Virginia Giammaria

Program manager@ Facebook

AGENDA

1. TOOLS

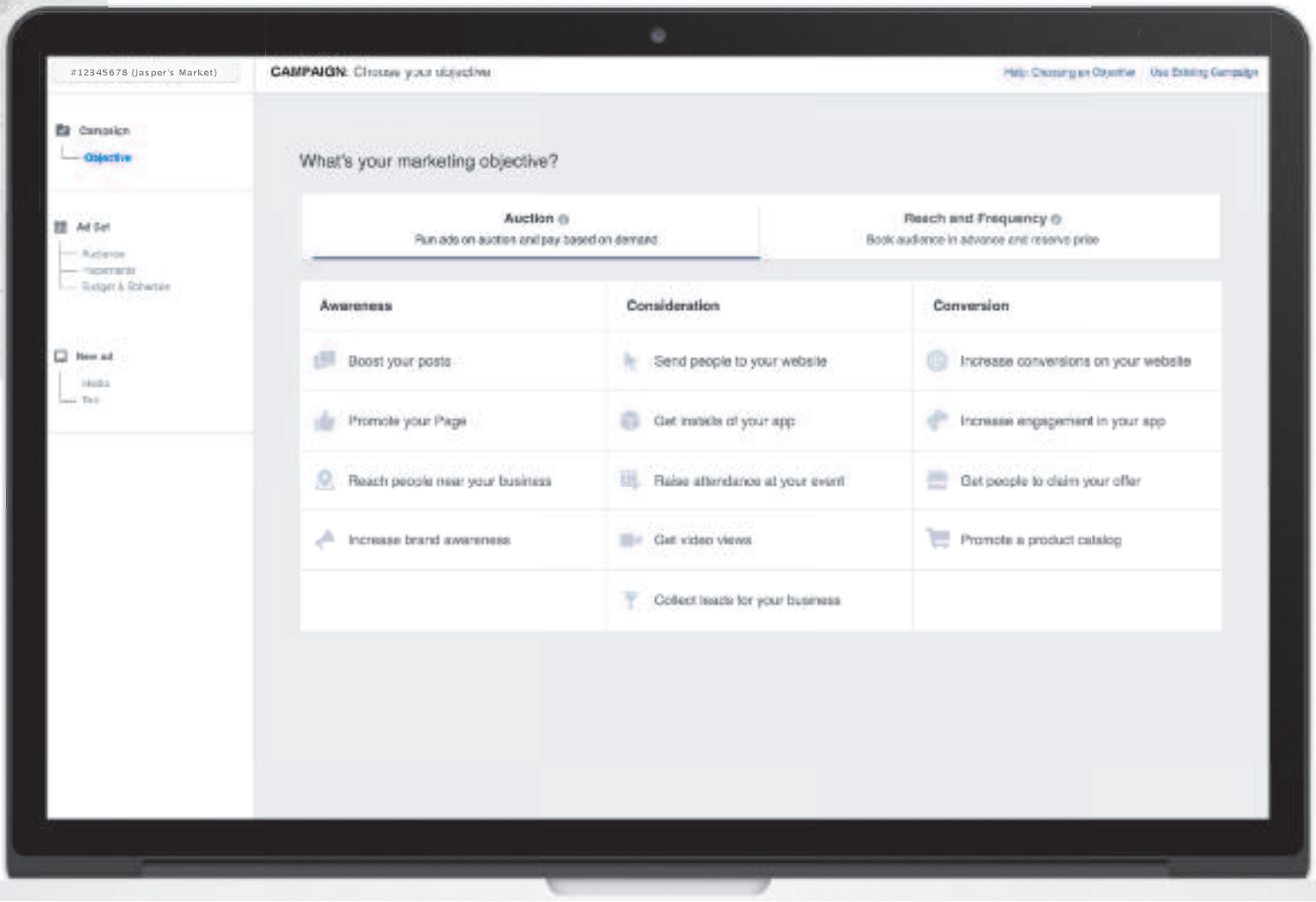
2. BINARIO F

Source: Placeholder text.

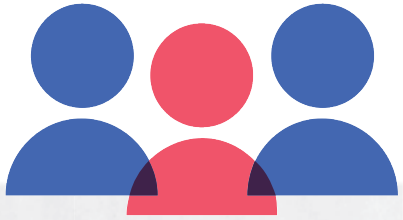
01
Be where people are
02
Connect with the right people
03
Take your business global

PAGE

Fb ADS MANAGER



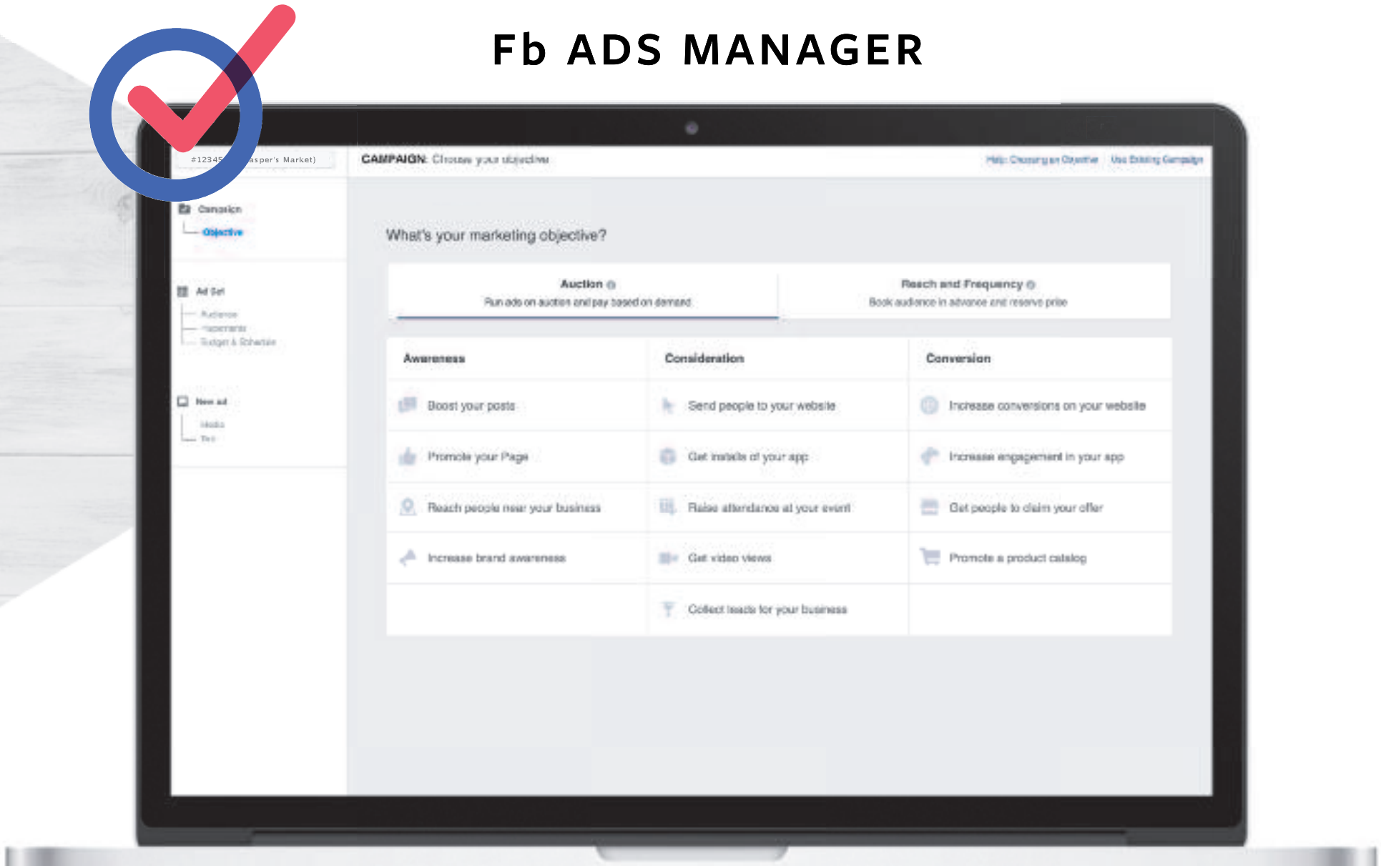
Objective



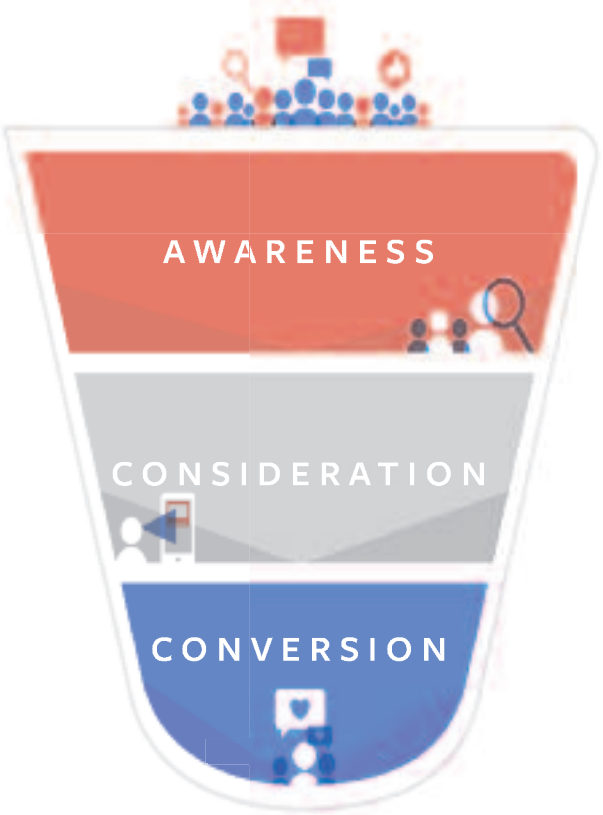
Target

Format

Fb ADS MANAGER



Recipe for a business



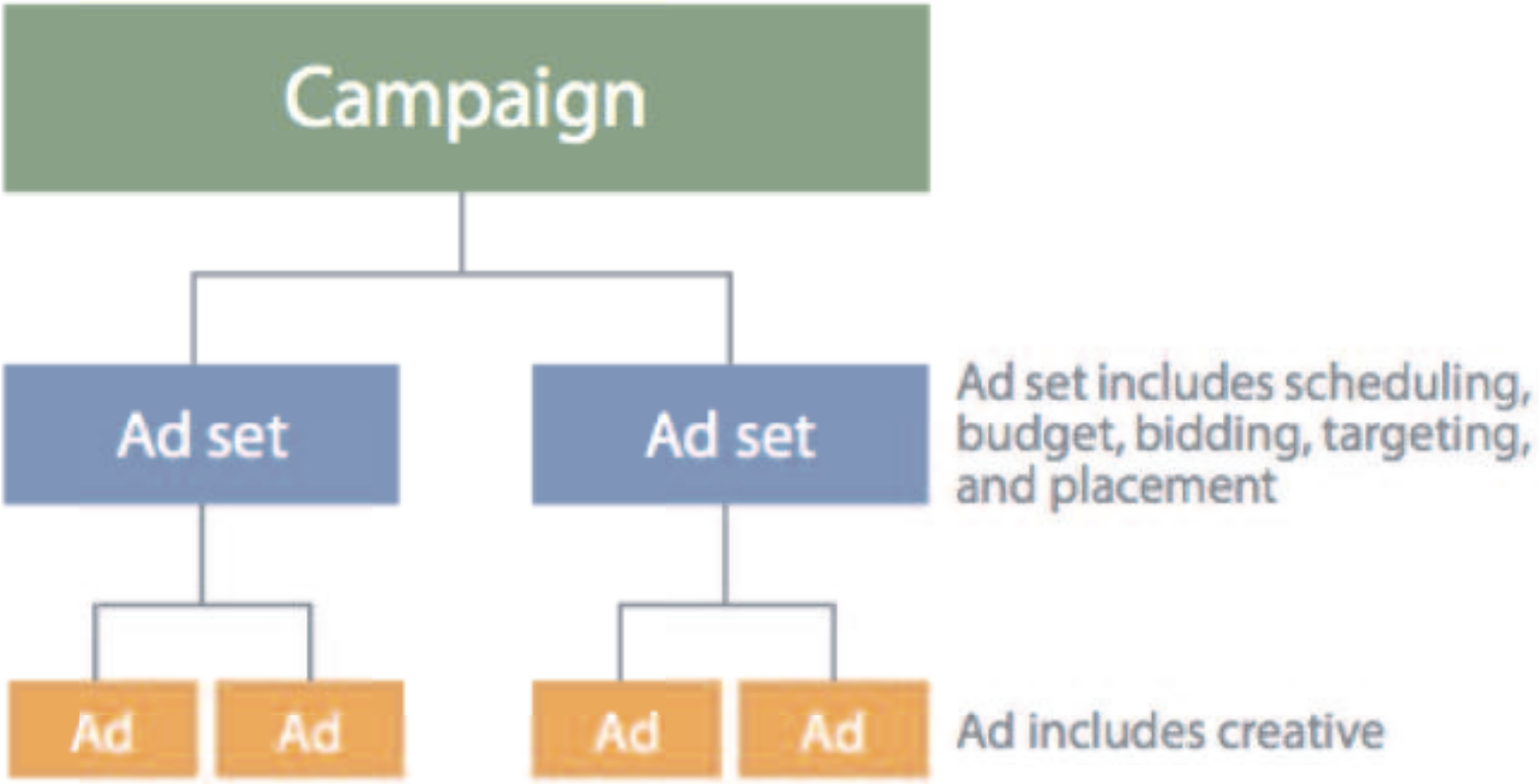
Build a Facebook Page

Build your brand and reach the target audiences

Discover and engage your audience with quality content

Drive consideration and sales

Advertising campaign structure



LOCATION

DEMOGRAPHICS

INTERESTS

BEHAVIORS

CONNECTIONS

CUSTOM AUDIENCES

LOOKALIKES

Consumers expressing intent to purchase goods from a different country:

UK → US

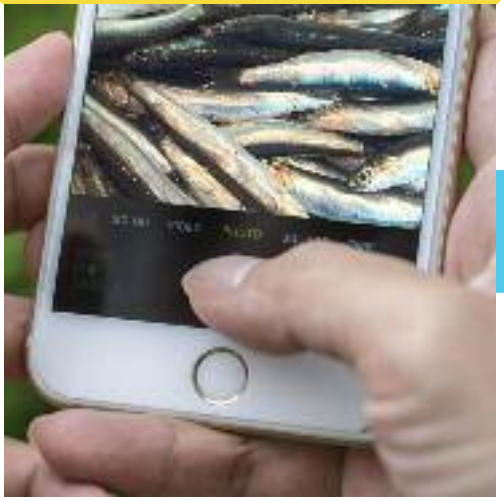
Taiwan → UK

Indonesia → France

Russia → Japan

Source: Pitney Bowes, "Global Online Shopping Study", conducted by ORC International, Dec 2015

THERE'S
NO RECIPE
FOR
CREATIVITY



1

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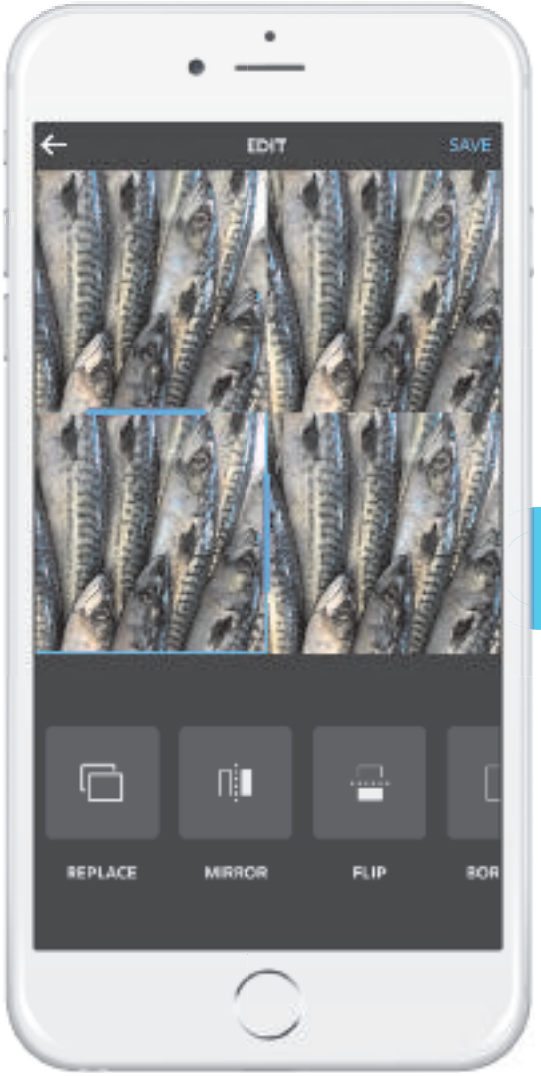
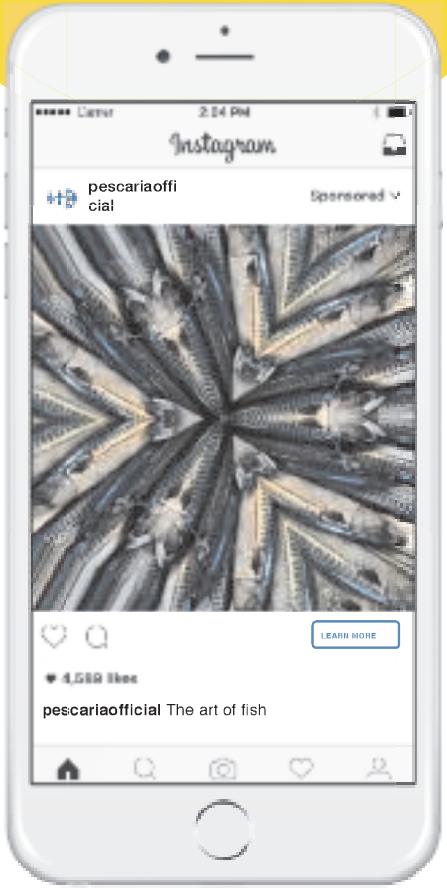


3

BUILT WITH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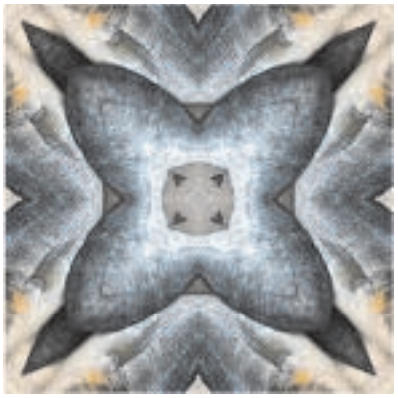
Sponsored
LEARN MORE
pescariaofficial The art of fish



My favourite app and Formats

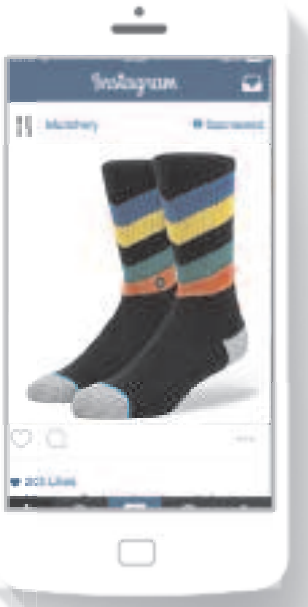
1. LAYOUT

Tip: Use images with simple composition and a single focal point when using layout. This reduces the noise that a busy composition brings.

2. HYPERLAPSE

Tip: Best used when showing a long process like building a piece of furniture. It then compresses it down into a few seconds.

3. VIDLAB

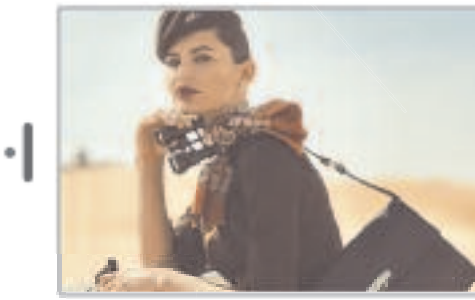


Tip: For boosted posts, use Slideshow. Vidlab does the same thing in an app. Best used when you want to show several products or photos in autoplay video. Test carousel vs. slideshow.

4. BOOMERANG

Tip: Best used to reinforce a simple action that communicates the key message of your ad. Creates a gif like video, playing the same action forward and backwards.

5.FLIXEL



Tip: Creates moving pictures. Great when you want to highlight a subtle moving part of a photo and keep the rest still.

Some of our favorite Creative Apps

Video:
Replay
iMovie
Native Camera
Gifboom Pro
Flixel
Spark
Stayfilm
Legend
IdeaVid
vidlab
hyperlapse

Gifs:
Gifboom
Gifcam
boomerang

Photo:
VSCO
Manual
Snapseed
Touch Retouch
Juxtaposer
Layout
Notegraphy

Text + Graphic Overlays
Over
Typic
Adobe Post
MSQRD

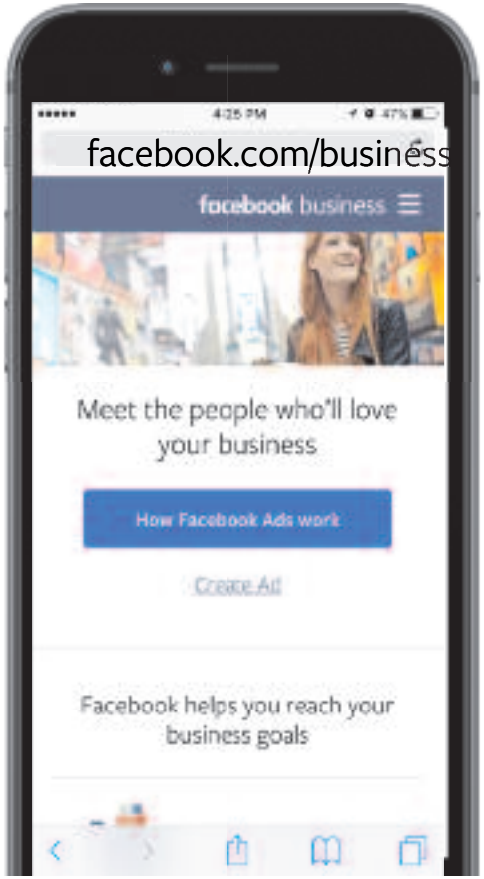
RESOURCES

- FB Blueprint- https://www.facebookblueprint.com
- Fb for Business - https://www.facebook.com/business
- FB insights- https://www.facebook.com/iq
- Fb - Success Stories - https://www.facebook.com/business/success

- Creative Hub - https://www.facebook.com/ads/creativehub
- Mobile hub - https://www.facebook.com/business/e/mobile_studio

- Instagram for business Blog - https://business.instagram.com/advertising

- Messenger Blog - https://messenger.fb.com/



PRODUCT NEWS RESOURCES

- FB Newsroom - https://newsroom.fb.com/
- Instagram Blog - http://blog.instagram.com/
- https://messenger.fb.com/blog/
- https://media.fb.com/blog/

HELLO
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APERTO
HELLO

A chi si rivolge

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Grazie
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