

CREATING AN AD FOR A FACEBOOK BUSINESS PAGE AS A SOCIAL MEDIA TARGETING

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Abstract

As an introduction to this paper will be elaborated the concept of Social media targeting and focusing on the types of Facebook ads that are frequently used worldwide as the most exploited social media. The purpose of this paper is to create an ad on a Facebook business page (vegans products) and to show the importance of Facebook manager application as a tool for creating better performances of the on line business. The paper will give a short explanation how to create an ad and how to target the location of the viewers, their gender, education level, job title etc. Also, it will be explained how to create a budget and a schedule for the campaign and the placement of the campaign (devices types, platforms).

Keywords: Facebook ads, on-line businesses, targeting

Clasificare JEL : M3, M37

1. Introduction

Virtuality in the operations of companies arises as a consequence of the use of knowledge, the development of information and communication technology, and the implementation of achievements in that sphere, which, in turn, transform the structure of business processes. [1] We are approaching new era of how things should be done. Being a business owner has its challenges and social media is one of them!

„Social media is quickly becoming one of the most important aspects of digital marketing, which provides incredible benefits that help reach millions of customers worldwide. And if you are not applying this profitable source, you are missing out an incredible marketing opportunity, as it makes it easy to spread the word about your product and mission.[2]

The term „social media targeting“ appears to have emerged in the early 1990s in reference to emerging web-based communication tools that facilitated online interaction [3]. According to [4] the term ‘social media’ refer to Internet services where the online content is generated by the users of the service. Social media rely on Web based technologies to turn discrete, usually rather short, user contributions such as status updates or comments into an activity stream.

There are so many definitions and approaches for what social media actually is. Social Media has been defined as websites which allow profile creation and visibility of relationships between users [5]; Social media has been referred to as “social media sites” [6].

Trottier& Fuchs[7] stated that all computing systems, and therefore all web applications, and also all forms of media can be considered as social because they store and transmit human knowledge that originates in social relations in society. They are objectifications of society and human social relations. Whenever a human uses a computing system or a medium (also if she or he is alone in a room), then she or he cognises based on objectified knowledge that is the out- come of social relations.

2. Social Media Targeting

Targeting in marketing is a strategy that breaks a large market into smaller segments to concentrate on a specific group of customers within that audience. It defines a segment of customers based on their unique characteristics and focuses solely on serving them. Instead of trying to reach an entire market, a brand uses target marketing to put their energy into connecting with a specific, defined group within that market. The four main [types of market segmentation](#) are:

- Demographic segmentation: age, gender, education, marital status, race, religion, etc.
- [Psychographic segmentation](#): values, beliefs, interests, personality, lifestyle, etc.
- Behavioral segmentation: purchasing or spending habits, user status, brand interactions, etc.
- Geographic Areas: neighborhood, area code, city, region, country, etc.

According to Evans & McKee [8] for a lot of organizations—including business, non-profits, and governmental agencies—use of social media very often begins in Marketing, public communications, or a similar office or department with a direct connection to customers and stakeholders. “The collaborative technologies that now define contemporary marketplaces—technologies commonly called “social media,” the “Social Web,” or “Web 2.0”—offer a viable approach to driving changes in deeper business processes across a wide range of applications.” Social media has been constantly evolving and growing in popularity since its appearance. Approximately 65% of adults are using some form of social media [9]. Social media is also growing as a powerful marketing tool for many reasons, including its ability to reach a wide audience. Social Media Marketing makes use of social media sites to raise visibility on the Internet and to promote products and services. Social media sites are useful for building social (and business) networks, and for exchanging ideas and knowledge.

Using the internet, social media, mobile apps, and other digital communication technologies has become part of billions of people’s daily lives. People are exposing themselves to more and more digital and social media. Social media marketing (also known as SMM) is a form of marketing whereby social networks are used to generate attention for brands, goods and services. Platforms such as Facebook, Twitter, Google Plus, YouTube, Pinterest, Instagram, and LinkedIn are often used for this purpose. Worldwide there are over 1.13 billion active users on Facebook daily, while 1.15 billion are active monthly.

Social media targeting is very important when we are creating an ad. What is targeting? Barbu [10] stated that „targeting the audience in Social Media allows the placement of ads that speak to the interests and preferences of the target. In short, you can say that the multitude of personal information concerning age, gender, preferences, habits, friends and friends of fiends, allow social media users to see adds regarding services and products that might interest them (according to their stated preferences) and thus eliminates a dissatisfaction element that may be the outcome of bombarding clients with general adds,,.

Worldwide, there are over 1.13 Billion active users daily on Facebook, while 1.57 Billion are active monthly (Facebook, 2016). To put that number in perspective, this is 21% of the 7.4 billion human beings on the planet (Worldometers, 2016). A 100 million people are active on Snapchat every day, while Snapchat users watch over 10 billion videos per day.

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3. Types Of Facebook Ads

Facebook Ads are extremely versatile and there are now several different variations you can use to solve a whole host of business problems from driving traffic to your website to reaching people in your local area. Kevin Lee [11] introduced us to various Ads available on Facebook (below we will explain a couple of them):

1. Boost your posts

A Boosted Post, in simple terms, allows your content to be seen by more people and more importantly, the right people. So, you can target specific age groups, areas and much more. Once you have posted on Facebook, you can boost any post from your Facebook page by simply clicking on the ‘Boost Post’ button. You can boost most posts you create on your page, including status updates, photos, videos and offers. Boosted posts will appear higher in the News Feed to help more people see them. They may also appear on Instagram. The cost to boost a post depends on how many people you want to reach on Facebook and Instagram. To see different budget options, go to your post and click Boost Post. In the box below Total Budget, you can choose one of the budgets that appear or you can click Choose Your Own to set a custom budget. When you boost your post, you can target your content to people who like your page, people who like your page and their friends, or people you choose through targeting. If you choose people through targeting, you can target based on location, interests, age and more.

2. Promote your Page

Use the network you already have. If someone has already joined your [email list](#), they most likely would love to connect with you on Facebook too. You can send out an email to your contact list, announcing your new page and inviting people to like your business on Facebook. Add a Follow Button on your website. Make it easy for your website visitors to like your page by adding a Follow Button to your website or [blog](#). A Facebook Follow Button is a widget you can add to your website that links people from your website to your Facebook Page. Create a Facebook Ad. Running a Facebook Ad is an easy way to get your page in front of a new relevant audience. By using [Facebook’s targeting features](#) you can create an ad that reaches people with certain characteristics like age and location. Share helpful content. Give people a reason to like your page by sharing helpful posts and driving action. Facebook is a highly visual channel, so share images and videos when you can. You can even try a [Facebook Live](#) to engage your fans.

3. Send people to your website

Send people to your website is done by creating a link ad. Once the user clicks on the ad, he lands on the specified website URL. This can be done for growing email list, generate leads, send traffic to specific business or product pages, send traffic to your blog and for running campaigns for events and conferences.

4. Increase conversions on your website

Increase Conversions on Your Website mainly helps in re-marketing website visitors. And it is done by placing the Facebook pixel on your website and capturing the website traffic / audience in a separate set and retarget them through Facebook campaigns with context and help them convert into customers.

5. Get installs of your app

Integrate with a popular app. Integrate with a well-known app and use its popularity to help yours. Integrating with an app or service people care about, makes it much easier to get attention for your app. If the integration is really useful, you can offer something of value to anyone who uses, follows or reports on the app/service you've integrated with. Create a YouTube video. When you think social media marketing for apps, the focus is usually Facebook, Instagram and Twitter. YouTube is a social-search hybrid that offers two really great benefits for app developers:

1. Big SEO opportunities
2. A great preview of your app

Launch in an easier country. Where is it easier for your app to stand out – Canada or USA? Smaller markets have less competition so you're more likely to rank higher in their app stores. Of course, this means that you need to set up your app store page to display more than one language. Start sending emails. Pretty much all online marketers use email marketing. It's one of the best ways to nurture somewhat interested people into becoming customers. Email simply works. In fact, click through rates for the mobile industry average over 3%, which is a solid number compared to click through rates for mobile ads. In addition to good click through rates, email marketing offers some other benefits. Run a contest. According to Buffer, 35% of Facebook fans liked a brand in order to take part in a contest, and photo contests receive 5.5x more comments than regular posts. So, creating a contest is a great way to drive interest in your app. A popular marketing tactic to get maximum exposure is to create a contest or giveaway where people get more entries if they share a tweet or post something on their wall about your app. Ask for feedback. People like to offer friendly advice, so you might as well ask for it. Go into forums visited by your target segments and ask the forum users what they think of your app. This is a good way to introduce your app to potential users without seeming like a self-promoter. Hopefully this has given you a few new ideas to promote your app and increase downloads.

6. Increase engagement in your app

Keep the data section simple. Let us understand the fact that entering the data (address, card details etc) on mobile is a bit difficult than entering it on a desktop. If you have made you application to enter this data more times, this might bore your application users and eventually they'll leave the session midway. Larger buttons. Try keeping your Call to Action button comfortable enough for both kinds of users. Gamification can be of great help. The mobile applications are created for a different purpose, and I'm sure that your application is serving the purpose it is meant for, but little fun can be of great use. With this in your application, your users will find it more interactive and thus you'll have a better mobile app user engagement directly. Synchronization. Synchronizing your application with social media platforms can prove to be of great help. For this, you might have to consider the use of social media API for registration and logins. This won't just enhance your visibility online, but will also ease the users in registering with your application. Push Notifications. This is an inclusion with which you can keep your application users updated about any new message or event. This way you can keep interacting with them and also can get back the aloof users. You can try having push notifications in form of text, image, videos, and any external link that will redirect them to a specially planned page. The later largely depends on the kind of users you have for your mobile application. Not just virtual rewards. Be it a small reward or something big, they always fascinate the one getting and motivate the rest. The virtual rewards that we find in most of the mobile applications aren't sufficient. If you wish to increase your user engagement you should also give them some physical awards. This can be a coupon or a gift card, but there should be something. Speed uncompromised. No one likes to wait for long. Might be possible that your mobile application is one of the kinds, which people use in their free time. But always remember that they do not even have the time to waste their free time.

7. Reach people near your business

Facebook lets you enter the street name and even pin code of your locality to target the folks in and around. The locality area radius can be minimum of 1 mile radius to 50 mile radius at the maximum. When you're sure about the local targeting places, go ahead and select the age and gender. You can set the type and budget of your campaign. If you choose the Lifetime budget, you get the opportunity to schedule the ads of your campaign. This will enable you to run interim offers campaign for the people in your area. Weekend campaigns works best in such cases. Now go ahead and set your adverts name and continue to the next page.

8. Raise attendance at your event

Make the City Part of the Event. To drive attendance for your event, highlight its location and all it has to offer in marketing, such as emails, website, and invites. Create Content that Tells a Story. Tell the story of the speaker, tell the story of an exhibitor, a sponsor, or even past participants. They can share some of their connections that they've made at the event, their 'aha moments,' and what they've learned and applied in the past year from that event. Plan a Unique Experience, Then Promote It. Create an experience that is personalized to what your attendees' goals are, and ensure your website highlights how you'll help them achieve them. Three key elements to consider: include how to set up your content, how to set up your room, and what food to serve. Send Personal Invites. Sending personalized invites is a great way to stand apart from all the news everyone is bombarded with every day. Get the Media to Cover Your Event. Last but not least, media coverage can help send more attendees your way, and there are a few simple steps to securing it.

9. Get people to claim your offer

Many businesses offer discounts, free shipping, and buy-one-get-one deals to increase sales, brand interest, and revenue. Although paper coupons exist, coupons emailed to contacts, mailed to houses, or handed in-store, Facebook also provides a more convenient and effective way of disseminating coupons: Offers ads. [Offer ads are the digital versions of coupons](#). These ads include codes which customers can use at checkout to claim their discount. If you want to create an Offer ad, you must select the “Get People to Claim Your Offer” objective under the “Conversion” section.

For this purpose we are going to use boosting a post as Facebook ad in order to get more engagement to a web site page www.vegansproducts.com. The page is promoting vegan lifestyle, healthy habits, recipes, animal rights, news etc.

Also, we should mention that Google analytics is used to find out how an actual web site is performing. This powerful platform provides you with the tools you need to measure site traffic, conversion, behaviour and ad performance, and will help us understand how people use your website, or how they are approaching to your web oriented business. Google Analytics helps you view these referrals, which then add to your understanding of how customers find your website and what they do once they get there. [12]

4. Creating Facebook Ads

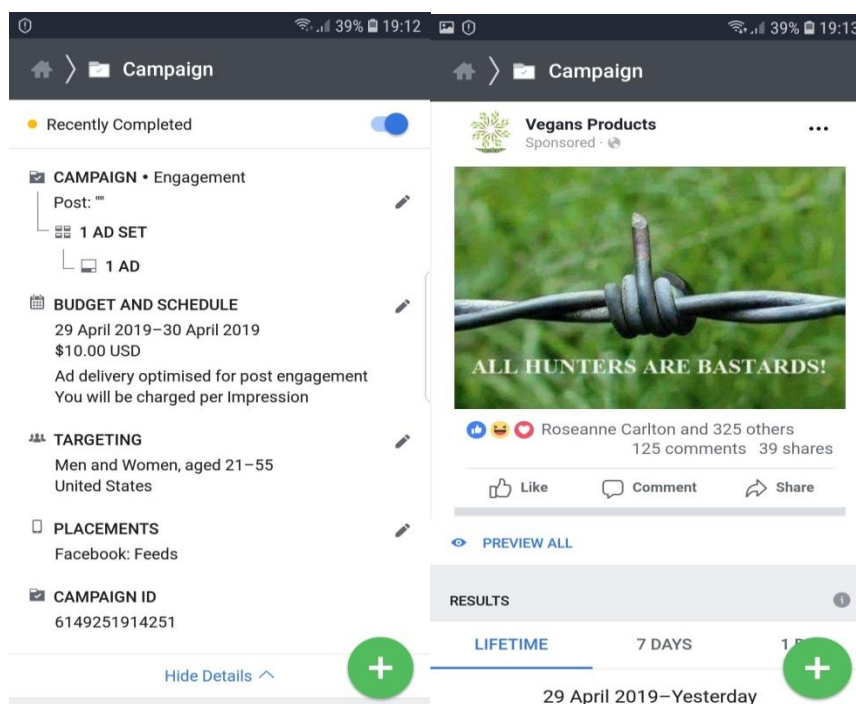
As we can see from Figure 1, there is general information regarding the Campaign that was boosted through Page Manger. The Campaign ID is 614251914251, the budget that we spent for the ad is 10 \$. The campaign was running 24 hours.

Figure 1 Campaign ID

Sources: www.vegansproducts.com

Figure 2 All hunters are bastards!

Sources: www.vegansproducts.com



We target the specific audience, aged 21-55, from the United States from different states(Ohio, Illinois, new Mexico, Kentucky, Michigan, Texas, Florida etc. The post name is **All Hunters Are Bustards!** As we can see from the Figure 2, there are 325 likes on this post, 125 comments and 39 shares. This is excellent engagement that we have for 24 hours boosted post.

Figure 3 Post Engagement Sources: www.vegansproducts.com Figure 4 Cost per Post Engagement Sources: www.vegansproducts.com

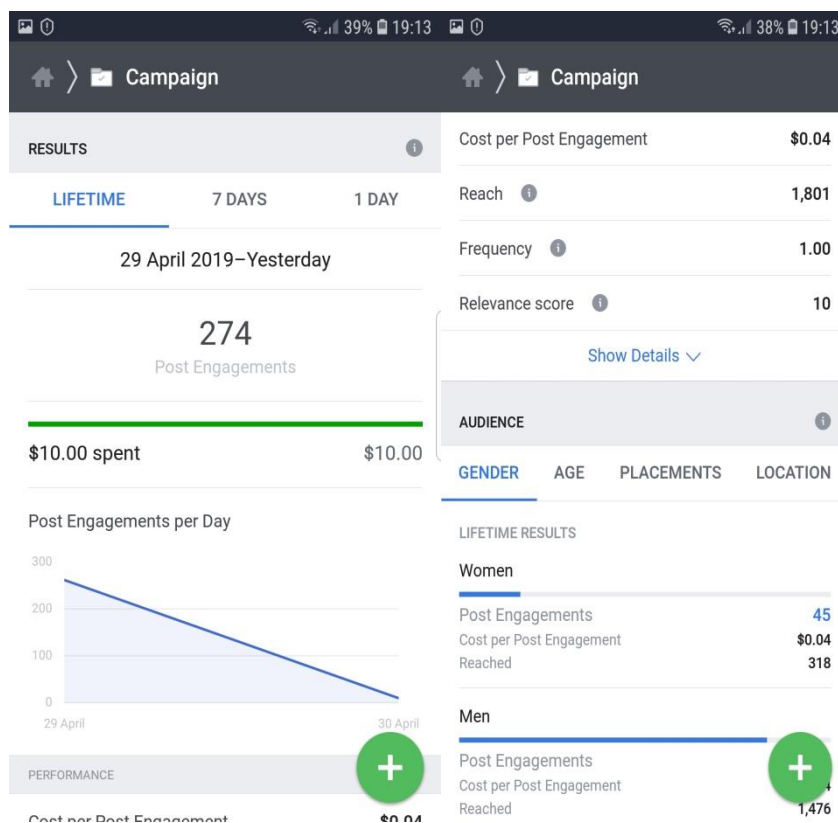


Figure 3 shows us that we spent 10\$ for boosting the post and that we have 274 post engagements. We reached up total of 1.800 audience and the cost per engagement is 0.04\$. We have reached 318 women and we have a 45 post engagement from women and reached 1476 men and 227 post engagement by them.

Figure 5 Gender targeting
Sources: www.vegansproducts.com

Figure 6 Age targeting
Sources: www.vegansproducts.com

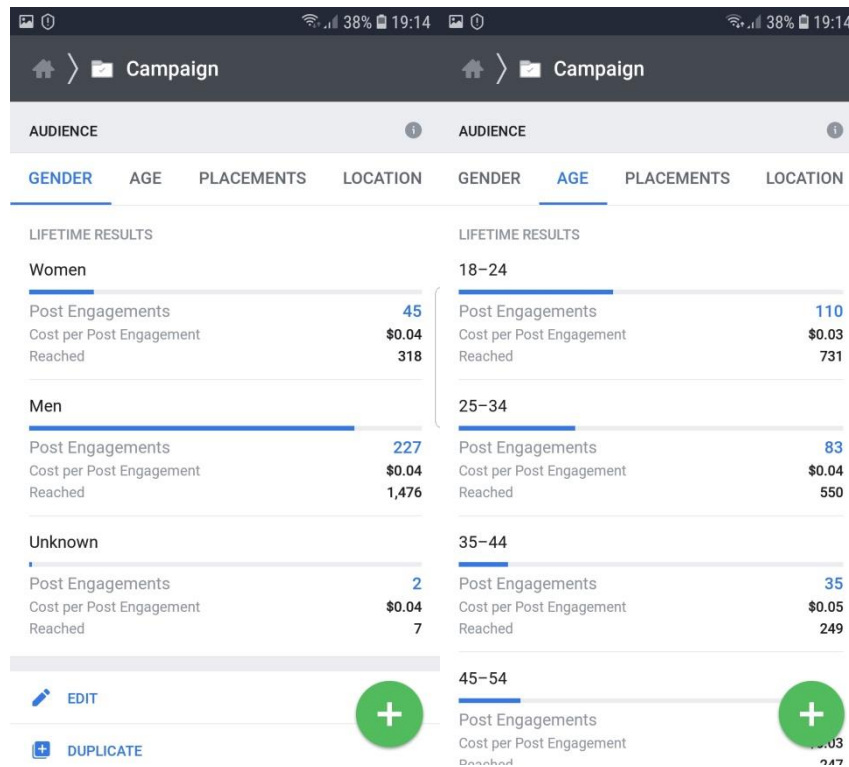


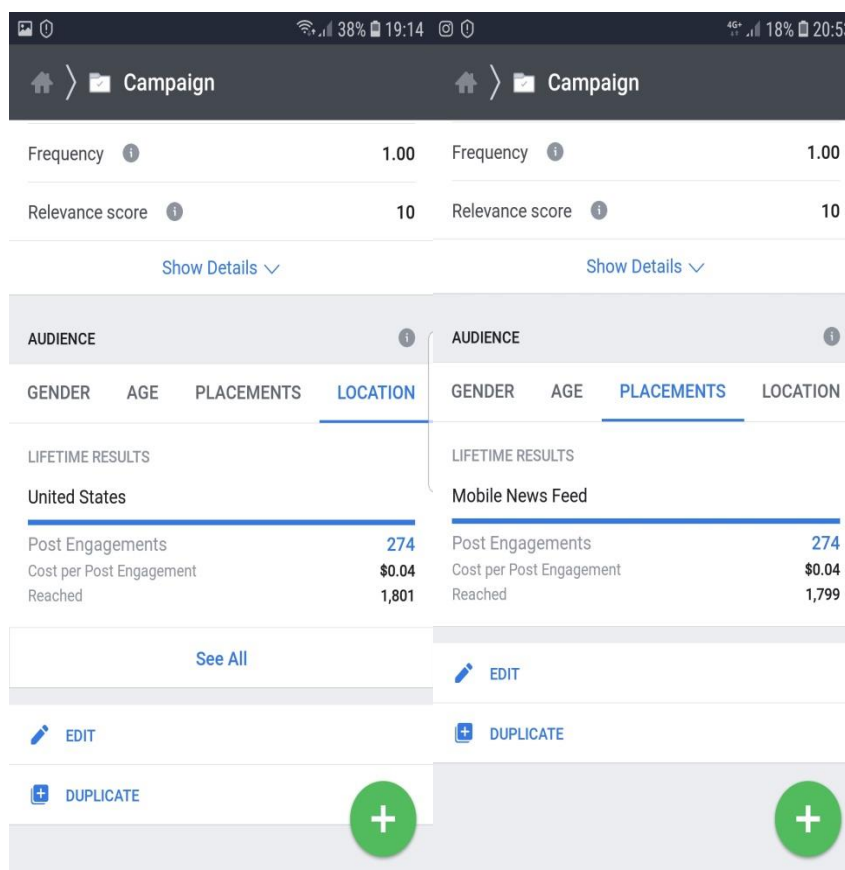
Figure 6 Shows us age targeting. The post has reached 731 people aged 18 -24 years, we have post engagement 110, and the cost per post engagement is 0.03\$. Then, the audience, aged 25-34 that the post has reached is 550 people, the post engagement is 83, and the cost per engagement is 0.04\$. The post has reached 249 people aged 35-44, post engagement is 35 people and cost per post engagement is 0.05%. And, post has reached 247 people aged 45-54, post engagement is 44 and cost per post engagement is 0.03%. Finally post reached 24 people between 55-64, we have 2 post engagement and post per engagement is 0.08 \$

Figure 7 Location targeting

Sources: www.vegansproducts.com

Figure 8 Placement targeting

Sources: www.vegansproducts.com



As we can see from Figure 7, we have reached the audience in the United States and to be precise from Texas 35, California 22, Florida 15, Missouri 13 and so on. Figure 8 is showing us the Placements or the approach of the audience. As we can see they reach ad by mobile devices.

Figure 9 USA /Countries

Sources: www.vegansproducts.com



5. Conclusions

We can make a conclusion that social media targeting is very important tool when we are creating a Facebook ad. As we can see from the images above, page manager gave us options to make a targeting in location of the audience, placement, their gender, age. So, we can create an ad that can reach audience that we want to see our ad. The location, the age, the gender is very important when the ad is created, because we can not sell lipstick to an audience from 60 -70, males? We live in a world where we can do anything with the right data that we need. This is a new level of communication with the whole world. Whether we want to send a message or sell a product or simply promote some lifestyle this is the best way to do so. Social media targeting helps advertisers reach their audiences on social media with relevant and impactful marketing messages. Once you know who your ideal consumer is, and where to find them on social media, targeting is easy and makes your brand's advertisements highly effective.

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