

1. Can you set up Meta Ads as retargeting ads, rather than just general ads or does this take some more work as it needs to link back to your website and GA4 account?

Yes, you can set up retargeting ads in Meta. For this, you'd need to install a Meta Pixel so that you could retarget any users who have visited your website. You can find out more about Meta Pixels in this article:

<https://digitalculturenetwork.org.uk/knowledge/whats-a-social-media-pixel-and-what-do-they-do/> or, book in for a case and we can talk you through it:

<https://digitalculturenetwork.org.uk/ask-a-tech-champion/>

2. Please can you talk through how boosting ads/posts works?

This article explains the differences between Boosted Posts and Ads on Meta and how to go about creating a boost:

<https://digitalculturenetwork.org.uk/knowledge/whats-the-difference-between-boosted-posts-and-ad-campaigns-on-facebook-and-instagram/>

3. What are site links?

Site links are optional, additional links that can appear on certain ad formats. They usually appear below the ad creative and allow you to include multiple URLs rather than just one call-to-action button. In the creative setup screens, the site links will be automatically suggested based on the URL of your website. For example, in my example, my site links will have been pulled from the sections of the website menu like See more, Get in Touch, Events, etc. You can remove any site links that Meta suggests that you don't want to use. Meta says that you could see a lower cost per result by using these, but you would need to check carefully which site links you have turned on to ensure that your user journey is effective.

4. Is 1 week long enough for a campaign to go through review, learning and optimisation? Especially if the budget is £50-99?

Yes, Meta recommends a minimum campaign duration of 7 days to get the best results. The review phase happens before your campaign starts running, but can take 24 hours. So, if you wanted to start running your campaign on a Wednesday, you could complete the setup on Monday to give the campaign time to go through the review stage. The 7 day campaign duration will only start when your campaign actually goes live on the platform and begins delivering. The learning phase takes 1-2 days to optimise, which would leave 5 days for Meta to deliver your optimised campaign. If you can run your campaign for longer and with more budget, that's

great! Do note that if you make a substantial change to your campaign whilst it's live, you could push it into the learning phase again.

5. What are the restrictions on protected characteristics in ad wording?

Meta ads cannot reference or imply knowledge of protected characteristics, including age, race, religion, gender, health status, or financial condition. Ads should avoid personal attributes and instead use neutral, inclusive language. Special Ad Categories (housing, jobs, credit) have stricter rules and limited targeting options and must be declared at the campaign level if you're advertising in any of these categories. You can see the full policy here:

<https://www.facebook.com/policies/ads/> and more information about ad wording here: <https://transparency.meta.com/en-gb/policies/ad-standards/objectionable-content/privacy-violations-personal-attributes>

6. Currently is Meta making good money?

Meta ads are often used to drive sales and, because it can be cheaper to advertise on Meta than other social media platforms, organisations or individuals can see a positive return on investment or ad spend. However, this can vary depending on what you're advertising, your budget and your goals.

7. Does including Meta's audience enhancement option work for expanding reach and awareness?

It can do. When you use Advantage+ audience options, the detailed targeting expansion - previously known as audience expansion or enhancement - is automatically turned on. This means that you can make audience suggestions, but Meta may look outside of these to show your ads to users who are likely to complete your performance goal. Experiments have shown that it does often do this. A positive of this is that it gives Meta's AI more freedom to optimise its delivery and try to get you more results. However, this works best with broad targeting and often requires more budget. It also means that your ads could get shown to audiences that you wouldn't consider relevant.

8. How far in advance should I put an ad on to socials for an event. e.g. we have an event on the 5th Sept. When should I pay for an Ad?

This really depends on your budget, how long you want your ad to run and what your usual event ticket purchasing cycles are like. For example, if you generally have late bookers for your events, then you might not want to put the ad out 3 months in advance. Equally, the week before will probably be too late as people

won't be available, and it won't allow you to run another ad if your first one goes well and you want to capitalise on that. Generally, around 6 weeks to a month out from your event is a good place to start.

9. Does running a campaign on Facebook cut across all the other Meta platforms?

Yes. If you don't customise your placements, your campaign ads will show on Facebook, Instagram, Messenger, Threads and the Audience Network.

10. Regarding the recommended character limit in Primary Text, Headline, etc. - is this with or without spaces?

With spaces. Tip: I usually set up a spreadsheet that can count the characters for me by using the =LEN function - this will count the characters as you go and makes it easier to cut text down. You can also check character counts in Word or some third party websites.

11. I set a budget on an ad but somehow overspent this. Is this because I did a daily budget and not a lifetime one even though I divided the total amount that I wanted to spend and assigned that to each day?

Yes possibly as daily budgets are not a hard cap. When you select a daily budget, Meta will roughly aim to spend that each day. However, if there are certain days where there's lots of opportunity for your ad - e.g. people are triggering your performance goal - then Meta can spend up to 75% over your daily budget. This averages out over a calendar week (Sunday to Saturday) so you won't spend more than seven times your daily budget for every week ending Saturday at midnight. Meta does this to try and spend your budget as effectively as possible and get you as many results as it can. To avoid this, either set a lifetime budget instead or you can set a campaign spending limit at the campaign level.

12. Could you briefly go over when it's best to use Meta vs Google ads? I'm conscious of our audiences who don't use social media, but do use the general internet.

They are quite different. Google Ads work by targeting keywords or phrases - such as "theatre" or "theatre show near me" - so there's often an intent with the audience, whereas social media ads are seen when users of your target demographics are scrolling the platforms. They're both great to have in your marketing mix. You can find out more about Google Ads in our recent webinar recording: <https://digitalculturenetwork.org.uk/knowledge/webinar-recording->

[setting-up-your-first-google-ads-campaign-to-drive-website-traffic/](https://digitalculturenetwork.org.uk/ask-a-tech-champion/setting-up-your-first-google-ads-campaign-to-drive-website-traffic/) . Or, if you'd like support with your digital marketing strategy and marketing mix, then you might find it useful to speak to our Digital Marketing Strategy Tech Champion, Ollie:
<https://digitalculturenetwork.org.uk/ask-a-tech-champion/>

13. Can I run multiple ads under one campaign, at different times? How do I split the budget?

Yes, you can have multiple ad sets per campaign and multiple ads per ad set. However, you wouldn't be able to vary the objective. So, for example, each ad set and ad would have the same campaign objective, like traffic. However, you set the performance goal, schedule, budget and targeting at ad set level so this could vary for each ad set within the same campaign. How you split the budget depends on your goals. Book in with us if you'd like support with your campaign plan:
<https://digitalculturenetwork.org.uk/ask-a-tech-champion/>

14. Katy put the age range of 21-35. Do you recommend keeping it narrow or is it ok to have a broad age range (we have a broad audience at times for some of our events?)

It's absolutely fine to have a broad age range on your ads, you'll just make your audience bigger.

15. If an Ad has performed well, would you advise extending it or is a new fresh ad better?

I would extend it as Meta has done a lot of the learning already and doesn't have to start from scratch again. However, you can only extend your end date before the campaign has finished, so make sure you do this while it's still running, otherwise you have no choice but to set up a new one. Changing the dates will still push your campaign back into the learning phase, but this should be shorter than the learning phase would be for a brand new ad.

16. Would you recommend using creative hub for making your ads?

It depend if it is useful for you. If you have multiple people working on your campaign creatives then it can be a good tool for collaboration, and there's a range of creative ad formats and templates that you can use. It can also be useful to see how your ads will look in each of the placements and for planning the artwork that you'll need. I recommend playing with it and seeing what it can do.