

Facebook Ads-

a great promotion
tool for small
businesses



Whatever be your business...



Whatever be your business...

Whatever be its size...



Whatever be your business...

Whatever be its size...

Whatever be your marketing goals...



Whatever be your business...

Whatever be its size...

Whatever be your marketing goals...

Whatever be your budget...



Facebook Ads
will work for you.



**What are
your goals?**



#1 Increase Fan Base (Likes) on Facebook



#2 Bring Targetted Traffic on Website



#3 Generate Enquiries/Leads



#4 Brand Recall/ Brand Awareness



#5 **Viral an event**



#6 Popularize a product or service



**If any of these is your
goal then this presentation
is for you.**



**If any of these is your
goal then this presentation
is for you.**

Read on



How Facebook Ads are unique



How Facebook Ads are unique

- › Various Options



How Facebook Ads are unique

- › Various Options
- › Budget flexibility



How Facebook Ads are unique

- › Various Options
- › Budget flexibility
- › Experimental



How Facebook Ads are unique

- › Various Options
- › Budget flexibility
- › Experimental
- › Narrow Targetting



How Facebook Ads are unique

- › Various Options
- › Budget flexibility
- › Experimental
- › Narrow Targetting
- › Show in mobile devices



Different kind of Facebook Ads



Different kind of Facebook Ads

- › Engagement Like Ads and Ads for Website



Different kind of Facebook Ads

- › Engagement Like Ads and Ads for Website
- › Engagement Event Ads



Different kind of Facebook Ads

- › Engagement Like Ads and Ads for Website
- › Engagement Event Ads
- › Page Post Story



Different kind of Facebook Ads

- › Engagement Like Ads and Ads for Website
- › Engagement Event Ads
- › Page Post Story
- › Sponsored Stories



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- › Engagement Like Ads and Ads for Website
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- › Page Post Story
- › Sponsored Stories
- › News Feed Story



Different kind of Facebook Ads

- › Engagement Like Ads and Ads for Website
- › Engagement Event Ads
- › Page Post Story
- › Sponsored Stories
- › News Feed Story
- › App Ads



Engagement Like Ads and Ads for website



Engagement Like Ads and Ads for website

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- **Appear on the right side of your news feed and in the frame of clicked photos and videos.**
- **Can be made into various options to get better CTR (click through rate).**
- **Can also land to any specified website after clicking.**
- **Can be targetted among desired location and interest groups.**
- **Help you increase fanbase on your page.**



Engagement Event Ads



Engagement Event Ads

Diet Mantra Launch



FREE session with
Nutritionist Ms Namita
Jain @ Diet Mantra, Call
& Register

 Join · 151 people are going to
Kamla Poddar Group to Launch 'Diet...

Ananti comes to Kolkata



A beautiful world of
eternal style is about to
open its doors...You are
invited in launch

 Join · 108 people are going to
Kamla Poddar Group to Launch 'Ananti' -...



- **Appear on the right side of your news feed and in the frame of clicked photos and videos.**
- **Can be made into various options to get better CTR (click through rate).**
- **Can be targetted among desired location, Age group and interest groups.**
- **Helps you promote events.**



Page Post Story



Page Post Story



My Visiting Card
Impressions Print Services | Get world class laminated #visitingcards in various sizes and...



[Like This Page](#)



Diet Mantra Jaipur
Lose more, pay less

A limited period offer at Diet Mantra, Jaipur



[Like](#) 11 [Comment](#) 2 [Share](#) 3



- **Promoted posts that appear on the right side, help in increasing the reach of the post by many times.**
- **Useful in the promotion of any product posters, videos or infographics etc.**



Sponsored Stories



Sponsored Stories



Jane Smith likes Ratan Textiles.

 **Ratan Textiles**
Joe Smith and 3 other friends also like this



Like Page · Find More Pages · 3 hours ago · Sponsored



 and  like Verizon Wireless.

 **Verizon Wireless** Like Page
1 Flower = \$1 HopeLine donation. Support Moms!
<http://bit.ly/jb8n78>

 Wall Photos



Like · Comment · Share ·  37,173  1,478  2,431 · Sponsored



- **Appear on the right side of your news feed, in the frame of clicked photos & videos and also in the news feed.**
- **They also allow you to amplify the effect of individual news feed story.**
- **Shows via activity by your friends.**



News Feed Story



News Feed Story

Promoted post for Newsfeed



Philadelphia Cream Cheese Canada Like Page

Weekend brunch plans? Try this French Toast with Philly Chocolate Flair: <http://bit.ly/ChocolateStuffedFrenchToast>

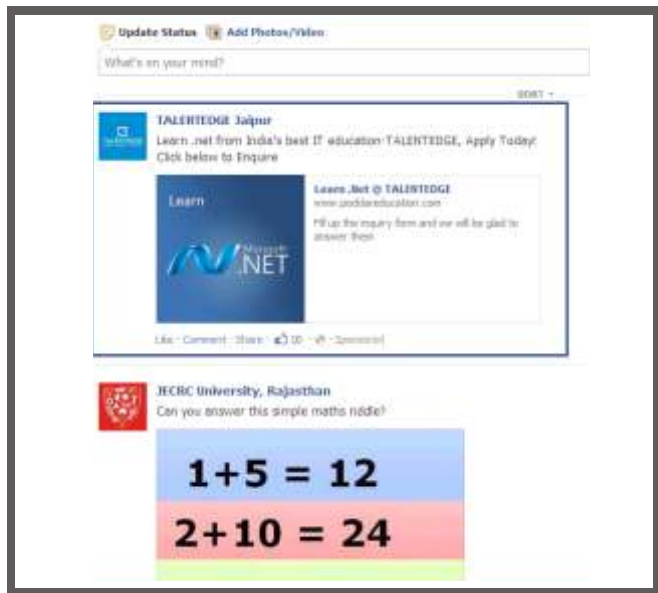


Like · Comment · Share · 750 · 35 · 259 · Sponsored



News Feed Story

This link will lead to website



- **These Ads appears in your news feed and mobile feed.**
- **Very powerful and help in increasing reach of your post.**
- **Not neccesarily for post but also helps in getting traffic to your website.**
- **These ads are used very aggressively world wide by online retailers.**



App Ads



App Ads

Must Be 18+ To Play



Click to play the #1 combat strategy game on FB. Play BATTLE PIRATES free now!

 Play Now · 500,000 people played Battle Pirates.

Suggested App



Exotic India Wallpapers
Sponsored

Breathtaking. Charming. Fascinating. INDIA now on your iPhone...



NOW ON YOUR iPhone!

Exotic India Wallpapers
Entertainment

[Install Now](#)



- › **Promote your Android, iPhone/iPad or Facebook Application through Facebook by directly reaching to users of specific device and operating system.**



Facebook Ads work well even for small businesses that cannot afford mass media.

Facebook Ads get clear & measured ROI.



**Have some plans
or thoughts to
discuss?**



**Just shoot a
quick mail to:**



**Just shoot a
quick mail to:**

social@mercurydesign.in



Published by
Mercury Digital Marketing, India

