

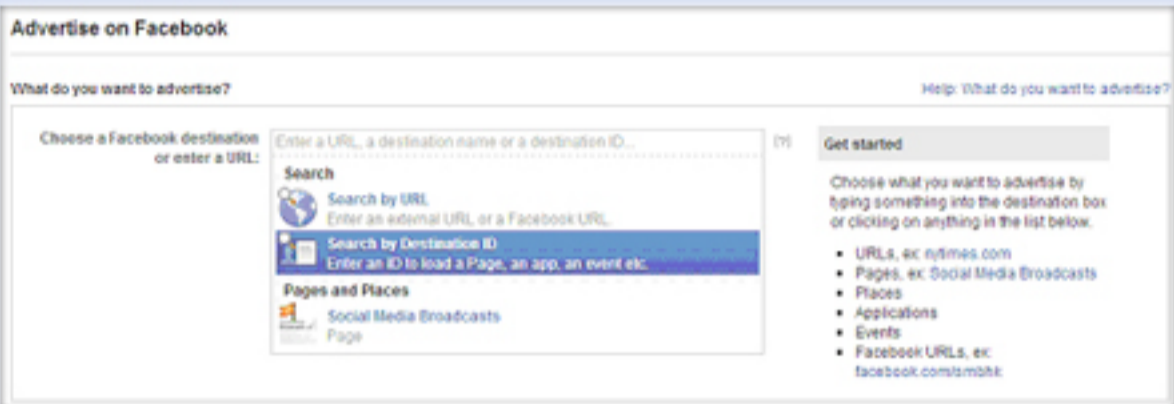


## Advertising on Social Media Platforms - Part 1 Facebook

THINKING OF BUSINESS ADVERTISING ON FACEBOOK?  
 IT'S EASY TO CREATE AN ADVERT FOR YOUR BUSINESS!  
 YOU CAN EITHER PROMOTE YOUR OFFICIAL FACEBOOK FANPAGE OR AN EXTERNAL URL (E.G OFFICIAL WEB PAGE) TO SPECIFICALLY MEET YOUR NEEDS.



BUSINESS ADVERTISING ON FACEBOOK IS SIMPLE.  
 DO YOU HAVE A FACEBOOK FANPAGE?

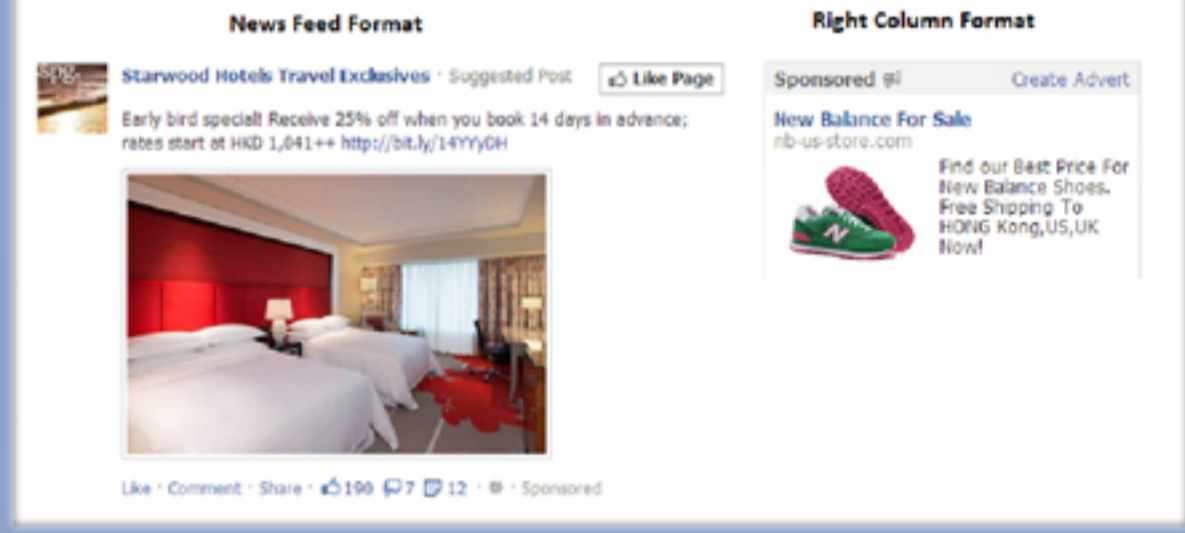


### YES

With a Facebook Fanpage, your ad will have an option of showing in both the news feed (middle column) and the right column. The ad will show as coming from your Facebook Fanpage in the news feed but still will be linked directly to a specific web page.

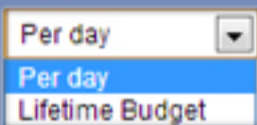
### NO

You are still able to create an ad for your business without a Facebook Fanpage. It can be linked directly to your business web page but it will only show in the right column.

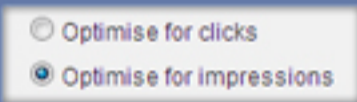


Budget is an important part of business advertising. The amount you spend on an ad is the key factor of the frequency when it appears on Facebook. Choose the currency of your own country and your option for the Campaign budget:

- 1) Per day - Daily budget you want to spend.
- 2) Lifetime budget - The amount will be paced across the specific start and end dates you selected.



Next choose how the ad will be charged by:



### CPM

Cost Per 1,000 Impressions

You will be charged every time when someone sees the ad.

### CPC

Cost Per Click

You can either manage your bid manually for the clicks or automatically. Basically, you will bid against others placing ads. The higher the bid, the better the chance that the ad will be launched.



**Congratulations, everything is ready!**  
**Let's get started!**