



Director, **Social
Mellon**

&

Instructor,
KnowCrunch

KATERINA
DIMITRAKOPOULOU



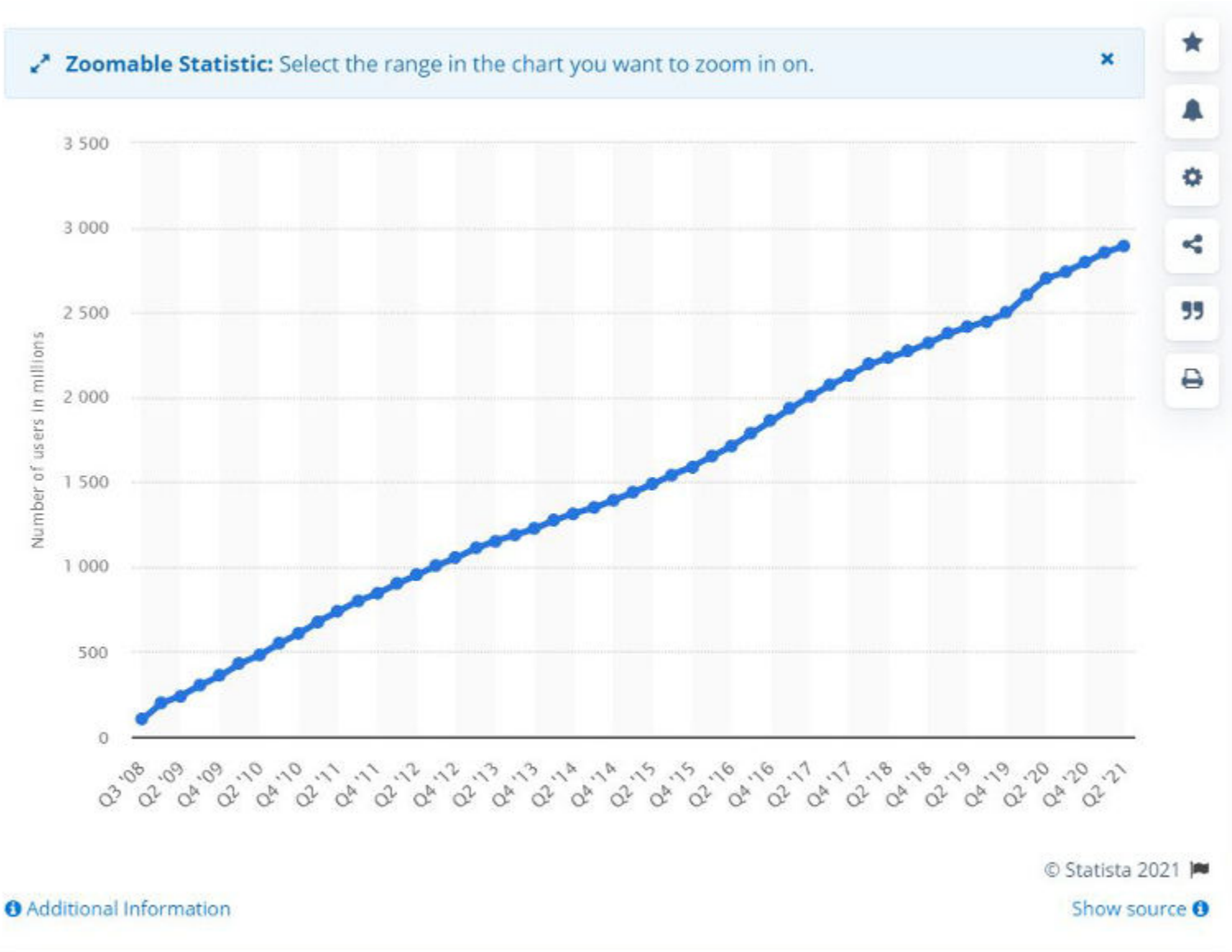
KNOW
CRUNCH
learn • transform • thrive

FACEBOOK DILEMMA

Should (can) we quit?

Is everyone on
Facebook?

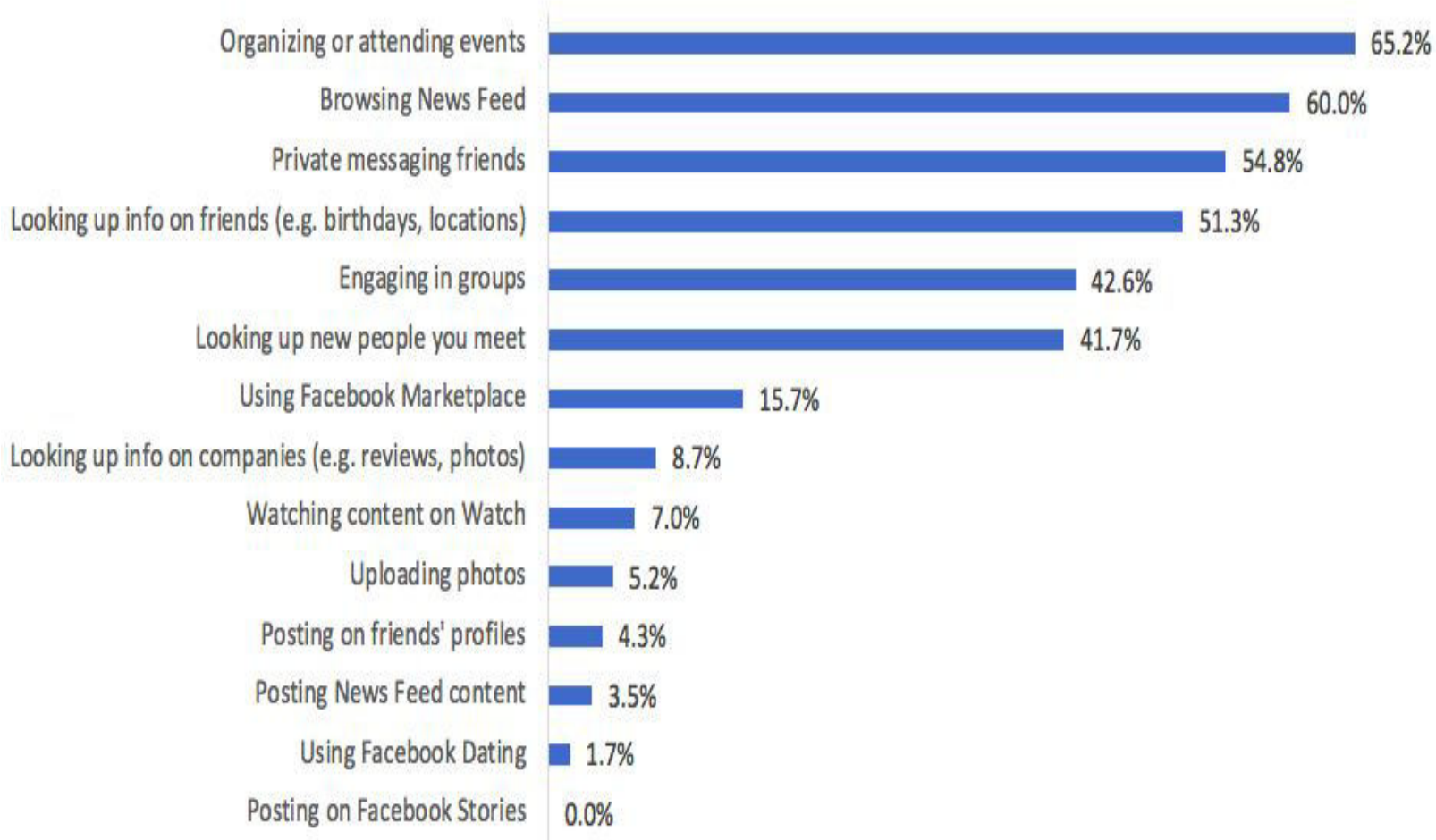
IS EVERYONE ON FACEBOOK?



The largest platform.

IS EVERYONE ON FACEBOOK?

What do you regularly use Facebook for?



Generation Z.

Is it a sophisticated ad
platform?

IS IT A SOPHISTICATED AD PLATFORM?

Your items were rejected

Hi Katerina,

2 items were rejected because they don't comply with our policies.

Update Items

The following items don't comply with our [Commerce Policies](#):



❌ Commerce Policy Violations

Listings may not promote the buying or selling of animals.

Listings may not promote the buying or selling of downloadable digital content, digital subscriptions and digital accounts.

Listings may not promote the buying or selling of tobacco products or tobacco paraphernalia.

Listings must comply with our Commerce Policies.

Policy violation!

IS IT A SOPHISTICATED AD PLATFORM?

Your items were rejected

Hi Katerina,

2 items were rejected because they don't comply with our policies.

Update Items

The following items don't comply with our [Commerce Policies](#):



Παιδικό Αθλητικό Μαγιό RaseI

❌ Commerce Policy Violations

Listings may not promote the buying or selling of animals.

Listings may not promote the buying or selling of downloadable digital content, digital subscriptions and digital accounts.

Listings may not promote the buying or selling of tobacco products or tobacco paraphernalia.

Listings must comply with our Commerce Policies.

Swimming suit!

IS IT A SOPHISTICATED AD PLATFORM?

Your item was rejected

Hi Katerina,

Your item was rejected because it doesn't comply with our Policies.

[Update Items](#)

The following item doesn't comply with our [Commerce Policies](#):



Σακίδιο Πλάτης Ukan

❌ Commerce Policy Violations

Listings may not promote medical and healthcare products and services, including medical devices, or smoking cessation products containing nicotine.

Listings must comply with our Commerce Policies.

Backpack.

IS IT A SOPHISTICATED AD PLATFORM?



🚫 Commerce Policy Violations

Listings may not promote news, humour or other content that does not offer any product for sale.

Listings must comply with our Commerce Policies.

Hi, Katerina..

IS IT A SOPHISTICATED AD PLATFORM?



Ανδρικές Παντόφλες Sam II

❌ Commerce Policy Violations

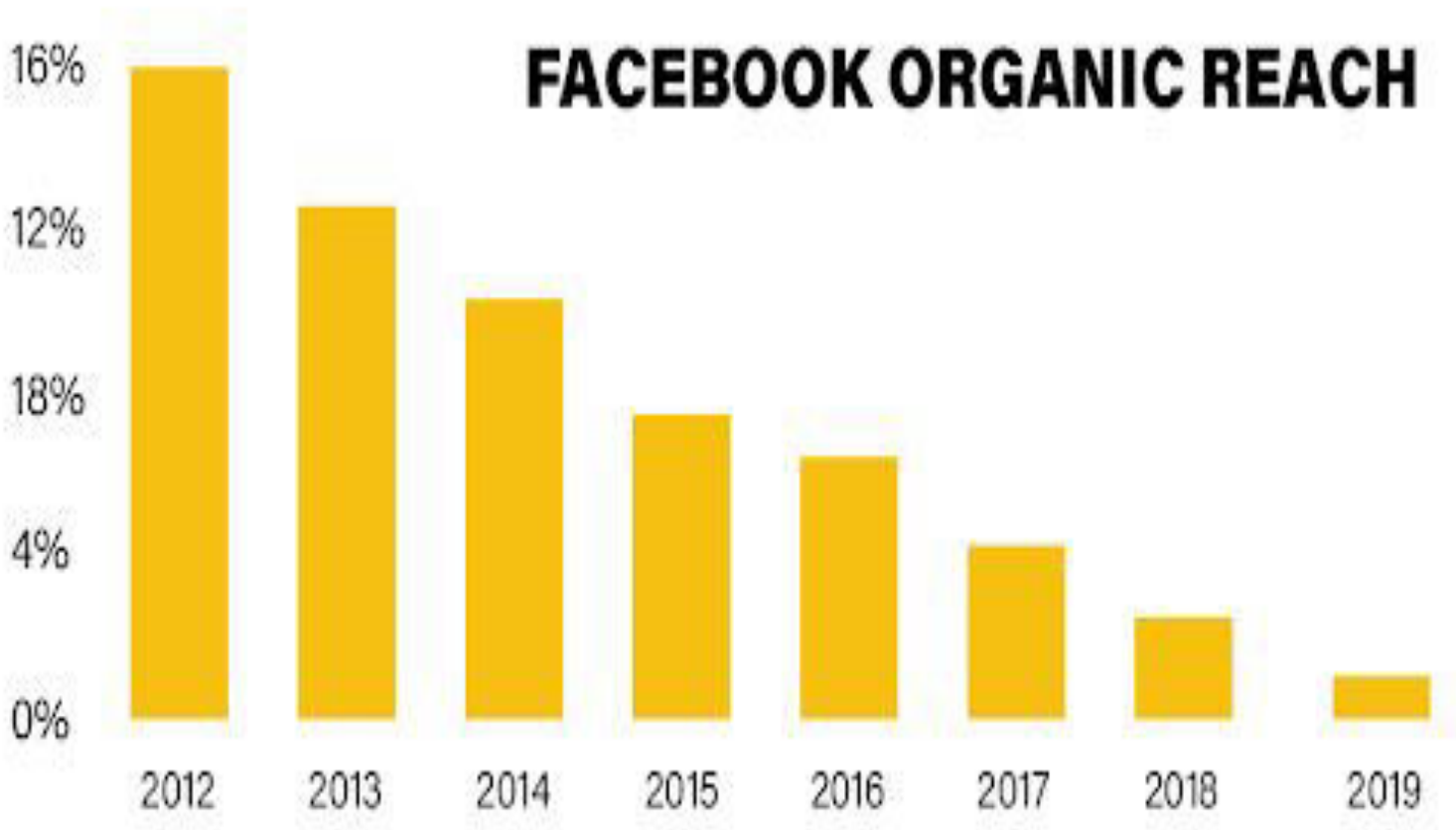
Listings may not promote news, humour or other content that does not offer any product for sale.

Listings must comply with our Commerce Policies.

Goodbye ad..

How about organic reach?

HOW ABOUT ORGANIC REACH?



Organic reach.

Are the tools helpful?

1. Business manager
2. Creator studio
3. Business suite
4. Brand collabs manager

ARE THE TOOLS HELPFUL?



Q facebook business suite vs business manager

Q facebook business manager

Q facebook business manager **login**

Q **how to switch from** facebook business suite **to** business manager

Q facebook business suite vs **creator studio**

Q **how to access** business suite facebook

Q facebook business suite vs **creator studio 2021**

Q business suite facebook **desktop**

Q **how do i turn off** facebook business suite

Q facebook business suite

Q facebook **ads** manager

Report inappropriate predictions

People also ask :

What is the difference between Facebook Ads Manager and Business Manager? ▾

How do I switch to business suite from business manager? ▾

Feedback

Easy? #Not

ARE THE TOOLS HELPFUL?

Related searches :

🔍 **facebook** business suite **vs** business manager

🔍 **how to switch back to pages** manager **from** business suite

🔍 **facebook** business manager

🔍 **facebook** business suite **not working**

🔍 **facebook** business suite **desktop**

🔍 **facebook** business suite **messages**

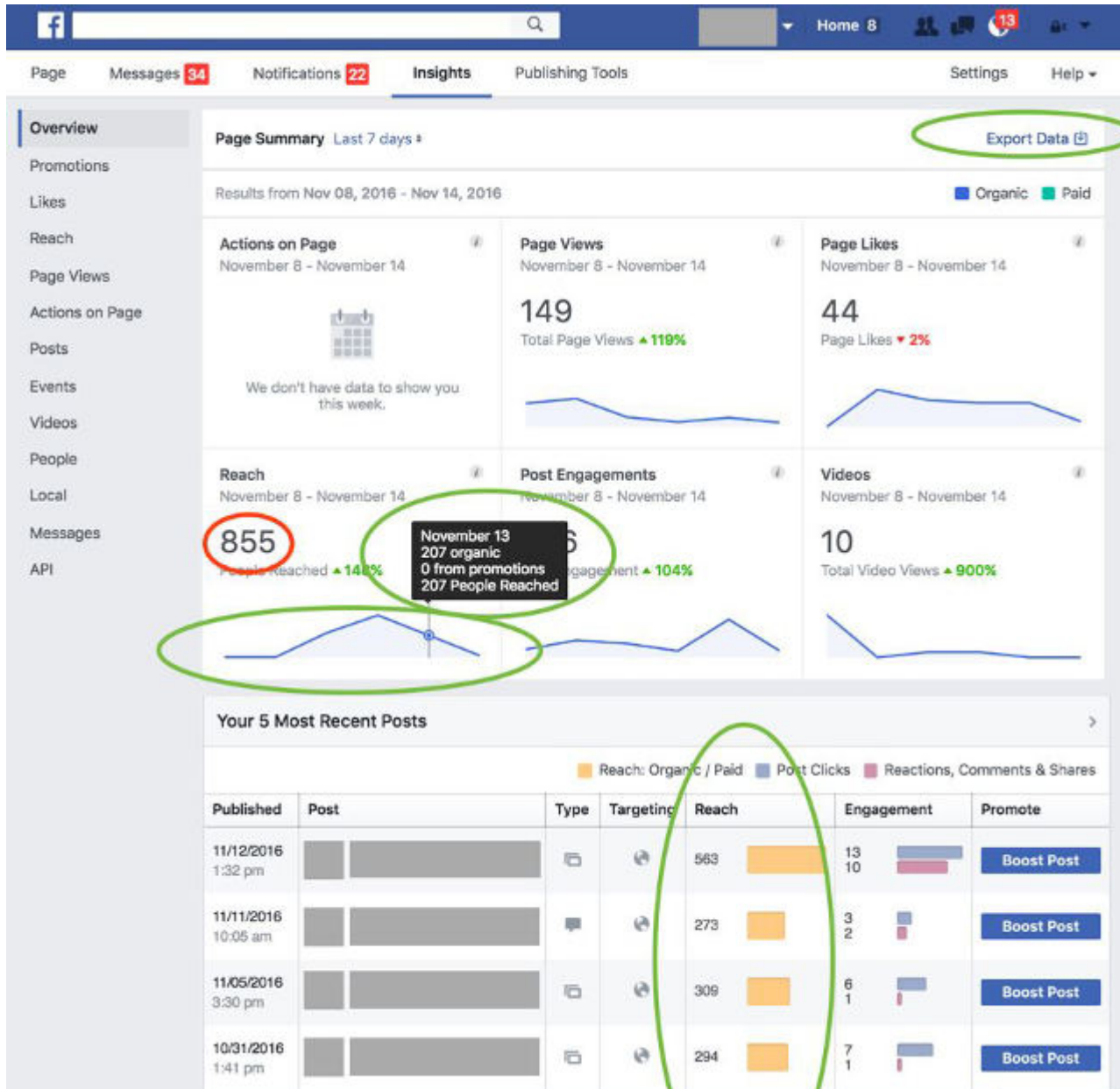
🔍 **facebook** business suite **app**

🔍 **how do i turn off facebook** business suite

Easy? **#Not**

Can we measure
results?

CAN WE MEASURE RESULTS?



Too many similar metrics!

CAN WE MEASURE RESULTS?

The screenshot shows the Facebook Ads Manager interface. At the top, there are controls for 'Ad Sets in This Campaign', '+ Create Ad Set', 'Columns: Custom', 'Breakdown', and 'Export'. Below this is a table with columns: Ad Set Name, Delivery, Results, Reach, Cost, Page Likes, Budget, Amount Spent, and Schedule. Two rows are visible, both for 'US 18-65' ad sets, both 'Active', with a budget of '\$3,000.00 Lifetime' and amount spent of '\$334.75'. A tooltip is open over the 'Page Likes' column, showing 'Page Likes' with tabs for 'Overview', 'Details', and 'Related'. The tooltip text reads: 'DEFINITION The number of likes of your Facebook Page attributed to your ads'.

Ad Set Name	Delivery	Results	Reach	Cost	Page Likes	Budget	Amount Spent	Schedule
US 18-65	Active					\$3,000.00 Lifetime	\$334.75	Feb 1, 2016
US 18-65	Active					\$3,000.00 Lifetime	\$334.75	Feb 1, 2016
Results from 2 Ad Sets							\$236.50 Total spent	

Too many similar metrics!

Three screenshots of the 'Page Likes' tooltip are shown side-by-side, each with a different tab selected:

- Overview:** Shows the definition: 'The number of likes of your Facebook Page attributed to your ads.'
- Details:** Shows 'HOW IT'S USED' and 'HOW IT'S CALCULATED'. 'HOW IT'S USED' explains that the metric allows seeing how people interacted with ads. 'HOW IT'S CALCULATED' states that the metric counts Facebook Page likes attributed to ads, including direct likes and likes from the ad's Page Likes button.
- Related:** Shows 'RELATED METRICS' (Cost per Page Like, Page Engagement, Post Engagement, Post Reactions) and 'FURTHER READING' (How are paid likes calculated for my Page?, Getting likes for your page, Why is it valuable for people to like my Page?, Making Page likes more meaningful).

CAN WE MEASURE RESULTS?

Customize Columns [Close]

Performance

Engagement

Page Post

Messaging

Media

Clicks

Awareness

Conversions

Website

Apps

Settings

Search [X] Clear Search

5 COLUMNS SELECTED

- ⋮ Campaign Name
- ⋮ Results [X]
- ⋮ Link Clicks [X]
- ⋮ Cost [X]
- ⋮ Reach [X]

THE ATTRIBUTION WINDOW IS SET TO:

- 1 day after viewing ad and 28 days after clicking on ad

[Change Attribution Window](#)

Save as preset

Cancel Apply

Too many similar metrics!

CAN WE MEASURE RESULTS?

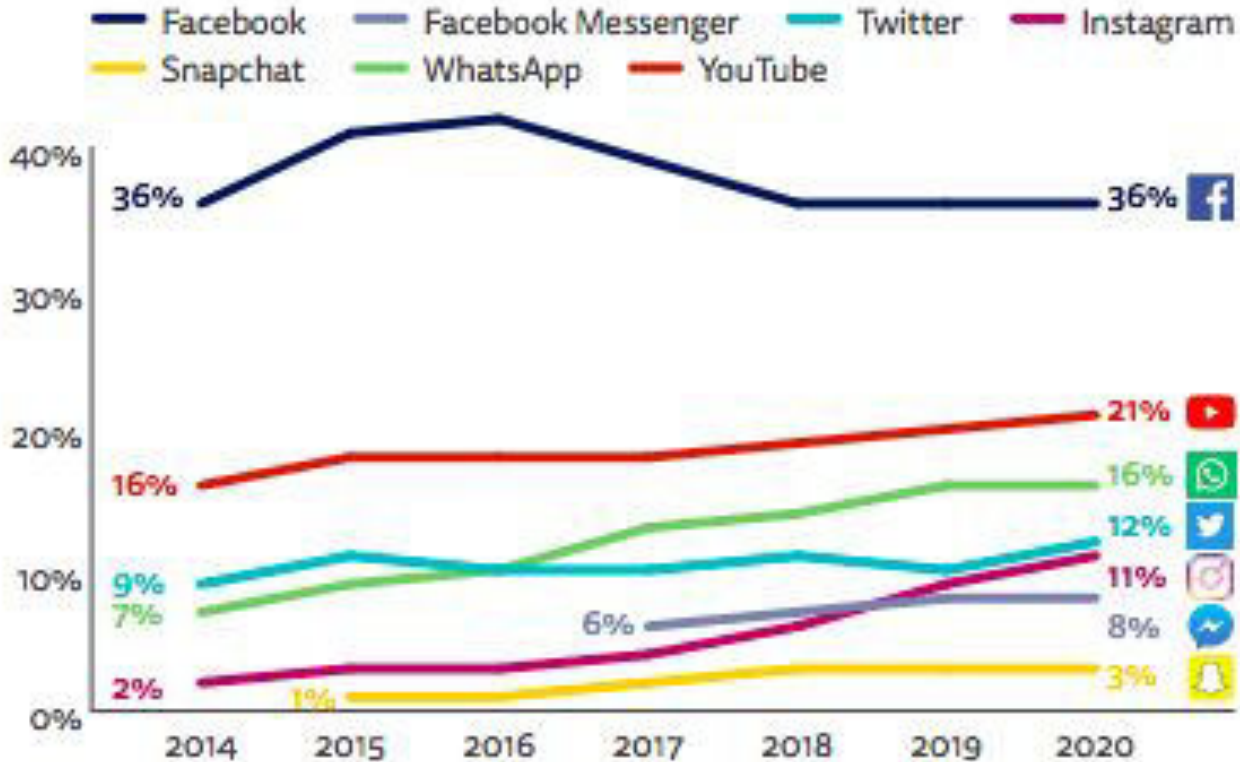


The social media manager daily routine.

So.. should (can) we
quit?

SO.. SHOULD (CAN) WE QUIT?

PROPORTION THAT USED EACH SOCIAL NETWORK FOR NEWS IN THE LAST WEEK (2014-20) - AVERAGE OF 12 COUNTRIES



Q12b. Which, if any, of the following have you used in the last week for news? Base: Total 2014-19 sample across 12 countries = 24000 (~19000 in 2014). Note: From 2015-20 the 12 countries included are UK, USA, Germany, France, Spain, Italy, Ireland, Denmark, Finland, Japan, Australia and Brazil. In 2014, we did not poll in Australia or Ireland.

Good news:
Groups
News
Live
Messenger
Local

Cons

- Low organic reach/engagement
- Confusing options
- Constant changes
- Bugs
- Wrongly applied policies

Pros

- Huge platform
- Advanced ad targeting
- Ecosystem
- Cost-efficient advertising
- Community building

SO.. SHOULD (CAN) WE QUIT?

1. Audience

Is it active there?

2. Industry

Is it industry relevant?

3. Goals

Are they appropriate?

4. Monitoring

Are you sure you're measuring the right metrics?

5. Ads

Are you allowed to advertise your products or services?

Do you have a budget for pay-to-play?

6. Is you or your team well-trained?



KNOW CRUNCH
learn • transform • thrive

IN-CLASS COURSES VIDEO E-LEARNING COURSES

E-Learning Masterclass in Digital & Social Media Marketing

OVERVIEW BENEFITS TOPICS INSTRUCTORS TESTIMONIALS FAQ

ENROLL NOW



Director, **Social
Mellon**

&

Instructor,
KnowCrunch

KATERINA
DIMITRAKOPOULOU