

E-COMMERCE & SOCIAL MEDIA

WORKSHOP

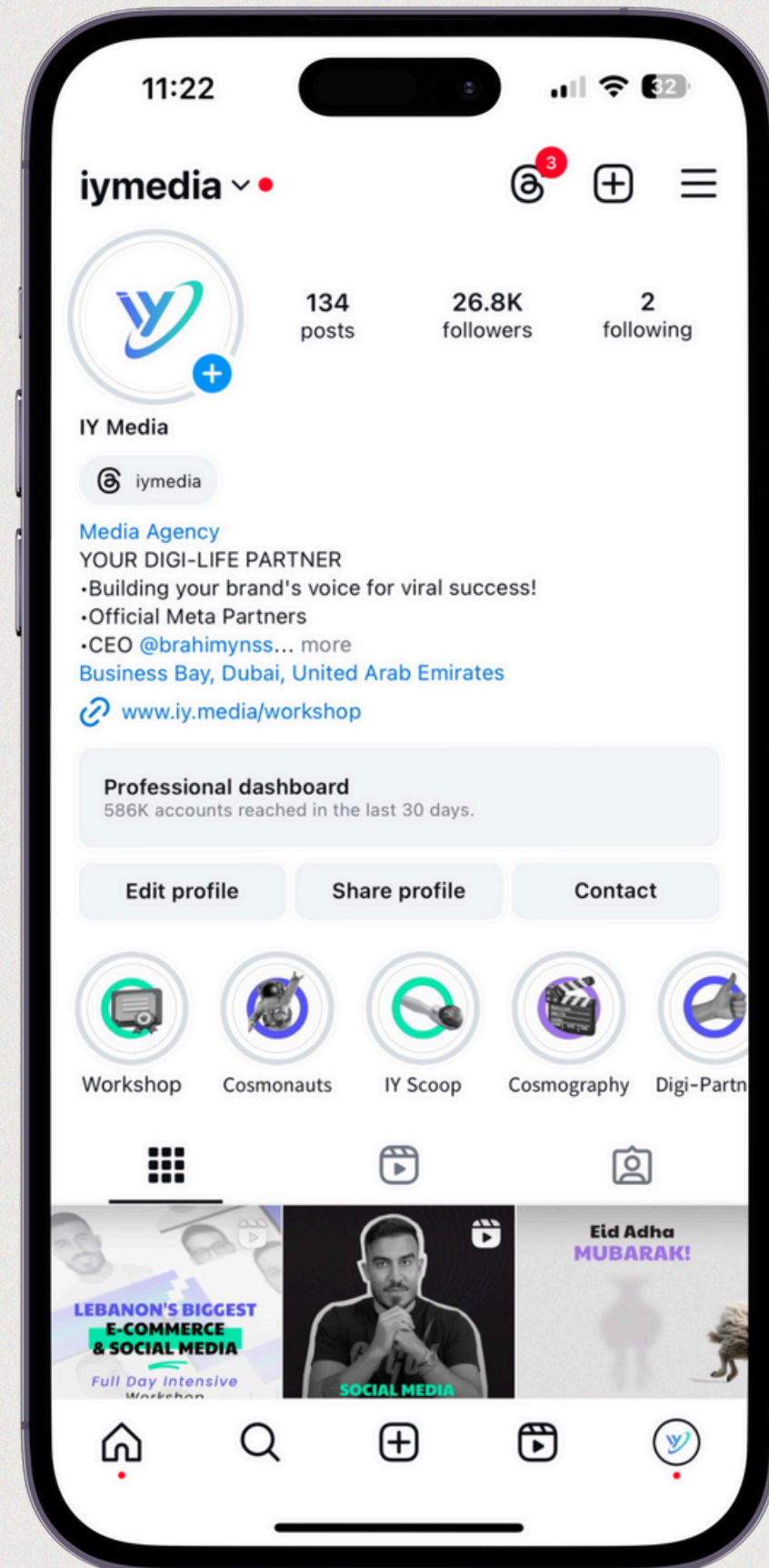


Powered By  Y MEDIA

PART 3

Mastering Meta Advertising Strategies, Scaling & Successful Campaigns

**PROMOTE
YOUR INSTAGRAM
PAGE!**



PROFILE ESSENTIALS

Name

User Name

Profile Picture

Bio

Link in Bio

Contact Button

Highlights

Visual Consistency

Diverse content

Commercial content

HIGH PERFORMING AD CAMPAIGNS



WHAT IS THE DIFFERENCE

BETWEEN:



Ads Manager

vs



Instagram

WHEN RUNNING ADS?

WHAT'S YOUR CAMPAIGN OBJECTIVE?

More Profile Visits



More Website Visits



More Messages



HOW TO OPTIMIZE TARGETING?

with:

**\$30 DAILY BUDGET
IN LEBANON**

HOW TO MANAGE THE **BUDGET** EFFECTIVELY?

*NEW
BUSINESSES*

VS

*ESTABLISHED
BUSINESSES*

70% Profile Visit (awareness)
30% Message Campaign

30% Profile Visit (awareness)
70% Message Campaign

HOW TO CHOOSE THE RIGHT TARGET AUDIENCE?

**Don't go too broad with interests.*

Too Broad

12:49 4G 29

Cancel Create audience Done

2.2M - 2.6M ⓘ
Estimated audience size

Too broad

Audience name
Broad ✓

Locations
Lebanon >

Interests >

Age & gender
All | 18 - 65 yr >

Direct

12:52 4G 29

Cancel Create audience Done

444.0K - 522.4K ⓘ
Estimated audience size

Great

Audience name
Direct ✓

Locations
Lebanon >

Interests
Nike, Inc. or Sports Wear >

Age & gender
All | 18 - 49 yr >

Indirect

3:48 4G 80

Cancel Edit audience Done

452.1K - 531.8K ⓘ
Estimated audience size

Great

Audience name
Indirect ✓

Locations
Lebanon >

Interests
CrossFit, Physical fitness (fitness) or Health & wellness (personal care) >

Age & gender
Male | 18 - 49 yr >

METRICS

*Estimated Reach in Lebanon
with a \$10 Budget:*

Profile Visits: 4,5k – 10k

Messages: 3k – 7k

Note: These are estimates and actual results may vary based on factors like ad creative, targeting optimization, and competition.

**WHEN CAN I START
ANALYZING CAMPAIGN
PERFORMANCE?**

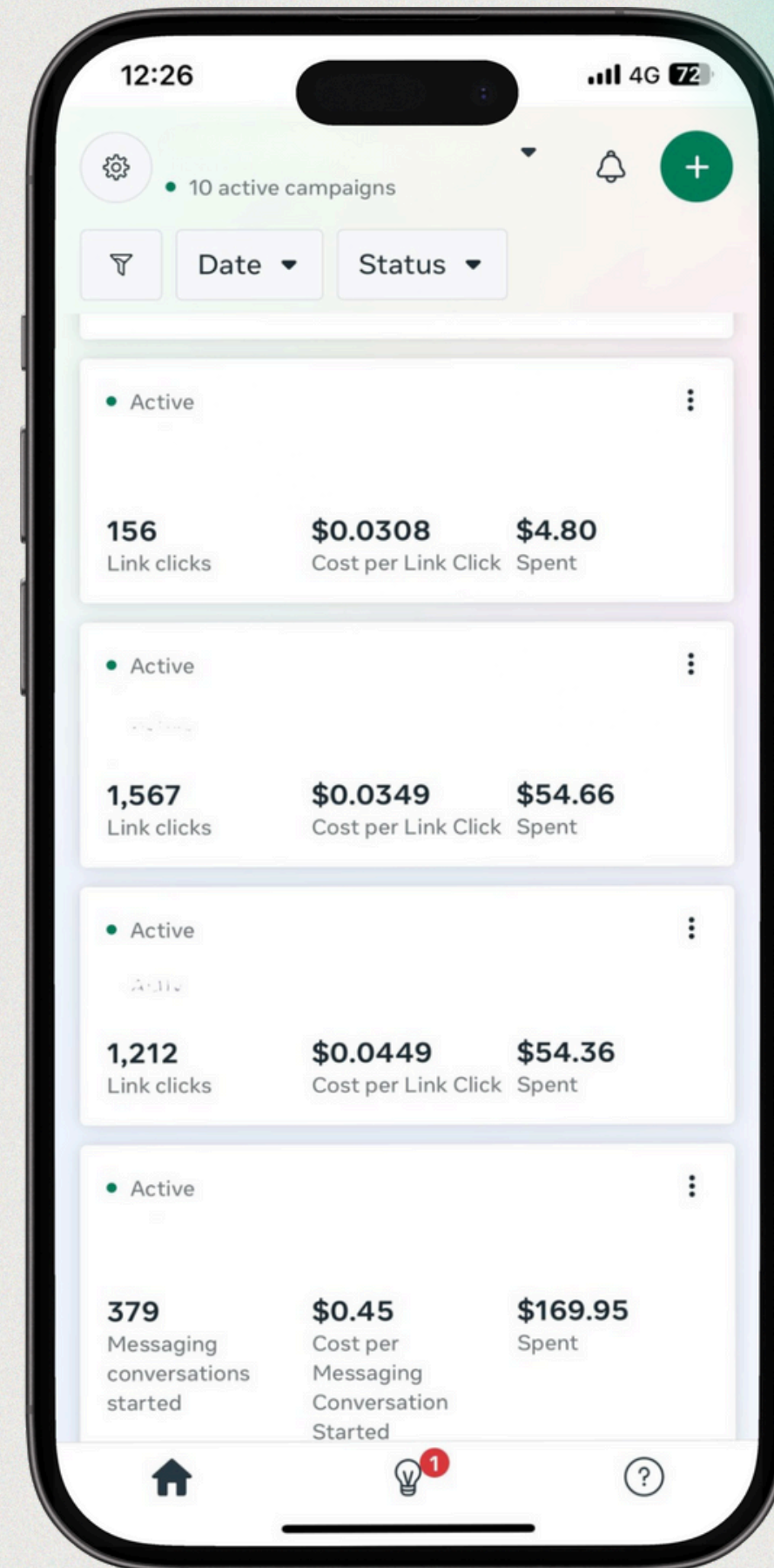
**after running it for at least 48 hours.*

ACCURATE METHOD TO **ANALYZE** CAMPAIGN PERFORMANCE



Download Meta
Ads Manager
On Your Phone

YOU CAN CHECK ACTIVE CAMPAIGNS WITHIN THE APP



Profile Visit

16:35

Campaign

Edit Duplicate

Date Metrics

Results

Link clicks	4,106
Cost per Link Click	\$0.0236
Amount spent	\$96.93
	10.00 \$ daily budget
Reach	50,844
Impressions	86,345
Messaging conversations started	259
Cost per messaging conversation started	\$0.37
Messaging contacts	0
New messaging contacts	231
Purchases	0
Cost per purchase	\$0.00
Purchase ROAS (return on ad spend)	0.00

Show less

View performance



16:41

Campaign

Edit Duplicate

Date Metrics

Results

Link clicks	171
Cost per Link Click	\$0.0850
Amount spent	\$14.54
	5.00 \$ daily budget
Reach	10,980
Impressions	17,759
Messaging conversations started	5
Cost per messaging conversation started	\$2.91
Messaging contacts	0
New messaging contacts	0
Purchases	0
Cost per purchase	\$0.00
Purchase ROAS (return on ad spend)	0.00

Show less

View performance



Message Campaign

16:39

Campaign

Date Metrics

Results

Messaging conversations started	297
Cost per Messaging Conversation Started	\$0.25
Amount spent	\$75.10
Reach	20,881
Impressions	36,224
Messaging conversations started	297
Cost per messaging conversation started	\$0.25
Messaging contacts	0
New messaging contacts	277
Purchases	0
Cost per purchase	\$0.00
Purchase ROAS (return on ad spend)	0.00

Show less

View performance

Campaign setup



12:21

Ad Set

Date Metrics

Results

Messaging conversations started	3
Cost per Messaging Conversation Started	\$3.41
Amount spent	\$10.24
	5.00 \$ daily budget
Reach	3,900
Impressions	4,459
Messaging conversations started	3
Cost per messaging conversation started	\$3.41
Messaging contacts	0
New messaging contacts	0
Purchases	0
Cost per purchase	\$0.00
Purchase ROAS (return on ad spend)	0.00

Show less

View performance

Ad set setup



**YOUR CAMPAIGN PERFORMS
WELL IN THE FIRST 5 DAYS
THEN DECLINES?**

**What actions should you take*

HOW TO **SCALE** **SUCCESSFUL CAMPAIGN**

**Gradually increase your budget by 20%
every 24 hours for optimal campaign growth.*

NO RESULTS?

How to Fix Underperforming Campaigns

My budget bestween \$20 - \$50 Per day

**AS A BUSINESS OWNER
SHOULD I MANAGE AD CAMPAIGNS
ALONE OR WITH AN AGENCY?**

**THE DEALMAKER
OR DEAL **BREAKER****

Customer Care

Impact on Sales

HIGH INQUIRIES

LOW SALES

Let's Fix That!

THE **BIGGEST MISTAKE** MOST NEW E-COMMERCE BUSINESSES MAKE

**Prioritizing physical assets over
a strong advertising budget*

**IS OFFLINE ADVERTISING
RECOMMENDED?**

**THANK YOU
FOR ATTENDING!**