

# FACEBOOK OGLASAVANJE

**ALEKSANDAR RADUKIN**

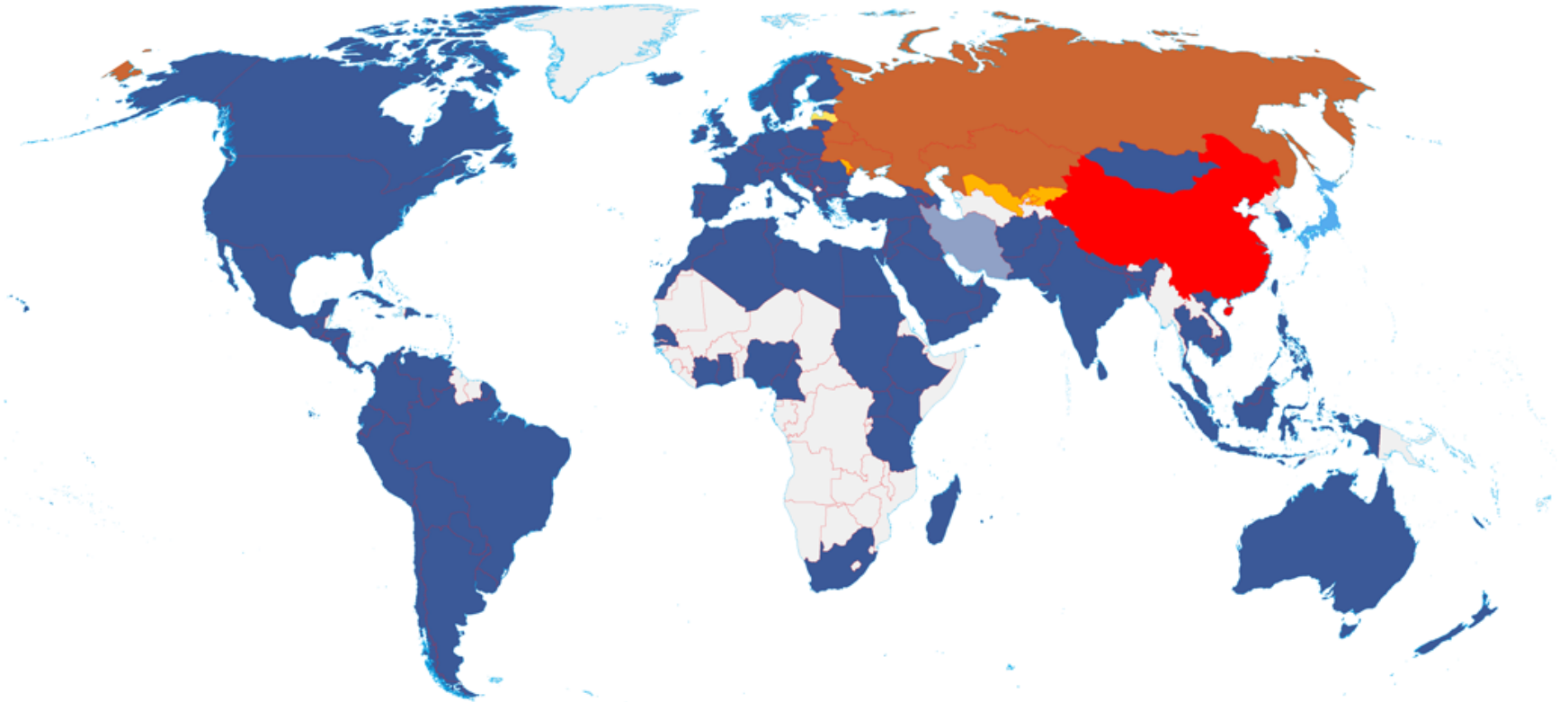
HOMEPAGE Co-Founder & SMM Manager

@radukin @homepaggers

**ZAŠTO BAŠ  
FACEBOOK?!?**

# WORLD MAP OF SOCIAL NETWORKS

December 2014



credits: Vincenzo Cosenza vincos.it

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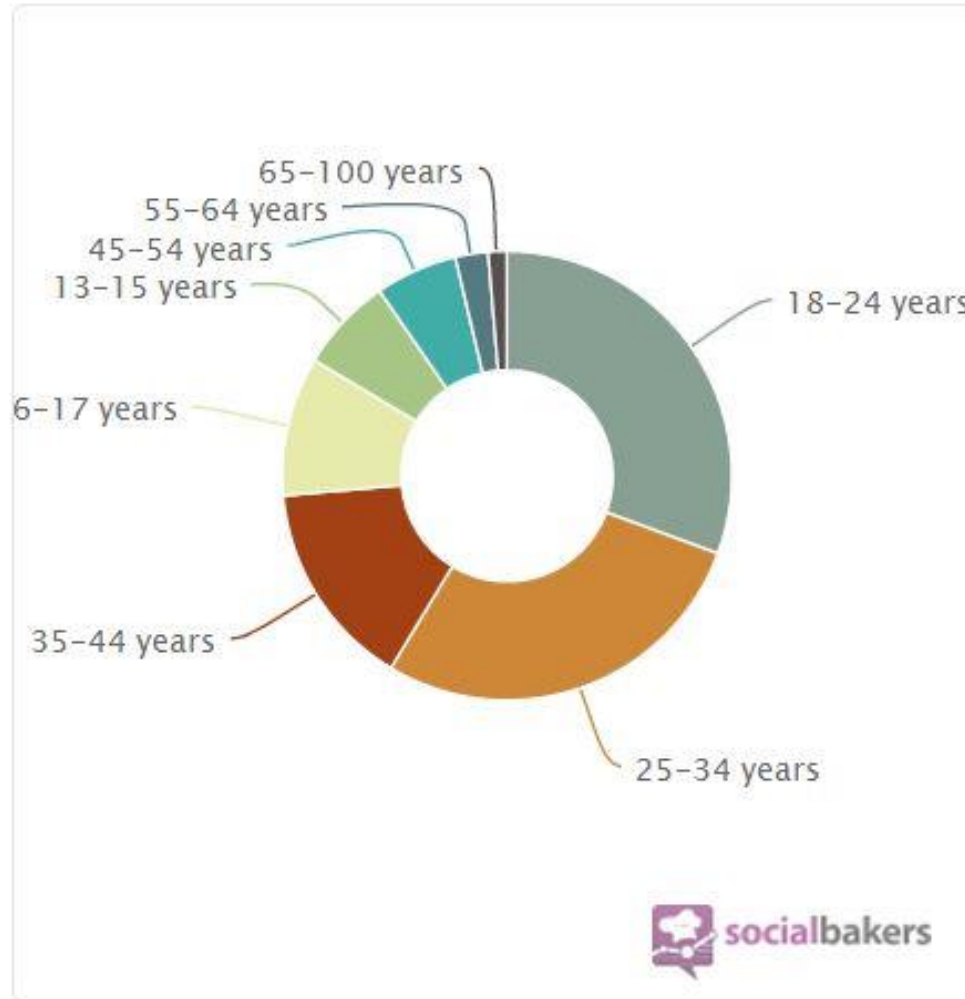
source: Alexa

**homepage**

# FACEBOOK U SRBIJI

- broj korisnika: 3.6 – 4 miliona (preko 50% populacije)
- više korisnika Facebook-a nego interneta
- 55% muškarci
- 45% žene
- više od 60% ljudi posećuje svoj nalog svakodnevno
- preko 80% bar jednom nedeljno

# DEMOGRAFIJA



# FB PROMOCIJA

# **GUERILLA, WORD OF MOUTH PROMOCIJA**

- **Events**
- **Groups**
- **Page invite**
- **Viralni efekat (like, share, comment)**
- **WOM servisi**

# FACEBOOK ADS



# FACEBOOK ADVERTISING GUIDELINES:

[https://www.facebook.com/ad\\_guidelines.php](https://www.facebook.com/ad_guidelines.php)

# FACEBOOK ADVERTISING PRAVILA

- **Pravilo 20% teksta**
- **Alkohol (21+, 18+, u nekim zemljama zabranjeno)**
- **Sadržaj za odrasle - zabranjeno**
- **Dating servisi – posebna dozvola od FB-a**
- **Duvanski proizvodi, droga - zabranjeno**
- **Online kockanje – samo u nekim državama uz dozvolu FB-a**
- **Offline Kockanje – 18+**
- **Lutrija – 18+ samo odobreno od državnih komisija**
- **Lekovi na recept - zabranjeno**

# FACEBOOK ADVERTISING PRAVILA - nastavak

- **Suplementi, biljni preparati – 18+**
- **Steroidi, doping sredstva - zabranjeno**
- **Softveri – non malware/spyware**
- **Oružje i eksplozivi - zabranjeno**
- **Govor mržnje, ilegalne aktivnosti**
- **Sex, seksualno eksplicitne fotografije**
- **Kršenje autorskih prava**
- **Logo FB-a i bilo šta vezano za FB funkcionalnosti - zabranjeno**
- **QR i bar kodovi na vizualu - zabranjeno**

# FACEBOOK ADS MANAGER

Advertise on Facebook

STEP 1: CREATE YOUR CAMPAIGN

[Use Existing Campaign](#)

## Choose the objective for your campaign

[Help: Choosing an Objective](#)



Send people to your website



Increase conversions on your website



Boost your posts



Promote your Page



Get installs of your app



Increase engagement in your app



Raise attendance at your event



Get people to claim your offer



Get video views

homepage

# OSNOVNE FORME FB OGLASA


- Klasični fb ads – sajt (sa i bez konverzije)
- Klasicni fb ads – page (tab)
- App ads (interakcija ili instalacije)
- Boost post
- Post ads
- FB event ads
- FB offer ads
- FB video ads

# LOKACIJE PRIKAZA FB OGLASA

- Desktop news feed
- Mobile news feed
- Right column

ADVERT PREVIEW AND PLACEMENTS

✓ Desktop News Feed



✓ Mobile News Feed

✓ Right Column

homepage

# OSNOVNE FORME FB OGLASA

## **Klasični fb ads – sajt**

News feed image – 1200x628 (20% limit)

Right column – (20% limit)

Copy: 90 characters CTA, 25 headline

## **Klasicni fb ads – page (tab)**

News feed image – 1200x444 (20% limit)

Right column – (20% limit)

Copy: 90 characters CTA, 25 headline

# OSNOVNE FORME FB OGLASA

## App ads

News feed image – 1200x628 (20% limit)

Right column – (20% limit)

Copy: 90 characters CTA, 25 headline

## Boost post

20% limit, post size

## Post ads

News fees position - 20% limit, post size

Right column – 20% limit, post size

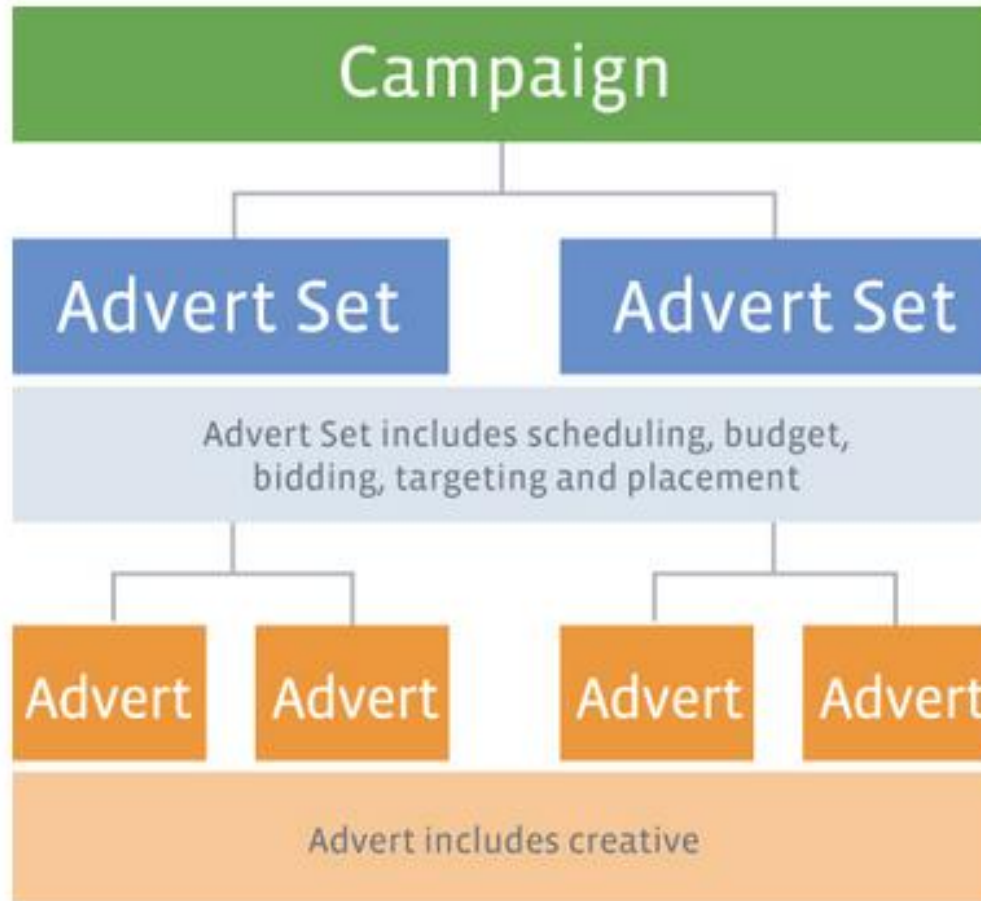
**homepage**



# ADS MANAGER INTERFEJS

homepage

# STRUKTURA



# AUDIENCE (TARGET GRUPA), REMARKETING

Who do you want your adverts to reach?

Help: Choose Your Audience

Custom Audiences ⓘ Choose a Custom Audience | Browse

Create New Custom Audience...

Locations ⓘ Serbia  
All Serbia  
Add a country, county/region, city or postcode

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...  
More Demographics ▼

Interests ⓘ Search interests | Suggestions | Browse

Behaviours ⓘ Search behaviours | Browse

Connections ⓘ  
 All  
 Only people connected to Homepage  
 Only people not connected to Homepage  
 Advanced connection targeting

## Audience Definition



Your audience selection is fairly broad.

## Audience Details:

- Location:
  - Serbia
- Age:
  - 18–65+

Potential Reach: 3,600,000 people

# BUDGET, SCHEDULE, OPTIMIZATION

How much do you want to spend?

[Help: Budgeting & Pricing](#)

Budget ⓘ

- Schedule ⓘ
- Run my advert set continuously starting today
  - Set a start and end date

Optimise For ⓘ

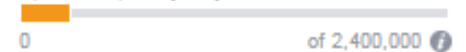
- Pricing ⓘ Your bid will be optimised to get more engagement on your Page post. You'll be charged each time your advert is served.
- Get the most engagements for your post at the best price – you'll be charged for impressions
  - Set the amount that a post engagement is worth to you

Advert Scheduling ⓘ   
[More Options](#)

[Hide Advanced Options](#)

## Estimated Daily Reach

8,600–23,000 people



This is only an estimate. Numbers shown are based on the average performance of adverts targeted to your selected audience.

# POZICIONIRANJE

The image displays the Facebook Ads Manager interface, tilted at an angle. It shows the process of creating an advertisement, from selecting an image to previewing the ad in different placements.

**Image Selection:** The top left section includes an upload button and instructions: "Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock."

**Text and Links:** A section titled "What text and links do you want to use?" contains fields for:

- Headline:** "Add a headline that grabs people's attention..." (25 characters)
- Text:** "Enter compelling text that helps people know what you're promoting..." (90 characters)
- Call-to-action Button (optional):** "Choose Button = Call To Action. Choosing a Facebook Page is required in order to use a Call To Action."

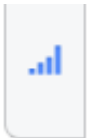
**Advanced Options:** A section titled "What text and links do you want to use?" includes a "Boosted Page Post" option: "Your advert will boost this Page post. You can preview your advert on the right."

**Ad Preview and Placements:** The bottom right section shows a preview of the ad in various placements:


- Desktop News Feed:** The ad features a blue-tinted image of a band performing. The text reads: "Predstavljamo vam događaj Romologija na kom će pored koncerta grupe Kal, publici biti predstavljena i interaktivna web postavka 'Da li znaš ko sam ja?' koja se punom parom pravi u Agenciji Homepage. Kao uvod u događaj Romologija koji će se održati 7. aprila u Mikser Beograd, pogledajte novi spot grupe Kal: [http://bit.ly/ldemo\\_dajje](http://bit.ly/ldemo_dajje)".
- Mobile News Feed:** Shows the ad as it would appear on a mobile device.
- Right Column:** Shows the ad in a right-hand sidebar placement.


homepage

# OPTIMIZACIJA, MONITORING, EDITOVANJE





**STATUS**


**SCHEDULE**  
24 March 2015 – 25 March 2015   
10:41 10:40

**BUDGET**  
€5.00   
Lifetime

---

 **Budget, Schedule & Optimisation**  Edit

Budget: €5.00 lifetime  
Schedule: 24/03/2015–25/03/2015  
Duration: 0 days  
Bidding: Bid for Page post engagement  
Pricing: Your bid will be optimised to get more engagement on your Page post. You'll be charged each time your advert is served.

**Targeting & Placement**  Edit

Location: *Serbia*  
Age: 13–65+  
Mobile Placement: News Feed  
Desktop: News Feed or Right Column


# REPORTING

Date Range: Last 7 days ▾

Frequency ⓘ	Impressions ⓘ	Clicks ⓘ	Unique Clicks ⓘ	Click-through Rate (CTR) ⓘ
<b>3.13</b> Per Person	<b>2,562,156</b> Total	<b>73,153</b> Total	<b>46,983</b> Per Person	<b>2.855%</b> Per Impressions
1.67	64,965	638	603	0.982% ▲
1.03	11,043	561	517	5.080%
1.00	266	10	10	3.759%
2.79	22,548	322	245	1.428%
1.07	12,187	507	460	4.160%
3.24	53,950	333	267	0.617%
1.30	13,812	418	360	3.026%
1.87	43,319	197	177	0.455% ▼






homepage

# POWER EDITOR

 Power Editor 103935396475473 ▾ Download to Power Editor Upload Changes  
Aleksandar Radukin This account Last downloaded about a month ago

Manage Adverts ▾

**Campaigns** | **Advert Sets** | **Adverts**

+      View Advert

Advert Name	Status	Delivery	Advert Set Name	Campaign Name	Start	E
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- FILTER BY CAMPAIGN

- ▶ Recently Changed (0)
- ▶ Not Uploaded (0)
- ▶ Active (5)
- ▶ Scheduled (0)
- ▶ Paused (85)
- ▶ Completed (955)
- ▶ All (1248)

+ FILTER BY ADVERT SET

+ FILTER BY TAG



# HVALA NA PAŽNJI

**ALEKSANDAR RADUKIN**

HOME PAGE Co-Founder & SMM Manager

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**homepage**