



Paid Social Media Marketing

A Guide for Volume Photographers



The image displays a Facebook advertisement interface. The main ad is a video player showing a woman holding a professional camera. The ad is from "GotPhoto UK" and is labeled "Sponsored". The text of the ad reads: "FREE Guide for School Photographers! A must-have for high volume photographers." Below the video, there is a link to "gotphoto.co.uk", the text "FREE Guide for School Photographers!", and a "Download" button. The ad is shown in a "Like" state. Below the main ad, there is a "Like" button and a "Like" label. At the bottom, there is a navigation bar with "Ad view" and "Expanded view" tabs. Below the navigation bar, there is a smaller version of the ad with the text "GotPhoto UK", "FREE Guide for School ...", and a "View more" link. The entire interface is set against a background of a large blue circle with a teal gradient.



Content

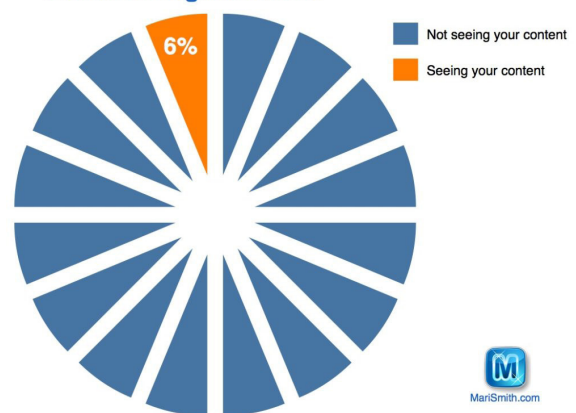
- [Introduction](#)
- [What Does Meta Offer](#)
- [Creating Ads with Meta Ads Manager](#)
- [Evaluating Facebook Ads](#)

Introduction

How many different business pages do you see on Facebook every day? How many do you actually follow? Most likely, these two numbers are drastically different. Facebook users do not see the content of most of the pages they follow.

With the influx of more and more accounts flooding in on every platform, Facebook has had to find more inventive ways of displaying content to its users. This leads to filtering posts onto your timeline that Facebook claims are more relevant or interesting for you. Changes like this, along with Facebook's own self-proclaimed focus on groups, mean that businesses might find it harder in the future to reach their audience organically. It is therefore more important than ever to foster engagement and discussion with your followers who might have your posts filtered from their newsfeeds so that Facebook ranks you as a relevant page.

Facebook Organic Reach



If you're looking to expand your client base, targeted ads can be a great way to get in touch with people who might be interested in the services you offer, but may not be aware of your business yet. If you offer studio sessions outside of schools, for example, this could be a great way to maximise revenue. For studio shoots, general brand awareness paid ads make the most sense. In terms of acquiring schools, it's often better to approach them directly, but expanding brand awareness online and boosting your publicity helps generate revenue in other ways. And of course, having a strong online brand never hurts with acquiring schools.

Facebook's filtering system is also why paid advertising on social media can be useful alongside organic marketing. The good news is you don't always have to invest huge sums of money, depending on what you want to promote. With just £20 or less, you can reach a surprisingly large amount of people when boosting a post, which will expand awareness of your brand. This should be considered as a supplement to your organic marketing.

Naturally, almost all social media platforms offer some form of sponsored content or paid advertising service, but from our perspective, Meta's ad services are by far the most flexible and effective for volume photographers. Since Meta is the parent company of Facebook and Instagram, you have the ability to reach users of both platforms with a single advertising campaign. That's why we will take a deep dive into Meta's paid advertising options in this guide, and cover everything from campaign creation to analyzing reports.

Note: If you're not already up to speed on all things organic social media marketing, be sure to check out our guide here:

**[Social Media Marketing:
A Guide for Volume Photographers](#)**

 **GotPhoto UK**
Sponsored · 

...

✕

FREE Guide for School Photographers! A must-have for high volume photographers.



gotphoto.co.uk

FREE Guide for School Photographers!

Download

 Like

 Comment

 Share

What Does Meta Offer

Meta dominates the social media world with both Facebook and Instagram. Facebook is the largest and most well-known social network across the globe, with Instagram not far behind. The users represent every different background, age range, and interest group. Regardless of which target audience you wish to reach, you will be able to find it between these two platforms. The process for creating Facebook and Instagram ads lives under the same Meta Ads Manager, so the pros of Facebook targeting also apply to Instagram. You have the ability to target users according to their location, profession, family relationships, interests, and so on. These can also be users who have never seen your business. The mother of a four-year-old, for example, can stumble across the offer of a nursery session while scrolling through her newsfeed.

Note: Under ideal circumstances, you should make the most of organic marketing alongside paid ads on Facebook and Instagram. For example, you can use paid ads to pull an audience into your page where they can then benefit from your high-quality organic posts as well.

One of the most important arguments for ads on Facebook and Instagram is that they are relatively well-priced compared to other advertising avenues. A print ad, for example, would cost quite a lot more than a few weeks of ad campaigns running on Facebook. On top of that, paid social media marketing can appear to people at any part of their day: at home, at work, or on the move. Not only that but Facebook and Instagram are far more flexible, allowing you to adjust your budget at any time. Unlike a print campaign which you have very little room for adjustment, social media ads allow you to adjust on the fly for better targeting and quick results.

Creating Ads with Meta Ads Manager

As previously stated, creating ads on Facebook and Instagram are quite similar, so we're going to walk you through the creation of Facebook ads, but the process will work largely the same for Instagram. You should consider whether you need to run the same ad on both platforms though, or if one should be slightly different to reach a wider target audience.



Tip: As a general rule, Facebook is better known for direct response advertising, while Instagram works better for brand awareness. Consider what you want to achieve and test out what works best for your respective audiences.

For the best results on your Facebook ad, you need proper preparation and structure. Here are some things to consider as you begin your paid ad journey.

Step Away From the 'Boost Post' Button

If you already have a business page for your volume photography business, and have published a few posts, you are likely already aware of the **'Boost Post'** button. This encourages you to promote your posts simply by clicking the button.

DO NOT PUSH THE BUTTON!

Boost post

If you follow this link, your post will be promoted with certain preferences that you have no control over. Through this method, you can choose what platform the ad will display on, but you will not be able to pinpoint target your audience. You cannot choose the placement. This means you can't choose whether you want it to display in in-feed posts, reels, stories, messages or other placements! Boosting a post will limit who can see your ads. The analytics you get from Meta Ads Manager are more detailed. You will have far more success using ads manager for advanced targeting. You will waste some of your budget unnecessarily by targeting a portion of irrelevant users.

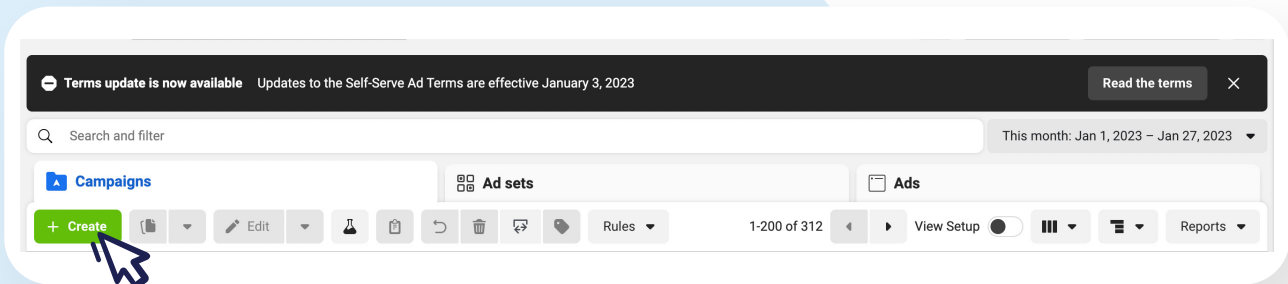
The First Steps...

You can find the Ad Manager via your business page or going to <https://business.facebook.com>. This is where you can begin to build your first ads campaign!

A campaign is a collection of all the posts that you create for a specific marketing purpose. Within one campaign, you can create various different ad sets. You can use them to target different audiences and set alternative options to your post's best advantage. You can read more about this later in the 'Creating an Ad Set' section. In these ad sets, you can create your own individual ads. There are various different forms of ads you can create, which we will explain later in the 'Ad Creative' section.

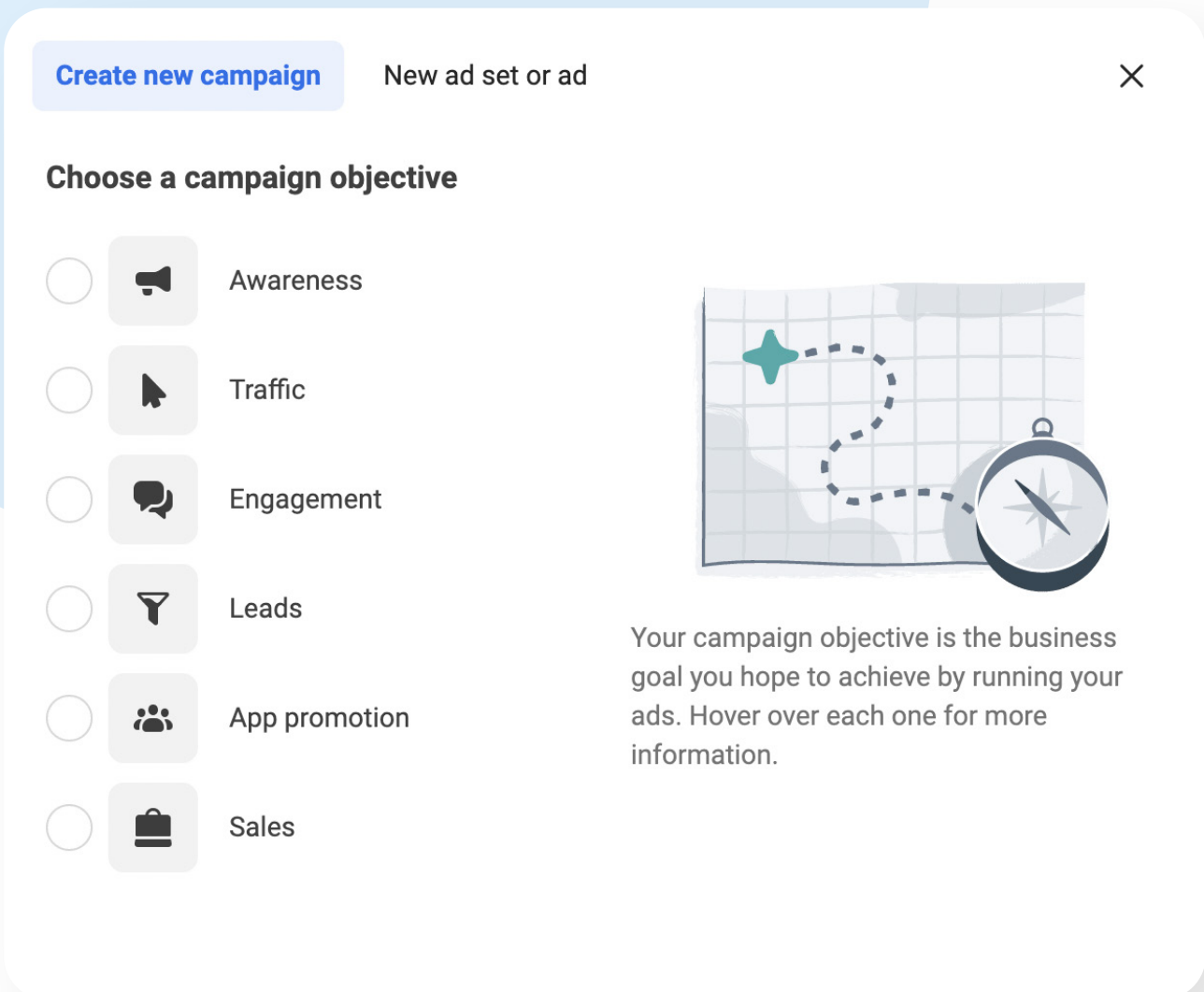


To create a new campaign, simply click on the green 'Create' button under the Campaigns tab. For first time users, using Facebook's Guided Creation at this point can be a great introduction to the ways in which your target groups can be designed.



Campaign Objectives

First off, Facebook asks you what the goal of your campaign is. Just like in other areas of marketing, you need to be clear from the beginning on what you want to achieve with your campaign. This will affect how you tailor your Facebook ads.



There are six options to choose from:

- * Awareness: Getting knowledge of your volume photography business to more people
- * Traffic: the number of people who visit your website
- * Engagement: interactions with posts e.g. messages, likes, comments, shares, etc.
- * Leads: collecting contact data such as email addresses from new customers who are interested in your business
- * App promotion: pushes people to download an app
- * Sales: ads will be shown to people who are most likely to add products to their cart. This is recommended for those who sell a physical product

Naturally you might say you want to achieve all of these things! Overall, with various marketing campaigns and diverse tactics, you can. But in a single Facebook campaign, you can only choose one. This doesn't mean you'll only achieve one, but Facebook requires you to pick what's most important to you so they can optimise the campaign for you. Pick your highest priority, but don't worry: you can always alter the focus of your campaign later on. Or you can create a new campaign with different objectives and test what works best.

For all campaigns that rely on or include data from outside of Facebook, like traffic data from your own website, you will need to implement the Meta Pixel onto your website. Otherwise, Facebook won't be able to communicate with your site. You can find out everything you need to know about this process in this step-by-step introduction.

Budget

Now comes the most important question: how much do you want to actually spend?

Unfortunately, there is no one-size-fits-all marketing budget. How much you spend will depend on your own individual goals and target groups. We advise starting out with a small amount and testing out how different types of ads go down with different Facebook users. £10 per day, or £70 per week as an example, can already be enough to find out whether your ad posts are on the right track. Once you have that data, you can turn off ads that don't perform, as well as raise the budget on those that work.

You can set the budget on a campaign level or an ad set level. We recommend selecting the option "Advantage campaign budget". This means the budget will be distributed by the algorithm across all ad sets in this campaign to get the best results. If you decide to set a budget for every ad set, you can set the budget at the ad set level. You can also choose between a daily budget and a lifetime budget.

A daily budget of £10 means that the average daily cost that you pay for your ads will amount to around £10. That includes fluctuations of 20% per day in either direction. Despite this, you will not pay more than £70 per week.

A lifetime budget means, you set the total costs for the duration of the campaign. There are no fluctuations, and it can often be the best choice for volume photographers. Facebook optimises the allocation of budget, meaning you spend less, and the Facebook algorithms will take care of the rest!

Creating an Ad Set

Once you've named your campaign, the next step is to create an ad set within that campaign.

Optimisation & Delivery

Under 'Optimisation for ad delivery' you can select the goal of your ad set. Depending on your campaign goal, you might not have the option to select a goal. For example: with Traffic Campaigns, you can choose between landing page views, link clicks, daily unique reach, or impressions.

Billing

There are two different ways that your Meta ad account will be charged. Per click (cost per click or CPC) or per 1000 impressions (CPM). An impression means that a user has seen your ad. Be aware though, this number does not necessarily equate to unique user views.

Depending on what you have chosen as the goal for your ad post, Meta will sometimes choose the most logical payment method to suit your purposes. With various options, once again we recommend you test it out and find what suits your purposes.

Bid Control/Cost Per Result

Depending on the campaign you might have the option to set a maximum bid or a max cost per result. The best option with regard to setting bid limits is to leave the field blank. Facebook then automatically adjusts your bids so that your goal is most likely to be met.

Target Group

You can, of course, run an ad on Facebook that appears for all users. That would be extremely expensive however, and not particularly effective, as you would reach a lot of irrelevant people who have no interest in your photography business. Ultimately, it equates to a lot of wasted money. For this reason, Facebook's detailed targeting methods are extremely useful.

Targeting refers to the people that your campaign will reach. As previously mentioned, Facebook collects information on the activities of their users and can therefore sort them into countless different groups. This could include, as an example, users who have kids between the ages of six and eight and/or live in London and/or use an iPhone.

In the target group menu, you can first divide up your target groups by region, age, gender, and language. With detailed targeting, there is also the possibility to split them further according to interests, habits or demographic characteristics. You can also exclude certain traits from your target group.

Note: Instead of choosing 'Everyone in this location', be sure to select 'People who live in this location'. Otherwise, your post will be sent out to tourists as well as inhabitants, wasting your money, and exposing your content to irrelevant users.

*** Locations**

People living in or recently in this location

United States

✓ United Kingdom

✓ Include Search locations Browse

Add locations in bulk

Age

18 - 65+

Gender

All genders

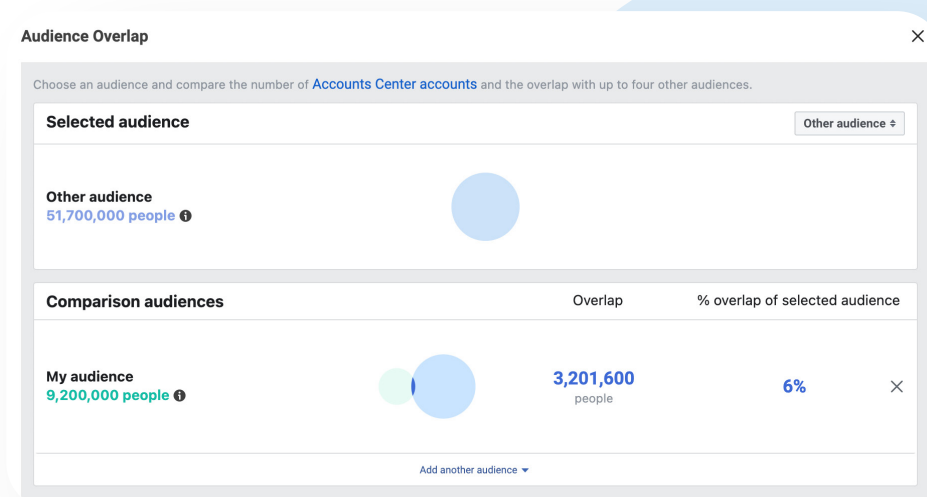
Target Group Overlap

If you are creating multiple ad sets with different targeting options, try to make sure that you have as few overlapping targets as possible, so that the same users don't end up in several target groups. This will create unnecessary costs for you and overexpose your content to the same people.

If you create posts for both target groups, they will be forced to 'compete' with each other on Facebook. Essentially, the system of ad creation on Facebook works, in principle, like an auction house. Every time that a user is presented with an ad on Facebook, a type of auction takes place.

All ad posts are compared with each other before they are shown to the target group in terms of quality, relevance, expected action rate, and bid level. The bid level is the amount of money that you are prepared to pay for a click on your post, a thousand impressions, or a single conversion. Your budget goes up against the ads of other users. You're bidding against one another and the one whose ad performs best in the aforementioned categories wins. This all happens automatically. Your budget will not be exceeded, of course.

Therefore, if your target groups are too similar, you will then, essentially, be competing with yourself. It could create unnecessary costs, as both of your ads will continue to outbid each other and quickly drive the costs higher for you. You can read more about this and other costs in the 'Budget' section.



In the audience manager on Facebook's Ad Manager, you can double check for any overlaps. 75% overlaps, like in the example above, can be problematic. As a benchmark, anything under 30% is okay. To correct it, you can use the recommendations from Meta to exclude certain users from your groups, or exclude the target group of Ad Set 1 from Ad Set 2.

Placement

The next step is to decide which devices your posts will be visible on, and whether they should only be published on Facebook, or also on Instagram, Messenger, or Audience Network as well.

To do this, choose the option 'Edit placements' instead of 'Automatic placements'. You will now have greater control over your ad placement.

Create Ads

Now it's time to create the actual ad that will appear on your audience's news feeds. It is advisable to create several ads per group to test out different variations, and to give Facebook more options for optimisation.

You could create identical posts with different images, or compare an emotional message with a more professional one. By analysing these variations after the fact, you can explore what works best for your target group. This is also called A/B testing.

Building a Post

A post on Facebook consists of the following elements:

Publisher

The publisher of your post is always your Facebook page and/or your Instagram page. That means that many users will click on this publisher name and then see your page. Make sure that you have already put some work into your organic marketing. If you're unsure of how to do this, take a look at some of the tips and advice in our organic social media guide. Your page should at the very least be kept up to date and have a few interesting and relevant posts for your audience.

Preview Image/Video

The image(s) linked with your post should be eye-catching in order to stand out from all the other posts and ads in people's Facebook feed. An impressive photo that has an emotional effect on the user is ideal. Test out different visuals to see what works best for your audience.

It is also important that you don't have too much text on your images. You want no more than 20% of your image containing text. Otherwise, Facebook reduces the reach of your ads, or, worst case scenario, doesn't run it at all.

Instead of a picture, you can also post a video, carousel, or a slideshow of images as well. Video content often does better than static content, both in terms of getting boosted by the algorithms, and in attracting the eye of the casual scroller.

Depending on the placement you have selected on the ad set level, you need to pay attention to the optimal image size so your image isn't getting cut off on some of the placements. Ideally, you are uploading the image in 3 different sizes to fit all placements. If this is too much effort, then square is a safe format; 1080x1080px. You can then adjust the cropping in the different placements.

Primary Text and Headline

Pay attention to the size and complexity of your text. In any case, you should always include the most important information in your first 80 characters. Otherwise, it will spill over into the 'Read more' section of the post. Only 30% of Facebook users click 'Read more'. Make sure the most important information comes first, so that you don't lose out on the other 70% of your audience.

In addition, the headline has to be short. If you have more than 40 characters, the headline will be cut off in some placements. It should be attractive so people want to click the ad! It's best to also include a call-to-action such as 'sign up' or 'learn more'.

Call To Action (CTA) Button

The CTA button encourages the user to complete an action of your choosing. It is an essential part of your ad. Without this splash of encouragement, many Facebook users won't lift a finger, quite literally, and will simply keep scrolling.

You can use a variety of CTA buttons. Be careful not to be too pushy with this function. A 'Find out more' button could be received better than a 'Buy now' alternative, for example. Once again, test it out and see what suits your audience and content the most.

Link Text

With this method, you don't need to show the exact link to your site, but are able to edit what appears at the end of your link in the slug. For example, a messy link filled with numbers can be tidied down to a few clean words that describe what the visitor can expect to find.

Dynamic Ads

As mentioned at the beginning of this chapter, you should create several ads to test out different variations against one another to give Meta more options for optimisation.

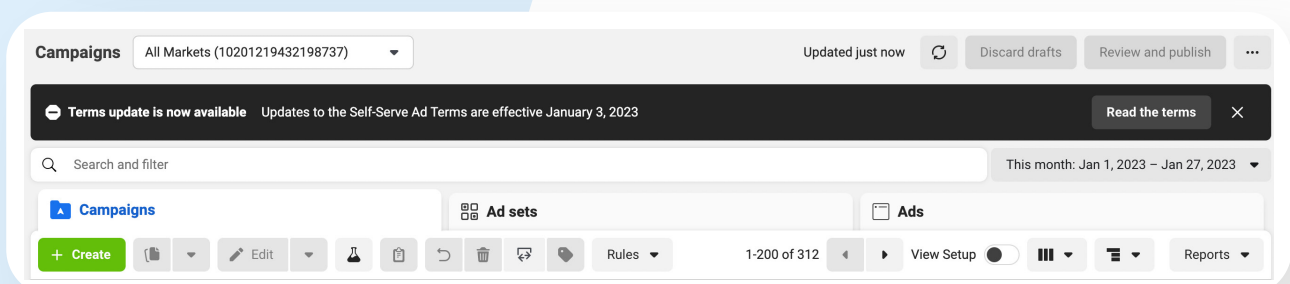
With the Dynamic Creative option, you can put different elements like headlines, primary texts, images/videos and CTAs in one ad. The algorithm automatically generates several combinations, and constantly tests them against each other to optimise the ad for your target audience. This option saves you time and effort in creating and testing multiple variations of your post. Meta does the work for you! But, as always, you should also test dynamic campaigns against your other campaigns to see which ones are delivering you the best results. You can see the metrics for the different variations in the breakdown which we will explain further in the next chapter.

Comments, Likes, Reaction, and 'Share' Buttons

Ads can be commented on, liked, and shared just like regular organic posts. You should, therefore, stay up to date with the comments section of your ads, just like you would do with engagement on your own business page. After all, Facebook measures the interaction rates and publishes more of the ads with the highest engagements.

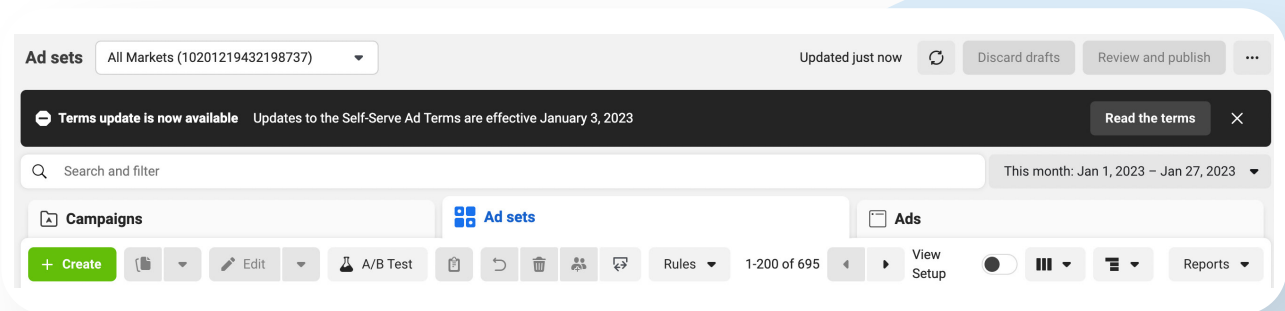
With Meta's carousel format, you can also include several photos, videos, or CTA's in one post. You can find plenty of useful information or design recommendations in Meta's own guide for Facebook ad posts.

After you have completed your campaign, your work is not quite done. Now is perhaps the most interesting part: analysing the results.



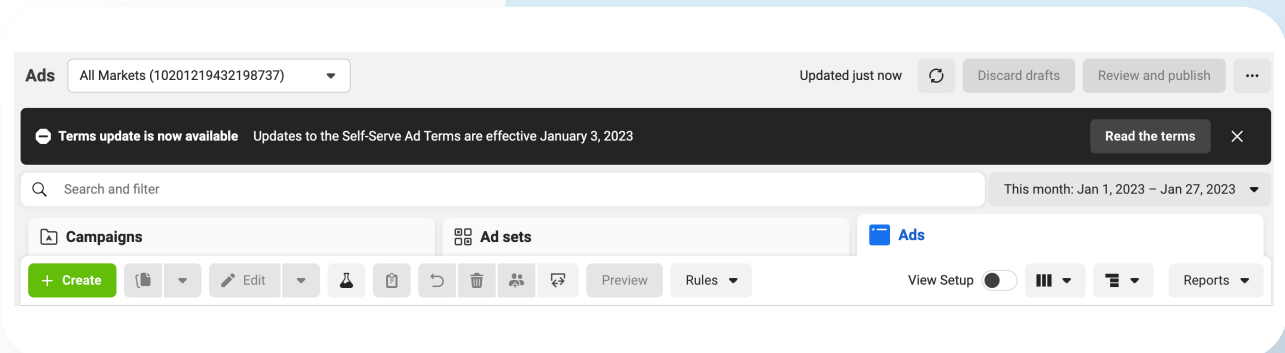
In the campaign menu, you can find all your created campaigns. You can also use filters to only show active campaigns. Always be careful to pay attention to which filters you have already activated.

Ad Sets



In this menu, you can find all created ad sets, both active and inactive. Just like in the campaign menu, you can select an ad set with a checkbox and only show ads that belong to that group.

Ads



Finally, you can see all ads from all campaigns in the last tab – or once again, just the posts belonging to a specific campaign or ad set. You will be shown a preview of the picture belonging to each ad so you can quickly recognise your various posts.

The three different tabs for campaigns, ad sets, and ads work in very similar ways. As mentioned above, almost all the features we explain can apply to all menus.

Organise Data

At the top right corner there is a drop-down menu which you can sort your ads by date and time. You can choose different time frames, or choose to see the last week or month from the data presets. By activating the compare button you can also easily compare data from different time frames. For example, last 7 days compared to previous 7 days.

It's important to remember here that all the presets that begin with 'last' do not include the current day. So, if you choose the last 7 days, it will show the most recent 7 days up until yesterday.

This month: Jan 1, 2023 – Jan 27, 2023 ▼

Compare ☐

January 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

Jan 1, 2023 – Jan 27, 2023
Berlin Time

Cancel

Update

Date Presets

Maximum

Today

Yesterday

Last 7 days

Last 14 days

Last 30 days

This week

Last week

✓ This month

Last month

If you want to explore the performance of a campaign, you should take a look at several different time periods, including a short one and a long one.

In doing so, you can see an overview of the total duration of the campaign, as well as its current performance. A campaign which has produced many link clicks throughout its duration can become less successful in its last few weeks. This could be a trend that you wouldn't notice if you only looked at it's entire life span.

Know Your Way Around

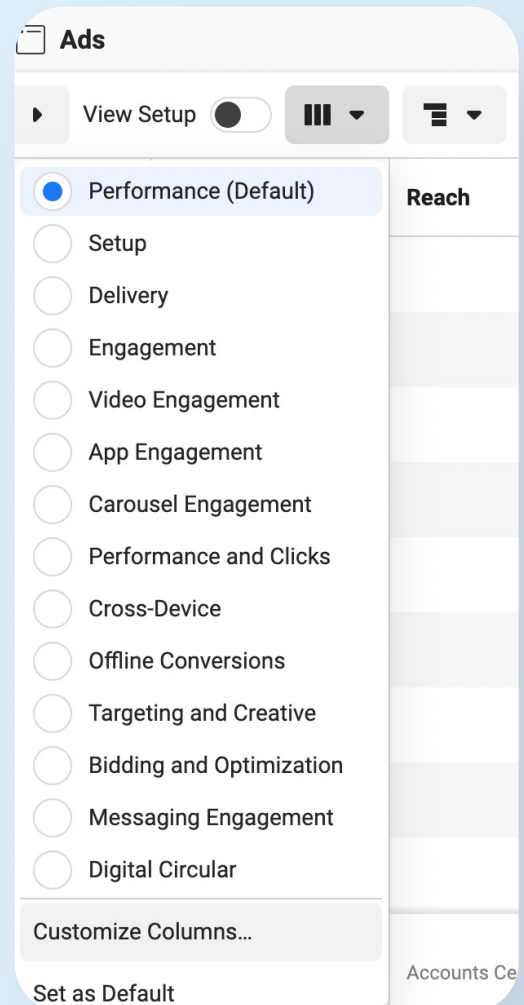
Next to the first column containing the name of your campaign, you will find several other columns with information about delivery, budget, reach, etc. You can also add more columns if needed!

Organise Columns

Facebook automatically chooses some standard analysis figures for your campaigns to display. You can, however, individually customise the columns. Do this by clicking on the top-right button pictured below, and choose 'Customise columns'.

In this menu, you can choose specific analysis criteria from the various parent settings, such as delivery or costs. It all depends on what is most relevant to you and your business. The display will then reorganise itself to display that criteria.

Note: You can save your customised column preferences as presets on the bottom left to use again later on.



There are numerous sets of data to choose from. Here are the ones we believe are the most important and relevant for you:

- * **Performance (and Clicks):** Results, reach, impressions (every time a user saw your ad), amount spent, and CPC (cost per click)
- * **Interactions:** Post interactions (clicks, comments, shares)
- * **Clicks:** Link clicks, CTR (click-through-rate means how often your ad is clicked in relation to the number of impressions)
- * **Conversion:** Note here the actions that customers have taken in response to your ad that you want to investigate further. You will need Facebook Pixel for this, as mentioned previously.

The Attribution Window

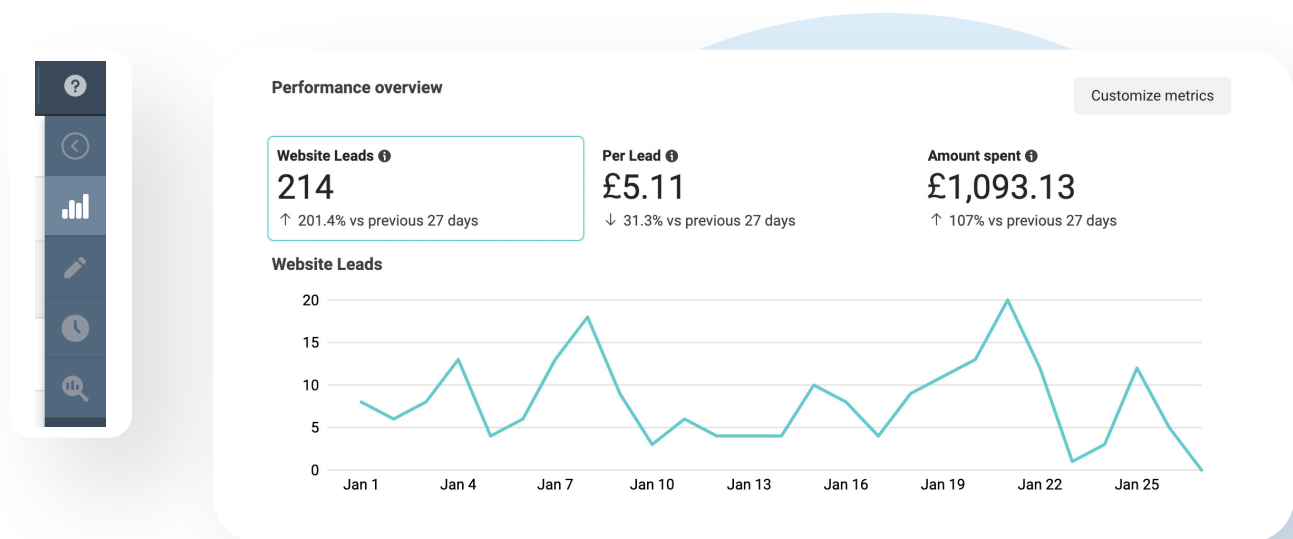
An attribution window is the number of days between when a person viewed or clicked your ad and subsequently took an action. For effective evaluation of your conversions, it's important to adjust the attribution window according to your preferences. You can find this in the settings of your ads manager.

By default, it is set to 7-day click or 1-day view. That means that you only see conversions in the ad report that happen within 7 days of clicking or 1 day of viewing. If you like, you can change this to suit your preferences via the attribution settings.

Statistics

For every campaign, ad set, or ad, you can display specific performance data. Simply select 'View charts' directly below the campaign name, and a sidebar will appear with visual statistics, making it easier to spot trends and successes.

The sidebar window contains tabs such as 'performance', 'demographic', and 'placement'.



Within 'performance', you can see how many people had an interest in your business/ad. It will show how many you have reached, how many have clicked further on your post, or even how much your campaign or ad set has cost you so far.

Within 'demographics', you can find relevant details to the people who have either seen your posts or clicked on your links. For example, it could show you whether you reach parents in their 30s for a preschool photography campaign.

Within 'placement', you will see how your content did on Meta social platforms. This is only relevant if you choose to place ads on other channels.

Device type

Mobile and desktop

Mobile and desktop ▼

☒ Mobile and desktop

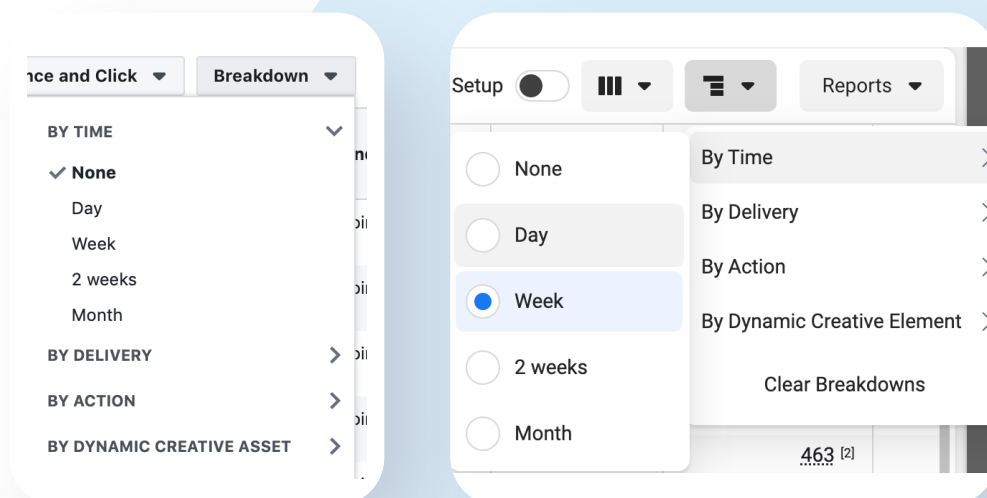
☐ Desktop only

☐ Mobile only

Note: You can also filter according to computer or mobile device, to compare data collected from users on different devices.

Breakdown

In addition to the data displayed in the various columns in an overview, you can also use 'Breakdowns'. Click on the drop down box of the same name.



As implied in the name, this function will break down the campaign, ad sets, and individual ads according to different criteria you've specified. That means that you can see detailed insight into a particular focus point.

Within the three main categories (time, delivery, and action) there are also sub-categories:

- * Within time: day, week, two weeks, month
- * Within delivery: age, gender, region, placement, device, time of day, etc.
- * Within action: conversion device, reaction, destination, etc.
- * Within dynamic ad sets: image, text, headline, description and more

If you choose a breakdown by day, for example, you will then receive a detailed analysis in the existing columns for each day that your post has been online for. This could include how much a post cost each day, or how many impressions it achieved each day.

Breakdowns can be a useful way to find out which social media channels your ad sets were best received on. It could also show you which days of the week you achieved the most conversions at the lowest price. Information like this means you can create more cost-effective, successful campaigns in future.

The breakdown is especially important when you are using dynamic ads. In that way you can analyse which images, headlines, texts, or CTAs worked best and optimise your ads according to the results.

Hashtags

If you have used a hashtag on Facebook for a competition or similar special event, then you can also use tools such as hashtag trackers to measure their success. If you have asked your users to share the post with the hashtag, you can search for it specifically, either directly on Facebook, or by using an external tool, like the free Social Searcher software.



Tip: This is not specific to ads, but can be used to gauge your ad awareness.

Understanding Results

You now have a broad overview of all results achieved with your Meta ads. The next step is to really understand these findings. You can then optimise your next marketing campaign and refine your strategy with the data.

Make Comparisons

In the case that you have already run a few campaigns for your photography business, you should always go back and compare your results with your new campaigns. This way, you get an overview of what has improved and what hasn't worked as well. You can make those comparisons easily in the Meta Ads Manager.

Comparing similar campaigns that run at different times of year, such as at the beginning of a school year versus the spring season, can help you gauge the optimal time to help you get the most engagement from potential customers. Track how results change over time by comparing the same time of year in two or more consecutive years. Be sure to note if you made any changes between the years that might explain differences.

Open the drop-down menu for time frames and activate the compare button. Choose two time frames that you want to compare with each other and click on update. Now you can select each separate column in your overview to see detailed comparisons on each data set. You can therefore, find out, for example, if there are certain seasons where your audience is more likely to click through on a link.

Determine Success

In the different columns, you can sort each campaign, ad set, and individual ad according to different data sets. For example, you can choose only those campaigns with the biggest reach, or those with the most clicks to be shown. With this ranking, you can then find out the most and least successful characteristics for your ads for volume photography. Be sure to mark them in the check box.

With one click, you can now open your selected campaigns in the statistics menu on the right hand side. Diagrams with detailed analysis will show up in the sidebar, as explained above. You can then make direct comparisons and find out what contributed to their success or failure.

Here are some options you could compare:

- * What target demographic was most successful?
- * What campaign length worked best?
- * What text or headings achieved the most amount of link clicks?
- * Which CTA texts were the most influential?

Corrections

When you have worked out which particular ads or ad sets work better than others, you can make relevant changes to future campaigns. Raise the budget of successful ad sets, or match a high-performing image with a successful caption.

In addition, you can also find out the best times of year from your data results, by looking at where your ads achieve the best results. Within these times, you can run your most important campaigns going forward. It's important to analyse and correct campaigns that are live as well, so you're able to get the most out of your budget.

A Few Final Tips

Save and Automate Reports

Of course, it takes time to regularly collect your ad findings, and you could easily forget to do so during the hustle and bustle of everyday life, especially during high season. Meta's ad reporting tool allows you to set up automatic email reports every week with the results of your ads.

Click through to 'Ads Manager – Reporting' in the main menu of the Meta Ads Manager, and click on 'Create' to start a new report.

Ads Reporting

+ Create report

Export history

☐	Report name ↑↓	Last accessed ↓	Edited ↑↓	Created ↑↓
☐	Untitled report 1 ad account	01/27/2023	01/27/2023	01/27/2023 by Cali Cooper

Just like in the tabs for campaigns, ad sets, and individual ads, you can choose data categories and breakdowns for your reports according to what is most important for your goals.

As soon as your report has been created, choose the drop-down menu near the 'Save' button on the top right. Select 'Save as'; it will then open a small window which will give you the option to select how often it will email you the a report.

Report settings

Report name
Example report

☒ Schedule email

Delivery
Daily ▾
Daily
Weekly >
Monthly (1st)

Cancel Confirm

Give Facebook Time to Learn!

Facebook uses an algorithm to optimize your ads. Despite being intelligent and highly useful, it needs time to learn at first. That means that it can take a little bit of time to collect data and get to know the target groups and campaigns for your photography business.

Therefore, you should be careful not to change the settings in the Meta Ads Manager too often. Always wait for two or three days to make changes in an ad set, allowing the Facebook algorithm enough time to learn and adapt. If you change things too quickly, the learning process up until then is wiped clean, and Facebook essentially has to start all over again.

This also applies to making changes to budgets for your Meta ads. Make sure you don't make too big a jump too soon. Always raise your budgets in small increments, between 10%-20% at a time, so you don't confuse Facebook, or even worse, waste money.

Listen to What Works

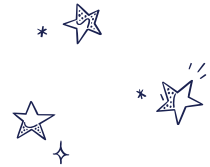
Even the best ads cannot run forever. At some point, everyone relevant in your target group will have seen your content and decided whether or not they want to take action. The data for frequency is a good indicator of such trajectories.

When the performance decreases, you should take a look at the frequency information. Sometimes it can be enough to make a small change to your post to make it interesting for your audience again. That doesn't always work, however. In general, you should regularly renew your ad campaigns.

Test, Test, Test!

In order to carry out corrections, you need several test runs where you can test out different photos or captions against each other in otherwise identical posts. This process, called A/B testing, is well-practiced and proven in marketing.

In general, it's all about trial and error on Facebook. Instead of pondering over different formulations for ages, you should just try out something new and see what sticks. The end result is different for every target group, and you only find out what works by trying it yourself.



Want to See the Best Solution for School Photography in Action?

Give us a call or book a free individual consultation at www.gotphoto.co.uk/consultation

Contact Our Team



Matt



Alex

Phone +44 (0) 20 8068 8571

Email service@gotphoto.co.uk

Website www.gotphoto.co.uk