



**Antosca Agency**

**Meta Ads Overview**

## **Meta Ads: Why It's a Top Choice for Online Advertising**

Meta Ads is a powerful advertising platform that enables businesses to target specific audiences across Facebook, Instagram, Messenger, and the Audience Network, leveraging vast user data to connect with highly engaged social media users at various stages of the buying journey.

### **Key Stats**

- Over 3.8 billion monthly active users across Meta's platforms
- 74% of consumers use Facebook to make purchase decisions, and 62% of consumers say they have discovered a local business on Facebook
- Meta Ads capture 23.4% of global digital ad spending
- 64% of Facebook users say they would take action (ex. Visiting a store or calling) after seeing a relevant local ad.
- 75% of Facebook users visit the platform daily

(Source: Meta, 2024)

### **Why Does Meta Ads Work**

#### **The Rise of Instagram**

This platform appeals heavily to Gen Z (ages 18-24) and Millennials (ages 25-34), particularly those who are visually-driven and have shorter attention spans.

#### **Visual and Engaging Ad Formats**

Meta Ads support a variety of ad formats, including image ads, video ads, carousel ads, and dynamic product ads. These formats are highly visual and engaging.

#### **Cross-Platform Reach**

Meta Ads allow you to advertise across its various platforms such as Facebook, Messenger and Instagram.

#### **Targeting Capabilities**

Meta's Audience Targeting is highly detailed and allows advertisers to target based on not only demographics, but interests and behaviors as well. For example, they are able to target users based on social data (who they follow, posts they like)

## **How We Run Your Meta Ads Campaign**

### **1. Initial Consultation**

We'll start with a questionnaire or meeting to understand your business goals and target audience.

### **2. Market Research**

We'll research your market and competitors to help choose the best keywords and strategies for your ads. We will also identify the most relevant audience segments for your ads.

### **3. Set Your Budget**

We then decide how much you want to spend daily or monthly. We run weekly ad campaigns, but are flexible and willing to adapt to your needs. We want to focus on ad reach and engagement, especially on these platforms.

### **4. Create Your Ad**

We will craft visually compelling ads that align with your business goals. This can be a display ad, Carousel ad, video ad, and more. These will be optimized for both desktops and mobile devices.

### **5. Bid for Your Ad**

Meta uses an auction system to determine which ads are shown and where. We set the right bid strategy for your campaign. Your bid determines the placement and visibility of your ad.

### **6. Your Ad Appears**

Once everything is set up, your ads will begin appearing. You will only have to pay when someone interacts with your ad, allowing you to only pay for results!