

Facebook Objectives

Choosing The Right Objective



CAMPAIGN OBJECTIVES

BRAND AWARENESS

Reach people more likely to recall your ads and increase awareness for your brand.

What platforms support the brand awareness objective?

Facebook
Instagram
Messenger

Which ad formats can I choose from in the brand awareness objective?

Single Image
Single Video
Carousel
Slideshow

Becky's Notes: this type of objective will spend your money on a broad reach and will have less clicks to website.

REACH

Show your ad to the maximum number of people in your audience.

What platforms support the reach objective?

Facebook
Instagram
Messenger

Which ad formats can I choose from in the reach objective?

Single Image
Single Video
Carousel
Slideshow

Becky's Notes: this type of objective will spend your money on a broad reach and will have less clicks to website.

CAMPAIGN OBJECTIVES

TRAFFIC

Increase the number of visits to your website or get more people to use your app.

With traffic as your objective, you can:

Send people to your website

Increase engagement in your app

What platforms support the traffic objective?

Facebook

Instagram

Audience Network

Messenger

Which ad formats can I choose from in the traffic objective?

Single Image

Single Video

Carousel

Slideshow

Collection

Becky's Notes: This is a great objective to use regularly. If you're on a tight budget collect an audience using video views and then remarketed to that audience with clicks to website.

REACH

Send people to an app store where they can download your app.

What platforms support the app installs objective?

Facebook

Instagram

Audience Network

Messenger

Which ad formats can I choose from in the app installs objective?

Single Image

Single Video

Carousel

Slideshow

Becky's notes you'll need special development within your App in order to use this objective. This is also closer to conversion and should be used to a tight audience who's already been made aware of your app.

CAMPAIGN OBJECTIVES

VIDEO VIEWS

Promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.

What platforms support the video views objective?

Facebook

Instagram

Audience Network

Which ad formats can I choose from in the video views objective?

Single Video

Carousel

Slideshow

Becky's Notes: One of the TOP ways to cheaply get an audience built and build strong brand awareness. You'll need different Ad-sets for each type of video. See the video spec guide for more info.

LEAD GENERATION

Collect lead information, such as email addresses, from people interested in your business.

What platforms support the lead generation objective?

Facebook

Instagram

Messenger

Which ad formats can I choose from in the lead generation objective?

Single Image

Single Video

Carousel

Slideshow

Becky's Notes: This one just keeps getting better and better and is a great fit for a strong white paper or webinar. However you'll have to manually enter the leads daily unless you're using a hook in with MailChimp. This one is most effective with BtoB businesses.

CAMPAIGN OBJECTIVES

POST ENGAGEMENT

Get more people to see and engage with your post or Page.

With engagement as your objective, you can:

Boost your posts (Post engagement)

Promote your Page (Page likes)

Get people to claim an offer on your Page (Offer claims)

Raise attendance for an event on your Page (Event responses)

What platforms support the engagement objective?

Facebook

Instagram (Event ads are not available on Instagram)

Which ad formats can I choose from in the engagement objective?

Single Image

Single Video

Slideshow

Becky's Notes: You'll get a broader reach with this, best paired with high funnel content like a blog post.

LEAD GENERATION

Increase your page following.

Create's an AD using your Facebook header and icon.

Becky's Notes: If you've started a new page this is great to get a base following on facebook..

CAMPAIGN OBJECTIVES

EVENT RESPONSES

Increase people who are interested in going to your event.

Uses your facebook Event to create an AD

Becky's Note: Don't just rely on those event responses. Closer to the event you'll want to remarketed to anyone who interacted with your event to send them to a registration page.

Messages

Get more people to have conversations with your business to generate leads, drive transactions, answer questions or offer support.

What platforms support the messages objective?

Facebook

Instagram

Messenger

Which ad formats can I choose from in the messages objective?

Single Image

Single Video

Carousel

Slideshow

Becky's Notes: This is a fairly new ad set, but a lot of people are using group facebook messenger groups to keep in touch with family and don't even look at their feed anymore.

CAMPAIGN OBJECTIVES

CONVERSIONS

Get more people to use your website, Facebook app, or mobile app. To track and measure conversions, use the Facebook pixel or app events.

What platforms support the conversions objective?

Facebook
Instagram
Audience Network
Messenger

Which ad formats can I choose from in the conversions objective?

Single Image
Single Video
Carousel
Slideshow
Collection

Becky's Notes: This objective highly limits the audience it serves your ad to, best used on remarking from people who visited a buy page.

CATALOG SALES

Show products from your catalog based on your target audience

What platforms support the catalog sales objective?

Facebook
Instagram
Messenger
Audience Network

Which ad formats can I choose from in the catalog sales objective?

Single Image
Carousel

Becky's Notes: Like conversions this is a near the end of the funnel objective and best paired with people who have interacted with your shop. You also must have a catalog set up.

CAMPAIGN OBJECTIVES

STORE VISITS

Promote multiple business locations to people who are nearby.

What platforms support the store visits objective?

Facebook

Which ad formats can I choose from in the store visits objective?

Single Image

Single Video

Carousel

Slideshow

Collections

Becky's Notes: Just slightly higher in the funnel than the two above. Must have a shop in facebook