



HAPPY education
academy



Elif Hacibektařođlu
Head of Growth at nabulu

Dijital Platformlar Evreni



65 Mio
Aylık
Kullanıcı



57 Mio
Aylık
Kullanıcı



47 Mio
Aylık
Kullanıcı



50 Mio
Aylık
Kullanıcı



11 Mio
Aylık
kullanıcı



23
Mio aylık
kullanıcı



15 Mio
Aylık
Kullanıcı

Facebook&Instagram

Facebook Business Manager

Facebook reklamlarını business.facebook.com üzerinden oluşturulan Business Manager hesapları ile veriyoruz.

Click to go forward, hold to see history

facebook for business

Email or Phone

Password

Log In

Forgot account?

Business Manager

Manage ad accounts, Pages, apps and the people who work on them — all in one place. It's free.

Create Account

Facebook Business Manager

Users

People

Partners

System Users

Accounts

Pages

Ad Accounts

Apps

Instagram Accounts

Projects

Facebook sayfaları: Her reklamverenin mutlaka sahip olması gerekir.


Reklam hesapları: Her reklamverene ayrı olarak açılır, birden fazla sayfa bağlanabilir.

Instagram hesapları: Instagram hesabı olan reklamverenler için ayrıca açılıp şifreleri ile sisteme tanımlanması gerekir.

Facebook Business Manager – Hesap Kurulumu

1

Create New Ad Account



Ad account name

Advertising on behalf of

Time zone

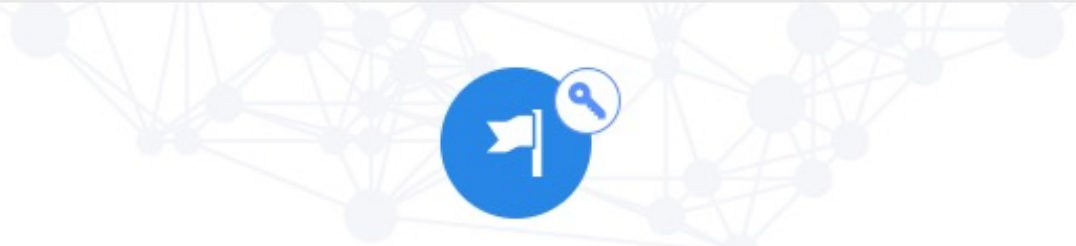
Currency

Payment method

P.O. Number (optional)

2

Request Access to a Facebook Page



Request access to a Facebook Page if your business needs to use this Page on behalf of another business. For example, you work for an agency, and you want to run ads on a client's Page. The Page will still belong to its current owner.

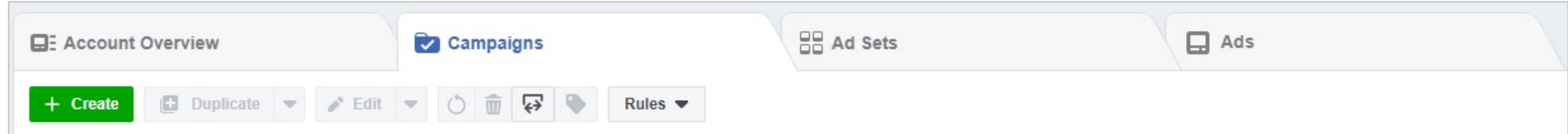
Facebook Business Manager – Hesap Yapısı

Facebook reklamlarının 3 basamaklı bir yapısı vardır:

1-Kampanya: Hedef seçilir

2-Ad set: Bütçe, harcama ayarları, hedefleme, reklam alanları seçilir

3-Ad: Reklam kreatifi seçilir/oluşturulur



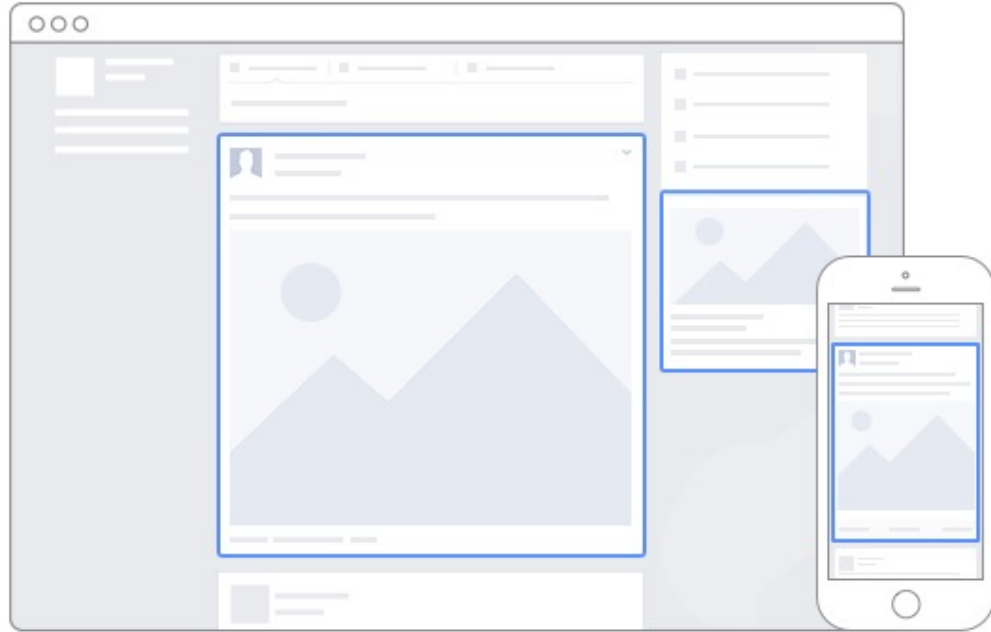
Facebook reklamları işleyişi



Facebook Reklam alanları

Bütçeyi efektif kullanmak ve performansı arttırmak için tüm reklam alanlarını değerlendirmek gerekir.

Facebook Desktop and Mobile



Instagram Mobile



Stories



Audience Network



Messenger



Messenger

Facebook kampanye hedefi

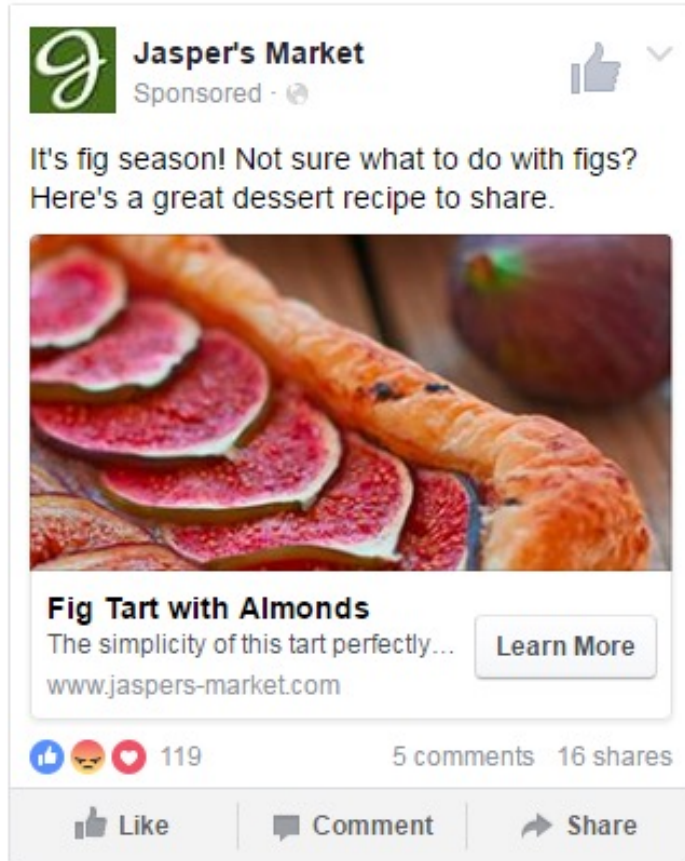
Campaign: Choose your objective. **Campaign** [Help: Choosing an Objective](#) | [Use Existing Campaign](#)

What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

Reklam Modelleri

1
2
3
4
5



Jasper's Market
Sponsored · 🌐

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.




Fig Tart with Almonds
The simplicity of this tart perfectly... [Learn More](#)
www.jaspers-market.com

👍 🤔 ❤️ 119 5 comments 16 shares

👍 Like 💬 Comment ➦ Share

1. Social Information

When available, people will see whether their friends have engaged with your business.

2. Business Name

The name of your business is always shown prominently.

3. Text

Grab interest with more info about what you're advertising.

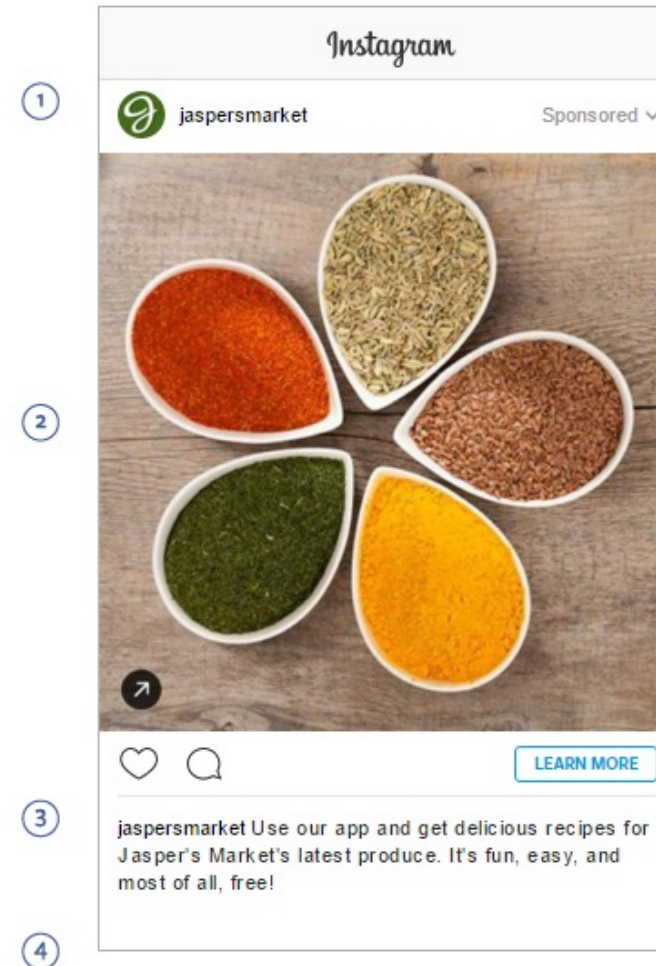
4. Images and Videos

Compelling images and videos encourage your target audiences to engage.

5. Call to Action (optional)


A customisable button encourages people to click.

1
2
3
4



Instagram

jaspersmarket Sponsored ▾



2

3

4

LEARN MORE

jaspersmarket Use our app and get delicious recipes for Jasper's Market's latest produce. It's fun, easy, and most of all, free!

1. Instagram Handle

Your Instagram handle is always shown prominently.

2. Images and Videos

Compelling images and videos encourage your target audiences to engage.

3. Call to Action (optional)

A customisable button encourages people to click.

4. Text

Grab interest with more info about what you're advertising.

Reklam Modelleri - Örnek

Post

 **Jasper's Market**
Sponsored · 

Like Page

Make breakfast more enjoyable with Jasper's fresh raspberries.



11 reactions

Like Comment Share

Video

 **Jasper's Market**
Sponsored · 

Like Page



Stop by Jasper's and take a look at our latest shipment of fresh produce!



41 reactions 7 Comments 2 Shares

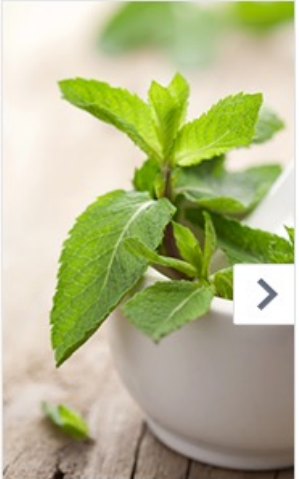

Like Comment Share

Carousel

 **Jasper's Market**
Sponsored · 

Like Page

Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.



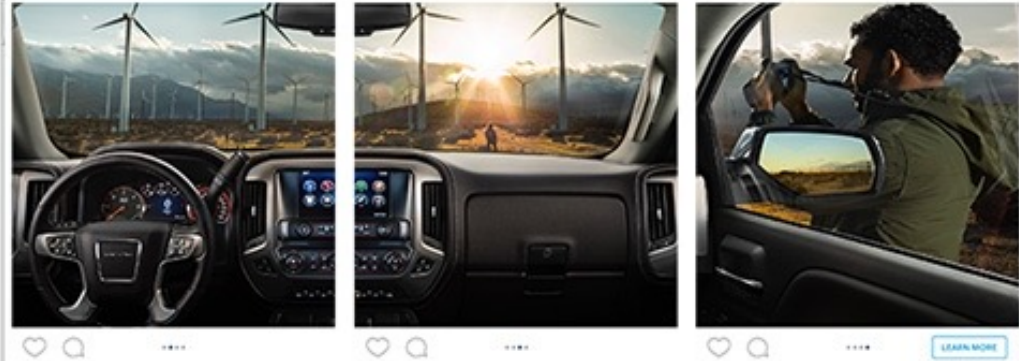
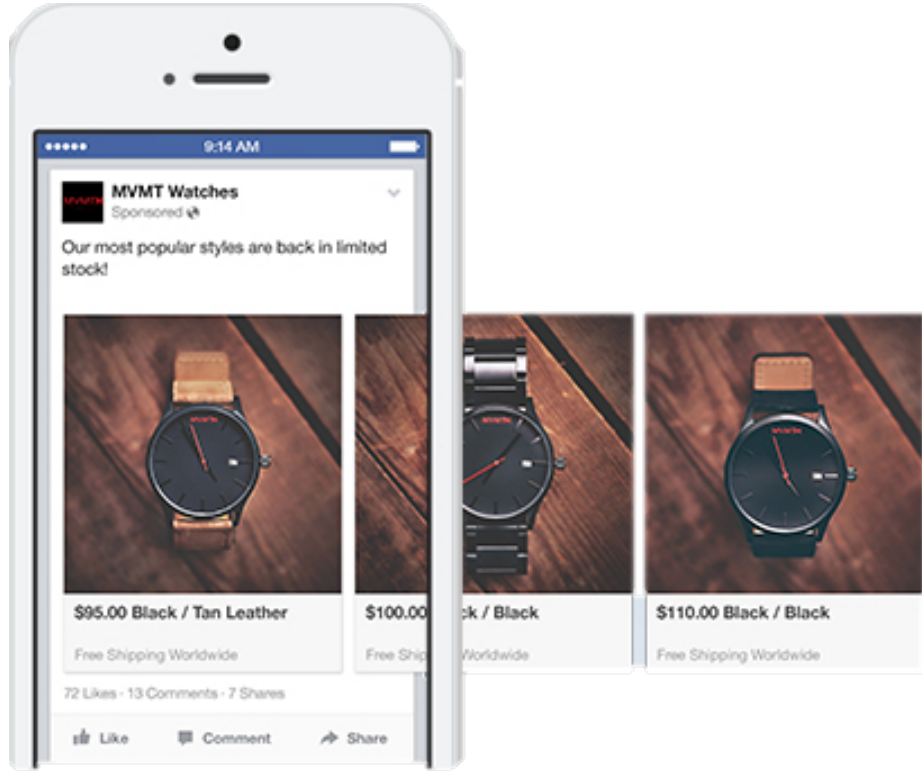
Set of five white ceramic bowls
\$20

White ceramic mortar and pestle
\$25

18 reactions 3 Comments 1 Share

Like Comment Share

Carousel Ads (Trafik, Dönüşüm, Marka bilinirliği)

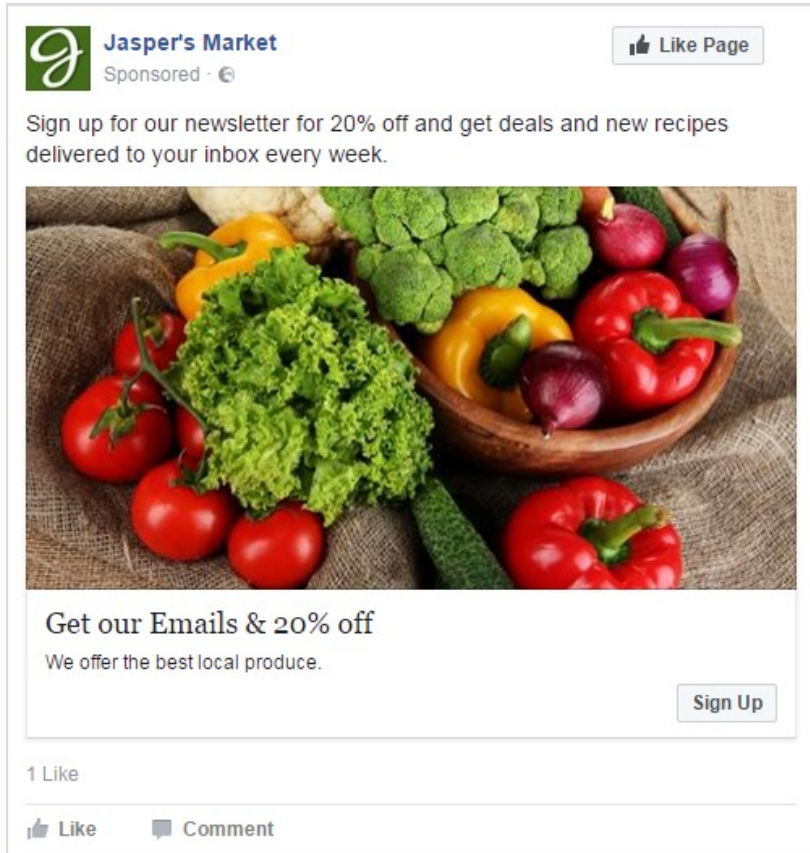


Canvas Ads (Trafik, Dönüşüm, Marka bilinirliği, Etkileşim, İzlenme)




Lead Generation

Form doldurmaya yönelik reklam formatı, potansiyel yeni müşteri bulmak için kullanılır.



Jasper's Market
Sponsored · Like Page

Sign up for our newsletter for 20% off and get deals and new recipes delivered to your inbox every week.

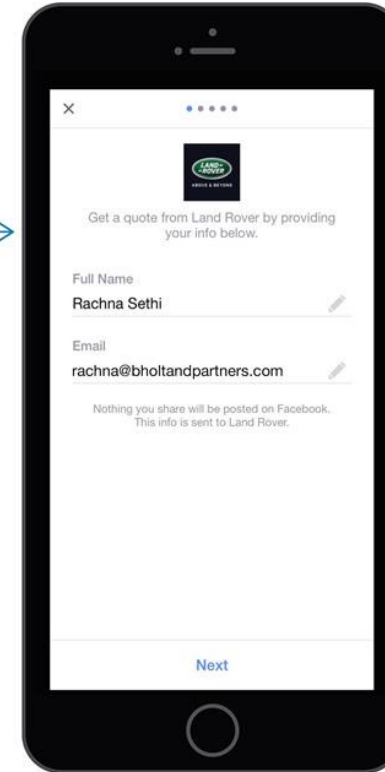
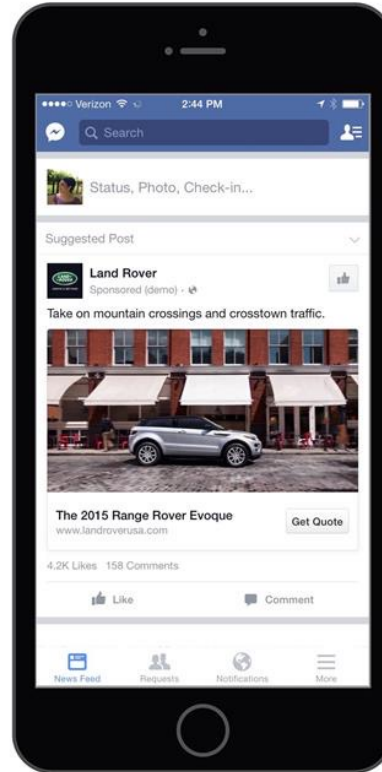


Get our Emails & 20% off
We offer the best local produce.

Sign Up

1 Like

Like Comment



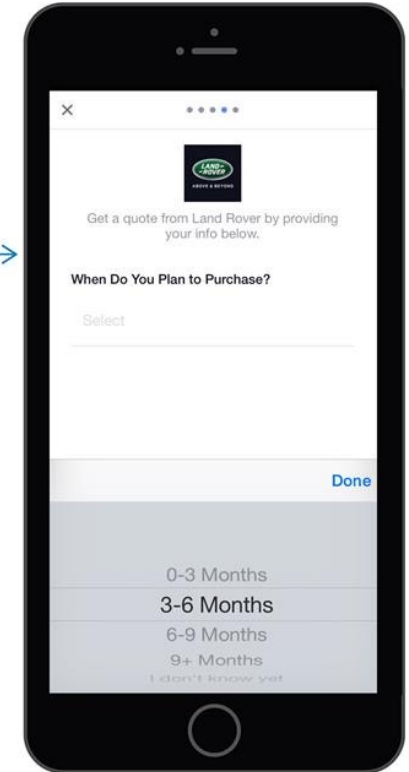
Land Rover
Get a quote from Land Rover by providing your info below.

Full Name
Rachna Sethi

Email
rachna@bholtandpartners.com

Nothing you share will be posted on Facebook.
This info is sent to Land Rover.

Next



Land Rover
Get a quote from Land Rover by providing your info below.

When Do You Plan to Purchase?

Select

Done

0-3 Months

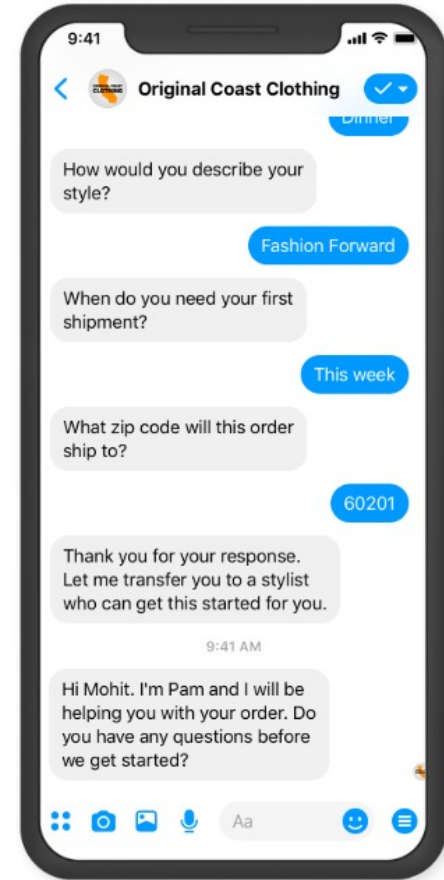
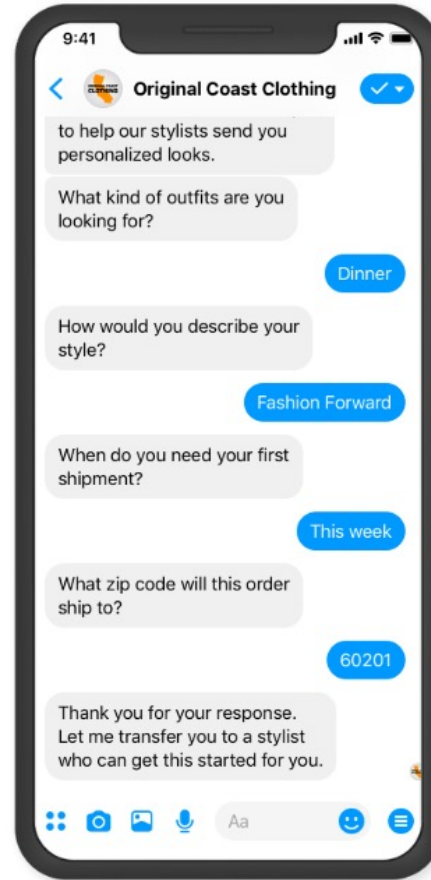
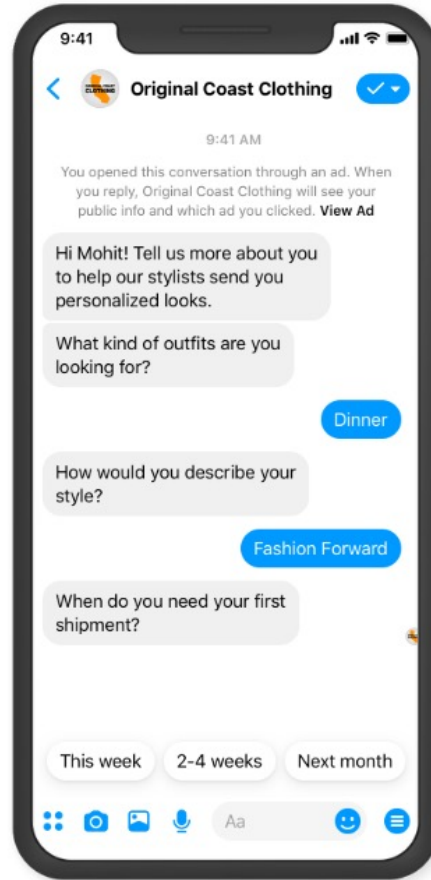
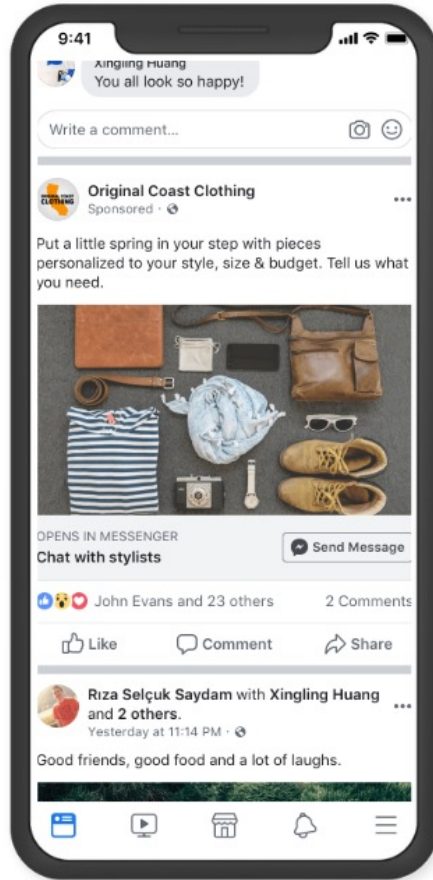
3-6 Months

6-9 Months

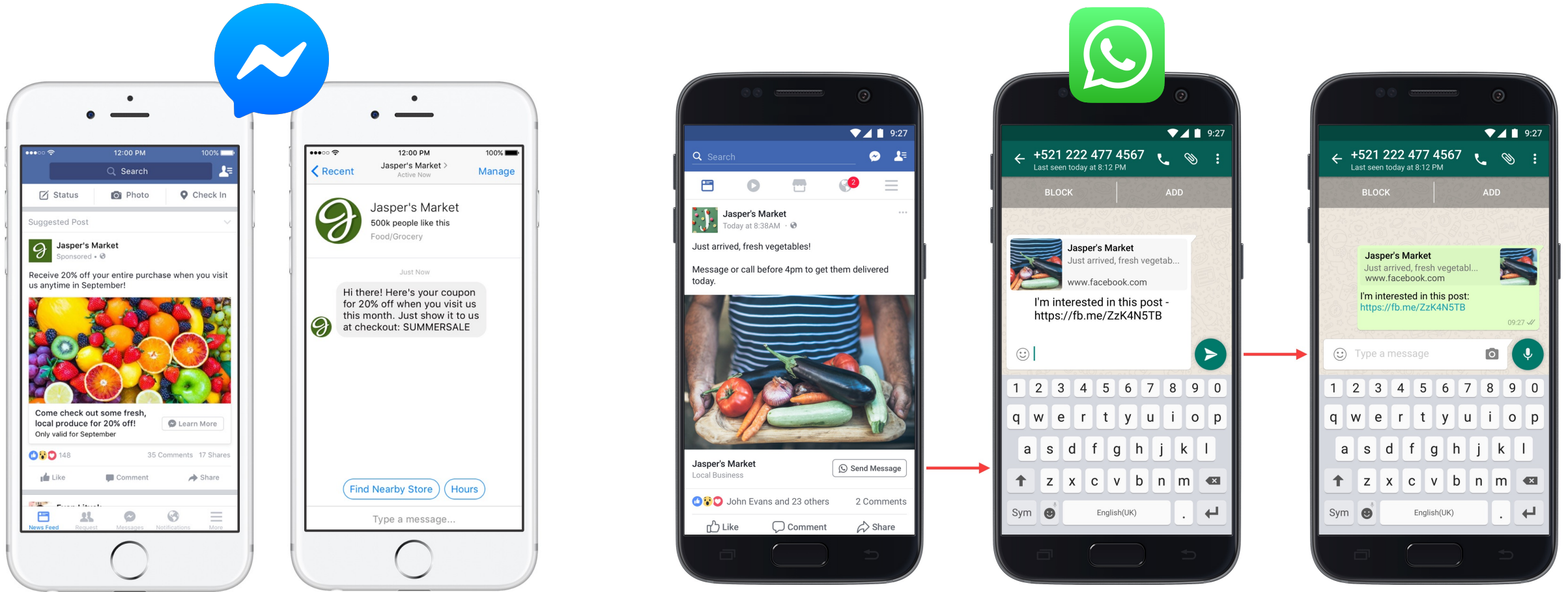
9+ Months

1 click on "I know my year"

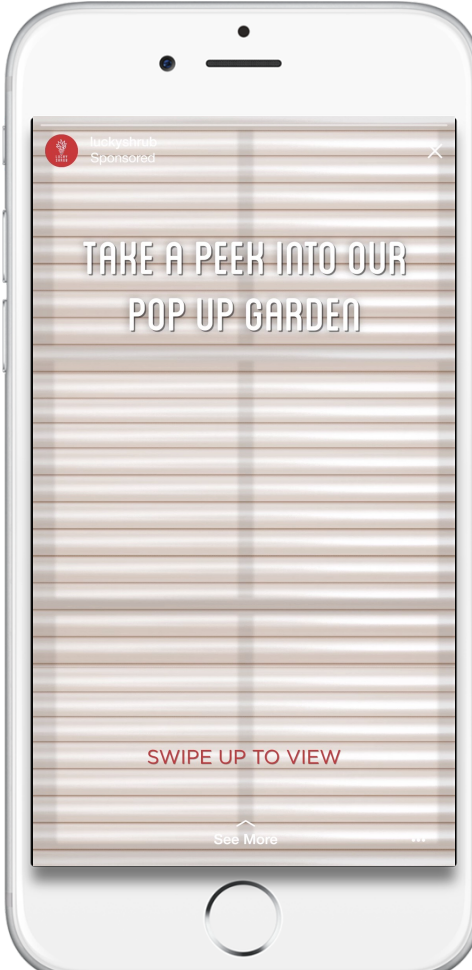
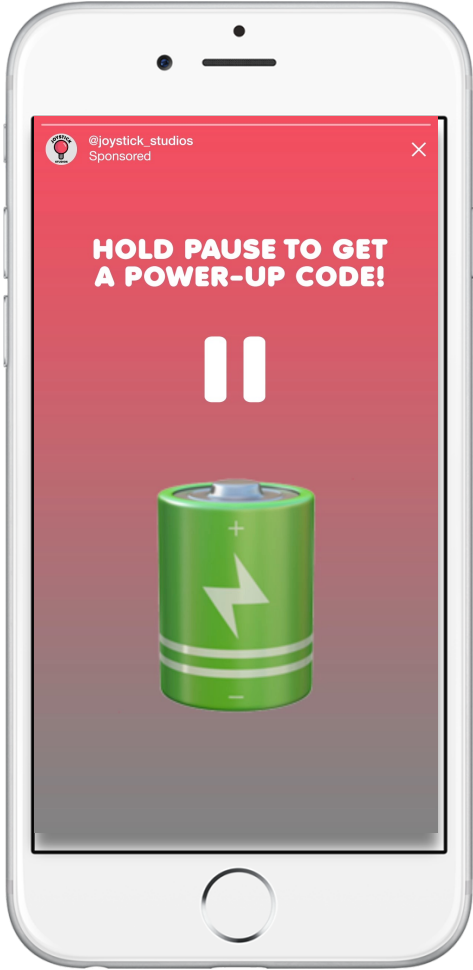
Lead Generation – Messenger



Trafik - Click to Messenger & Whatsapp

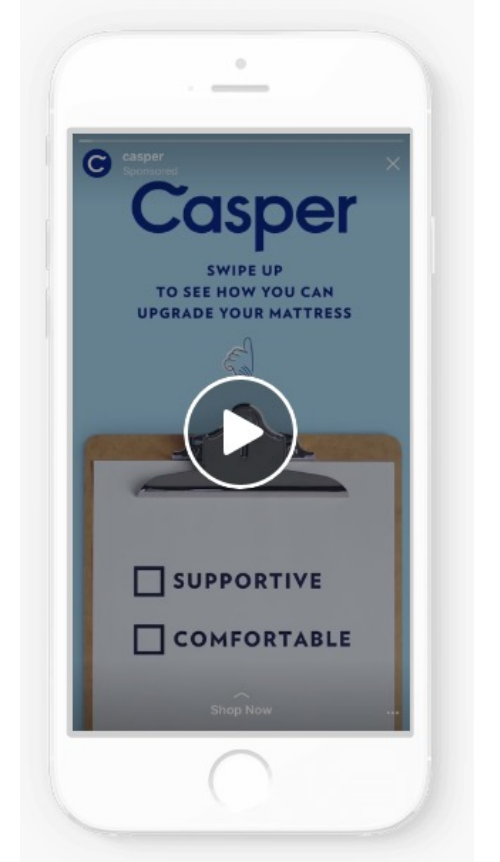
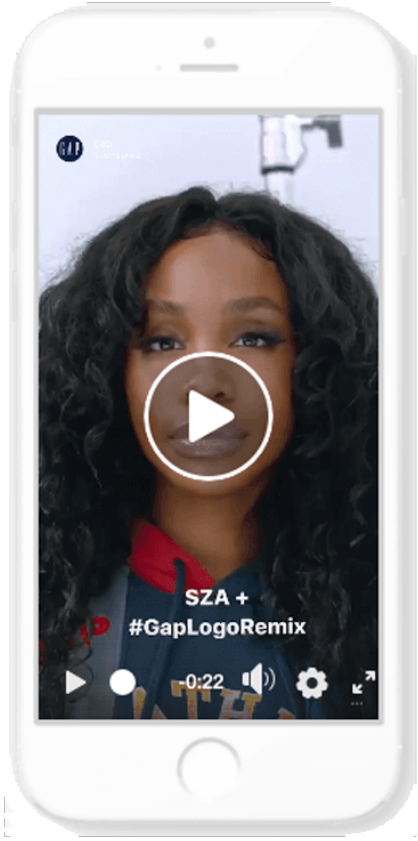


Instagram Stories

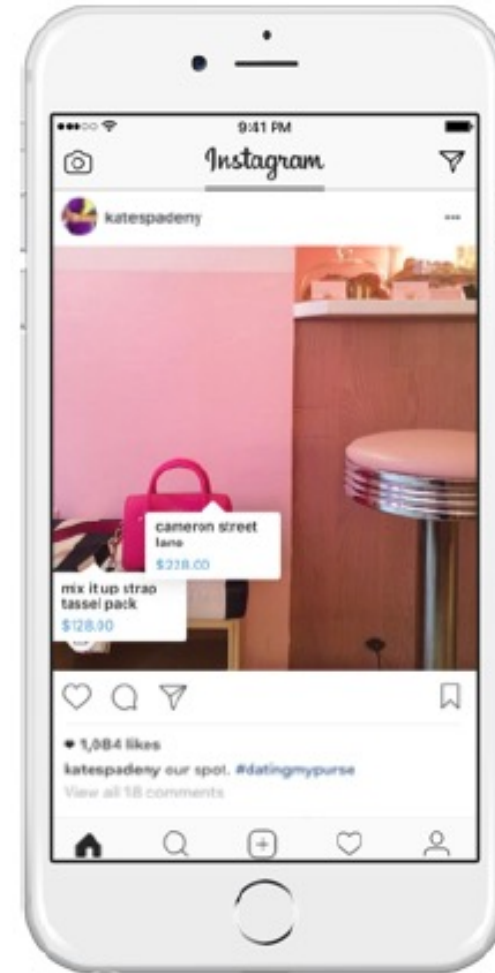
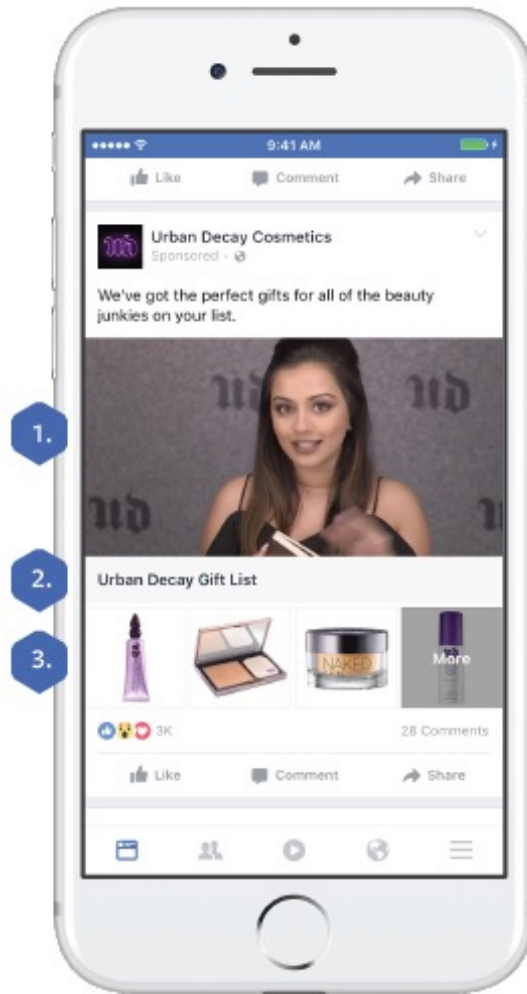
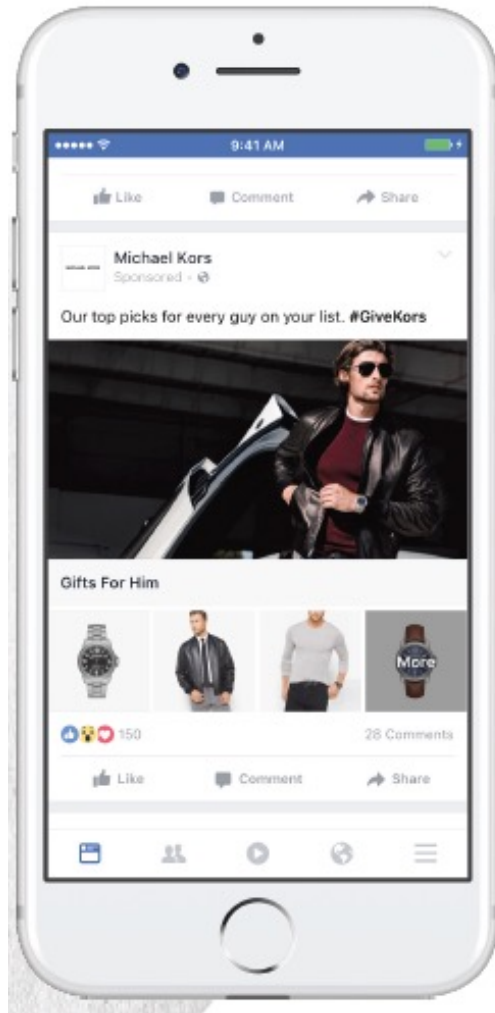


Instagram Stories Carousel & Canvas

Instagram Story alanında max 3 taneye kadar imaj veya görsel arka arkaya reklam olarak gösterilebilir. Canvas modeli de IG Stories içinde kullanılabilir.

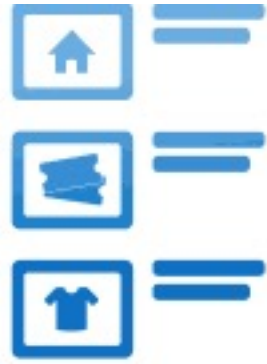


Collections & IG Shopping Tags



Dinamik Ürün Reklamları

İnternet sitemizi veya mobil uygulamamızı ziyaret etmiş kişilere ilgilendikleri ürünleri kişiselleştirilmiş reklamlarla gösterme.



Jasper's Market
Sponsored

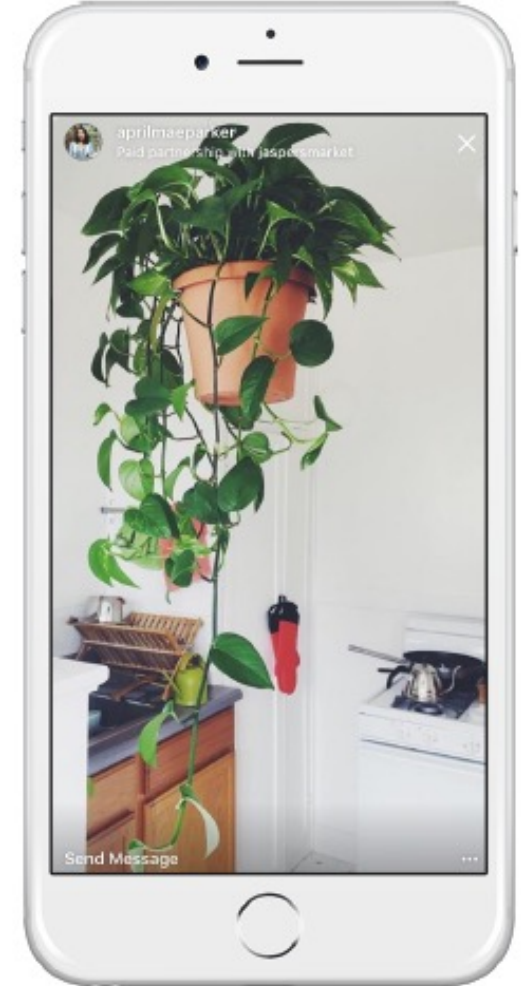
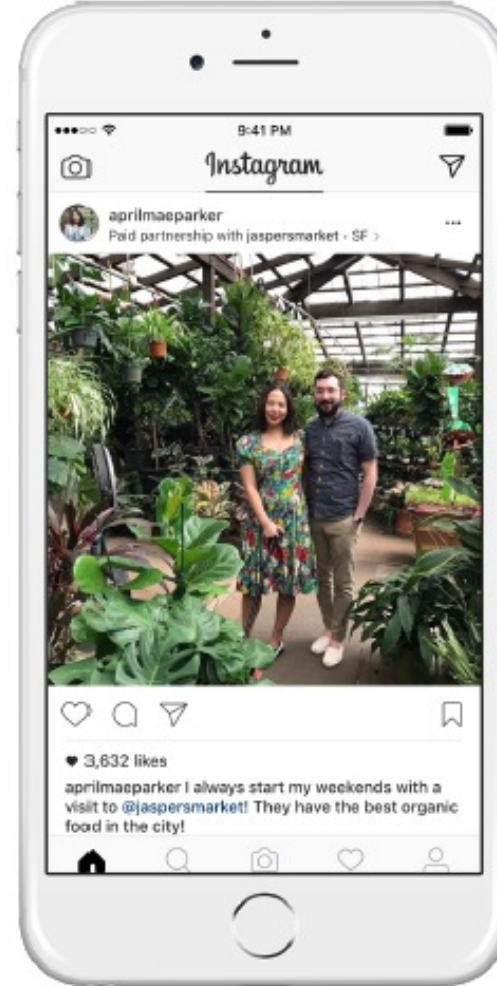
Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.

See more at jaspers-market.com

Like Comment Share

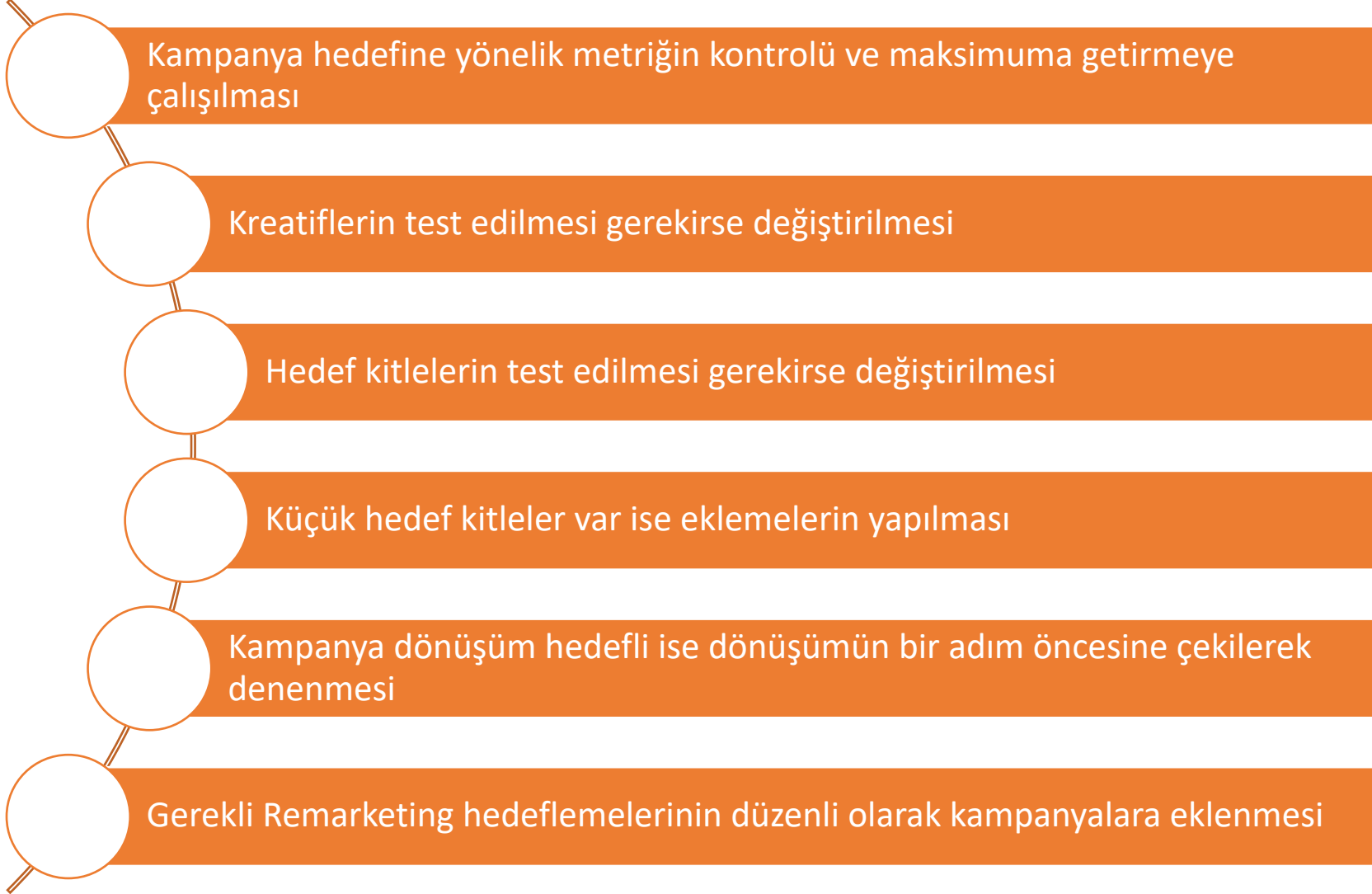
Instagram Branded Content

Markaların Influencer işbirliklerinde kullanabilecekleri Branded Content özelliği ile, Influencer post'una marka ismi eklenebiliyor ve marka sayfasından ilgili postun tüm metrikleri görülebiliyor.



Optimizasyon

Kampanyalar nasıl optimize edilir?



Hedefleme

Facebook hedefleme stratejileri



Ana hedefleme

Facebook hedefleme olanakları ile direkt hedefleme



Yeniden Hedefleme – Retargeting

Siteye gelmiş / sayfa ile etkileşime geçmiş olan kitleye tekrardan erişme. CRM datasını direkt hedefleme.



Lookalike hedefleme

Mevcut kullanıcılara benzer (konum, yaş, cinsiyet ve ilgi alanları gibi) kişiler bularak daha fazla kullanıcıya erişme.

Facebook hedefleme seçenekleri

Demografik	Sosyal	İlgi Alanı/Davranış	Cihaz	CRM
<ul style="list-style-type: none">• Yaş• Cinsiyet• Dil• Lokasyon• Doğum günü	<ul style="list-style-type: none">• Eğitim durumu• İlişki Durumu• İş durumu• Ebeveynlik durumu	<ul style="list-style-type: none">• İlgi alanı• Seyahat durumu• Yıldönümü• Expat• Dijital kullanım	<ul style="list-style-type: none">• Network tipi• Cihaz tipi• Android/iOS	<ul style="list-style-type: none">• Site datası• Sayfa datası

Özel hedefleme oluşturma

- 1 Müşteri dosyası ile (CSV, TXT uzantılı)
 - *İzinli data olmasına dikkat edilmelidir
 - *Kolon halinde e-mail datası olması yeterlidir

- 2 Websitesi datası ile
 - *Siteye pixel yerleştirilmiş olmalıdır
 - *Belirli sayfa URL tanımlamaları ile ilerlenir

- 3 Etkileşim ile
 - *Video, Lead form, Canvas, Facebook-Instagram sayfa etkileşimleri veya Etkinlik

Lookalike



Kampanya Açarken Püf Noktaları

1 **Saved Audience:** Oluşturduğunuz hedef kitleleri kaydederseniz bir sonraki kampanyalarda tekrar tekrar kullanabilirsiniz.

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

2 **Hedef kitle büyüklüğü:** Oluşturduğunuz hedef kitlelerin her bir AD Set için minimumda 1-2 Milyon civarında olmasına dikkat ediniz.

3 **Reklam Alanları:** En iyi çalışan reklam alanları Feed & Stories'dir, min 4 reklam alanı açınız, FB ve IG yayınlarını beraber yayına alınız.

4 **Bütçe:** Günlük değil kampanya sonuna kadar bütçe ile ilerleyiniz.

Kampanya Açarken Püf Noktaları

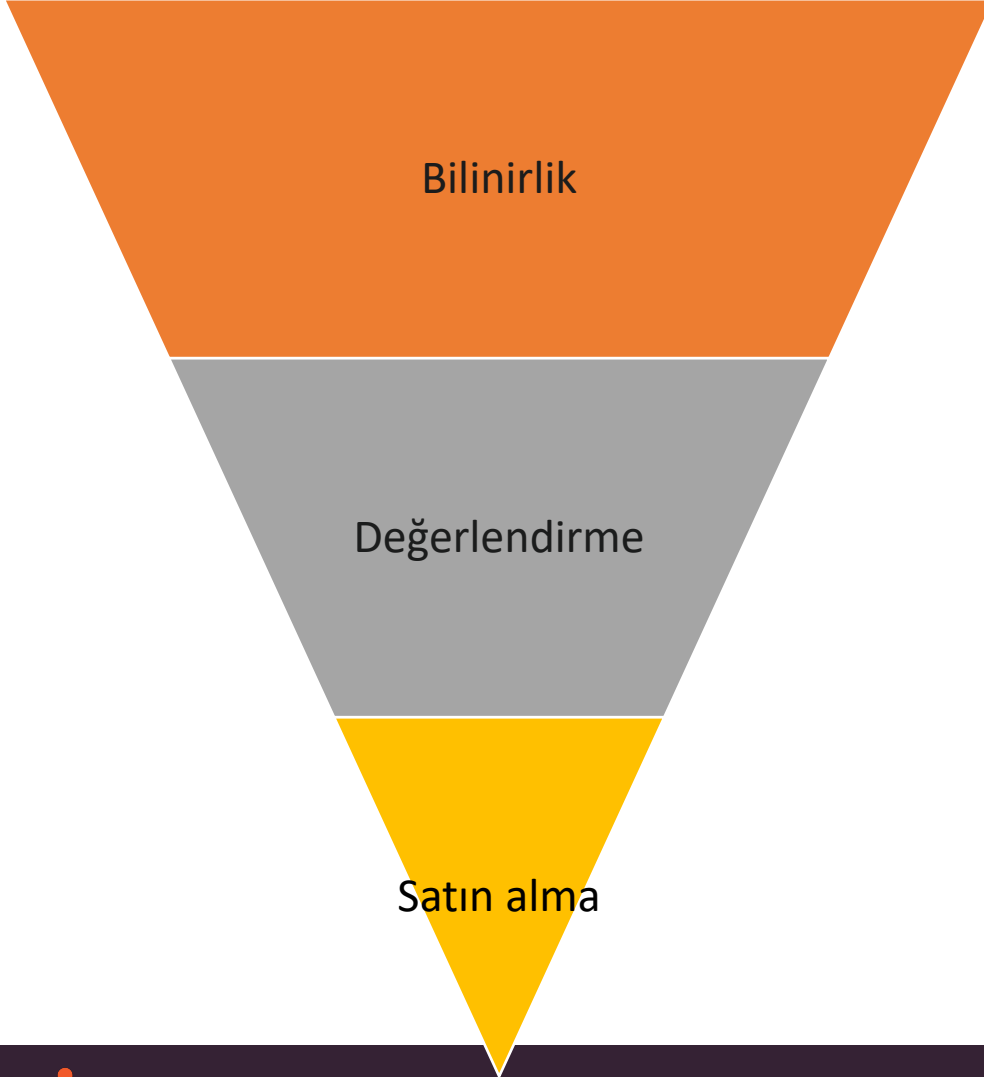
5 Bütçe girişi: Bütçe girişini yaparken ondalık «.» ve «,» kullanmadan giriş yapınız.

Budget ⓘ Lifetime Budget ▼ TL525.00
TL525.00 TRY

6 Carousel ayarları: Carousel formatı oluştururken eğer görsellerin sıralı gelmesini istiyorsanız optimize et özelliğini kapatınız.

Automatically show the best performing cards first ⓘ

Tüketici yolculuđuna gre reklam modelleri



Marka bilinirlięi
Eriřim

Etkileřim
Video
Trafik
Uygulama
Form doldurma

Dnřm
Katalog (Dinamik,Koleksiyon)

Teklif, Bütçe Ayarları

Teklif Sistemleri

1 Manuel bid

Reach, Traffic, View, Engagement, App Install, Lead, Conversion hedefleri için yapılabilir. Maksimum ödenmek istenen birim maliyet ile yönetilir.

Bid Strategy ? **Lowest cost** - Get the most link clicks for your budget ?

Set a bid cap

per link click

Your bid in each auction will never be more than this amount.

2 Otomatik bid

Sistemin kendi optimizasyonuna bırakılır, uygun birim maliyet metriğine göre sistem optimize eder.

Facebook satın alma türleri

Auction

Reklamların performans optimizasyonu kampanya amacına göre, ücretlendirme ise CPM(gösterim başına) olarak gerçekleşir.

Reklam Verenin Sunduğu Teklif

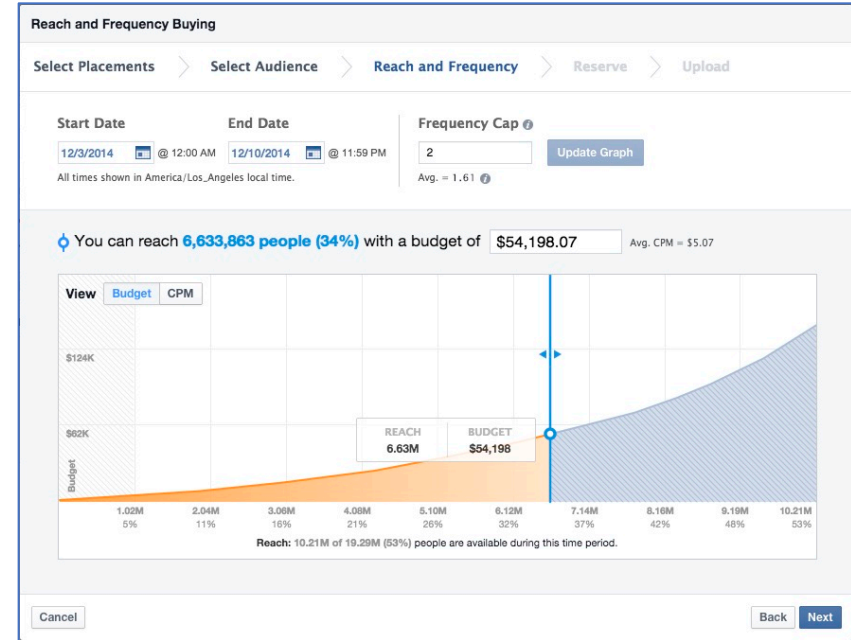
Reklamın Kalitesi ve Hedef Kitle Alaka Düzeyi

Tahmini Kullanıcı Eylem Oranları



Reach&Frequency

- Erişim optimizasyonu
- Frekans kontrolü
- Sabit CPM bazlı satın alma



Bütçe Planlaması

Optimum bütçe planlaması erişim ve frekansa göre hesaplanır.

Bilinirlik: Marka hedef kitlesine belirli bir oranda ulaşabilmek için planlama yapılması önerilir.

Performans: Marka hedefine uygun birim maliyet ile hesaplanarak belirlenir.



Teknik Ayarlar

Facebook %20 Kuralı

Facebook'ta reklama taşıyacağınız hiçbir kreatifin ilk görseli %20'den fazla text içeremez.



UTM yapısı

1 2 3 +

Remove

Image Video / Slideshow

Select Image

IMAGE SPECIFICATIONS

- Recommended image size: 1080 x 1080 pixels
- Recommended image ratio: 1:1
- To maximize ad delivery, use an image that contains little or no overlaid text. Learn more.

For questions and more information, see the Facebook Ad Guidelines.

Headline ⓘ

Add an attention-grabbing headline

Description (optional) ⓘ

Enter a brief description of what you're promoting

Destination URL ⓘ

Enter the URL you want to promote ⚠

Build a URL Parameter

See More URL ⓘ Preview URL

Ex: <http://www.example.com/page> ⚠

`www.abc.com?utm_source=facebook&utm_medium=cpc`

Source / Medium ?	Campaign ? ×	Acquisition
		Sessions ? ↓
		1,091 % of Total: 100.00% (1,091)
1. google / organic	(not set)	864 (79.19%)
2. (direct) / (none)	(not set)	121 (11.09%)
3. facebook / cpc	Winter 2016 Sale	71 (6.51%)
4. Inkd.in / referral	(not set)	17 (1.56%)
5. github.com / referral	(not set)	5 (0.46%)

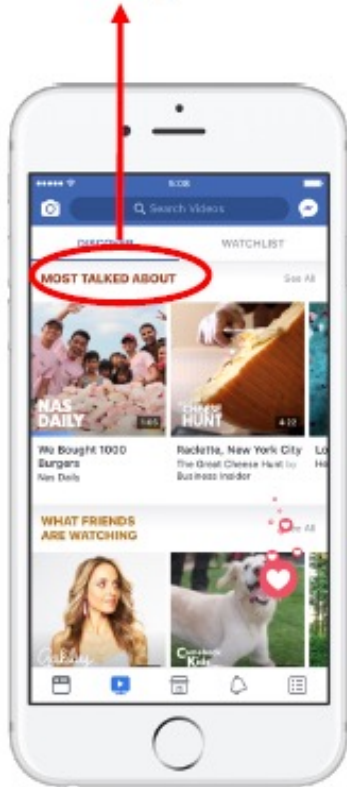
Facebook Watch & IGTV

Discover new shows

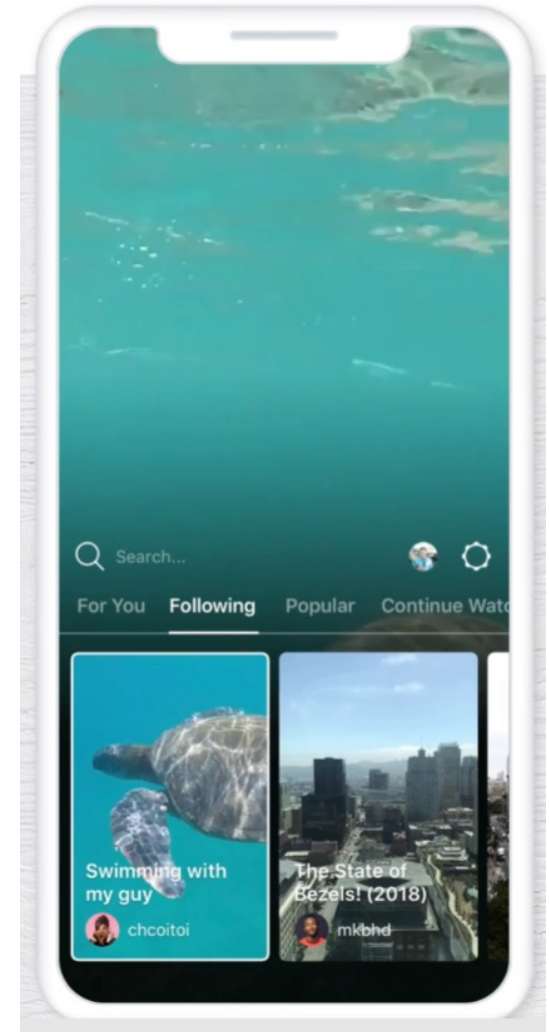
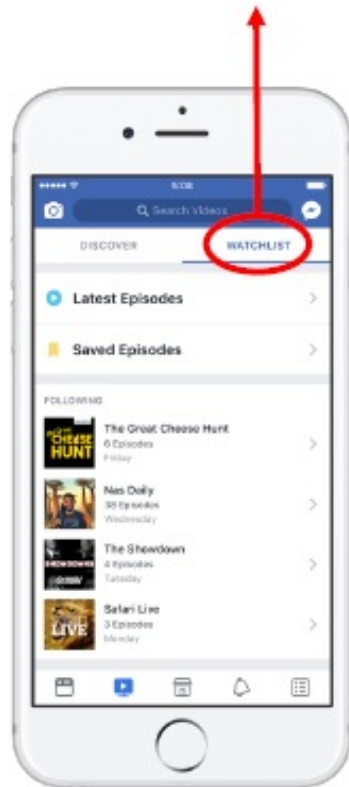


Video Tab

See what people are talking about



Create your Watchlist



Yardımcı Kaynaklar

Facebook Blueprint

<https://www.facebook.com/blueprint>

Facebook Yardım Merkezi

<https://tr-tr.facebook.com/help/>

Twitter

Twitter kampanye hedefi

Campaign objective



Choose your objective

Need help choosing an objective? [Learn more](#)

Awareness

Reach

Maximize your ad's reach



Consideration

Video views

Get people to watch your video



Pre-roll views

Pair your ad with premium content



App installs

Get people to install your app



Website clicks

Drive traffic to your website



Engagements

Get people to engage with your Tweet



Followers

Build an audience for your account



Conversion

App re-engagements

Get people to take action in your app



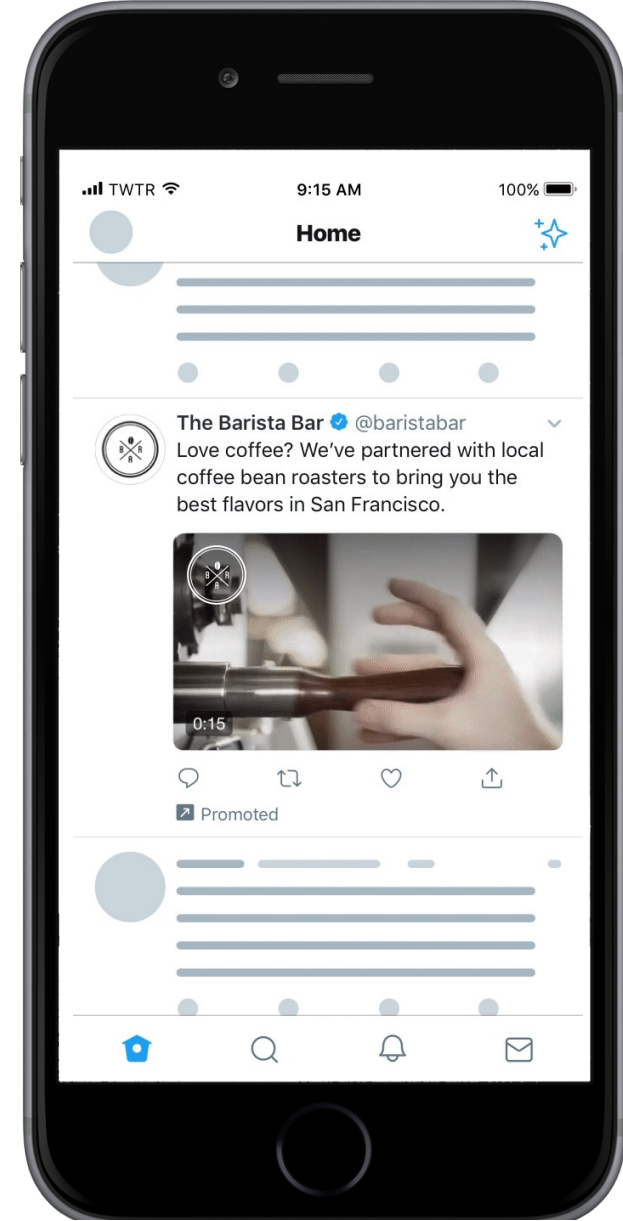
Follower Ads

- Sayfayı öne çıkarıp takipçi kazanmaya yönelik reklam formatıdır.



Promoted Tweet

- Kampanya mesajını ilgili hedef kitleye ulařtırarak etkileřim yaratmak amacıyla kullanılan reklamlardır.
- **Video İzlenmesi**
- **Eriřim&Etkileřim**
- **Uygulama İndirme**
- **Siteye trafik çekme/dönüřüm**
- **Kullanıcı anketleri**
- **Canlı Yayın**



Promoted Tweet çeşitleri

Home

The Barista Bar @baristabar

Love coffee? Which destination has some of your favorite coffee beans?

Colombia

Costa Rica

Guatemala

8,917 votes · 10 hours 4 minutes left

Promoted

Home

The Barista Bar @baristabar

Love coffee? Tweet which drink is one of your all time favorites.

0:26

Tweet #TeamCappuccino

Tweet #TeamLatte

Promoted

Home

The Barista Bar @baristabar

Love coffee? Download the Barista Bar app for our menu and specials.

Barista Bar Coffee App

App Store

Install

Promoted

Home

The Barista Bar @baristabar

Love coffee? Visit our site to see the full Barista Bar menu and specials.

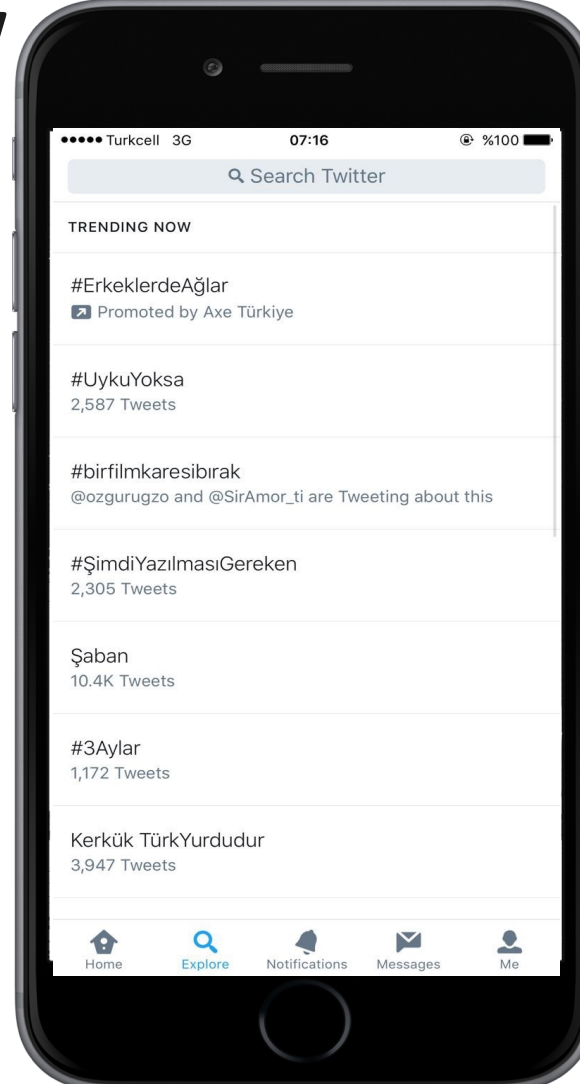
baristabar.co

Hawaiian Kona coffee beans by the Barista Bar

Promoted

Promoted Trend/First View

- Marka etkileşimini artırmak için ilk sırada yer alan reklam formatıdır
- Günlük rezervasyonlu satın alınır
- 1 gün boyunca trend'lerin en üstünde yer alır



Twitter hedefleme stratejileri

Demografik

- Dil
- Cihaz
- Lokasyon
- Yaş
- Cinsiyet

Kişi Hedeflemesi

- İlgi Alanı
- Takipçi @
- Kelime
- Etkinlik
- İçerik
- TV&Film

Yeniden Hedefleme

- Etkileşime Geçmişler
- Takipçiler
- Özel kitleler (App-Web)

Yardımcı Kaynaklar

Twitter FlightSchool

<https://www.twitterflightschool.com/student/catalog>

Twitter Yardım Merkezi

<https://business.twitter.com/en/help.html>

Tiktok

Tiktok kampanya hedefleri

Advertising Objective

Choosing the right advertising objective

Awareness



Reach

Show your ad to the maximum number of people.

Consideration



Traffic 

Send more people to a destination on your website or app. [Learn More](#)



App Installs

Get more people to install your app.



Video Views

Get more people to view your video content.

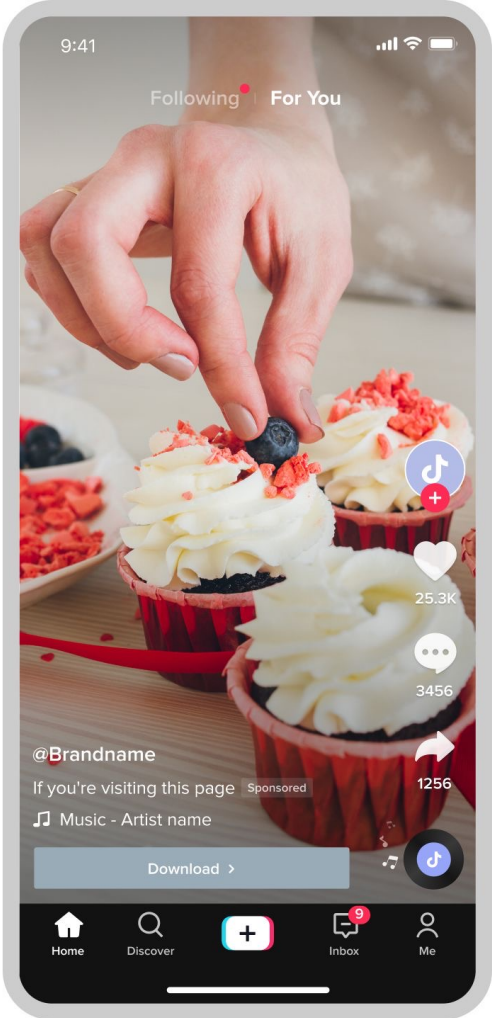
Conversion



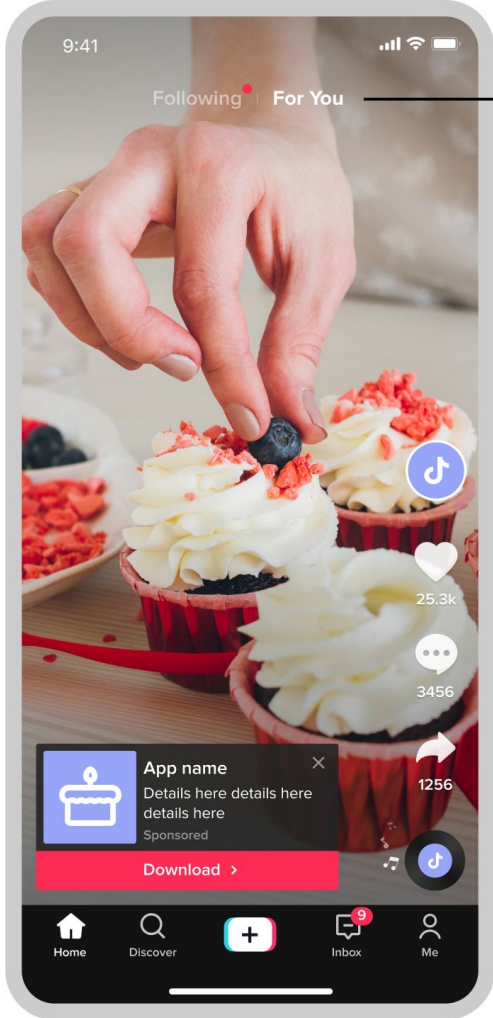
Conversion

Drive valuable actions on your website. [Learn More](#)

In Feed Video



After 9s



Ads will be shown on For You page

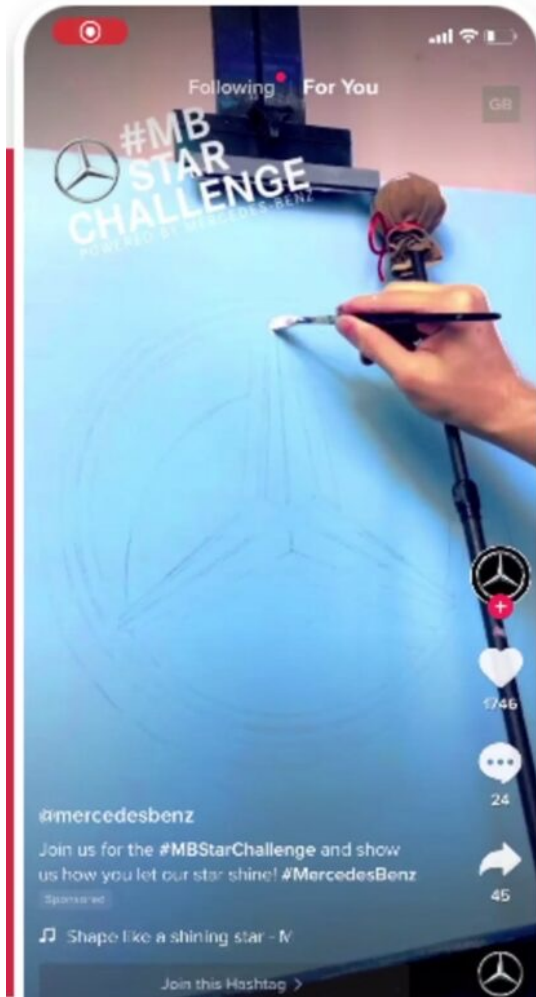
Profile image

Display name

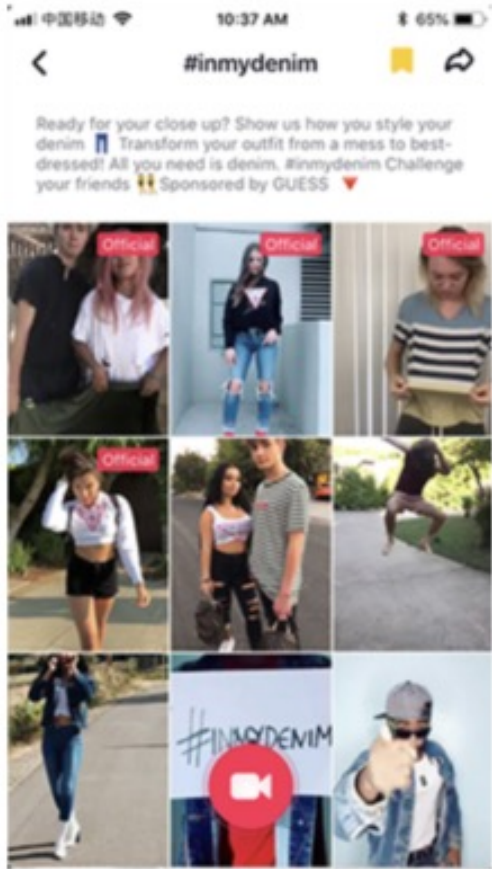
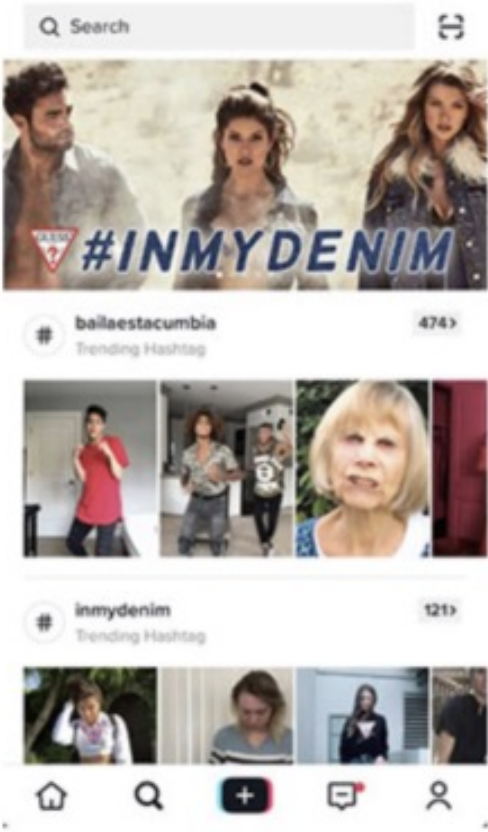
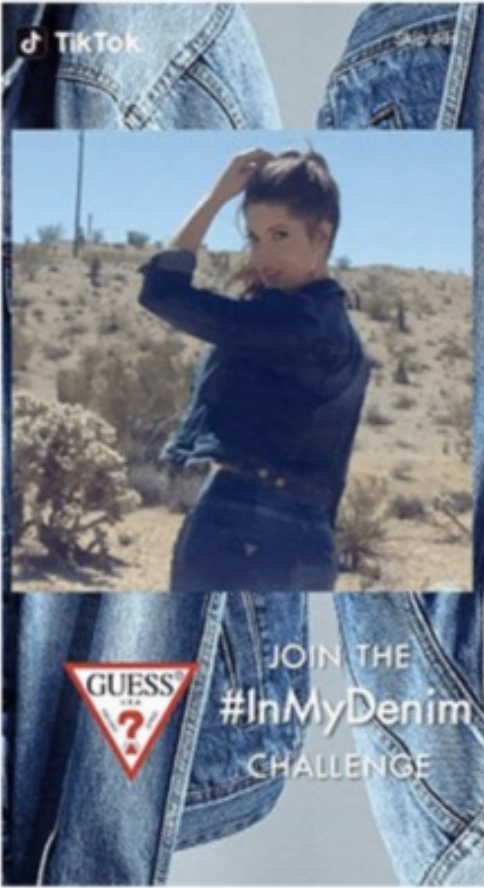
Text

Call to Action button

Top View



Branded Hashtag Challenge



Tiktok hedefleme stratejileri

Demografik

- Dil
- Lokasyon
- Yaş
- Cinsiyet
- Cihaz

Kişi Hedeflemesi

- İlgi Alanı

Yeniden Hedefleme

- Özel Kitleler (App-Web)
- Müşteri datası
- Etkileşim
- Lead

Yardımcı Kaynaklar

Tiktok Yardım Merkezi

<https://ads.tiktok.com/help/>

WORKSHOP

Örnek Çalışma

Brief

Bir oyuncak markası hedef kitlesine kampanyasını duyurup, sitesinden bilet satmak istemektedir.

- 1 aylık kampanya
- 25-45 ebeveyn hedef kitle
- 15sn video
- Hangi metrikleri raporlamalıyız?

Örnek Çalışma

Brief

Bir otomobil markası marka duyurusu yapmak istemektedir.

- 2 aylık kampanya
- 30-55 erkek hedef kitle
- 6sn video, görsel
- Hangi metrikleri raporlamalıyız?

Örnek Çalışma

Brief

Bir giyim markası, websitesine trafik çekmek istemektedir.

- 20-34 hedef kitle
- 3 aylık kampanya
- Ürün görselleri
- Hangi metrikleri raporlamalıyız?



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