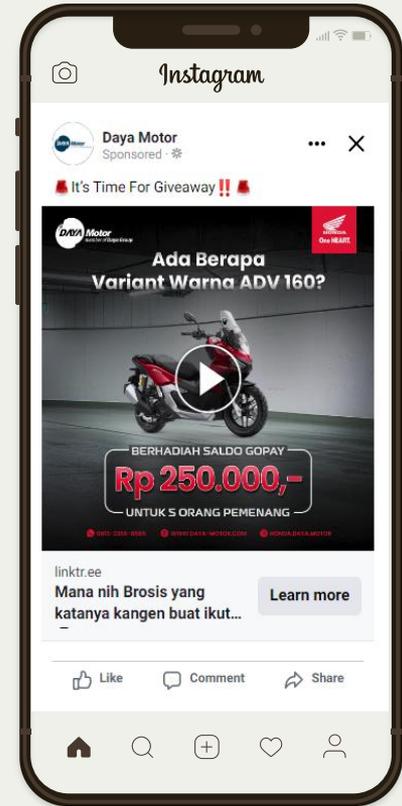


Optimalisasi Instagram & Facebook Ads

Aprilia Gozali – Digital Marketing



Kenapa Harus Menggunakan Instagram & Facebook Ads?

DataIndonesia.id

Jumlah Pengguna Aktif Media Sosial di Indonesia
(2015-2022)



Sumber: We Are Social

1. Jumlah pengguna Social Media semakin meningkat

2. Instagram dan Facebook Ads merupakan fitur atau platform yang bisa dimanfaatkan sebagai penunjang kegiatan promosi bisnis perusahaan

3. Tech In Asia melaporkan sebanyak 45% pengguna di Indonesia sering membeli produk yang mereka lihat di media social Instagram

Cara membuat Instagram & Facebook Ads

Tentukan Objective Campaign

Langkah pertama yang harus Anda lakukan saat akan beriklan di Instagram atau Facebook atau memilih obyektif (goal/tujuan) campaign



Tentukan Judul Campaign

Tidak ada aturan default terkait pemberian nama campaign ini.

Tentukan Target Audience

1. Usia & Gender
2. Wilayah
3. Interest (minat)
4. Demografi (status hubungan, pendidikan)
5. Behavior (perilaku pengguna/konsumen)

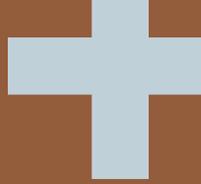


Tentukan Penempatan Iklan

1. Instagram
2. Facebook

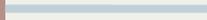


Cara membuat Instagram & Facebook Ads



Tentukan Budget Iklan

1. daily budget (budget harian)
2. lifetime budget (setting total biaya yang akan Anda gunakan hingga akhir periode iklan)



Pilih Format Instagram

1. Single Image – Satu gambar tunggal
2. Instagram Carrousel - Menggunakan 1-10 gambar
3. Instagram Video Ads – Format Video atau GIF
4. Slide Show Ads – Menggunakan 10 gambar dan music
5. Instagram Lead ads – Membantu mengumpulkan informasi dengan mengisi form
6. Instagram Story – Menampilkan gambar dan video dalam bentuk story



Jenis-jenis Objective Campaign Ads

Awareness

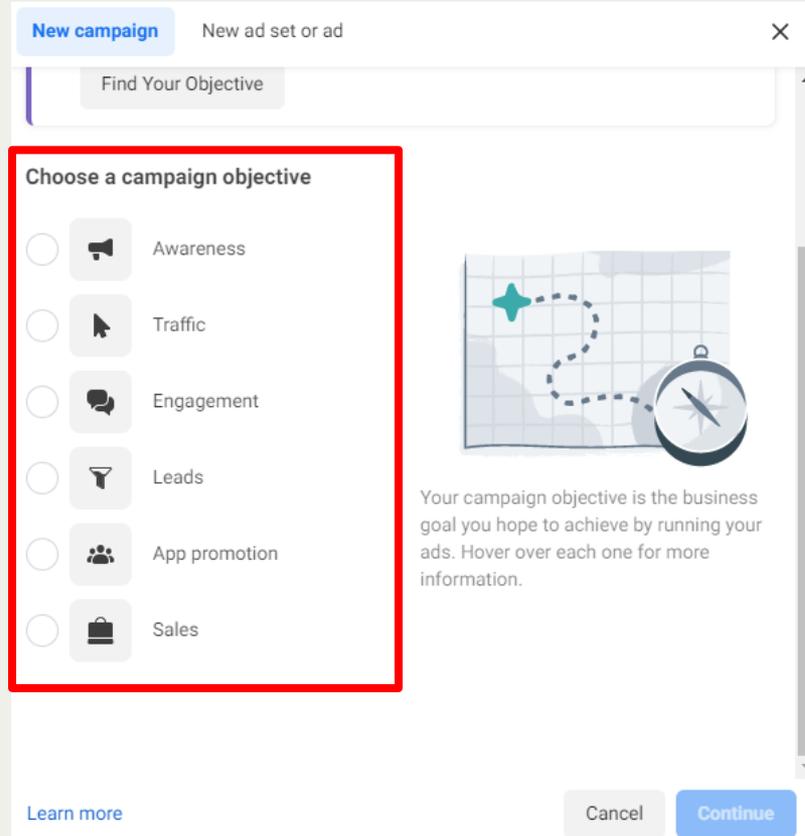
- Brand Awareness
- Reach
- Video Views
- Store Location

Traffic

- Link Clicks
- Landing Page Views
- Messenger and Whatsapp
- Calls

Engagement

- Messenger, Instagram and Whatsapp
- Video Views
- Post Engagement
- Conversions



The screenshot shows the 'New campaign' setup screen. At the top, there's a search bar labeled 'Find Your Objective'. Below it, a red box highlights the 'Choose a campaign objective' section, which lists seven options: Awareness (megaphone icon), Traffic (mouse cursor icon), Engagement (speech bubbles icon), Leads (funnel icon), App promotion (people icon), and Sales (shopping bag icon). To the right of this list is an illustration of a map with a dashed path and a compass. Below the illustration, a text box explains: 'Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.' At the bottom, there are 'Learn more', 'Cancel', and 'Continue' buttons.

Jenis-jenis Objective Campaign Ads Awareness

Reach

Objective campaign ini untuk memaksimalkan iklan ditayangkan ke sebanyak mungkin pengguna Facebook atau Instagram yang aktif.

Brand Awareness

Objective campaign ini cocok untuk Branding. Memperkenalkan produk/ brand baru sebelum melakukan penjualan ke konsumen.

New campaign New ad set or ad

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Awareness
Show your ads to people who are most likely to remember them.

Good for:

- Reach ⓘ
- Brand awareness ⓘ
- Video views ⓘ
- Store location awareness ⓘ

Learn more Cancel Continue

Jenis-jenis Objective Campaign Ads Awareness

Video Views

Objective campaign ini Facebook akan memaksimalkan iklan kita kepada orang yang suka menonton video.

Store Locations Awareness

Objective campaign ini mengoptimasi target audience di sekitar toko offline agar datang berkunjung.

New campaign New ad set or ad

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Awareness
Show your ads to people who are most likely to remember them.

Good for:

- Reach ⓘ
- Brand awareness ⓘ
- Video views ⓘ
- Store location awareness ⓘ

Learn more Cancel Continue

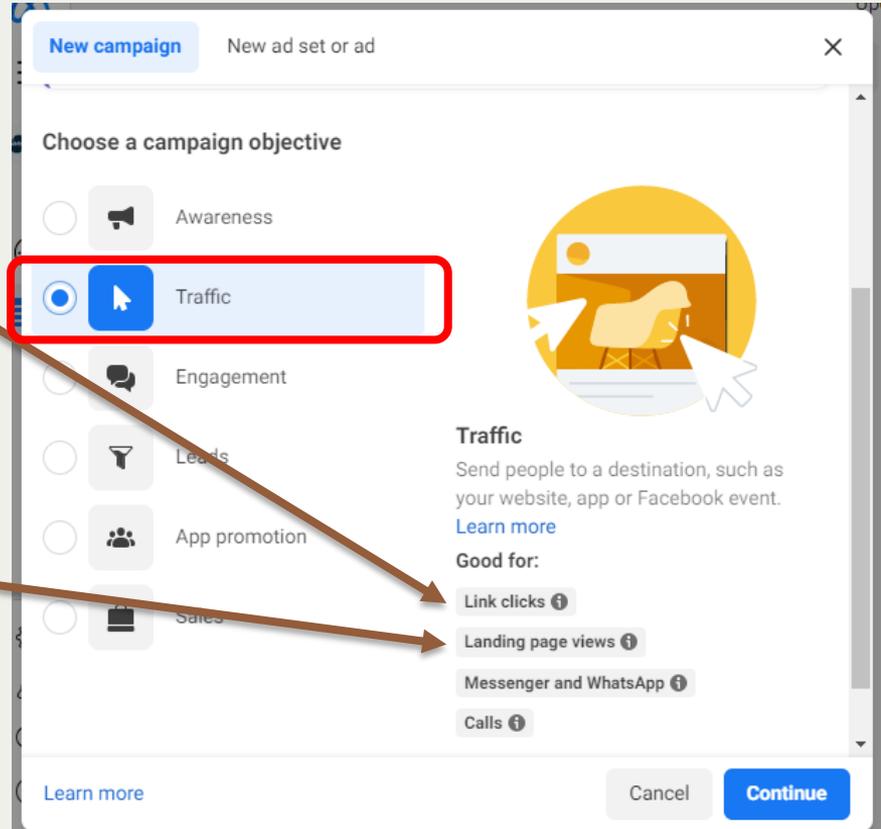
Jenis-jenis Objective Campaign Ads Traffic

Link Clicks

Objective campaign ini untuk mengoptimasi pengguna mengklik link yang diarahkan oleh Iklan.

Landing Page Views

Objective campaign ini untuk memaksimalkan orang untuk klik gambar langsung menuju halaman Landing Page Views. Contoh : Landing Page untuk pemesanan produk.



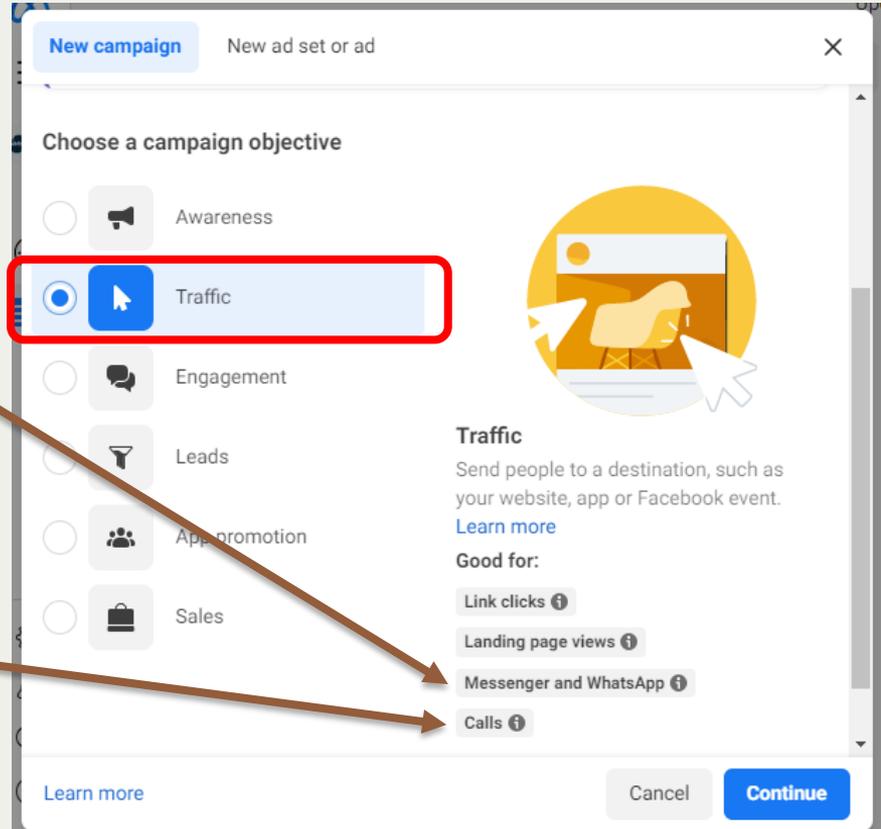
Jenis-jenis Objective Campaign Ads Traffic

Messenger and Whatsapp

Objective campaign ini untuk mengoptimasi pengguna mengklik link yang diarahkan untuk ke direct message atau whatsapp.

Calls

Objective campaign ini untuk memaksimalkan orang untuk mengklik link dan terhubung dengan telpon. Untuk bertanya seputar informasi produk.



Jenis-jenis Objective Campaign Ads Engagement

Messenger, Instagram & Whatsapp

Objective campaign ini untuk memviralkan sebuah informasi, atau untuk survey sesuatu agar bisa berinteraksi (Like, View, Comment) tapi belum tentu membeli produk.

Video Views

Objective campaign ini untuk memaksimalkan iklan ditonton oleh pengguna yang senang menonton konten video.

New campaign New ad set or ad

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Engagement
Get more messages, video views, post engagement, Page likes or event responses.

Good for:

- Messenger, Instagram and WhatsApp ⓘ
- Video views ⓘ
- Post engagement ⓘ
- Conversions ⓘ

Learn more Cancel Continue

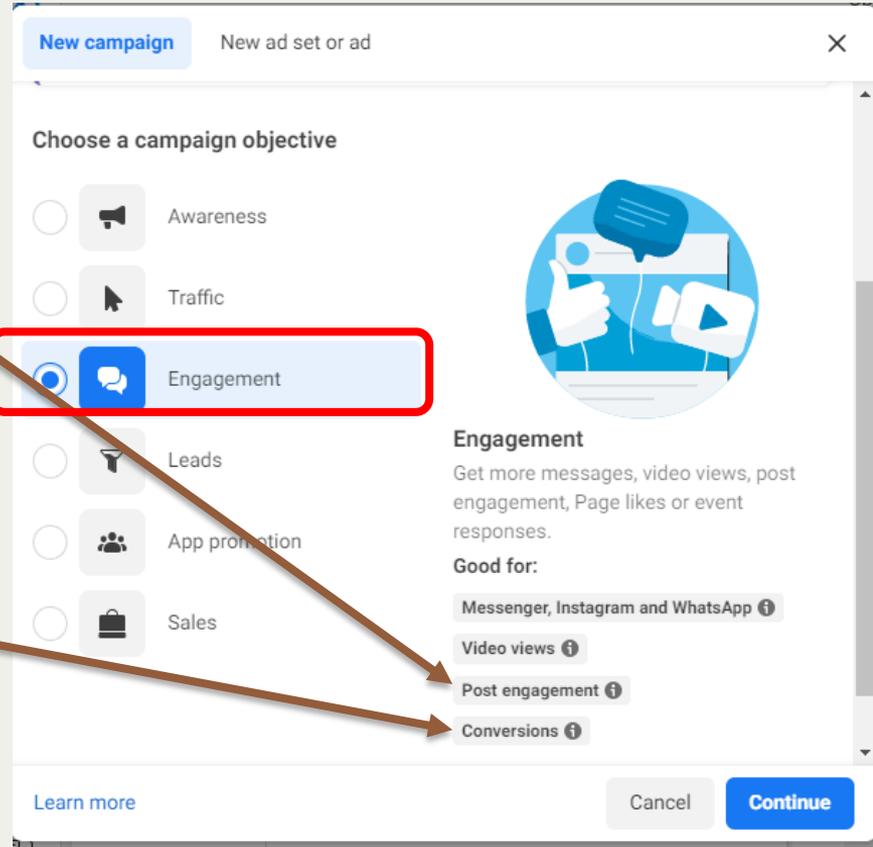
Jenis-jenis Objective Campaign Ads Engagement

Post Engagement

Objective campaign ini untuk mendapatkan engagement/interaksi dari user. Contoh : Like, Comment, Share

Conversion

Objective campaign ini untuk mengoptimasi iklan untuk konversi tertentu. Contoh : Setting Optimasi Add To Cart dan Initiate Checkout, maka Facebook akan membantu mencari audience paling potensial.



Jenis-jenis Objective Campaign Ads Leads

Instant Form

Objective campaign ini untuk mengumpulkan data terutama email dan nomor hp dengan mengisi form ketika klik iklan.

Messenger

Objective campaign ini untuk langsung mengarahkan pengguna ke pesan (direct message) untuk melakukan pemesanan dan bertanya seputar informasi produk.

New campaign New ad set or ad

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Leads
Collect leads for your business or brand.

Good for:

- Instant Forms ⓘ
- Messenger ⓘ
- Conversions ⓘ
- Calls ⓘ

Learn more Cancel Continue

Jenis-jenis Objective Campaign Ads Leads

Conversions

Objective campaign ini untuk mengoptimasi iklan untuk konversi tertentu. Sesuai dengan setting website.

Calls

Objective campaign ini untuk langsung mengarahkan pengguna ke telpon untuk melakukan pemesanan dan bertanya seputar informasi produk.

New campaign New ad set or ad

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Leads
Collect leads for your business or brand.

Good for:

- Instant Forms ⓘ
- Messenger ⓘ
- Conversions ⓘ
- Calls ⓘ

Learn more Cancel Continue

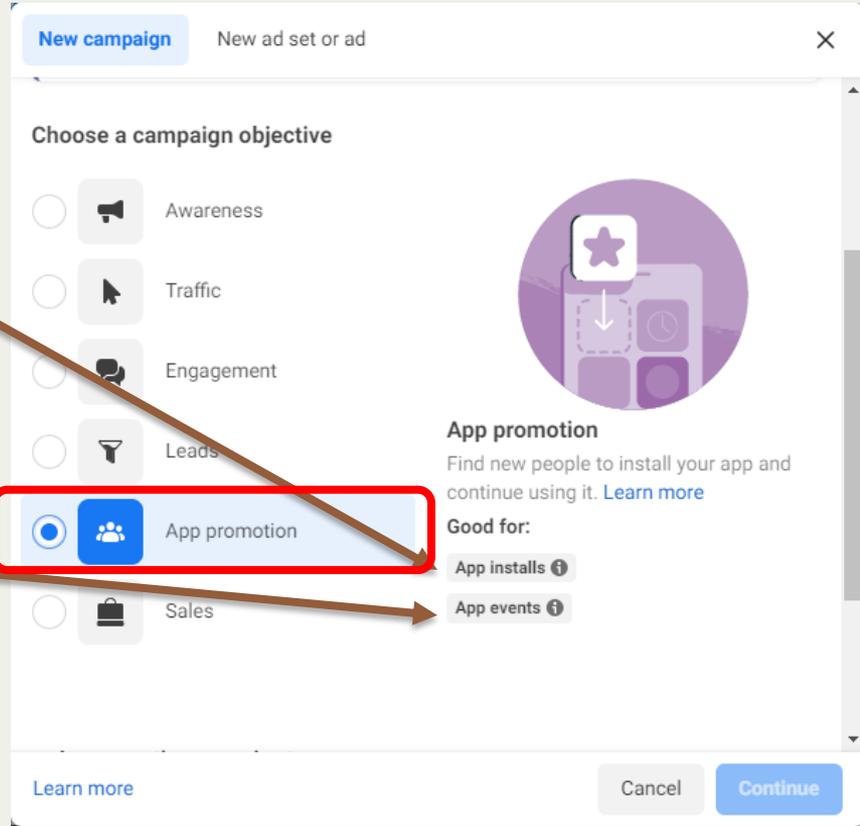
Jenis-jenis Objective Campaign Ads App Promotion

App Installs

Objective campaign ini untuk mengarahkan pengguna dengan klik iklan langsung untuk mendownload/ menginstall aplikasi.

App Event

Objective campaign ini untuk menginformasikan tentang aplikasi dan mengarahkan untuk download/ install aplikasi tersebut.



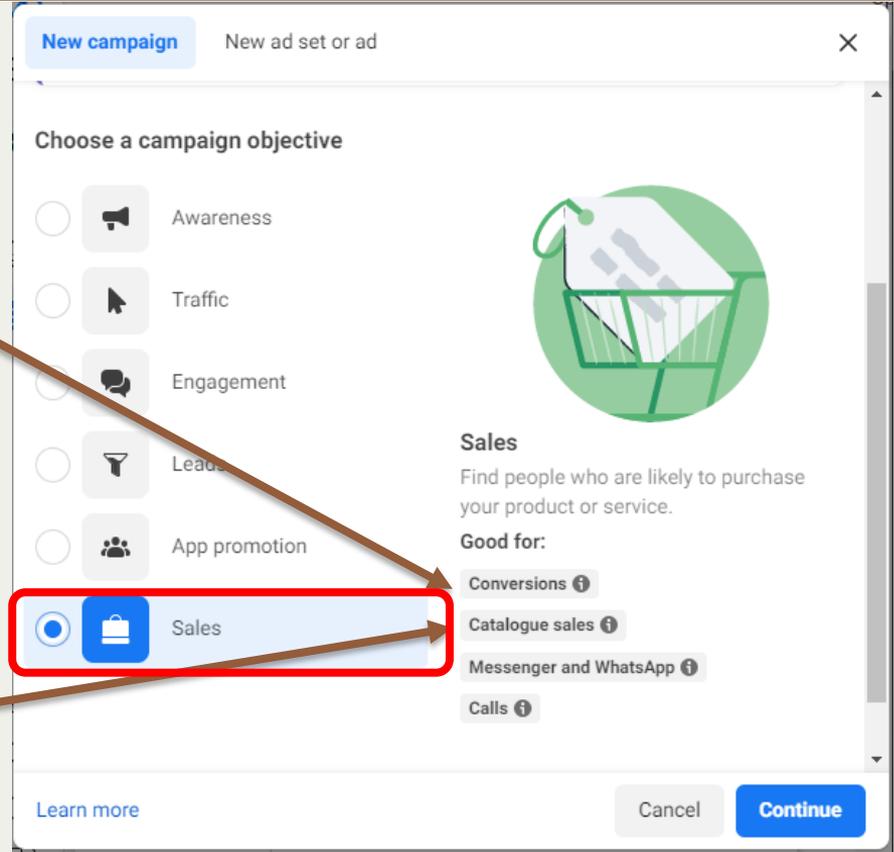
Jenis-jenis Objective Campaign Ads Sales

Conversions

Objective campaign ini untuk mengoptimasi iklan untuk konversi tertentu. Sesuai dengan setting website.

Catalogue Sales

Objective campaign ini untuk mengoptimasi iklan dengan menampilkan deretan product catalog secara random menyesuaikan dengan target audience yang sudah diatur.



New campaign New ad set or ad

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Sales
Find people who are likely to purchase your product or service.

Good for:

- Conversions ⓘ
- Catalogue sales ⓘ
- Messenger and WhatsApp ⓘ
- Calls ⓘ

Learn more Cancel Continue

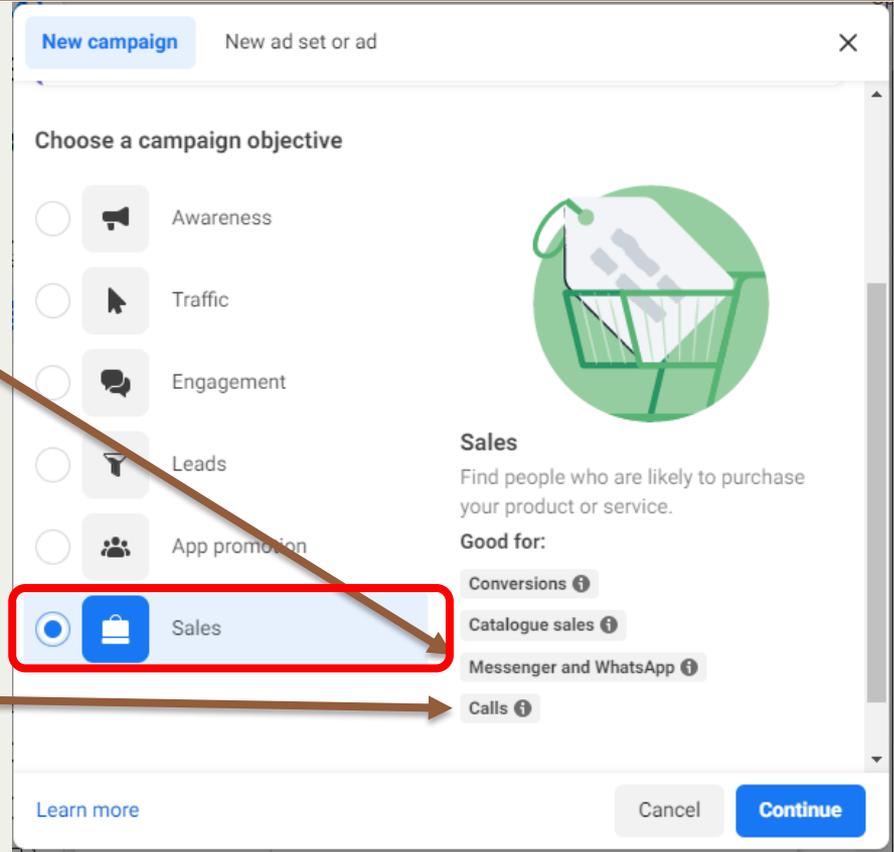
Jenis-jenis Objective Campaign Ads Sales

Messenger and Whatsapp

Objective campaign ini untuk langsung mengarahkan pengguna ke pesan (direct message) untuk melakukan pemesanan dan bertanya seputar informasi produk.

Calls

Objective campaign ini untuk langsung mengarahkan pengguna ke telpon untuk melakukan pemesanan dan bertanya seputar informasi produk.



New campaign New ad set or ad

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Sales
Find people who are likely to purchase your product or service.
Good for:
Conversions ⓘ
Catalogue sales ⓘ
Messenger and WhatsApp ⓘ
Calls ⓘ

Learn more Cancel Continue

Tutorial Setting Instagram Ads di Handphone

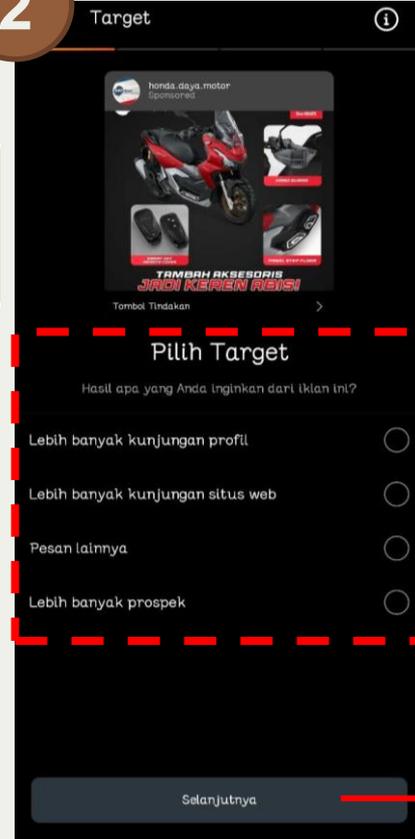
1



Pilih postingan yang sudah di post di Instagram untuk di iklankan

Klik Promosikan Postingan

2

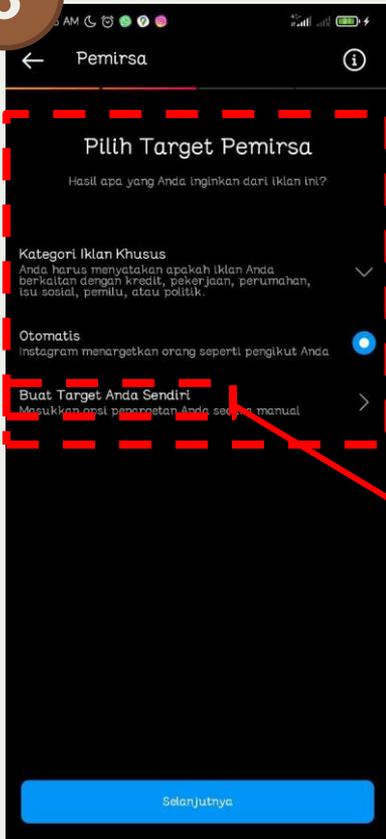


Pilih Target/
Objective dari Iklan

Klik Selanjutnya

Tutorial Setting Instagram Ads di Handphone

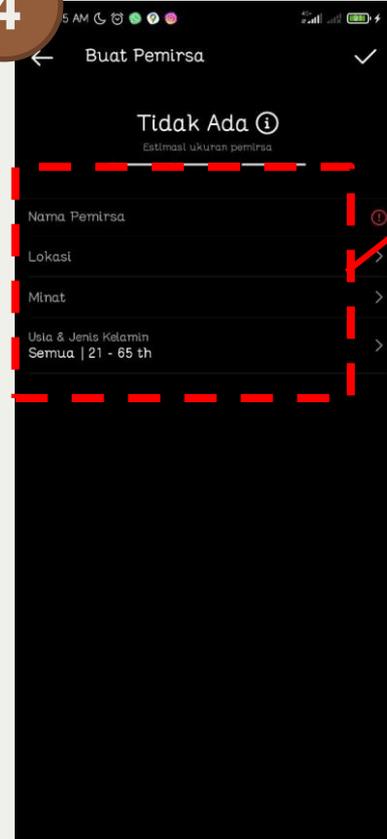
3



Pilih target pemirsa/
audience

Klik Buat Target
Anda Sendiri

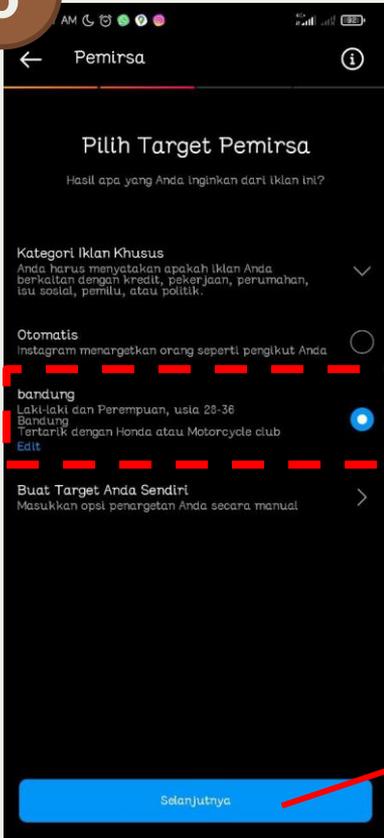
4



Buat target
pemirsa atau
audience.
Mulai dari
Nama Target
Pemirsa,
Lokasi , Minat
hingga Umur
dan Gender.

Tutorial Setting Instagram Ads di Handphone

5



Pilih pemirsa yang sudah ditentukan

Klik Selanjutnya

6

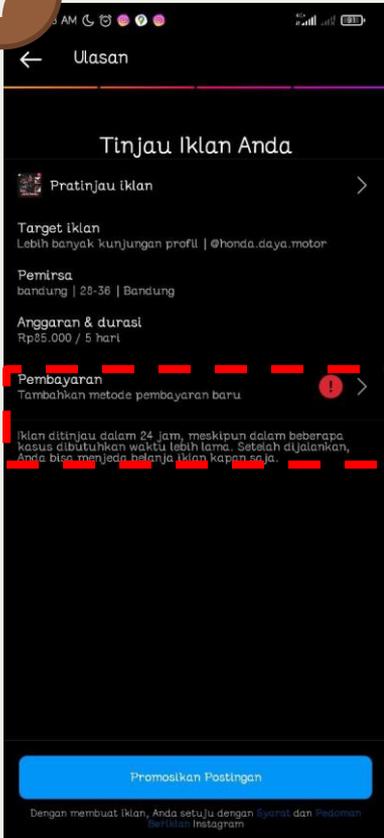


Pilih anggaran/
budget harian
dan atur durasi
untuk tayang
iklan

Klik Selanjutnya

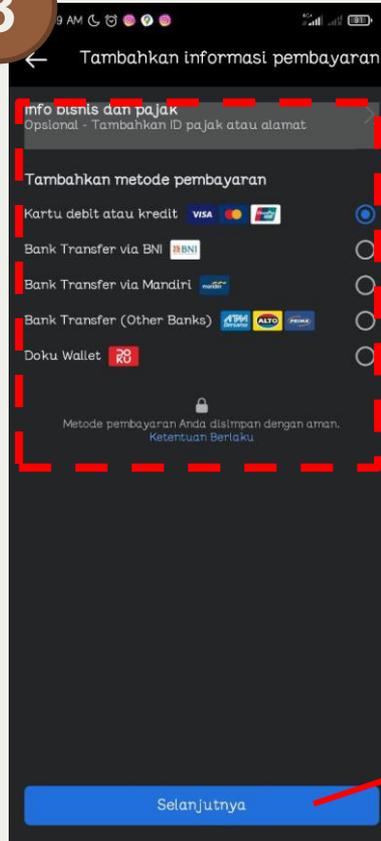
Tutorial Setting Instagram Ads di Handphone

7



Pilih metode pembayaran

8

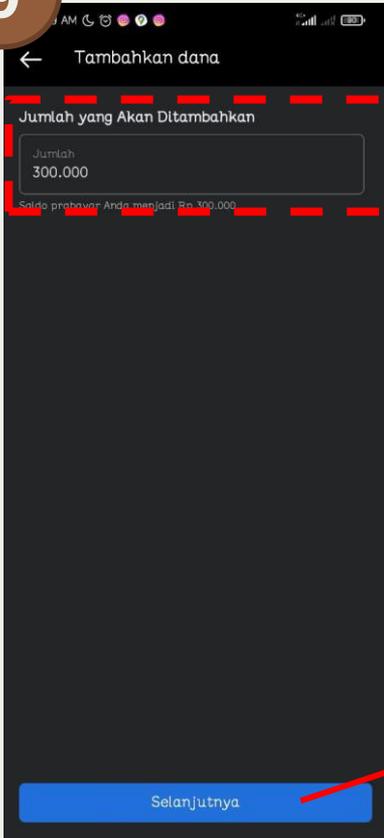


Pilih pembayaran sesuai dengan metode pembayaran yang dimiliki

Klik Selanjutnya

Tutorial Setting Instagram Ads di Handphone

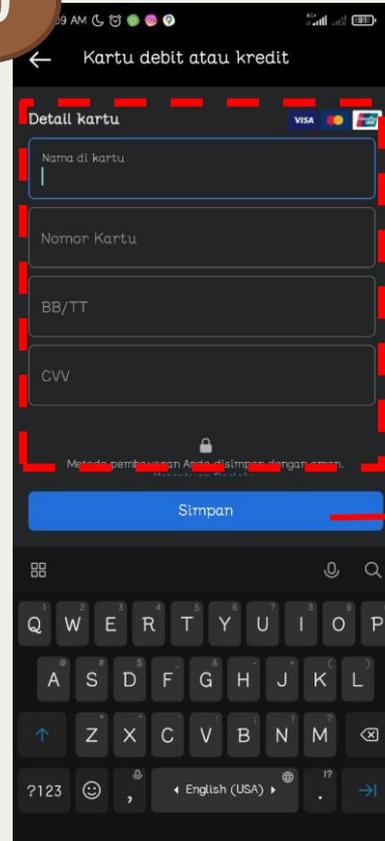
9



Masukkan Nominal sesuai jumlah budget untuk Iklan

Klik Selanjutnya

10

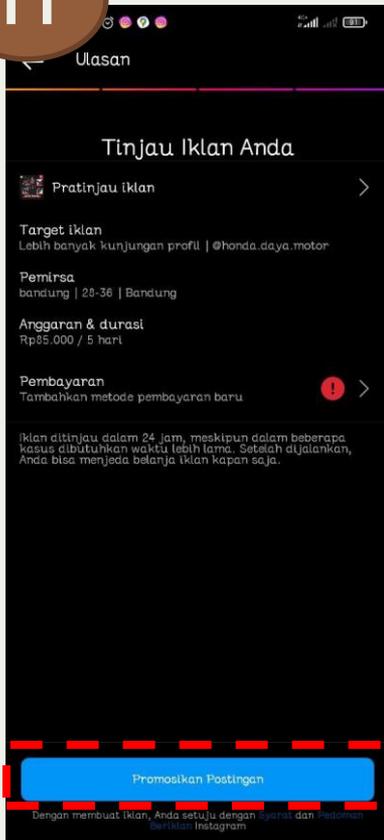


Isi Data sesuai dengan Detail Kartu untuk pembayaran Credit Card

Klik Simpan

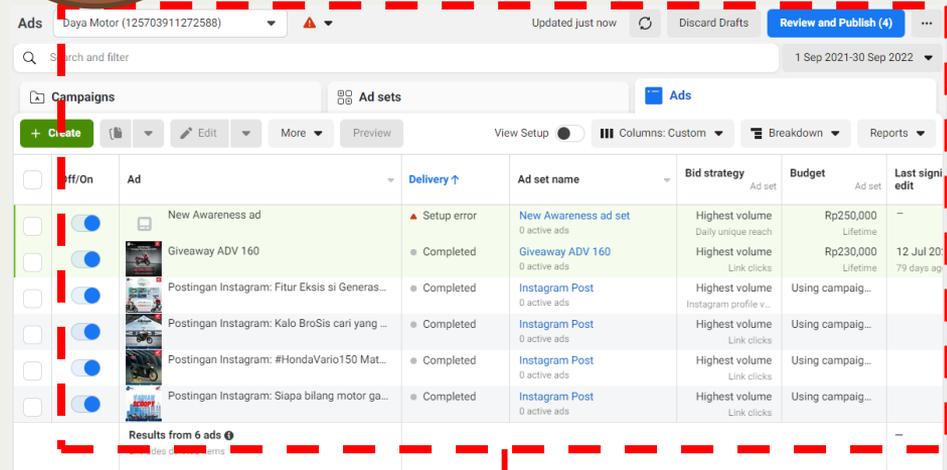
Tutorial Setting Instagram Ads di Handphone

11



Setelah semua proses selesai klik promosikan postingan

12



Semua history iklan yang sudah tayang dan berjalan baik di Instagram dan Facebook akan muncul di History Ads Manager dalam Facebook/ Meta Business

Tutorial Setting Instagram Ads di Facebook Ads Manager

1

The image shows a screenshot of a Bing search engine interface. The search bar contains the text "Facebook Ads Manager". A red dashed box highlights the search bar and the first search result. A red arrow points from the search bar to a callout box that says "Ketik Facebook Ads Manager dikolom search Google". Another red arrow points from the first search result to a callout box that says "Klik Facebook Ads Manager".

Microsoft Bing

Facebook Ads Manager

ALL IMAGES VIDEOS MAPS NEWS SHOPPING

6,870,000,000 Results Any time

Facebook Ads Manager: Ads Management for Facebook...
<https://www.facebook.com/business/tools/ads-manager>
Ads Manager is your starting point for running ads on Facebook, Instagram, Messenger or ...

English (Uk)
Ads Manager is your starting point for running ads on Facebook, Instagram, Mess...

Other content from facebook.com

Edit Your Ad | Facebook Business

Facebook Marketing Solutions

Automotive Advertising on Facebook

See more

How To Get Started With Ads Manager on Facebook and Instagram
<https://www.facebook.com/business/tools/ads-manager/get-started>
Getting started with Ads Manager. Make sure you have a Facebook Business Page. Once you create a Page, you'll automatically have an Ads Manager account. View your ad account ...

See results for

Linya Massage Therapy
Centro Victoria Park 366 Albany Highway,
Victoria Park Western Australia 6100

Ketik Facebook Ads Manager dikolom search Google

Klik Facebook Ads Manager

Tutorial Setting Instagram Ads di Facebook Ads Manager

2

The screenshot displays the Facebook Ads Manager interface. At the top, the URL is <https://www.facebook.com/business/tools/ads-manager/>. The navigation bar includes the Meta logo and links for 'Solusi Bisnis', 'Teknologi', 'Inspirasi', and 'Pendidikan dan Sumber'. A prominent callout box with a red arrow points to the 'Buat Iklan' button in the top right corner, which is also enclosed in a red dashed box. Below the navigation bar, the main content area has a red background with the heading 'Pengelola Iklan' and the subtext 'Buat dan kelola iklan di desktop dan perangkat seluler.' A button labeled 'Buka Pengelola Iklan' is visible on the left. On the right, a 'New Campaign' modal is open, showing the 'Choose a campaign objective' section with the following options: Awareness, Traffic, Sales, Leads, App promotion, and Engagement.

Klik Buat iklan

Buat Iklan

Pengelola Iklan

Buat dan kelola iklan di desktop dan perangkat seluler.

Buka Pengelola Iklan

New Campaign

Choose a campaign objective

- Awareness
- Traffic
- Sales
- Leads
- App promotion
- Engagement

Tutorial Setting Instagram Ads di Facebook Ads Manager

3

facebook

Anda harus login untuk melanjutkan.

Login ke Facebook

Anda harus login untuk melanjutkan.

Email atau Nomor Telepon

Kata Sandi

Masuk

Lupa akun?

Buat Akun Baru

Login menggunakan akun Facebook Daya Motor Cabang

Tutorial Setting Instagram Ads di Facebook Ads Manager

4

The screenshot displays the Facebook Ads Manager interface for the account 'Daya Motor (125703911272588)'. At the top right, the '+ Create Campaign' button is highlighted with a red dashed box. A red arrow points from this button to a brown callout box containing the text 'Klik Create Campaign'. Below the callout box, the 'Campaign trends' section shows a message: 'None of your campaigns are currently running. Create a new campaign to view performance trends.' To the right, the account summary for 'Daya Motor' is visible, showing 0 active campaigns and 0 amount spent. A notification at the bottom right prompts the user to 'Add contact information'.

Account overview Daya Motor (125703911272588)

+ Create Campaign Review and Publish (1)

Good afternoon, Daya
Here's what's happening with your account

Campaign trends Last 7 days Results + Create

Create a campaign to see trends
None of your campaigns are currently running. Create a new campaign to view performance trends.
[Learn more](#)

Daya Motor
125703911272588

Active campaigns	0
Last 7 days	
Amount spent	Rp0
Percent spent in learning phase	0%
Default landing page	On

Now you can add your contact information

Let us know how we can get in touch so that we can offer support for your campaigns.

Add contact information

Tutorial Setting Instagram Ads di Facebook Ads Manager

5

Create New Campaign New ad set or ad

Now you can choose from six simplified objectives

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

[Find Your Objective](#)

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion

[Learn more](#) [Cancel](#) [Continue](#)

Klik Create Campaign

Tutorial Setting Instagram Ads di Facebook Ads Manager

6

Untuk categories
kosongkan saja

Tulis nama Campaign
dengan format
Tahun-Bulan-Tanggal-
Nama Iklan_Kategori Iklan
(Awareness, Traffic dll)

The screenshot displays the Facebook Ads Manager interface for a campaign named "2022-09-23-GiveawayHondaADV160_Awareness". The interface is divided into several sections:

- Campaign name:** A text input field containing "2022-09-23-GiveawayHondaADV160_Awareness" and a "Create Template" button.
- Special ad categories:** A section with a warning icon and text: "Declare if your ads are related to credit, employment or housing, or about social issues, election or political campaigns, or require access to sensitive data by country. Learn more".
- Categories:** A dropdown menu currently set to "No categories declared".
- Campaign details:** A section with a lightbulb icon and "See recommendations" link. It includes:
 - Buying type:** Auction
 - Campaign objective:** Awareness
 - Show more options:** A dropdown arrow.

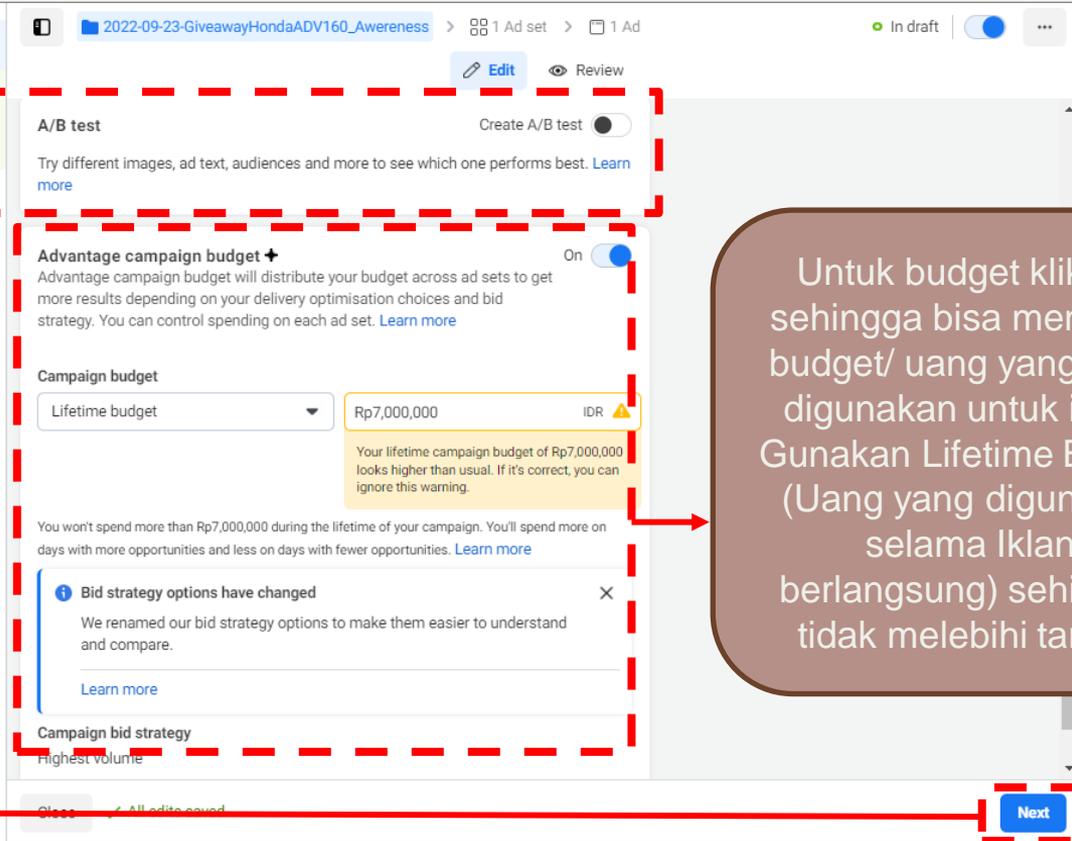
At the bottom of the interface, there is a "Close" button, a green checkmark with the text "All edits saved", and a blue "Next" button.

Tutorial Setting Instagram Ads di Facebook Ads Manager

7

A/B test adalah fitur untuk mengaktifkan bila kita menjalankan 2 iklan dengan konten yang serupa untuk melihat sejauh mana iklan yg efektifnya

Klik Next



Untuk budget klik On sehingga bisa mengatur budget/ uang yang akan digunakan untuk iklan. Gunakan Lifetime Budget (Uang yang digunakan selama Iklan berlangsung) sehingga tidak melebihi target.

Next

Tutorial Setting Instagram Ads di Facebook Ads Manager

8

Rubah ad set name menjadi nama iklan contoh : Giveaway ADV 160_1

Pilih Facebook Page yang telah dibuat atau telah ada. Kalau belum punya harus membuat Facebook Page untuk menaikkan sebuah iklan.

Pilih Tanggal Mulai Iklan berjalan.

The screenshot displays the Facebook Ads Manager interface for an ad set named "Giveaway ADV 160_1". The interface is divided into several sections, each highlighted with a red dashed border and a red arrow pointing to a corresponding text box:

- Ad set name:** The text "Giveaway ADV 160_1" is entered in the input field.
- Page:** The dropdown menu is set to "Daya Motor".
- Budget & schedule:** The "Start date" is set to "24/10/2022" at "14:38" in "Jakarta Time".

Other visible elements include a "Setup error" notification, an "Estimated audience size" of 120,500,000 - 141,800,000, and a "Next" button at the bottom right.

Tutorial Setting Instagram Ads di Facebook Ads Manager

9

Tentukan tanggal berjalan dan berakhir untuk iklan yang akan ditayangkan.

2022-09-23-GiveawayHondaADV160_Aw...
Giveaway ADV 160_1

2022-09-23-GiveawayHondaADV160_Awereness > Giveaway ADV 160_1 > 1 Ad Setup error

Budget & schedule

Schedule

Start date
24/10/2022 14:38
Jakarta Time

End
24/11/2022 14:38
Jakarta Time

Show more options

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

Create new audience Use saved audience

Custom Audiences Create new

Search existing audiences

Close All edits saved

Verifying your changes

Anggaran Anda Terlalu Rendah:
Anggaran kampanye Anda minimal harus Rp 482.527 untuk mencakup semua anggaran set iklan di kampanye ini. Update anggaran Anda di level kampanye. (#2446149) [Learn more](#)

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 120,500,000 - 141,800,000

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Estimated daily results aren't available for this campaign because it has a budget that is optimised across ad sets.

Back Next

Tutorial Setting Instagram Ads di Facebook Ads Manager

10

Tentukan Umur missal 25-35th , Gender misal perempuan, laki-laki atau semua gender.

Tentukan lokasi mana yang akan ditargetkan agar iklan bisa muncul.

The screenshot displays the Facebook Ads Manager interface for a campaign named "Giveaway ADV 160_1". The "Audience" section is active, showing options to "Create new audience" or "Use saved audience". Under "Custom Audiences", there is a search bar for existing audiences and an "Exclude" button. The "Locations" section is highlighted with a red dashed box and contains a message: "Please add a location for your audience or use a Custom Audience." Below this, there is a dropdown menu set to "People living in this location", an "Include" dropdown, and a search bar for locations. Further down, the "Age" range is set to "21 - 65+", "Gender" is set to "All genders", "Detailed targeting" is set to "All demographics, interests and behaviours", and "Languages" is set to "All languages". At the bottom, there is a "Close" button and a confirmation message "All edits saved".

Tutorial Setting Instagram Ads di Facebook Ads Manager

11

The screenshot shows the Facebook Ads Manager interface for setting up an ad. The 'Detailed targeting' section is highlighted with a red dashed box. It includes the following settings:

- Gender:** All genders
- Detailed targeting:** Include people who match
- Interests > Additional interests:** Honda, Kawasaki motorcycles, Motorcycle club, Yamaha Motor Company
- Interests > Hobbies and activities > Vehicles:** Motorcycles
- Languages:** All languages

At the bottom of the targeting section, there are buttons for 'Exclude' and 'Narrow audience'. A 'Show more options' link is also visible. At the bottom of the entire ad setup area, there are 'Close', 'Check', and 'Next' buttons. The 'Next' button is highlighted with a red dashed box.

Tentukan Demographics, Interest dan Behaviours. Contoh : Motor, Online Shopping dll yang berkaitan dengan iklan atau karakteristik orang yang sesuai dengan iklan kita.

Untuk Bahasa pilih All Language

Pilih Next

Tutorial Setting Instagram Ads di Facebook Ads Manager

12

2022-09-23-GiveawayHondaADV160_Aw...
Giveaway ADV 160_1
New Awareness ad

2022-09-23-GiveawayHondaADV160_Awereness > Giveaway ADV 160_1 > 1 Ad
In draft

Edit Review

Placements [Learn more](#)

- Advantage+ placements (Recommended) ✦**
Use Advantage+ placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- Manual placements**
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show more options ▾](#)

Optimisation and delivery

Optimisation for ad delivery

Reach

Cost per result goal ⓘ

\$X.XX

Meta will aim to spend your entire budget and get the most 1,000 impressions using the highest volume bid strategy.

[Show more options ▾](#)

Close ✓ All edits saved

Back Next

Untuk penempatan Iklan, pilih Advantage placement (Recommended) yang sudah direkomendasikan oleh Facebook.

Pilih Next

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Pastikan Facebook Page dan Instagram Account yang sesuai untuk Iklan.

Ganti nama Ad Name dengan Iklan

- Pilih format iklan :
1. Single Image or Video (Foto 1 atau Video 1)
 2. Carrouel (Foto lebih dari 1)
 3. Collection (Gabungan dari foto yang dikreasikan)

The screenshot displays the Facebook Ads Manager interface for creating a new ad. The 'Ad name' field is set to 'New Awareness ad'. The 'Identity' section shows the 'Facebook Page' as 'Daya Motor' and the 'Instagram account' as 'honda.daya.motor'. The 'Ad setup' section shows the 'Format' as 'Single image or video'. A red dashed box highlights the 'Ad name', 'Identity', and 'Ad setup' sections. A red arrow points from the 'Ad name' field to a callout box. Another red arrow points from the 'Identity' section to a callout box. A third red arrow points from the 'Format' section to a callout box. The 'Publish' button is visible at the bottom right.

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Berikut ini penempatan dimana saja Iklan ditayangkan.

The screenshot displays the Facebook Ads Manager interface for a campaign named "Giveaway ADV 160_1". The left sidebar shows the campaign structure with "New Awareness ad" selected. The main content area is titled "Ad creative" and includes a description: "Select the media, text and destination for your ad. You can also customise your media and text for each placement." Below this, there are several sections for ad placements:

- Media:** 15 placements total, including:
 - Feeds, In-stream ads for videos and reels:** 8 placements (highlighted with a red dashed box)
 - Stories and Reels, Apps and sites:** 5 placements
 - Search results, Instant Articles:** 2 placements
- Add music:** A checked checkbox with the text "On supported placements, we'll sync your ad with music at no cost to you. For all other placements, no music will be added." and a "Select music" link.
- Primary text:** "Dealer Sepeda Motor Honda terbaik yang tersebar di 140 Cabang Seluruh Indonesia. Kunjungi Website kami untuk info selengkapnya"
- Add a destination:** An unchecked checkbox with the text "If you add a destination, you can send people immediately after they tap or click your ad to a website or a full-screen experience. If you don't, they'll be sent to your Facebook Page or Instagram account."

On the right, the "Ad preview" section shows a simulated Facebook feed. The ad content includes the "Daya Motor" logo, the text "Dealer Sepeda Motor Honda terbaik yang tersebar di 140 Cabang Seluruh Indonesia. Kunjungi Website kami untuk info selengkapnya", and an image of a Honda motorcycle dealership. Below the image are "Like", "Comment", and "Share" icons, and a "See Variations" button. The "Feeds" section on the right shows a grid of ad placements, with the "Feeds, In-stream ads for videos and reels" placement highlighted with a blue border. The "Stories and Reels" section below shows a grid of ad placements for stories and reels.

At the bottom of the page, a small note states: "Ad rendering and interaction may vary based on device, format and other factors."

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2022-09-23-GiveawayHondaADV160_Aw...
Giveaway ADV 160_1
New Awareness ad

Add a destination
If you add a destination, you can send people immediately after they tap or click your ad to a website or a full-screen experience. If you don't, they'll be sent to your Facebook Page or Instagram account.

Languages
Add your own translations or automatically translate your ad to reach people in more languages. [Learn more](#)
Add Languages

Tracking
Track event data sets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

Website events ⁱ

App events ⁱ

Offline events ⁱ

URL parameters - Optional
key1=value1&key2=value2
[Build a URL parameter](#)

Ad preview
Share

Facebook Feeds
Stories and Reels
In-stream ads for videos and reels
Search

See Variations

By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Untuk kolom tracking khusus untuk website bila ingin iklan yang dihubungkan dengan website pixel.

Klik Publish

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Updated just now Discard Drafts Review and Publish

Changes to the ROAS goal bid strategy In active campaigns using this bid strategy, you may notice a change in performance.

Search and filter

Campaigns Ad sets

+ Create Edit A/B test

Untuk Iklan berjalan bisa dilihat dan dimonitoring melalui Dashboard Ads Manager.

Off/On	Campaign	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	Giveaway ADV 160	Using ad set bu...	7-day click or...	1,276 Link Clicks	50,288	72,043	Rp180 Per link click	Rp229,780	16 Jun 2022
<input checked="" type="checkbox"/>	Postingan Instagram: Fitur Eksis si Generasi...	Rp20,000 Lifetime	7-day click or...	51 Link Clicks	1,651	1,707	Rp392 Per link click	Rp19,995	23 Oct 2022
<input checked="" type="checkbox"/>	Postingan Instagram: Kalo BroSis cari yang g...	Rp50,000 Lifetime	7-day click	16 Link Clicks	4,020	4,088	Rp3,125 Per link click	Rp49,999	1 Oct 2022
<input checked="" type="checkbox"/>	Postingan Instagram: #HondaVario150 Matte...	Rp30,000 Lifetime	7-day click	23 Link Clicks	1,477	1,487	Rp910 Per link click	Rp20,938	26 Sep 2022
<input checked="" type="checkbox"/>	Postingan Instagram: Siapa bilang motor gak...	Rp30,000 Lifetime	7-day click	34 Link Clicks	3,770	3,902	Rp882 Per link click	Rp29,999	15 Sep 2022
Results from 5 campaigns Excludes deleted items			Multiple attrib...	1,400 Link Clicks	60,928 People	83,227 Total	Rp251 Per link click	Rp350,711 Total Spent	



THANK YOU

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