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Facebook Campaigns to Reap Niche Audience in Social Media Marketing by [Puneet Gupta](#)

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Facebook campaigns are emerging as leading promotional device to tap immense potential provided by social media. With a huge database of around 8 billion profiles, a Facebook campaign can do wonders for your online promotional activities. Social media connects to several thousand people across globe in a limited time span with immense speed and effect. Because of its reach to proliferate communication both in personal and commercial aspects, Facebook has ushered new era in realm of social media campaigns.

With the assistance from Facebook campaigns, people in large group can be mobilised towards attainment of a specific goal. It also helps an online publishing site in getting traffic and developing brand awareness of a product or a service. There are many steps to a successful Facebook campaigns.

• Design of the ad and content: The role of design and content is very integral in running an advertising campaign successfully. It is the interface that connects to customers and integrates the product specification of an advertiser. There are many stages to prepare a complete Facebook campaign, to conceive it to the level of perfection.

Destination: The specific landing page related to your ad should be selected carefully. The position of the landing page determines the success of an advertising process. The ideal pages for landing pages are home page or a service page.

Heading: The heading of the Facebook campaigns should be catchy and short phrase. The heading as closer as to the marketing and advertising concepts defines the success of a campaign to much higher level.

Body of the advertisement: The content in the body of the advertisement should be clear and crisp. The content should not be in order only to create interest for reading but it too must prompt a user to click through.

Image: A successful brand awareness exercise on Facebook is incomplete without an effective and presentable image. This makes the ad presentable and appealing. In place of image, company's logo can be used for authenticity and trust.

• Targeting in Facebook Campaigns: Connecting to the audience by the medium of a focused campaign brings quick results in minimum time. It can either make or kill a campaign. Addressing target audience depends on many factors. Location is the most important part of Facebook Campaigns. Based on customer base services and products, it should be promoted and categorised effectively. Campaign should be narrowed down to targeted cities and places according to customer's preference and choice. Demographic factors like age, sex, religions, marital status and more also play an imperative role in a Facebook Campaign. Likes and interest, connections on Facebook are some other relevant criteria used during Facebook campaigns.

Considering above mentioned criteria employed in preparing Facebook Campaign guarantees a handsome ROI and brand creation.

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The author of this article is Puneet Gupta and He is an internet marketer and has strong passion about a [digital marketing strategies](#) and has keen interest in a [facebook Marketing](#).

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