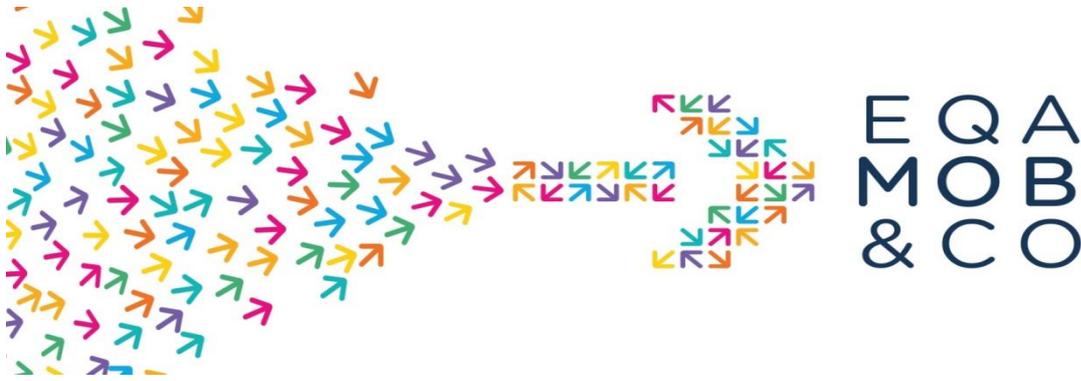


## **PRACTICAL SHEET**

# Create a Facebook Advert

*EQAMOB partners are aware that parties involved are not necessarily marketing experts. For this purpose, some practical sheets have been realised to support, by giving key advices and recommendations.*

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Directly on Facebook website you will have the opportunity to create your own publicity (the one you can see at your right when you navigate).

● **You will be asked to :**

- ✓ Choose an advertising objective : global awareness, local awareness, traffic to website, generate prospect, "conversion" (marketing term meaning lead to action : fill application, get inquire, go to an event)
- ✓ Define the audience:
  - Ability to add email addresses of persons you want to target
  - Select localization (for global awareness you may select broader than an event communication for instance)
  - Choose age – gender – languages (the language choice is automatic according to countries selected)
  - Ability to detail the audience (for instance select those who "like the page", have an interest for education, are company owner, are involved in learning mobility, etc.)
- ✓ Define the ad placement : automatic placement is recommended
- ✓ Set the budget and calendar : 20 Euros is the daily average budget
- ✓ Select an ad format (choose within the EQAMOB toolbox): slideshow (until 10 pictures), unique image (until 6 pictures), video /cartoon explaining the label
- ✓ Export image(s): (the recommended size is 1080x1080 px)
- ✓ Add text to the Ad (prepared post in the available toolbox)
- ✓ Link the advertising to your Facebook corporate account
- ✓ Visualize, confirm and publish!

● **Here the link with full explanation :**

[https://www.facebook.com/business/help/www/898399293584952?helpref=faq\\_content](https://www.facebook.com/business/help/www/898399293584952?helpref=faq_content)