



Part 3: Facebook Advertising

Course Outline

- Introduction
- Facebook Essentials
- **Facebook Advertising**
- Twitter Essentials
- Content Essentials
- Digital Toolbox

Today's Agenda

- Page Authorization
- Ad Accounts
- Tools
- Anatomy of an Ad Campaign
 - Objectives
 - Audience
 - Ad Types
- Strategies
- Q&A

Join the Closed Facebook Group:

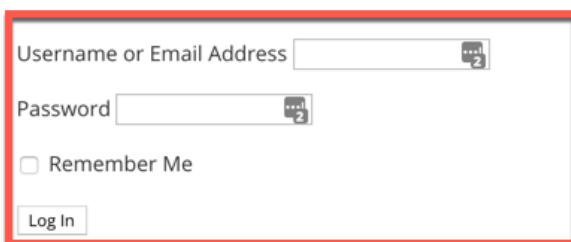
<https://www.facebook.com/groups/digital.activism/>

Online Resources

The slide deck for this session is available online at www.libertydigital.net/digital-activism/

1. Click the “Level One” button in the “Access Your Classroom Materials” section.
2. Click on the module you wish to access from the list.
3. You will need to either log in or register:
 - a. If this is your first time on the site, you will need to register. Begin by entering your authorization code under the Digital Activism Registration section, click “Apply” and then click “Next.” Complete the registration process by entering your name, email, username, and password. You will be redirected to a login screen.
 - b. If you are already registered, you may or may not be logged in. Simply enter your username and password that you created in the registration step.

This content is only available to members. Please log in or register:

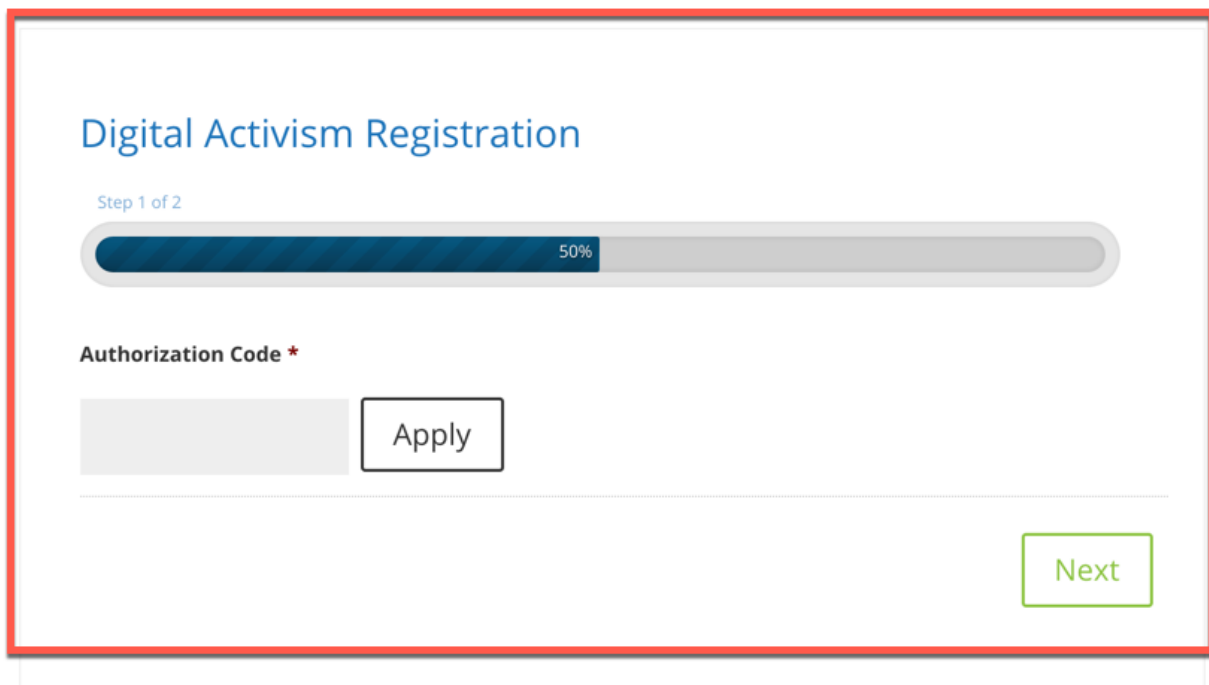


Username or Email Address

Password

☐ Remember Me

If you have an authorization code, you can register for membership using the following form:



Digital Activism Registration

Step 1 of 2

50%

Authorization Code *

Ask Me Anything

The Digital Activism page contains a web form that allows you to ask questions and suggest topics. I'll use these questions to customize upcoming training sessions and/or online webinars and livestreams.

Ask Me Anything

Have a question you need answered in an upcoming class? Want to see something particular demonstrated in a webinar or livestream? Use this form to let me know so I can build it into the program.

Email *

First name Last name

What's your question? *

Want to subscribe?

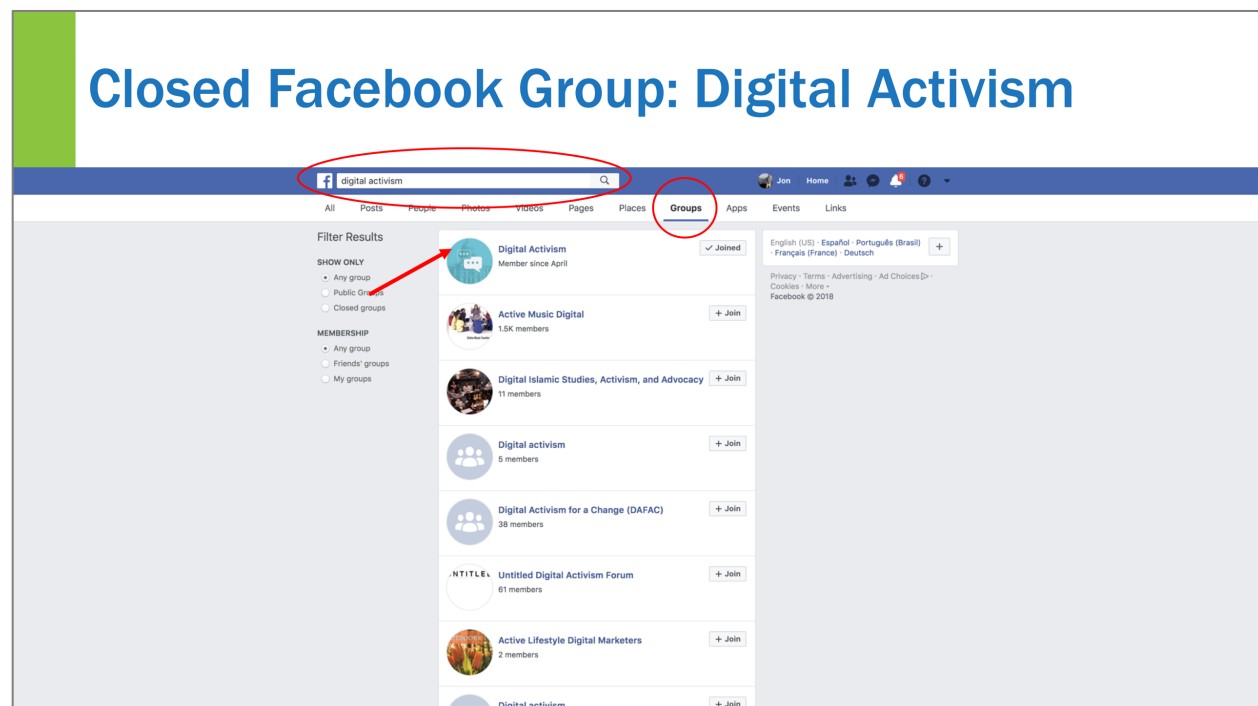
☐ Yes, let me know when new content is available

Digital Activism Facebook Group

You are invited to join the Candidate Boot Camp Digital Activism closed group on Facebook. We share news and content and there are other members available to share tips and answer questions.

Note: This is a non-partisan group with members from around the world (mostly the U.S.).

1. In the Facebook search bar, type "digital activism"
2. Filter the results by clicking the "Groups" tab on the top
3. Click the "+ Join" button to request admission to the group



Page Authorization

PageInfo
Info
Notifications
Insights
Publishing Tools
Settings
Help

General
Messaging
Edit Page
Post Attribution
Notifications
Messenger Platform
Videos
Page Notes
People and Other Pages
Preferred Page Audience
Authorizations
Apps
Partner Apps and Services
Branded Content
Facebook Mentions
Instagram
Featured
Crossposting
Page Support Inbox
Shop
Payments
Calendar Settings
Linked Publications
Activity Log

New: Political Ad Attribution in the U.S.
Political ads are required for Page running political ads targeting the U.S. You must have a U.S. address to proceed.

Authorization for Political Advertising
Review steps about which are responsible for the content and funding of political ads in part of Facebook's election integrity efforts.
At least one Page admin must complete the steps below to authorize this Page. This process can take 2-3 weeks. Learn more

Step 1: Confirm Your Identity
Your personal ID information will apply to all Pages and ad accounts you have access to.
Get Started

Step 2: Link Your Ad Accounts
List the ad accounts that will be used to fund this Page's political ads and enter a disclaimer for each.
Political Ads Not Started
Step

Why do I have to be authorized?
We're taking steps to increase the transparency and accountability of political advertising on Facebook by requiring the people who want to run political ads and request advertising to provide funding disclosures.
Political ads will have a special header to display disclaimers and to otherwise learn from other Facebook ads.
We'll help center to read our definition of "political ads" and provide it to you.

Political ads will be to the 11th Street Party Committee.
Update New Ad Account

Like
Comment
Share

Confirm Your Identity

1
Mailing Address

2
ID and SSN

We'll send a letter to

You should receive the letter within 3 to 7 days, and you'll have until Jun 4, 2018 to enter the code to confirm your mailing address.

The information you provide is only used to confirm your identity. It won't be visible in ads or on your profile. Learn more.

Enter ID and SSN

Confirm Your Identity

1

2

Mailing Address

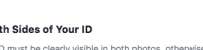
ID and SSN

Upload Photos of Both Sides of Your ID

The information on your ID must be clearly visible in both photos, otherwise you might have to submit them again. See the photo requirements. photo requirements.

Front

Back



JFD drivers license front.jpeg x

The information you provide is only used to confirm your identity. It won't be visible in ads or on your profile. Learn more.

Back

Next


Confirm Your Identity

1

2

Mailing Address

ID and SSN



Thanks for Submitting Your Info, Jon

It should take around 3 to 7 days for the letter to arrive to your mailing address.

We usually review IDs and Social Security numbers within 5 minutes.

We'll let you know when we have an update, or you can visit www.facebook.com/id/ to check progress.

The information you provide is only used to confirm your identity. It won't be visible in ads or on your profile. Learn more.

Finish

Facebook

Facebook Help

Jon DiPietro

Hi Jon DiPietro,

Here's the code you need to confirm your identity on Facebook:

Vist [www.facebook.com/id](#) and enter this code before June 4, 2018:

Thanks,

The Facebook Security Team

Jon DiPietro

We're asking people who want to run political ads in the US to confirm their identity. This is part of our efforts to make political ads more transparent.

The information you provide will only be used to confirm your identity, and will not be stored or saved once the process is completed. You only need to confirm your identity once.

Confirm Your Identity

Mailing Address

Pending

See Less

We sent a letter with a code to the mailing address you entered.

Street Address

City

State

ZIP Code

Enter Confirmation Code


Request New Code

Submit Code

ID and Social Security Number

Confirmed


about an hour ago


**Jon DiPietro**

We're asking people who want to run political ads in the US to confirm their identity. This is part of our efforts to make political ads more transparent.

The information you provide will only be used to confirm your identity, and will not be stored or saved once the process is completed. You only need to confirm your identity once.

Confirm Your Identity

**US Mailing Address**
✔ Confirmed · just now

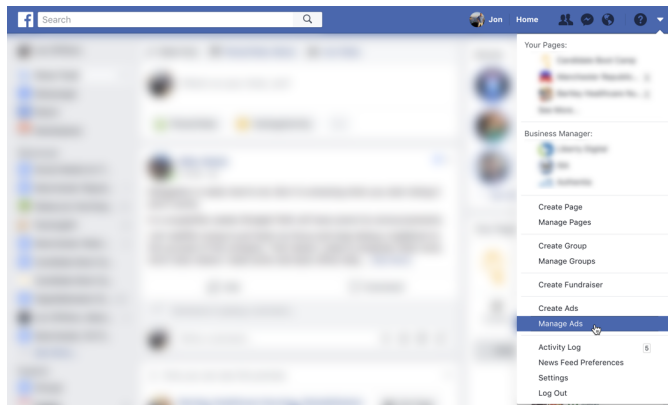
**ID and Social Security Number**
✔ Confirmed · Apr 23, 2018

Check out this article for more details and a video:

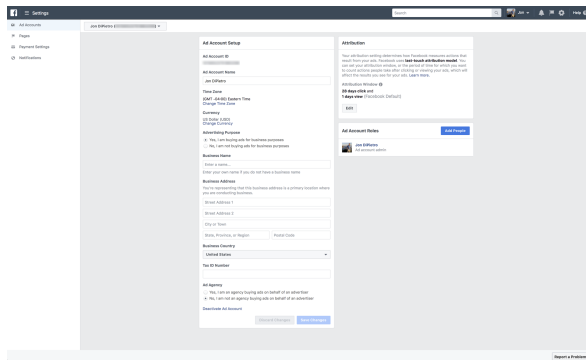
<https://candidatebootcamp.com/blog/how-to-authorize-your-facebook-page-to-run-political-ads/>

Ad Accounts

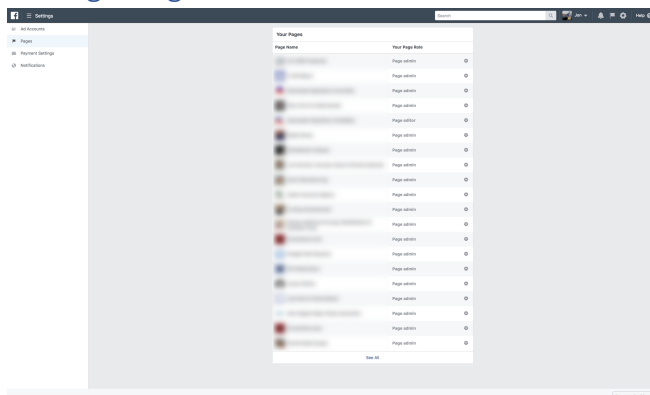
Accessing Ad Accounts



Settings



Settings: Pages



Settings: Payment

facebook

Settings

Payment Settings

Notifications

Account ID: [redacted]

May 2, 2018

\$0.00

Amount Due

Payment Method

PayPal

Make Primary

Remove

Set Your Account Spending Limit

You can control your total ad costs by setting an account spending limit. Your ads will pause when you reach the limit you set and won't run again until you increase it above that limit. Learn more.

Amount Spent: \$0.00

Set Account Spending Limit

Report a Problem

Settings: Notifications

facebook

Settings

Payment Settings

Notifications

Account ID: [redacted]

All Account Notifications

On

All Email Notifications

The Facebook Ads Team sends you email notifications and marketing updates about your ad accounts to keep you informed about your ads and all of our notifications, so they can help you reach your marketing goals about your ad account.

To change notification settings for email ad accounts, you'll need to update each ad account separately. If you've added ad accounts to Business Manager, you'll manage email settings for those accounts here.

Facebook will email you at [redacted] (Change this email)

Choose which notifications you want to receive

- ☒ Payment completed
An email notification when your payment method is charged. This notification cannot be turned off.
- ☒ Advertiser and product updates
Provides alerts from Facebook and public information about new advertising features, campaigns, the policy updates, and other news.
- ☒ Ad review decisions
Provides alerts for ad review and final decisions. Each email contains links to view new ads and make changes to Ads Manager.
- ☒ Advertiser alerts
An email notification when you or your ad didn't track correctly.
- ☒ Advertiser decisions
Provides alerts about ad review and disapproval information for ads submitted.
- ☒ Advertiser alerts
An email notification when an issue with your dynamic ads account.
- ☒ Test and study updates
Provides updates, reports and updates about ad test split tests.

All Notifications on Facebook

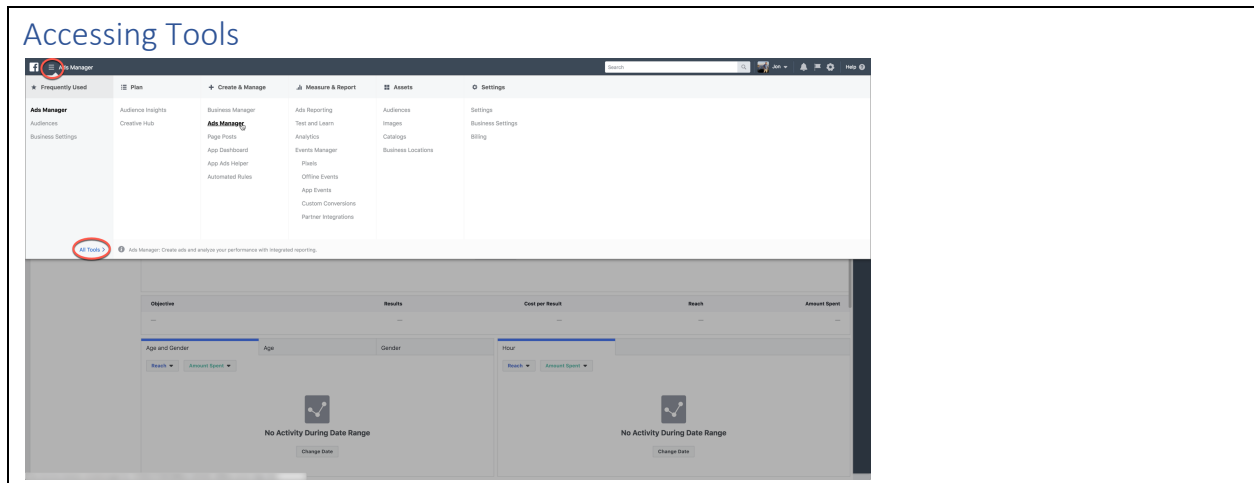
Control which notifications you receive about your ad account.

All approved

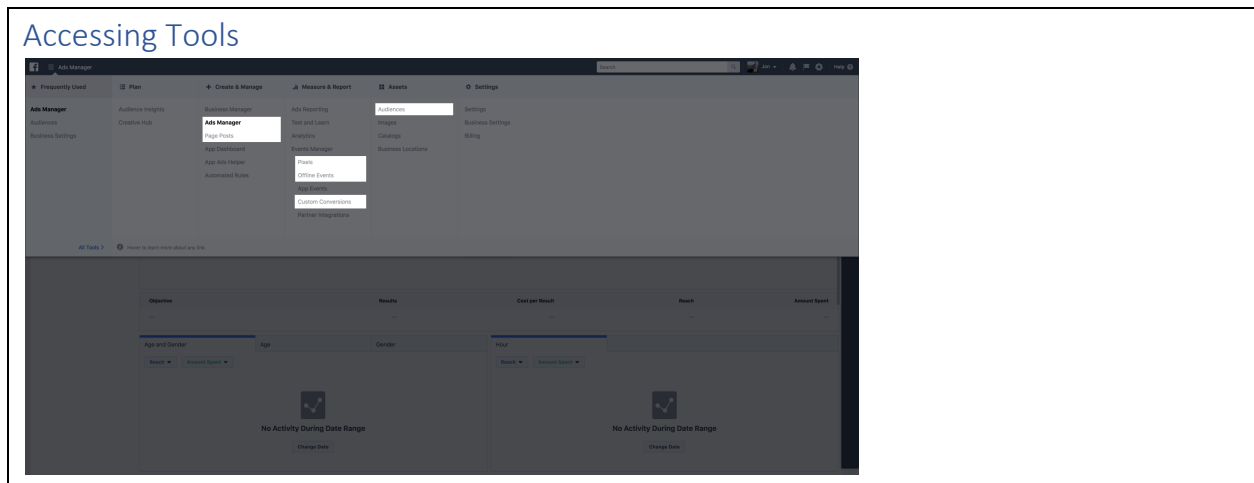
Report a Problem

Tools

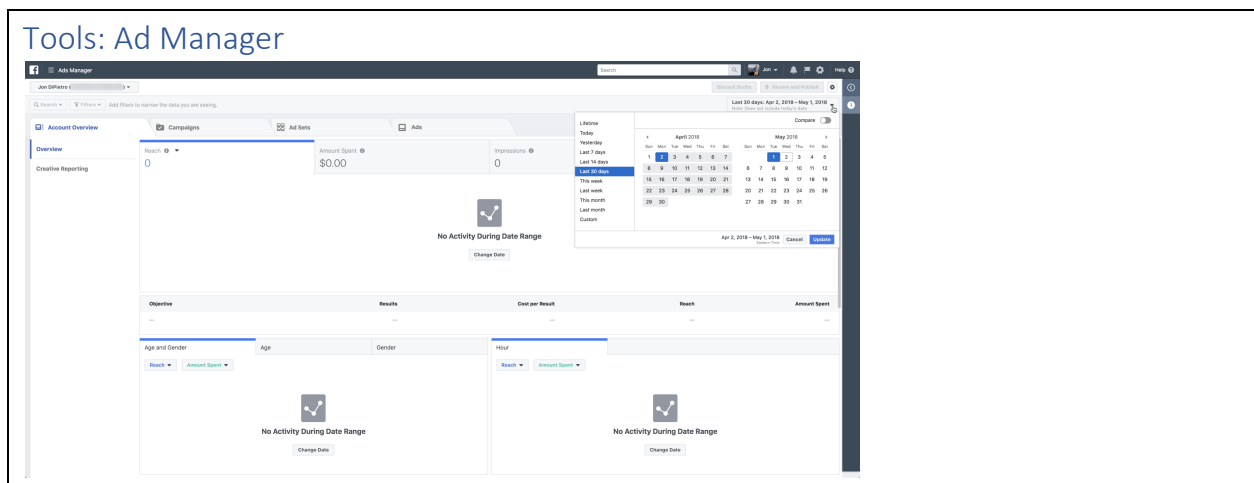
Accessing Tools



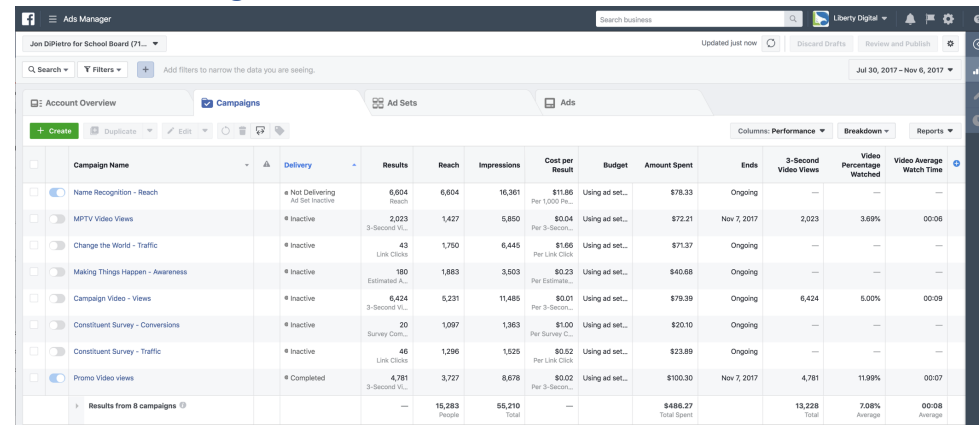
Accessing Tools



Tools: Ad Manager



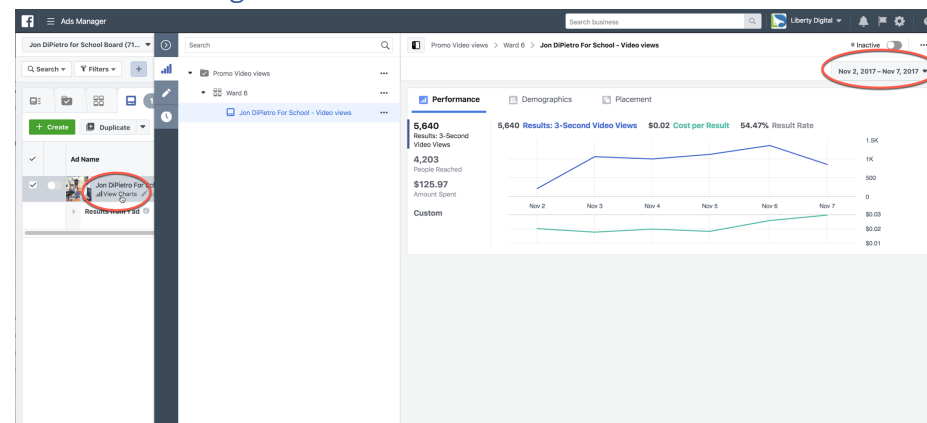
Tools: Ad Manager



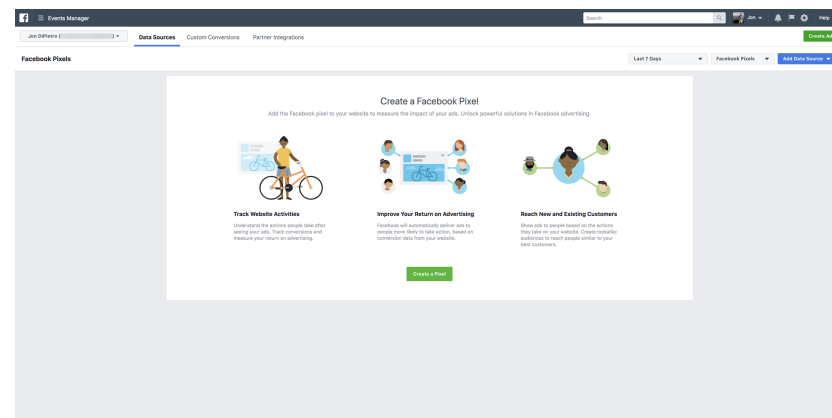
Facebook Ads Manager interface showing a list of campaigns. The table includes columns for Campaign Name, Delivery, Results, Reach, Impressions, Cost per Result, Budget, Amount Spent, Ends, 3-Second Video Views, Video Percentage Watched, and Video Average Watch Time. The campaigns listed are: Name Recognition - Reach, MPTV Video Views, Change the World - Traffic, Making Things Happen - Awareness, Campaign Video - Views, Constituent Survey - Conversions, Constituent Survey - Traffic, and Promo Video views.

| Campaign Name | Delivery | Results | Reach | Impressions | Cost per Result | Budget | Amount Spent | Ends | 3-Second Video Views | Video Percentage Watched | Video Average Watch Time |
|----------------------------------|--------------------------------|---------------------|----------------------|----------------------|--------------------------|-----------------|-----------------------------|-------------|----------------------|--------------------------|--------------------------|
| Name Recognition - Reach | Not Delivering Ad Set Inactive | 6,604 Reach | 6,604 | 16,361 | \$11.86 Per 1,000 Pcs... | Using ad set... | \$78.33 | Ongoing | — | — | — |
| MPTV Video Views | Inactive | 2,023 3-Second V... | 1,427 | 5,860 | \$0.04 Per 3-Second... | Using ad set... | \$72.21 | Nov 7, 2017 | 2,023 | 3.69% | 00:06 |
| Change the World - Traffic | Inactive | 43 Link Clicks | 1,760 | 6,445 | \$1.66 Per Link Click | Using ad set... | \$71.37 | Ongoing | — | — | — |
| Making Things Happen - Awareness | Inactive | 180 Estimated A... | 1,883 | 3,503 | \$0.23 Per Estimate... | Using ad set... | \$40.68 | Ongoing | — | — | — |
| Campaign Video - Views | Inactive | 6,424 3-Second V... | 5,231 | 11,485 | \$0.01 Per 3-Second... | Using ad set... | \$78.39 | Ongoing | 6,424 | 5.00% | 00:09 |
| Constituent Survey - Conversions | Inactive | 20 Survey Con... | 1,097 | 1,363 | \$1.00 Per Survey Co... | Using ad set... | \$20.10 | Ongoing | — | — | — |
| Constituent Survey - Traffic | Inactive | 46 Link Clicks | 1,296 | 1,525 | \$0.52 Per Link Click | Using ad set... | \$23.89 | Ongoing | — | — | — |
| Promo Video views | Completed | 4,781 3-Second V... | 3,727 | 8,678 | \$0.02 Per 3-Second... | Using ad set... | \$100.30 | Nov 7, 2017 | 4,781 | 11.99% | 00:07 |
| Results from 8 campaigns | | | 15,283 People | \$5,210 Total | | | \$488.27 Total Spent | | 13,228 Total | 7.08% Average | 00:08 Average |

Tools: Ad Manager

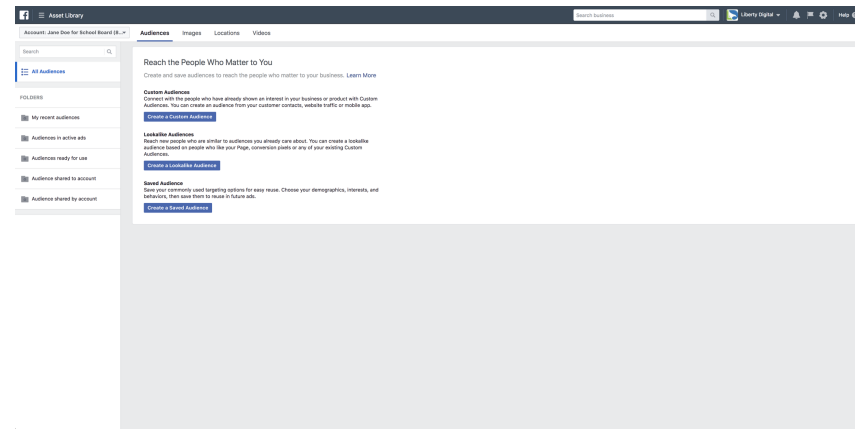


Tools: Pixel

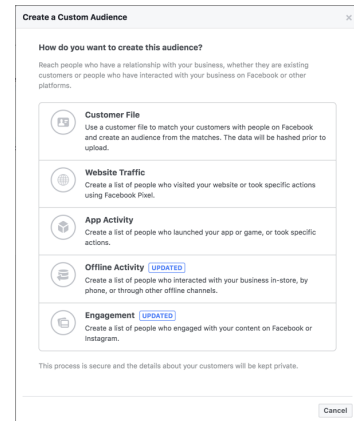


Facebook Pixel setup page. The page is titled "Create a Facebook Pixel" and provides instructions on how to add the Facebook pixel to a website to measure the impact of ads. It includes three main sections: "Track Website Activities", "Improve Your Return on Advertising", and "Reach New and Existing Customers". A "Create a Pixel" button is visible at the bottom.

Tools: Audiences

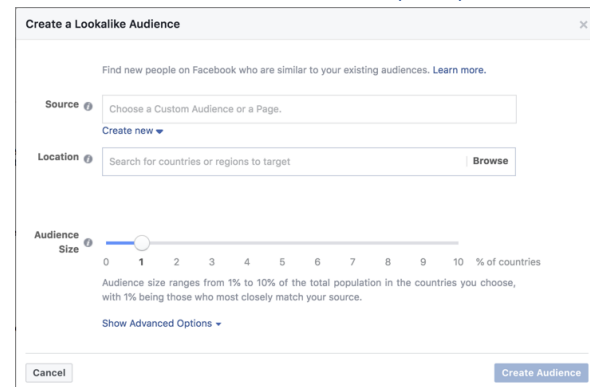


Tools: Custom Audiences (BYO)



- Customer File 🔥🔥🔥
 - Voter contact (phone banks, doors)
 - Attendees
 - Volunteers
 - Donors
 - *Voter lists?*
- Engagement 🔥🔥
- Website Traffic 🔥
 - General
 - Specific (issues, donate, volunteer)

Tools: Lookalike Audiences (LAA)



- Turn small audience (minimum of 100) into large audience
- Sources:
 - Website visitors
 - Custom audiences
 - Page fans

Tools: Saved Audiences

Create a Saved Audience

Audience Name

Name your audience

Custom Audiences

Add Custom Audiences or Lookalike Audiences

Exclude | Create New

Locations

People who live in this location

United States

United States

Include | Type to add more locations

Add Locations in Bulk

Age

18 | 65+

Gender

All | Men | Women

Languages

Enter a language...

Detailed Targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People

Connections

Add a connection type

Potential Audience

Potential Reach 230,000,000 people

Audience Details

Location - Using IP

United States

Age

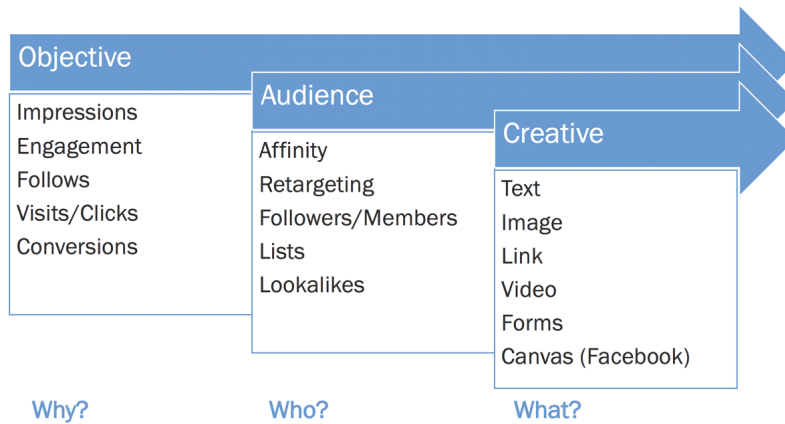
18 - 65+

Cancel

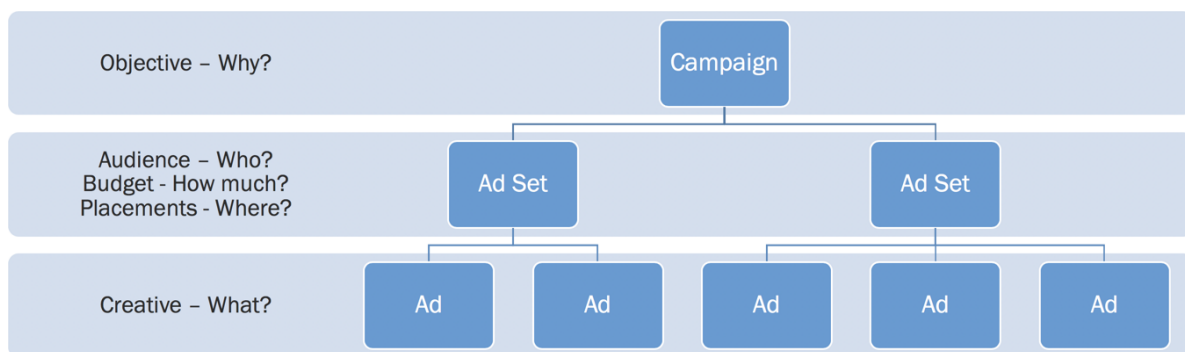
Create Audience

Build a Campaign

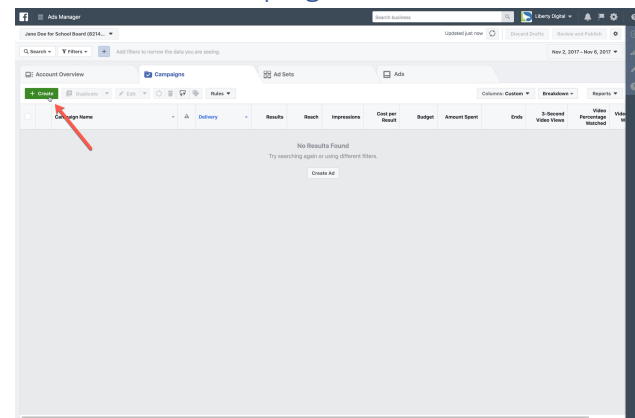
Anatomy of Ad Campaigns



Anatomy of Facebook Campaigns



Create an Ad Campaign



Campaign Objective

| Social Cycle | Call(s) to Action | Campaign Objective(s) |
|--------------|---|---|
| Listen | Read this article Watch this video | Reach Traffic/Video Views |
| Engage | Read this article Watch this video | Traffic/Video Views Engagement Messages |
| Engage | Like, Share, Comment | Engagement Messages |
| Engage | Join Me Subscribe Sign Up | Reach Traffic Lead Generation |
| Network | Learn More Tell Me What You Think | Reach Engagement |
| Sell | Vote for me Donate Volunteer | Traffic Lead Generation Messages |
| Sell | Share my message Host a house party or event | Engagement Traffic |

Campaign Objective

Facebook Ad Manager interface showing the 'Campaign Objective' selection screen. The 'Traffic' objective is selected under the 'Consideration' category. The screen displays various objective options like Brand awareness, Reach, Video views, Lead generation, and Messages. The 'Traffic' objective is highlighted with a blue circle and a magnifying glass icon.

Ad Set

Facebook Ad Manager interface showing the 'Ad Set' configuration screen. The 'Traffic' objective is selected. The screen displays various configuration options including Audience, Location, Age, Gender, and Language. The 'Audience' section is expanded, showing 'Use a Saved Audience' and 'Create New' options. The 'Audience Size' is displayed as 20,000,000 people.

Ad Set: Audience

Ad Set: Audience

Detailed Targeting INCLUDE people who match at least ONE of the following

Demographics > Parents > Moms

Moms of grade school kids

Moms of high school kids

Moms of preschool kids

Add demographics, interests or behaviors

Suggestions Browse

Parents with teenagers (13-18 years)

Parents with preschoolers (03-05 years)

Stay-at-home parent

Parents with early school-age children (06-08 years)

Stay-at-home moms

Parents with toddlers (01-02 years)

Trendy moms

New Moms

Exclude with maximum 100,000 users

Size: 37,069,477

Demographics > Parents > All Parents > Parents with teenagers (13-18 years)

Description: Parents with children 13-18 years old

Report this as inappropriate

Audience Size

Your audience is defined.

Potential Reach: 5,700 people

Estimated Daily Results

Reach: 520 - 1,200

Link Clicks: 5 - 33

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Ad Set: Audience

Detailed Targeting INCLUDE people who match at least ONE of the following

Demographics > Parents > Moms

Moms of grade school kids

Moms of high school kids

Moms of preschool kids

Add demographics, interests or behaviors

Suggestions Browse

Exclude People or Narrow Audience

☐ Expand interests when it may increase link clicks at a lower cost per link click

Detailed Targeting INCLUDE people who match at least ONE of the following

Demographics > Parents > Moms

Moms of grade school kids

Moms of high school kids

Moms of preschool kids

Add demographics, interests or behaviors

Suggestions Browse

and MUST ALSO match at least ONE of the following

Demographics > Politics (US)

US politics (conservative)

US politics (moderate)

US politics (very conservative)

Add demographics, interests or behaviors

Suggestions Browse

US politics (conservative)

US politics (liberal)

US politics (moderate)

US politics (very conservative)

US politics (very liberal)

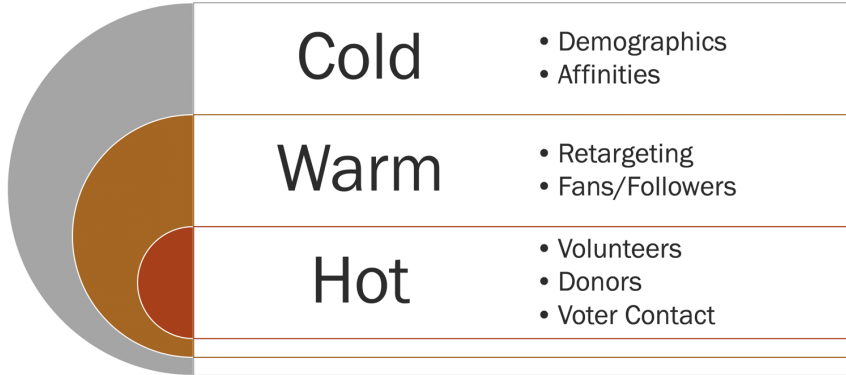
Relationship

Size: 34,585,603

Demographics > Politics (US) > US politics (conservative)

Description: People in the USA who have a somewhat conservative political affiliation

Audience Types



Ad Set: Audience

| Social Cycle | Call(s) to Action | Campaign Objective(s) | Ad Set Audience(s) |
|--------------|---|---|--|
| Listen | Read this article Watch this video | Reach Traffic/Video Views | Affinity/Saved Lookalike |
| Engage | Read this article Watch this video | Traffic/Video Views Engagement Messages | Affinity/Saved Lookalike |
| Engage | Like, Share, Comment | Engagement Messages | Affinity/Saved, Lookalike Retargeting Fans |
| Engage | Join Me Subscribe Sign Up | Reach Traffic Lead Generation | Custom Retargeting Fans |
| Network | Learn More Tell Me What You Think | Reach Engagement | Custom Retargeting Fans |
| Sell | Vote for me Donate Volunteer | Traffic Lead Generation Messages | Custom Retargeting |
| Sell | Share my message Host a house party or event | Engagement Traffic | Custom Retargeting |

Ad Set: Placements

Placements
Show your ads to the right people in the right places.

☐ **Automatic Placements (Recommended)**
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this [2019 Fall](#), placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more](#)

☒ **ES Placements**
You may reduce the number of people you reach and may make it less likely that you'll receive your goals. [Learn more](#)

Device Types
All Devices (Recommended)

Asset Customization ID
Select all placements that support asset customization

Platforms

- ☒ Facebook
 - ☒ Feeds
 - ☒ Instant Articles
 - ☒ In-Stream Videos
 - ☒ Right Column
 - ☒ Suggested Videos
 - ☒ Watchtower
- ☒ Instagram
 - ☒ Feed
 - ☒ Stories
- ☒ Audience Network
 - ☒ Native, Banner and Interstitial
 - ☒ In-Stream Videos
 - ☒ Rewarded Videos
- ☒ Messenger
 - ☒ Home
 - ☒ Sponsored Messages

View Media Requirement

Including Audience Network as a placement may increase the cost per conversion. Select Audience Network to show ads to your target audience of Facebook. [Learn more](#)

Budget & Schedule

Delineate how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ

Daily Budget ⓘ

\$20.00

\$20.00 USD

Schedule ⓘ

Actual amount spent daily may vary. ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

You'll spend no more than **\$140.00** per week.

Optimization for Ad Delivery ⓘ

Link Clicks ▾

Bid Strategy ⓘ

Lowest cost - Get the most link clicks for your budget ⓘ

☐ Set a bid cap

When You Get Charged ⓘ

Impression

More Options

Ad Scheduling ⓘ

☒ Run ads all the time

☐ Run ads on a schedule

Delivery Type ⓘ

Standard - Get results throughout your selected schedule





More Options

Hide Advanced Options ⌵

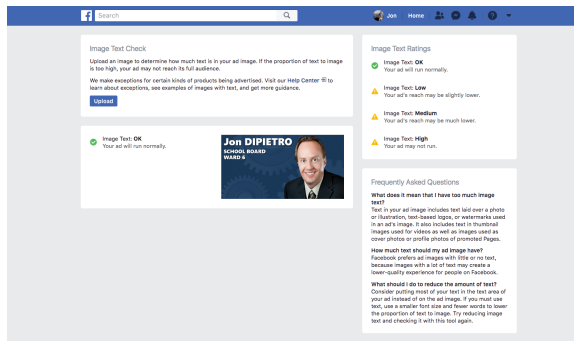
- Budget
 - Daily
 - Lifetime
- Optimization
 - Link Clicks
 - Landing Page Views
 - Impressions
- Daily Unique Reach

[illegible]

Ad: Image Text

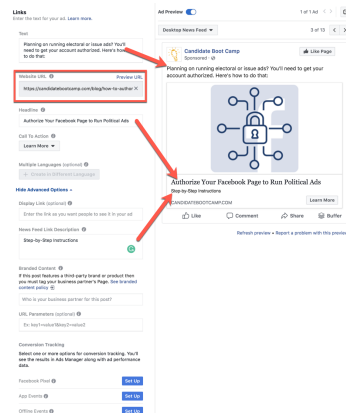
| | |
|---|--|
|  | <p>Image Text: Ok</p> <p>Your ad's image contains little or no text. This is the preferred image style.</p> |
|  | <p>Image Text: Low</p> <p><i>Your ad's reach may be slightly lower</i></p> <p>You may reach fewer people because there's too much text in the ad image. Ad images with little or no text are preferred. Try an image with less text, a smaller font size or without text-based logos.</p> |
|  | <p>Image Text: Medium</p> <p><i>Your ad's reach may be much lower</i></p> <p>You may reach fewer people because there's too much text in the ad image. Ad images with little or no text are preferred. Try an image with less text, a smaller font size or without text-based logos.</p> |
|  | <p>Image Text: High</p> <p><i>Your ad may not run</i></p> <p>You may not reach your audience because there's too much text in the ad image. Ad images with little or no text are preferred. Unless you qualify for an exception, try an image with less text, a smaller font size or without text-based logos.</p> |

Ad: Text Overlay Tool



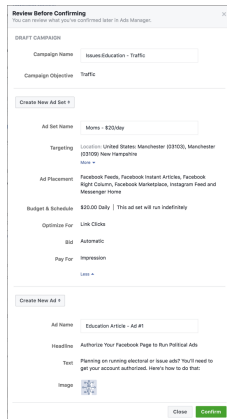
- Text Overlay Tool:
https://www.facebook.com/ads/tools/text_overlay
- Exceptions:
 - Book/Album covers
 - Product image
 - Games
- Event posters

Ad Set: Link Formatting



- Paste Website URL
- Customize ad copy
 - Text
 - Headline
 - Newsfeed link description
- Add URL Parameters
Use Campaign URL Builder
<https://ga-dev-tools.appspot.com/campaign-url-builder/>
- Select Facebook pixel
- Review placements

Ad Campaign: Finalize



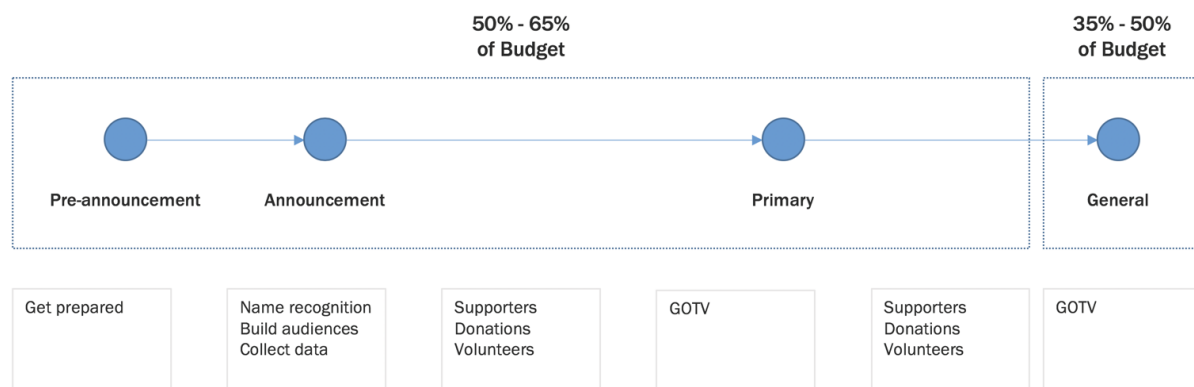
- Campaign Name:
Description – Objective
- Ad Set Name:
Audience – Budget
- Ad Name:
Description - Version

Ad Strategies

Summary

1. **Create a plan**
 - a. Map out timeline and allocate budget
 - b. Build on previous campaigns
2. **Choose the right objective (Why?)**
 - a. Eyeballs: Reach, Brand Awareness, Engagement
 - b. Build Audiences: Engagement, Traffic, Conversions
 - c. Goal Completions: Traffic, Landing Page Views, Conversions
3. **Care and feeding of your audiences (Who?)**
 - a. Cold: Use demographics and affinities
 - b. Warm: BYOA – Build Your Own Audiences
 - c. Hot: Retarget and ascend
4. **Utilize effective content (What?)**
 - a. Choose format wisely (images, videos, events, messenger, canvas)
 - b. Choose message wisely: "Who cares?"

Ad Set: Link Formatting



Template #1: Short Time (60 days), Small Budget (< \$500)

| Phase 1 (65% budget): Exposure and BYO audience | Phase 2 (35% budget): GOTV |
|--|--|
| <ul style="list-style-type: none"> Campaign 1: Name and Office <ul style="list-style-type: none"> Objective – Engagement Audience – Cold (demographics) Creative – Image (name, office, face) Add to CA "Campaign Engaged" Campaign 2: Video Intro <ul style="list-style-type: none"> Objective: Engagement Audience – Cold (demographics) Creative – Video (30-second captioned slideshow) Add to CA "Campaign Engaged" | <ul style="list-style-type: none"> Campaign 3: GOTV <ul style="list-style-type: none"> Objective: Conversions Ad Set 1 <ul style="list-style-type: none"> Budget 50% Audience – Cold (demographics & affinity) Creative – Event (Vote for Me) Ad Set 2 <ul style="list-style-type: none"> Budget 50% Audience – "Campaign Engaged" Creative – Event (Vote for Me) |

Template #2: Medium Time (90 days), Medium Budget (\$500 - \$1,000)

| Phase 1 (35% budget): Exposure and BYO audience | Phase 2 (35% budget): Recruit Support | Phase 3 (30% budget): GOTV |
|--|--|---|
| <ul style="list-style-type: none"> Campaign 1: Name and Office <ul style="list-style-type: none"> Objective – Engagement Audience – Cold (demographics) Creative – Image (name, office, face) Add to CA “Campaign Engaged” Campaign 2: Video Intro <ul style="list-style-type: none"> Objective: Engagement Audience – Cold (demographics) Creative – Video (30-second captioned slideshow) Add to CA “Campaign Engaged” | <ul style="list-style-type: none"> Campaign 3: Lawn Signs <ul style="list-style-type: none"> Objective – Conversions Audience – “Campaign Engaged” Creative – Messenger (request sign) Add to CA “Campaign Supporter” Campaign 4: Donations <ul style="list-style-type: none"> Objective – Traffic Audience – “Campaign Engaged” Creative – URL (donate landing page) Add to CA “Campaign Donor” | <ul style="list-style-type: none"> Campaign 5: GOTV <ul style="list-style-type: none"> Objective: Conversions Ad Set 1 <ul style="list-style-type: none"> Budget 50% Audience – Cold (demographics & affinity) or LAA Creative – Event (Vote for Me) Ad Set 2 <ul style="list-style-type: none"> Budget 50% Audience – “Campaign Engaged, Supporter, Donor” Creative – Event (Vote for Me) |

Template #3: Max Time (120+ days), Max Budget (> \$1,000)

| Phase 1 (25% budget): Exposure and BYO audience | Phase 2 (25% budget): Segment Audience | Phase 3 (25% budget): Recruit Support | Phase 4 (25% budget): GOTV |
|--|--|---|---|
| <ul style="list-style-type: none"> Campaign 1: Name and Office <ul style="list-style-type: none"> Objective – Engagement Audience – Cold (demographics) Creative – Image (name, office, face) Add to CA “Campaign Engaged” Campaign 2: Video Intro <ul style="list-style-type: none"> Objective: Engagement Audience – Cold (demographics) Creative – Video (30-second captioned slideshow) Add to CA “Campaign Engaged” | <ul style="list-style-type: none"> Campaign 3: Issues <ul style="list-style-type: none"> Objective: Engagement Ad Set 1 <ul style="list-style-type: none"> Audience – Cold (demographics) Creative – Issue #1 Video (30-second slideshow) Add to CA “Issue #1” Ad Set 2 <ul style="list-style-type: none"> Audience – Cold (demographics) Creative – Issue #2 Video (30-second slideshow) Add to CA “Issue #2” Ad Set 3 <ul style="list-style-type: none"> Audience – Cold (demographics) Creative – Issue #3 Video (30-second slideshow) Add to CA “Issue #3” | <p>For each campaign, create separate ad sets targeting CA for engaged and/or specific issues...</p> <ul style="list-style-type: none"> Campaign 4: Lawn Signs <ul style="list-style-type: none"> Objective – Conversions Audience – CA or LAA Creative – Messenger (request sign) Add to CA “Campaign Supporter” Campaign 5: Donations <ul style="list-style-type: none"> Objective – Traffic Audience – CA or LAA Creative – URL (donate landing page) Add to CA “Campaign Donor” | <p>For each campaign, create separate ad sets targeting CA for engaged and/or specific issues...</p> <ul style="list-style-type: none"> Campaign 6: GOTV <ul style="list-style-type: none"> Objective: Conversions Ad Set 1 <ul style="list-style-type: none"> Budget 50% Audience – Cold (demographics & affinity) Creative – Event (Vote for Me) Ad Set 2 <ul style="list-style-type: none"> Budget 50% Audience – CA Creative – Event (Vote for Me) |

Next Class: Mastering Twitter

- Overview
- Building Your Audience
- Analytics
- Advertising on Twitter
- Periscope