Ads directly with a Mailchimp list, so they get added automatically. You can read how to do this here:

<https://www.facebook.com/business/help/1286158261483473>

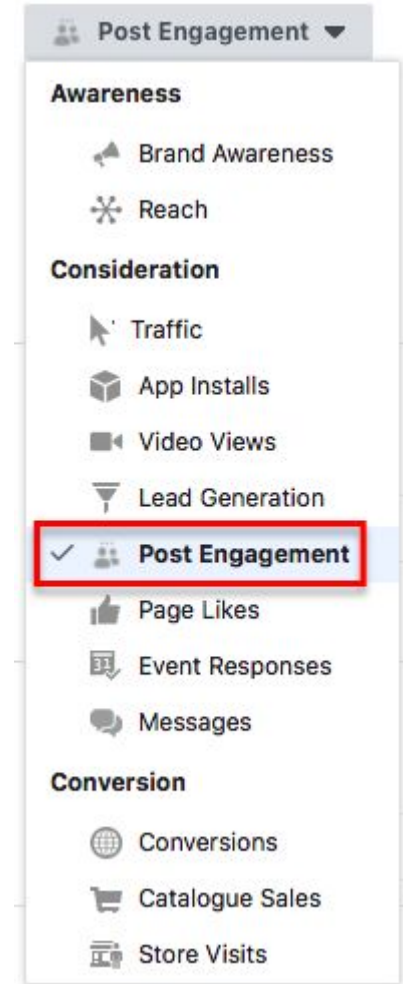
For any other email tool you can use the paid version of Zapier.

Campaign objectives

Post Engagement

The goal here is to get as many likes, comments and shares to a post as possible.

You can use this to warm up cold audiences who've never heard of you before before pitching something to them.

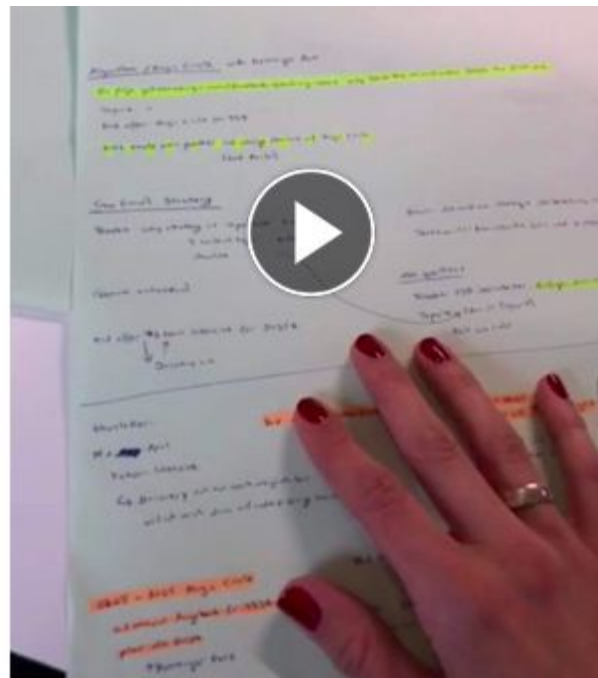


Campaign objectives

Post Engagement

You can use a photo or video post for this. Ideally, you use something that already worked well organically, so you already start with some likes and comments.

You can include a button but you don't have to. Again: The main goal here is not to get clicks but to get likes, comments and shares.



**I'm happy to help you
organize your business** 😊

**Click "Learn more" and
apply for a free call**

getsomemagic.com

[Learn More](#)

   **Monika Rabensteiner and 53 others**
12 comments 8 shares

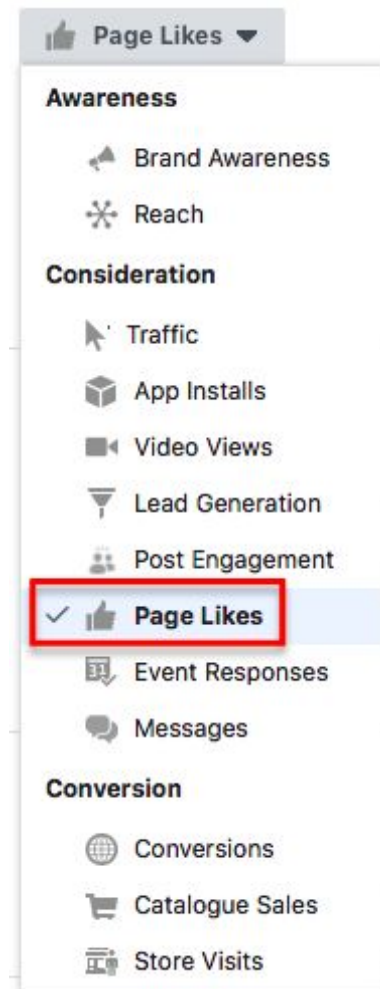
Campaign objectives

Page Likes

This is actually a campaign objective I don't recommend.

Sure, having lots of Facebook fans might look and feel good. But it won't bring you money.

Invest your money in a structured Facebook Ad campaign instead.



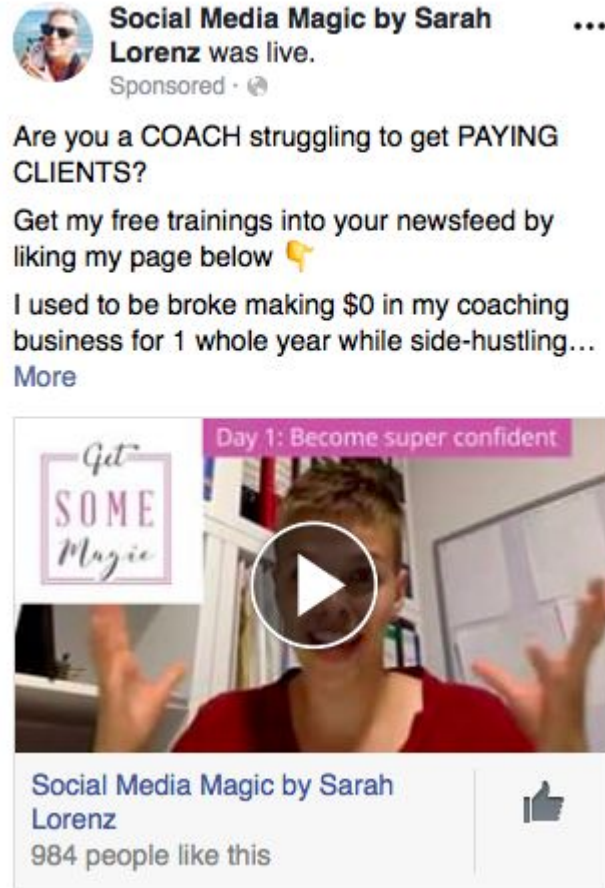
Campaign objectives

Page Likes

But if you insist on using it, your Ads will look like this.

With a click on the thumbs up a person will automatically become a fan of your Facebook page.

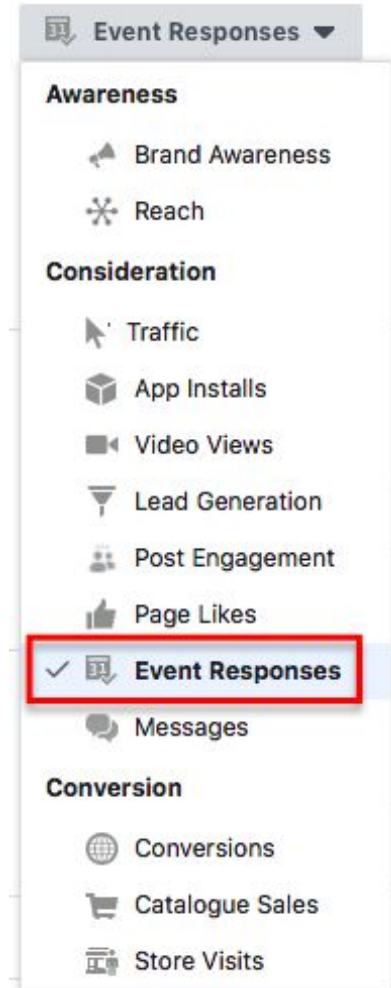
However, this does not mean they will see all of your posts in the future.



Campaign objectives

Event Responses

This is an awesome campaign objective to promote your Facebook event.



Campaign objectives

Event Responses

You can use any photo or even video for these ads.

When you use this make sure to post in your Facebook event, so that people who clicked on “Interested” get informed about updates.

You can also later retarget people who clicked “Interested” to make them purchase a ticket.

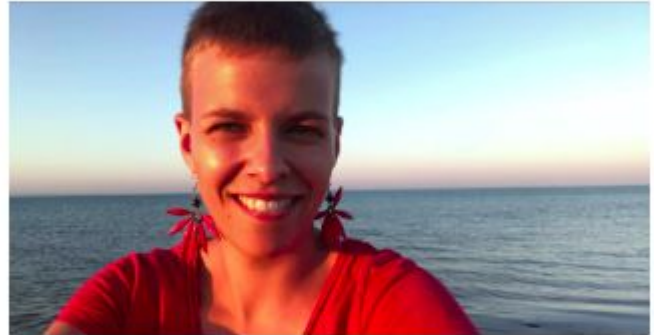


Social Media Magic by Sarah Lorenz shared an event.

Sponsored · 🌐



Come and join my amazing event 💜



THU, 30 MAY AT 15:00

Portfolio Tag mit Isländern

Falkenegg

INTERESTED

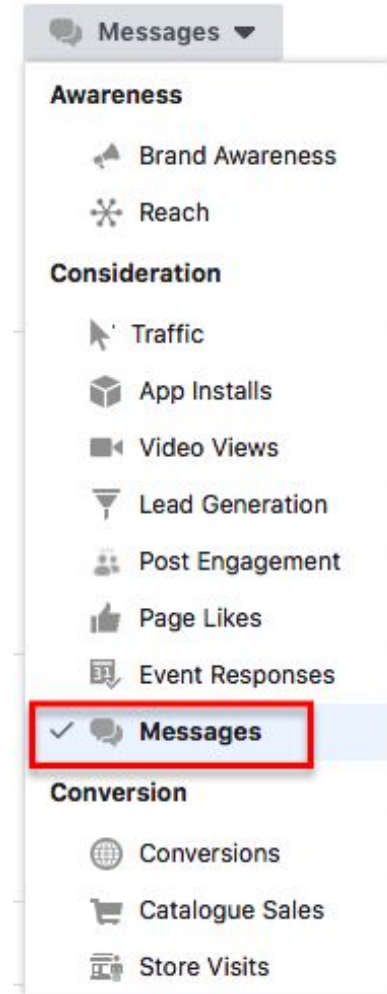
👥 37 people interested · 3 going

Campaign objectives

Messages

You use a Messages campaign to get people to send your Facebook page a message.

This makes sense when you're using a Messenger Bot which then automatically sends messages with lots of value to everyone who "subscribed".

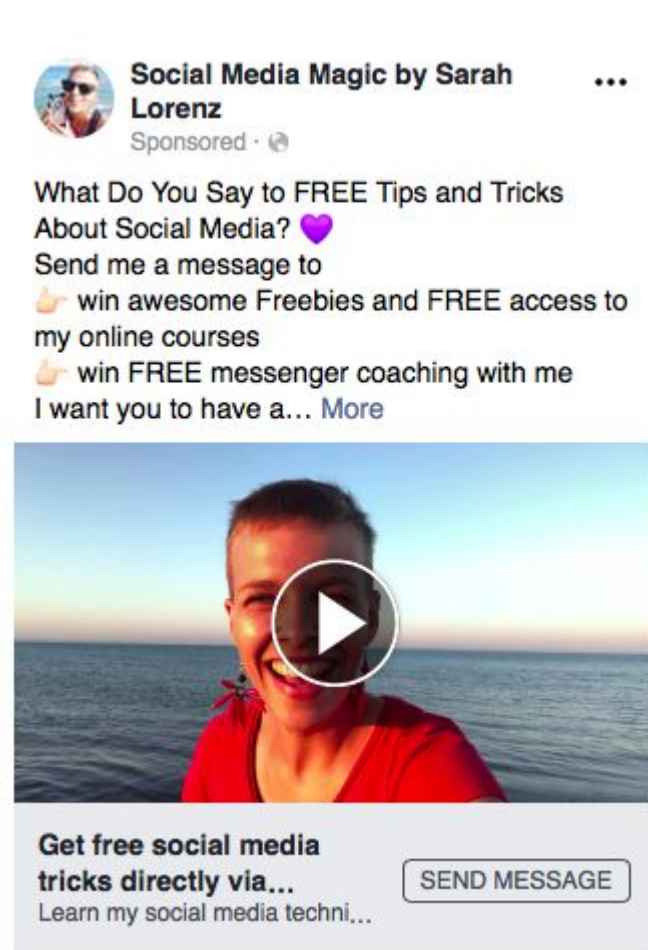


Campaign objectives

Messages

When people click on “Send Message” they send a message to your Facebook page.

To create a Bot you can use <http://manychat.com>.



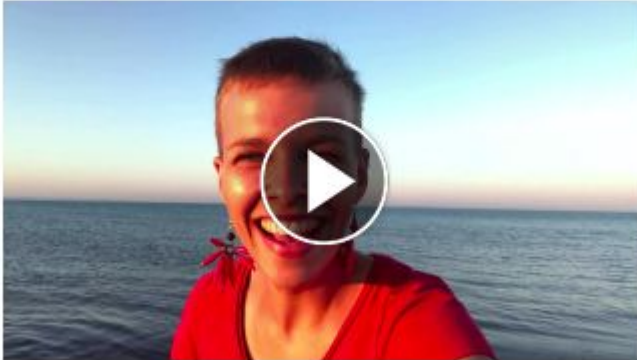
Social Media Magic by Sarah Lorenz Sponsored · 🌐

What Do You Say to FREE Tips and Tricks About Social Media? 💜

Send me a message to

- 👉 win awesome Freebies and FREE access to my online courses
- 👉 win FREE messenger coaching with me

I want you to have a... [More](#)



Get free social media tricks directly via...

Learn my social media techni...

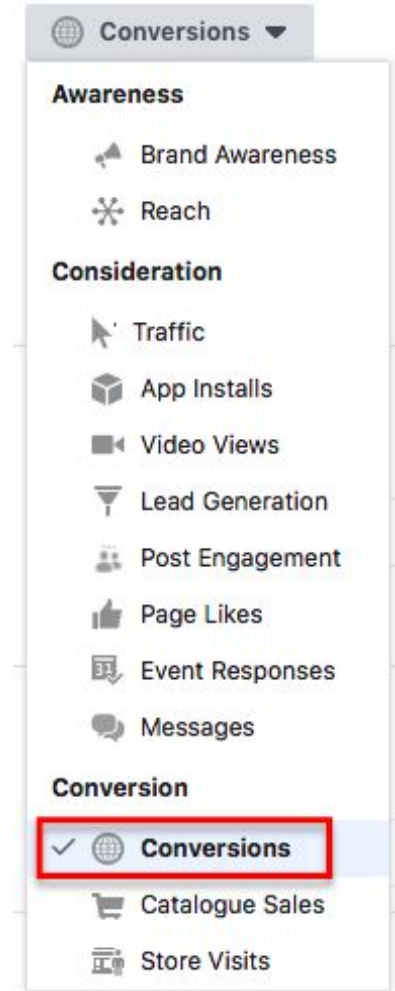
[SEND MESSAGE](#)

Campaign objectives

Conversions

With this you're telling Facebook: "I want as many people as possible to click on the ads and then perform a certain action"

You need to tell Facebook what this action is.

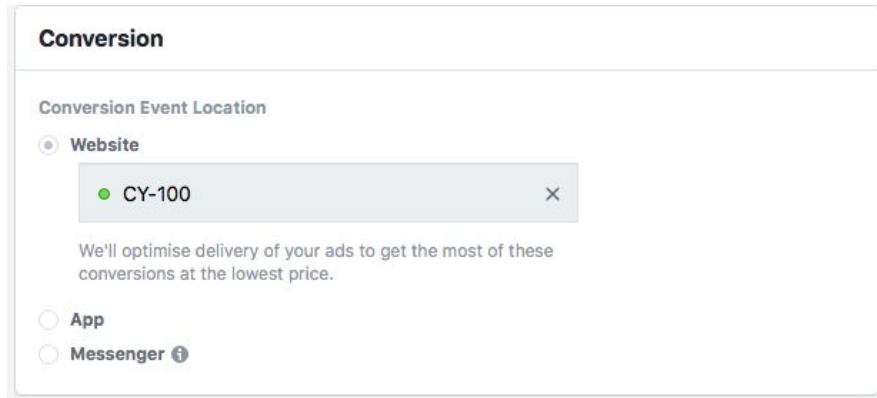


Campaign objectives

Conversions

In our training about the Facebook Pixel we already covered Custom Conversions. You will need one of these to run a Conversion campaign.


You can select your Custom Conversion in the Ad Set (the second) level.

The image shows a screenshot of the Facebook Ads interface for selecting a conversion event location. At the top, the word 'Conversion' is displayed in bold. Below it, the section 'Conversion Event Location' is shown. There are three radio button options: 'Website' (which is selected), 'App', and 'Messenger' with an information icon. Under the 'Website' option, a search bar contains the text 'CY-100' with a green dot icon on the left and a close 'x' icon on the right. Below the search bar, a message states: 'We'll optimise delivery of your ads to get the most of these conversions at the lowest price.'

Campaign objectives


Conversions

The Ads in a Conversion campaign look the same as the ones in a Traffic campaign.

**Social Media Magic by Sarah Lorenz**
Written by Sarah Lorenz [?] · 18 October 2017 · 🌐

Have you considered closing your Facebook group because all these "helpful posts" by the members are just so spammy? 🙄

Why not reactivate your Facebook page? Let me show you how with my free list of 100 awesome questions to get people engaged >>
<http://bit.ly/reactivate-fb-page>



Have you considered closing your Facebook group because it's just getting

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For coaches: 100 awesome questions for your FB page

Instead of posting on Facebook to the sound of crickets, learn how to ask the right questions and get the high-end clients you've been dreaming of.

Download

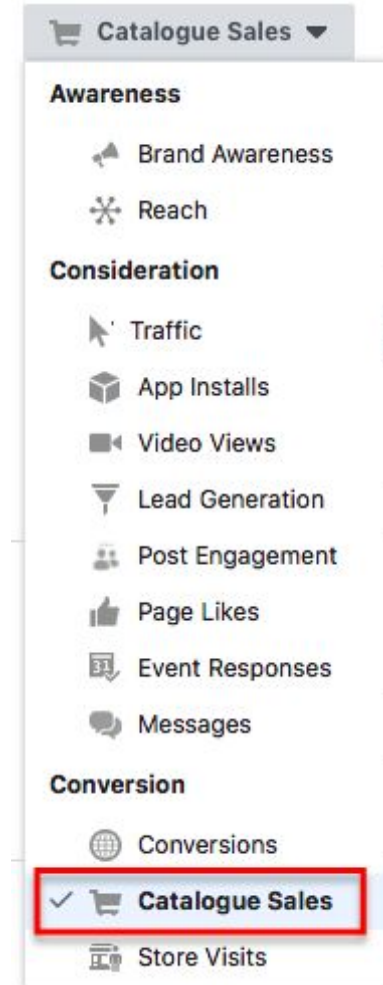
Campaign objectives

Catalogue Sales

This is a cool campaign objective if you're selling a lot of different products and if these products look good on a photo.

For example: Furniture, clothing etc.

You can combine this with your online shop so that products always get added and deleted from your ads automatically depending if you have them in stock or not.



Campaign objectives

Catalogue Sales

The products are normally displayed in a carousel, meaning people can click through them.



Campaign objectives

Store Visits

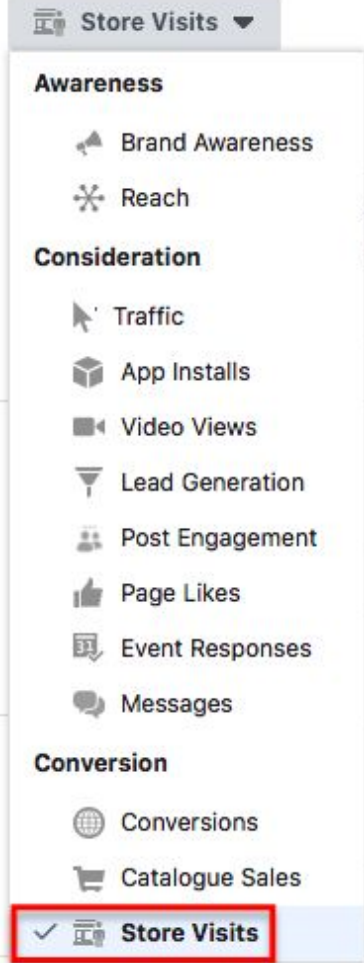
If you have a physical “real-life” store, you can use this campaign objective to make people visit your store in person.

They can get directions or click on “Call Now” and call you immediately.



Before you can use the Store Visits objective, you need to add your store details. To do this, find **"Business locations"** in the **Business Manager** menu. ...

[Learn more](#)



Campaign objectives

Store Visits

“Fun”-fact: Facebook tracks the number of people who visit your store after seeing your ad.

They do this with information from people with location services enabled on their mobile devices. Depending on each person's settings, location updates can occur even when the Facebook app is closed.



HOMEWORK

Choose all campaign objectives that makes sense for your business and strategy. Which will you use?

Now it's your turn

You can do this! Have fun! ●

