

Experimental Activity of Running a Campaign on Facebook

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Digital Marketing and the Purpose of Facebook Campaigns

Digital marketing has gained enormous attention in recent years, and it has become an integral component of the marketing strategies of businesses, organizations, and companies. In the modern business environment, traditional marketing methods alone are no longer sufficient to reach a large and diverse audience. People now spend a significant amount of time online, especially on social media platforms, which has created new opportunities for marketers to promote products, services, and events. Digital marketing allows businesses to communicate with audiences more quickly, directly, and efficiently than many traditional methods.

The basic advantage of digital marketing techniques is that companies can approach worldwide audiences very easily and target specific groups of people according to age, gender, location, interests, education, and behavior. This ability to target a specific audience increases the effectiveness of marketing campaigns because advertisements are shown to people who are more likely to be interested in the product or event. Instead of spending money on a broad and uncertain audience, companies can focus their budget on potential customers. This makes digital marketing more cost-effective and measurable (Meta, n.d.-a).

There are numerous online platforms available for targeting audiences, such as Instagram, Twitter, LinkedIn, YouTube, TikTok, and Facebook. Each platform has its own strengths and is suitable for different types of marketing goals. For example, LinkedIn is usually more effective for professional networking and business-related campaigns, while Instagram and TikTok are commonly used for visual and youth-focused campaigns. YouTube is useful for video-based promotion, while Twitter is often used for quick updates and public discussions. Among these platforms, Facebook remains one of the most widely used tools for digital marketing because of its large user base and advanced advertising features.

Facebook Advertising Tools and Audience Reach

Facebook is especially useful because it has billions of users worldwide from different regions, age groups, and backgrounds. This large audience gives marketers the opportunity to reach people locally, nationally, or globally. Facebook advertising also provides tools that help marketers design,

manage, and analyze campaigns. These tools allow users to choose the campaign objective, define the target audience, set the budget, select the duration, and measure the performance of the advertisement. Therefore, Facebook is not only a social networking platform but also a powerful marketing tool (Meta, n.d.-d).

In this experimental activity, I explored the process of creating a Facebook advertising campaign. The purpose of the activity was to understand how Facebook ads are created and how audience targeting can be used to improve campaign effectiveness. The campaign was designed to invite the audience to a comedy night featuring Jerry Seinfeld at Club Metronome in Burlington. This type of event requires careful audience selection because the success of the campaign depends on reaching people who are likely to enjoy comedy performances and attend live entertainment events.

Figure 1, shown in the Appendix, presents the cover design for the Facebook advertisement. The cover is an important part of the ad because it is usually the first thing users notice while scrolling through Facebook. A good ad cover should be visually attractive, clear, and relevant to the event. It should communicate the main message quickly so that the audience understands what is being promoted. In this case, the cover was designed to promote a comedy night and create interest among potential attendees.

Campaign Budgeting and Advertising Objectives

The total budget for my campaign was \$500. Setting a budget is one of the most important parts of creating a Facebook campaign because it determines how widely and frequently the advertisement will be shown. Facebook allows marketers to control spending by setting either a daily budget or a lifetime budget. This feature is useful because it gives advertisers flexibility and prevents unnecessary overspending (Meta, n.d.-c). For this campaign, the budget was planned according to the nature of the event and the size of the target audience.

I specifically targeted young people aged 24 to 28 who have a college degree and live in Burlington, Vermont. This targeting choice was made because young adults are often interested in entertainment events, social gatherings, and comedy shows. Since the event was taking place in Burlington, it was practical to target people who live in or near that location. Targeting people outside the event area would not be efficient because they may not be able to attend. Therefore, location-based targeting helped make the campaign more relevant and cost-effective.

Another reason for choosing this audience was the educational background. People with a college degree may be more likely to recognize Jerry Seinfeld and show interest in a comedy performance. The selected age group is also active on social media and may respond positively to online event promotions. This shows how Facebook's audience selection feature can help marketers make strategic decisions based on the nature of the campaign.

Demographic Targeting and Audience Selection

One of the most interesting features of Facebook advertising is demographic targeting. Based on the purpose of the campaign, marketers can choose specific audience characteristics. These may include age, location, education, interests, relationship status, language, and online behavior. For example, a company selling sports equipment can target users interested in fitness and athletics, while a university can target students or parents in a certain region. In my campaign, the demographic tools helped narrow the audience to young, educated people in Burlington who would be more likely to attend a comedy night (Meta, n.d.-a).

Figure 2(a) and Figure 2(b), shown in the Appendix, demonstrate how I used Facebook to select the audience and create the advertisement. These figures show the practical steps involved in setting up the campaign. The process includes choosing the campaign goal, selecting the target audience, uploading the advertisement cover, writing ad text, setting the budget, and determining the schedule. This activity helped me understand that Facebook advertising is not only about posting content but also about making careful marketing decisions (Meta, n.d.-b).

Another important aspect of Facebook advertising is that marketers can easily choose the running time of the advertisement. The duration of the campaign plays an important role in determining how many people see the ad and how often it appears. A campaign for an event should usually run long enough to create awareness but not so long that the audience loses interest. Facebook also estimates the possible reach of the advertisement based on the budget, audience size, and campaign duration. This helps marketers understand whether their settings are realistic and effective.

Reach, Frequency, and Campaign Evaluation

Depending on the budget, Facebook decides the frequency and reach of the advertisement. Reach refers to the number of people who may see the ad, while frequency refers to how many times the same person may see it. These metrics are useful because they help marketers evaluate campaign performance. If the reach is too low, the advertiser may need to adjust the budget or expand the audience. If frequency is too high, the same users may see the ad too many times, which can reduce effectiveness. Therefore, Facebook provides useful data for improving campaigns (Meta, n.d.-d).

Overall, this experimental activity helped me understand the practical importance of Facebook as a digital marketing tool. It is easy to use, flexible, and effective for reaching a potential audience. The platform allows marketers to create visually appealing advertisements, define specific target groups, control budgets, and track performance. For an event such as a comedy night, Facebook can be especially useful because it connects directly with people who are likely to attend.

In conclusion, Facebook advertising is a valuable method for promoting events, products, and services in the digital age. It allows marketers to reach a specific audience with greater accuracy and

efficiency compared to many traditional marketing methods. In this activity, I created a campaign for a comedy night featuring Jerry Seinfeld at Club Metronome in Burlington with a budget of \$500. By targeting young, educated people aged 24 to 28 in Burlington, Vermont, the campaign became more focused and relevant. This experiment shows that Facebook is an effective digital marketing platform for audience targeting, budget management, and event promotion.

References

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