

MARKETING DIGITAL

Publicidade e Marketing
Aula 12

HOJE NO MENU



**INTRODUÇÃO
AO FACEBOOK**



**O QUE PERMITE
ÀS MARCAS**



**PUBLICIDADE
NA META**

HOJE NO MENU



**INTRODUÇÃO
AO FACEBOOK**



**O QUE PERMITE
ÀS MARCAS**



**PUBLICIDADE
NA META**

HISTÓRIA

2004

É lançado o thefacebook.
Expande-se de Harvard para Stanford, Columbia e Yale.
Surge a Facebook Wall.
Chega a 1 milhão de utilizadores.

2005

Passa para Facebook.
Com 800 universidades, ataca as escolas secundárias.
Facebook Photos.
Chega a 6 milhões.

2006

Fica disponível para o telemóvel.
1ª versão do Facebook API.
Surge a *feed* de notícias.
Qualquer um se pode registar.
Chega a 12 milhões.

2007

Facebook Video.
Facebook Ads e Pages.
Chega a 58 milhões.

HISTÓRIA

2008

Facebook Chat.

Facebook Connect.

Facebook para iPhone.

2009

Surge o botão Like. 

Chega a 360 milhões.

2010

Atinge os 500 milhões.

2011

Chamadas de vídeo.

Timeline.

2012

Compra o Instagram.

Mais de 1 bilhão de utilizadores.

2013

Facebook Home.

2014

Compra WhatsApp e Oculus VR.

1 BILHÃO EM 24 HORAS (2015)



Mark Zuckerberg ✓

August 27 · 🌐

We just passed an important milestone. For the first time ever, one billion people used Facebook in a single day.

On Monday, 1 in 7 people on Earth used Facebook to connect with their friends and family.

When we talk about our financials, we use average numbers, but this is different. This was the first time we reached this milestone, and it's just the beginning of connecting the whole world.

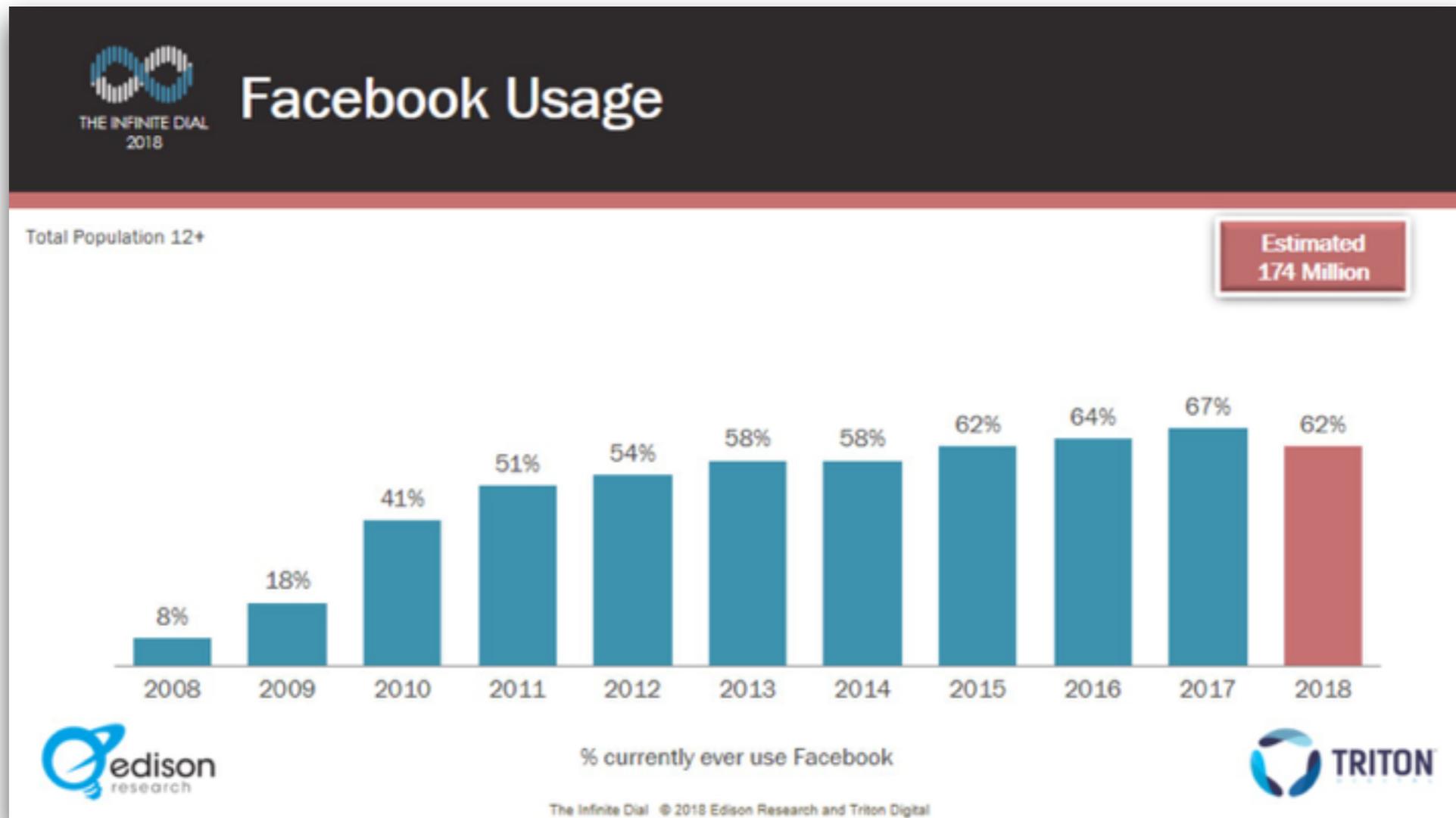
I'm so proud of our community for the progress we've made. Our community stands for giving every person a voice, for promoting understanding and for including everyone in the opportunities of our modern world.

A more open and connected world is a better world. It brings stronger relationships with those you love, a stronger economy with more opportunities, and a stronger society that reflects all of our values.

Thank you for being part of our community and for everything you've done to help us reach this milestone. I'm looking forward to seeing what we accomplish together.

CRISE? (2018)

VÁRIOS ESCÂNDALOS GERARAM
DESCONFIANÇA NA UTILIZAÇÃO DO SERVIÇO



CRISE? (2021)

VÁRIOS ESCÂNDALOS GERARAM DESCONFIANÇA NA UTILIZAÇÃO DO SERVIÇO

533 million Facebook users' phone numbers and personal data have been leaked online

Aaron Holmes Apr 3, 2021, 3:41 PM



TECHNOLOGY

After Data Breach Exposes 530 Million, Facebook Says It Will Not Notify Users

April 9, 2021 · 11:58 PM ET



Tim Cook @tim_cook · Dec 17, 2020

We believe users should have the choice over the data that is being collected about them and how it's used. Facebook can continue to track users across apps and websites as before, App Tracking Transparency in iOS 14 will just require that they ask for your permission first.

Allow "Facebook" to track
your activity across other
companies' apps and
websites?

[Here, in addition to other screens,
Facebook can explain why users
should allow tracking.]

Ask App not to Track

Allow

3.3K

20.8K

113.4K

FACEBOOK HOJE



47% das pessoas que têm idade para ter conta no Facebook... já a têm!

74 mil empregados (Meta, 2025)
+ de 3 bilhões de utilizadores ativos
+ de 2 bilhões acedem diariamente

Países com mais utilizadores

(2025):

Índia (378M)

EUA (193M)

Indonésia (119M)

Brasil (112M)

México (93M)

EM PORTUGAL (6.2M)

FEB
2025

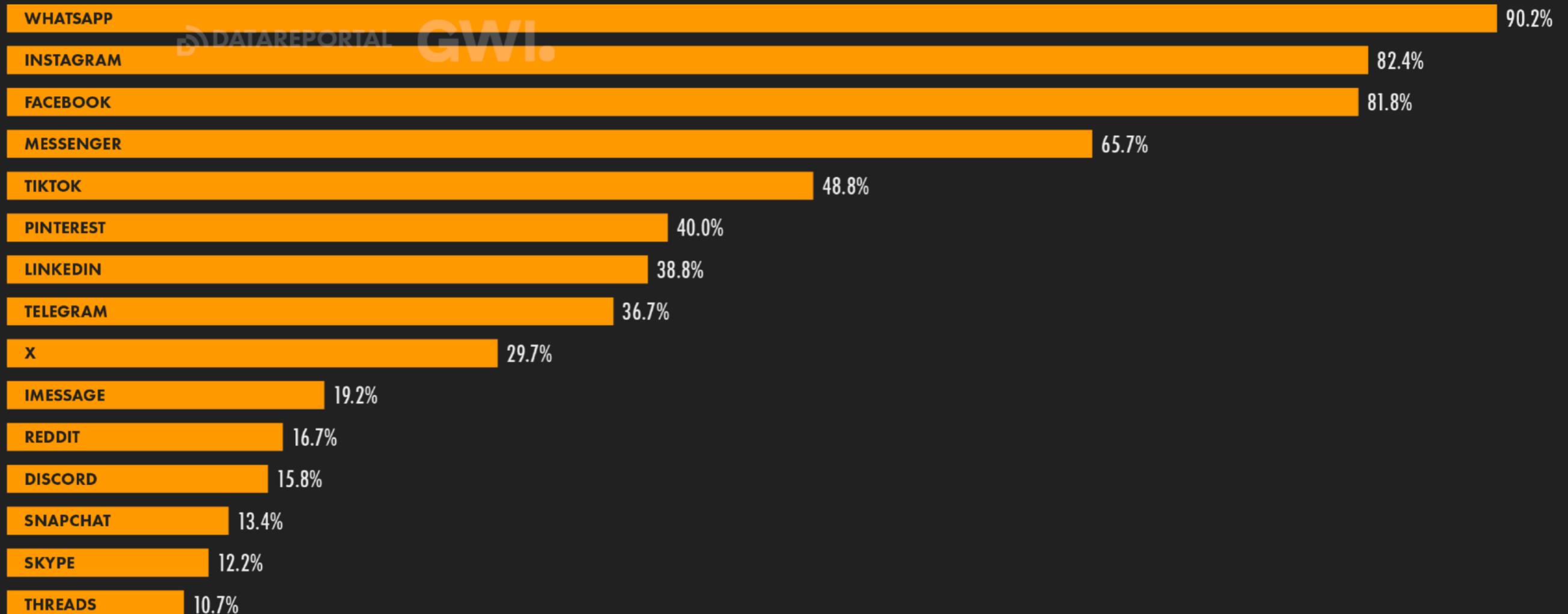
MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



PORTUGAL



EM PORTUGAL (6.2M)

FEB
2025

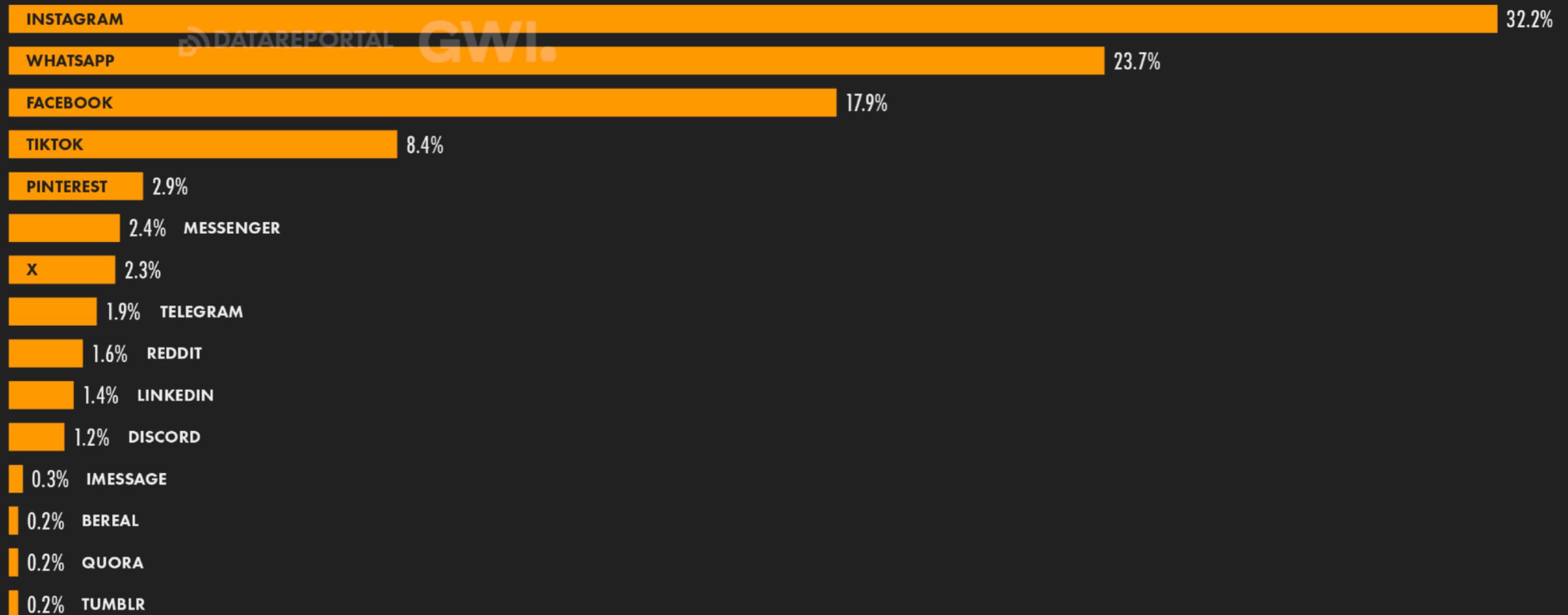
FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

NOTE: YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THIS CHART



PORTUGAL



EM PORTUGAL (6.2M)

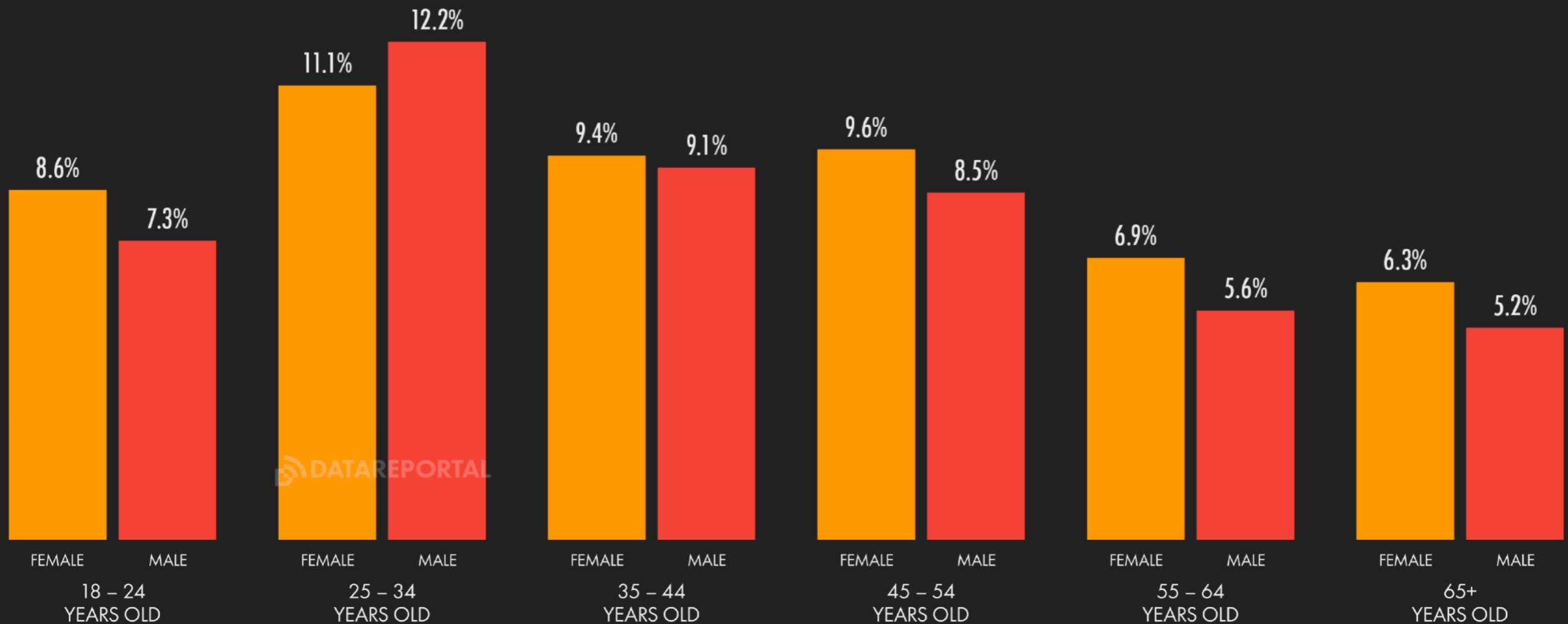
FEB
2025

DEMOGRAPHIC PROFILE: META'S ADULT AUDIENCE

SHARE OF COMBINED, DEDUPLICATED AD REACH FOR USERS AGED 18+ ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER



PORTUGAL

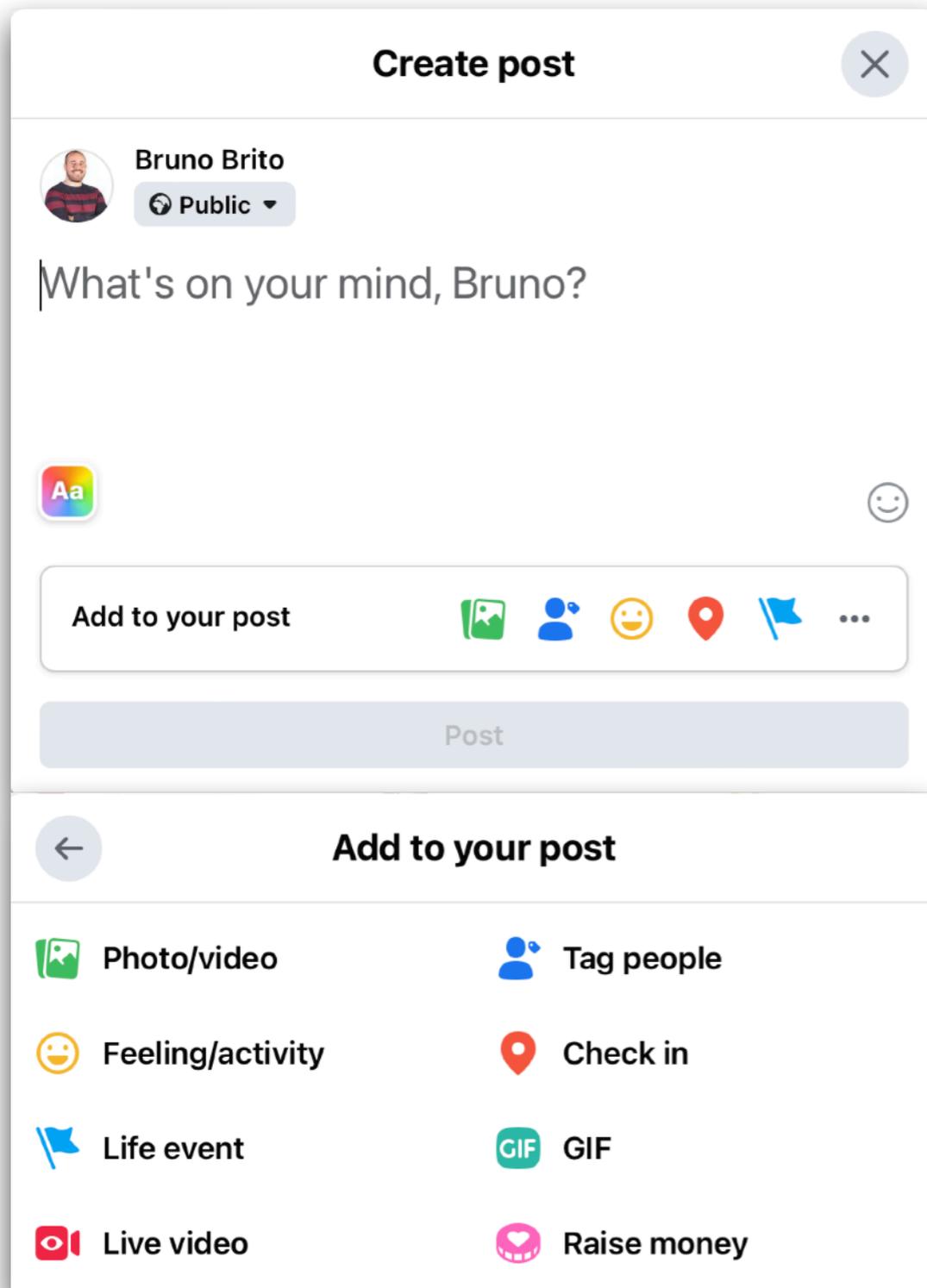


SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).

we
are
social

Meltwater

O QUE PERMITE



E AINDA...

Enviar mensagens privadas
Mencionar pessoas/marcas
Criar e participar em grupos
Criar e participar em eventos
Associar o Facebook a
aplicações/jogos

REACTIONS



Like



Love



Care



Haha



Wow

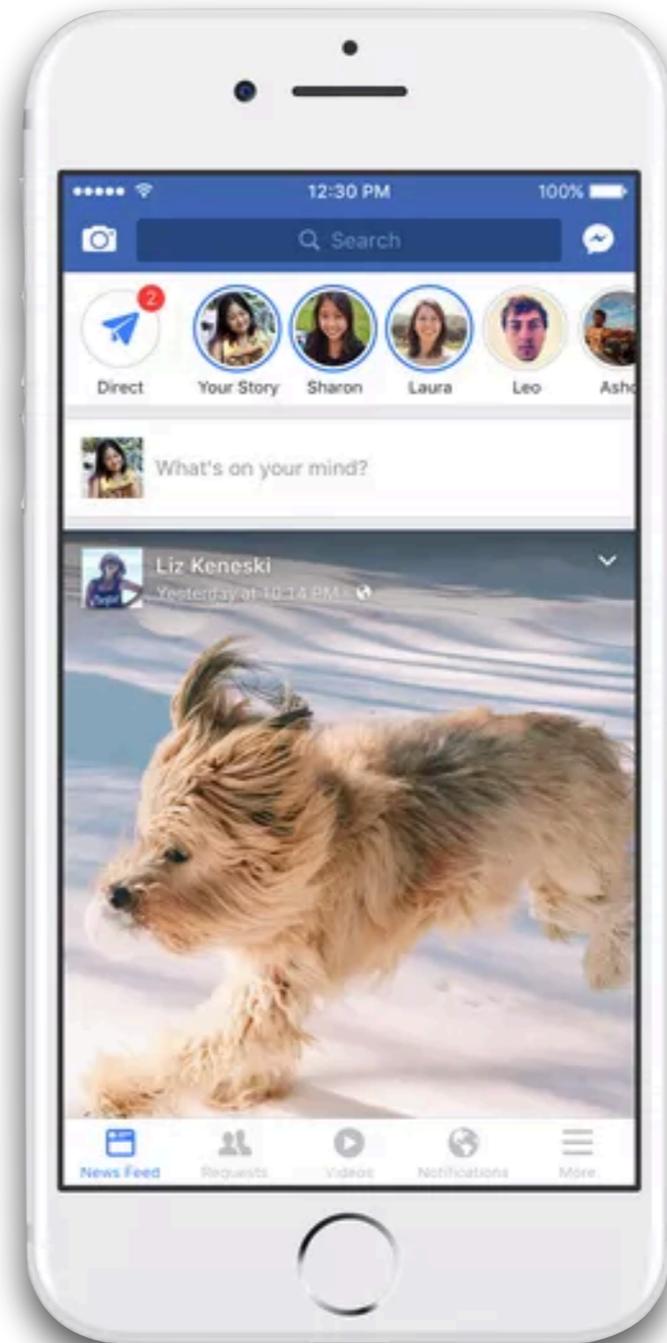
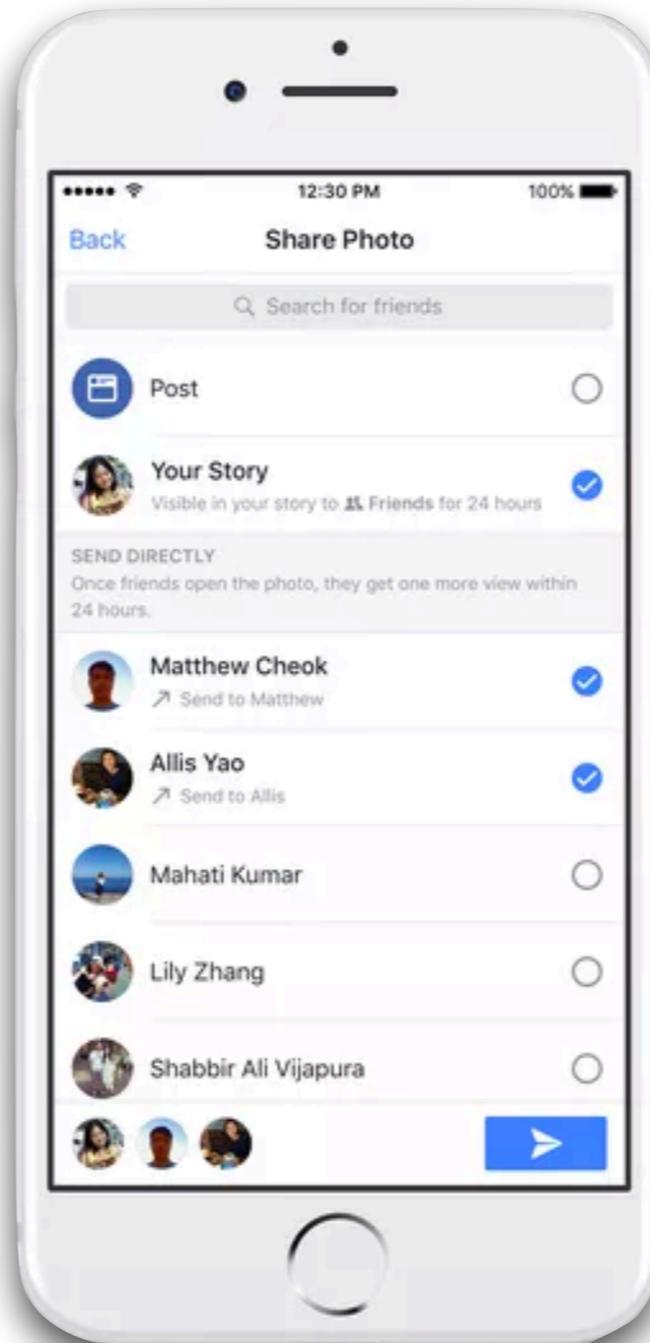
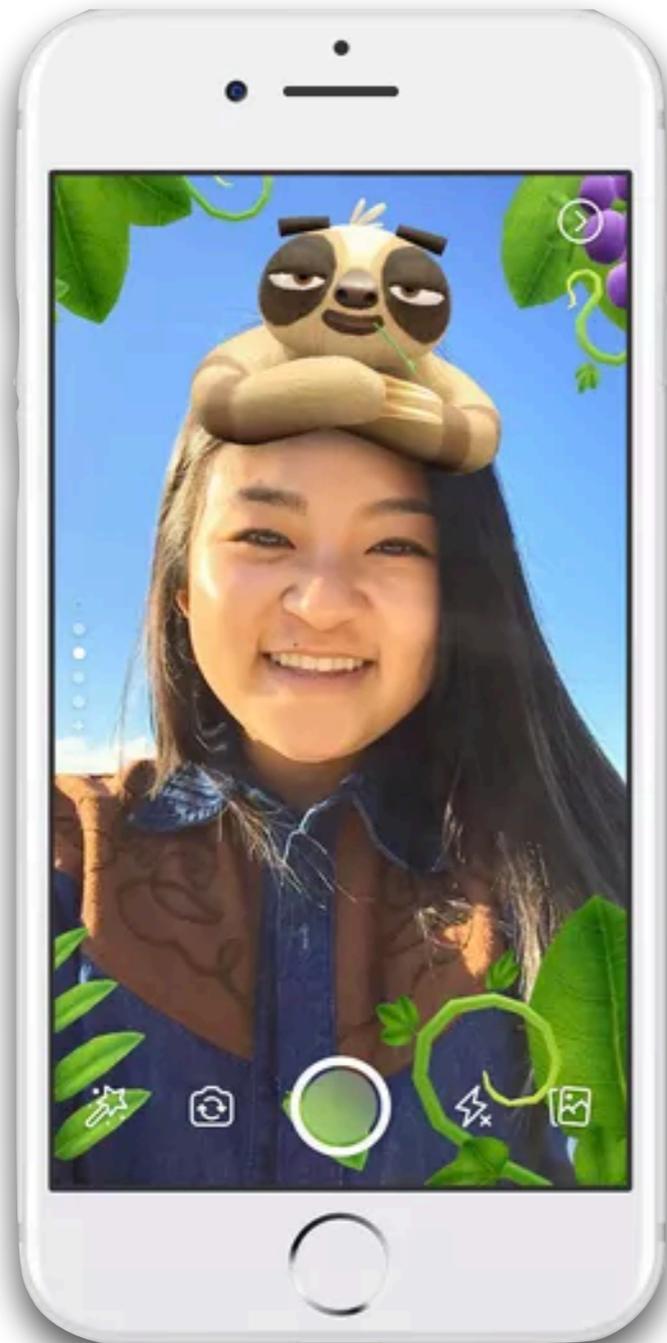


Sad



Angry

STORIES



FORA DA REDE...

Portugueses distinguidos por investigação sobre Alzheimer

23-03-2015 17:55

Investigadores vão desenvolver em laboratório a doença e "usar o modelo para validar os mecanismos da doença e novas terapêuticas".

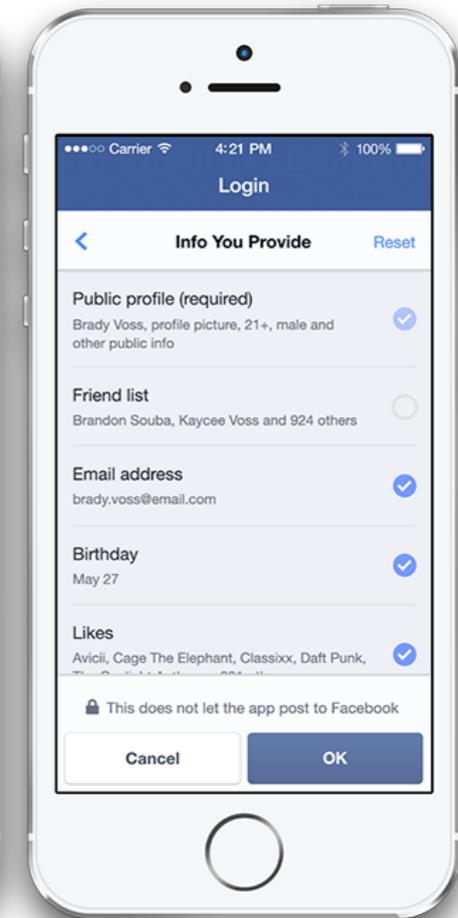
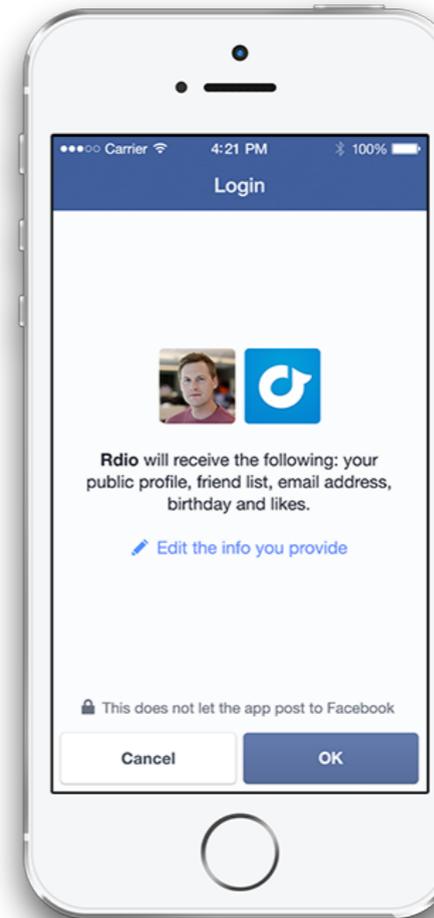
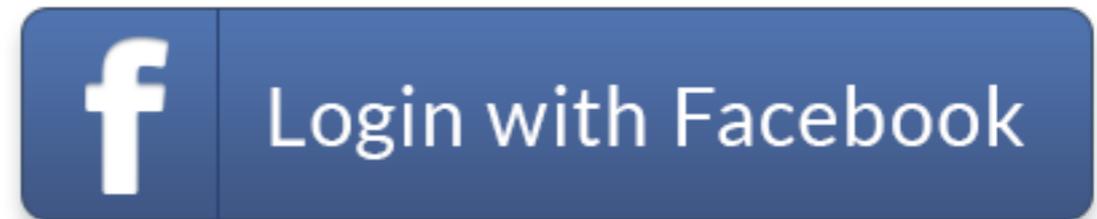
Share 128 Gosto 8 Share 0 +1 0 Tweet 0 Comentar 0

Fonte A+ A-

Cientistas da Universidade Nova de Lisboa (UNL) propõem-se desenvolver em laboratório a doença de Alzheimer, recorrendo a técnicas de reprogramação genética de células

humanas. O projecto foi distinguido com o Prémio de Investigação Santander Totta/UNL.

Cláudia Almeida, investigadora do Centro de Estudos de Doenças Crónicas da Faculdade de Ciências Médicas da UNL e coordenadora da equipa, explicou à agência Lusa que o trabalho visa, numa primeira fase, "transformar neurónios normais" humanos em "neurónios em risco de desenvolver a doença" e "usar o modelo para validar os mecanismos da doença e novas terapêuticas".



HOJE NO MENU



**INTRODUÇÃO
AO FACEBOOK**



**O QUE PERMITE
ÀS MARCAS**



**PUBLICIDADE
NA META**

PERFIL VS PÁGINA VS GRUPO

Perfil	Página	Grupo
Publicidade ✗	Publicidade ✓	Publicidade ✗
Insights ✗	Insights ✓	Menos Insights
Calendarização ✗	Calendarização ✓	Com Código de Conduta
Targeting ✗	Targeting ✓	User Generated Content
Limite de 5.000 amigos (mas sem limite de seguidores)	Mais funcionalidades na criação de conteúdos	Podem ser exclusivos (Públicos, Fechados e Secretos)

PERFIL VS PÁGINA

Create post

Bruno Brito
Public

What's on your mind, Bruno?

Aa

Add to your post

Post

← Add to your post

Photo/video	Tag people
Feeling/activity	Check in
GIF	Live video
Life event	Raise money

WP Wrestling Portugal
Public

What's on your mind?

Aa

Add to your post

Boost post
You'll choose settings after you click Post.

Schedule your post from [Meta Business Suite](#).

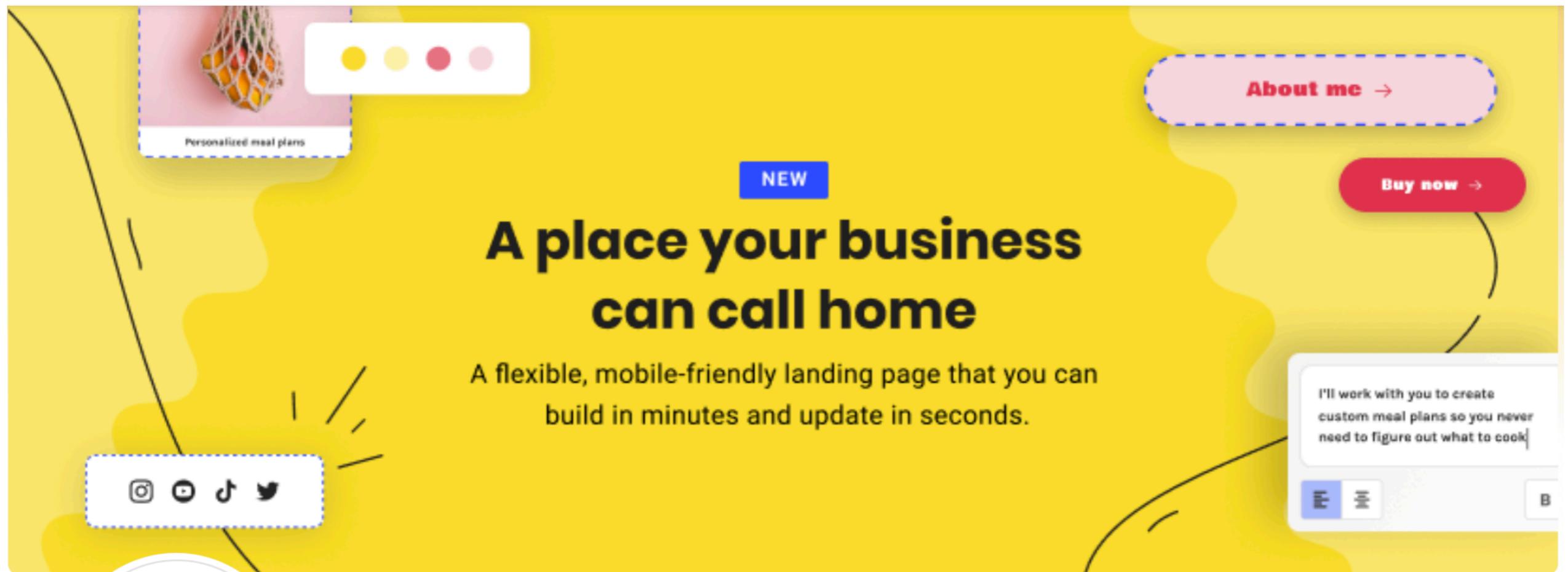
Post

← Add to your post

Photo/video	Live video
Check in	Feeling/activity
GIF	Get messages
Raise money	Get WhatsApp messages
Get calls	

BOTÕES ESPECÍFICOS

PÁGINAS TÊM BOTÕES CALL-TO-ACTION NO CABEÇALHO



Buffer

@bufferapp · ★ 4.1 479 reviews ⓘ · Software

[Sign Up](#)

buffer.com

BOTÕES ESPECÍFICOS

PODES EDITAR O BOTÃO CALL-TO-ACTION

WP Wrestling Portugal
3.7K likes · 3.8K followers

Advertise Manage Edit

Posts About Mentions Reviews Reels Photos More

Intro
Aplauda. Grita. Diverte-te! www.wrestlingportugal.com

Edit bio

Page · Sports Event
Av. D. António Correia de Sá, 13, Queluz, Portugal
+351 962 853 429
wrestlingportugal@gmail.com
wrestlingportugal.com
Promote Website

- + Add to story
- View As
- Edit Action Button**
- Search
- Story archive
- Activity log
- Page and tagging settings
- Invite friends
- Grow your audience
- Start Tour

Action Button

Choose an option
Tell people how to engage with you by customizing the action button at the top of your Page.

Help people support you

- Book Now**
Connect a scheduling tool so people can book appointments
- Sign Up**
Opens a website with a sign-up form
- Start Order**
Opens a website for a restaurant
- View Shop**
Choose where people can find your products
- Get Tickets**
Choose where people can find tickets

Get people to contact you

- Send Message**
Starts chat on Facebook Messenger
- Send WhatsApp Message**
Starts chat through WhatsApp
- Call Now**
Starts a phone call
- Send Email**
Send an email message
- Contact Us**
Opens a website or a contact form

Link to your group or app

- Learn More**
Opens a website

Back Next

DASHBOARD

- WP Wrestling Portugal
Professional dashboard
- Overview
 - Insights
 - Home
 - Your Page
 - Content
 - Audience
 - Grow your audience
 - Ad Center
 - Invite people to connect
 - Your tools
 - Earn achievements for creating reels
 - Inspiration hub
 - Comments manager
 - Events
 - Page access
 - A/B Tests New

Welcome to professional dashboard
Insights, management tools and ad creation - all in one place.

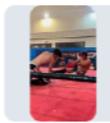
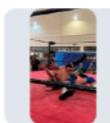
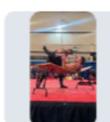


Page Overview [See more insights](#)

Followers: 4,943
Last 28 days

 Post reach i 13,894	 Post Engagement i 859	 New Page likes i 13
--	--	--

Recent content
Last 28 days

	Esta batalha entre primos ficou fora de controlo e tornou-se bastante pessoal. No final, foi Michael Stu a levar a melh... Fri, Mar 29	Post reach 379	Engagement --
	No Fora de Controlo, Bruno "Korvo" Almeida voltou a ser determinante na continuação do reinado de Marcos... Thu, Mar 28	Post reach 409	Engagement --
	Baltazar esteve quase, mas foi Gomes quem venceu o Combate de Mesas no WP Fora de Controlo! Esperavas es... Wed, Mar 27	Post reach 439	Engagement --

[See more](#)

To grow your audience, finish setting up your Page
Adding more details can help more people connect with you.

12 of 13 steps completed

Completed

Establish your Page's identity

1 step left

Provide info and preferences

Link your WhatsApp account
Link your WhatsApp account so people can message your Page over WhatsApp.

[Link WhatsApp](#) [More](#)

DASHBOARD - INSIGHTS

ESTÁTISTICAS DOS TEUS CONTEÚDOS E DA TUA AUDIÊNCIA

Page overview

[Create a post](#)

Last 28 days

Discovery

Post reach	13,894
Post engagement	859
New Page likes	13
New Page Followers	50

Interactions

Reactions	213
Comments	5
Shares	25
Photo views	115
Link clicks	2

Other

Hide all posts	0
Unfollows	0

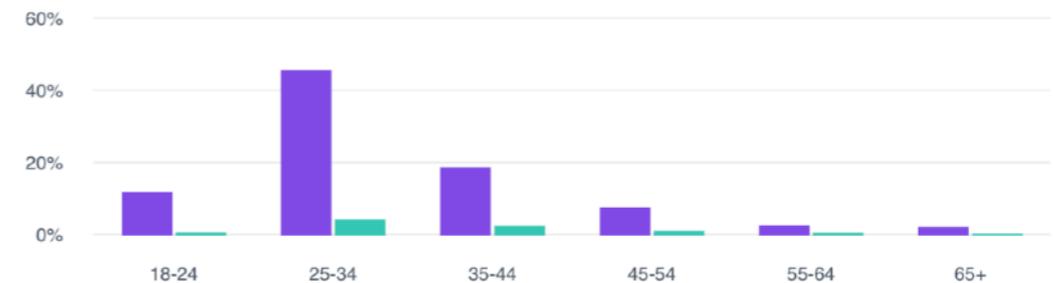
Audience

These values are based on total followers of your Page or profile.

[Create a post](#)

Age and Gender

Men 89.70%
 Women 10.30%



Location

[Cities](#)[Countries](#)

Lisbon, Portugal	421
Cintra, Portugal	163
Amadora, Portugal	89
Porto, Portugal	79
Seixal, Portugal	77
Vila Franca de Xira, Portugal	67
Cascais, Portugal	65
Almada, Portugal	60
Oeiras, Portugal	52
São Paulo, SP, Brazil	51

COMMENTS MANAGER

PARA QUE NÃO PERCAS NENHUM COMENTÁRIO DA COMUNIDADE

The screenshot displays the Facebook Comments Manager interface. At the top, there's a navigation bar with the Facebook logo, a search bar, and navigation icons for home, video, profile, and groups. On the right, there are notification icons for messages (with a '3' badge), notifications, and a profile picture. Below this, the 'Comments Manager' page is shown with a search bar and filter buttons for 'Author' and 'All comments'. The main content area shows '2 Results' with a 'Select All (Up to 100)' button and 'Like' and 'Hide' buttons. Two comments are listed:

-  **Kelly Albino** (Top fan)
Whaaaaaat.... vai ser bombastico
2w Like See translation Hide View thread
-  **Bruno Rainho**
Este ano é que é ehehe
3w Like See translation Hide View thread

EVENTS MANAGER

PARA GERIR EVENTOS E RESPOSTAS (RSVP)

Events

[Create Event](#)📅 Published Events ▾↕ Event Date ▾

Event

🔒 Budget Spent

👤 Reach

★ Responses

🔗 Ticket Clicks

No Upcoming Events

Past Events



SUN, DEC 4, 2022

WP Cara ou Coroa

Avenida Dom António Correia de Sá 13, 2745-243 Sintra, Portugal · Sintra,

--

593

39

--



SUN, MAY 15, 2022

Wrestling Portugal: Rumo ao Futuro

Avenida Dom António Correia de Sá 13, 2745-243 Sintra, Portugal · Sintra,

--

1353

57

--



SUN, JUN 23, 2019

A Última Batalha

Avenida Dom António Correia de Sá 2B · Sintra,

--

--

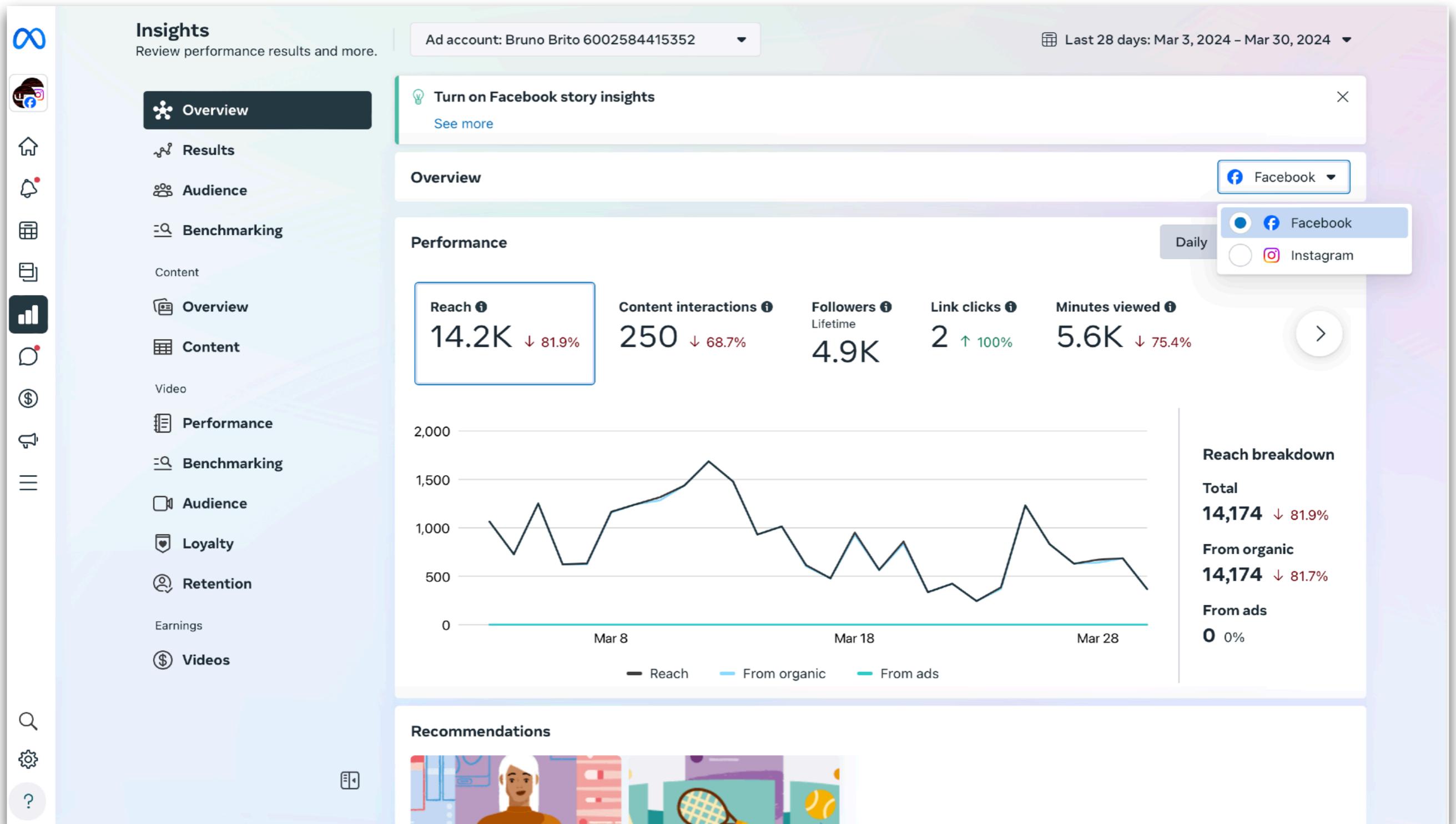
145

--

[Show More](#)

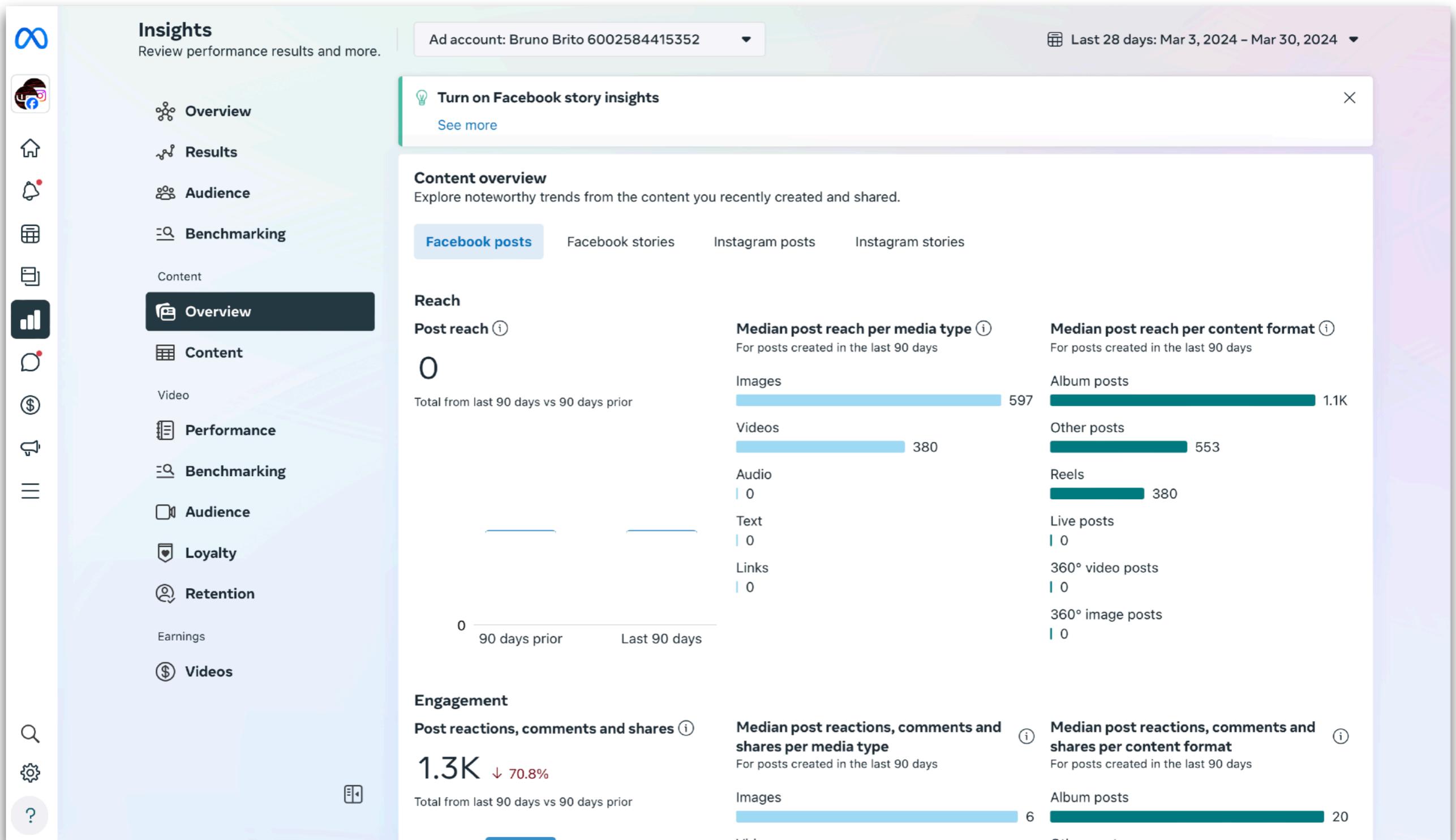
META BUSINESS SUITE

PARA GERIR FACEBOOK E INSTAGRAM



MIETA BUSINESS SUITE

PARA AINDA MAIS INSIGHTS SOBRE OS CONTEÚDOS



MIETA BUSINESS SUITE

PERMITE AGENDAR PUBLICAÇÕES PARA FB E IG

The image displays the Meta Business Suite Planner interface. At the top, the title "Planner" is followed by the subtitle "Plan your marketing calendar by creating, scheduling, and managing your content." On the right side of the header, there are buttons for "Create ad" and "Create post".

The main content area is a calendar grid for "Mar - Apr 2024". The columns represent days from Sunday 24 to Saturday 30. The rows represent different posts. Each post card includes a video thumbnail, a timestamp, and a platform icon (Instagram or Facebook). Some posts show engagement metrics like likes and comments. For example, on Tuesday 26th, a post at 8:16 PM has 176 likes and 2 comments. On Wednesday 27th, a post at 8:11 PM has 95 likes. On Thursday 28th, a post at 6:47 PM has 66 likes and 10 comments. On Friday 29th, a post at 2:53 PM is titled "PORTUGAL Sábado, 74h Centro Shotokai de Queluz".

On the right side of the calendar, there are tabs for "Goals", "Moments", and "Drafts". Under the "Goals" tab, there is a section titled "Goals" with a sub-header "Set a goal, track progress and learn helpful tips for your professional success." Below this is a blue button labeled "Start new goal". There is also a tip: "Start sharing content more regularly to connect with your audience." At the bottom of this sidebar is a "Create post" button.

A vertical navigation bar on the left side of the interface contains various icons for navigation, including a home icon, a notification bell, a calendar icon, a document icon, a speech bubble, a dollar sign, a magnifying glass, and a question mark.

MIETA BUSINESS SUITE

PRÉ-VISUALIZA A TUA PUBLICAÇÃO EM QUALQUER FORMATO

The image displays the Meta Business Suite 'Create post' interface. On the left, the 'Create post' form is visible, featuring a sidebar with navigation icons. The main form includes a 'Post to' dropdown menu set to 'WP Wrestling Portugal and wrestlingportugal'. Below this is the 'Media' section with options to 'Add photo', 'Add video', and 'Use template'. The 'Post details' section has a toggle for 'Customize post for Facebook and Instagram' and a 'Text' input field. At the bottom, 'Scheduling options' include 'Publish now', 'Schedule', and 'Save as draft', along with a 'Boost' toggle and 'Cancel'/'Publish' buttons.

On the right, a 'Facebook Feed preview' shows the post as it would appear on a mobile device. The preview includes the page name 'WP Wrestling Portugal', the time 'Just now', a large image placeholder, and interaction buttons for 'Like', 'Comment', and 'Share'.

MIETA BUSINESS SUITE

ATÉ PODES CRIAR CAMPANHAS A/B

The screenshot displays the 'Create A/B test' interface within the Meta Business Suite. The interface is divided into two main sections: 'Version A' and 'Version B'. Each version has a 'Format' dropdown menu. The 'Version B' dropdown is currently open, showing a list of format options: Reel (marked as 'New'), Video, Image, Link, and Text. To the right of the version cards is a 'Variables' section with a 'None' button. At the bottom right of the interface, there is a 'Next' button. The background shows a sidebar with various navigation icons and a top navigation bar with options like 'Export data', 'Create reel', and 'Create post'.

Create A/B test

Version A

Format

Select a format for this version for this post.

Version B

Format

Select a format for this version for this post.

- Reel **New**
- Video
- Image
- Link
- Aa Text

Variables

None

Next

HOJE NO MENU



**INTRODUÇÃO
AO FACEBOOK**



**O QUE PERMITE
ÀS MARCAS**



**PUBLICIDADE
NA META**

BOOST POST



WP Wrestling Portugal

Published by Instagram · March 26 at 10:54 AM ·

Ontem foi assim! Mais um treino intenso no WP.
Junta-te a nós próximo Sábado!

Post Insights

Total Insights

See more details about your post.

Post Impressions

1,110

Post reach

1,061

Post Engagement

209



Keep boosting to grow your audience.

WP Wrestling Portugal could reach 6 more people for every €14 you spend.

[Learn More about reach estimates](#)

Boost post



[See insights and ads](#)

Boost post

25

1 comment 2 shares

Like

Comment

Share



Write a comment...



Paulo Jorge Semedo

Gostava de experimentar 🤔 🤔

Like Reply Hide 2w

BOOST POST

PODES PAGAR PARA AUMENTAR O ALCANCE DAS PUBLICAÇÕES

Audience

Who should see your ad?

Advantage audience

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details

Location - living in: Portugal: Avenida Dom António Correia de Sá 11A, Sintra (+30 mi) Lisbon District

Age: 18 - 65+

People who match: Interests: Tattoo Lovers, Strength training, PC Magazine, Half marathon, Electronic Gaming Monthly or PlayStation (console)

Advantage Detailed Targeting: On

People you choose through targeting

People who like your Page

People who like your Page and people similar to them

People in your local area

Create new

Duration

Days

7



End date

Apr 19, 2023

Total budget

Estimated 0 - 6 Accounts Center accounts reached per day

€ 14.00 

€1.00



€500.00

FACEBOOK ADS - REQUISITOS



**PERFIL NO
FACEBOOK**



**PÁGINA NO
FACEBOOK**



**CARTÃO DE CRÉDITO,
PAYPAL, MULTIBANCO,
DÉBITO DIRETO**

CRIAÇÃO DE CAMPANHA

Campaigns Bruno Brito (86262940) Updated just now Discard drafts Review and publish (17)

Search and filter

Campaigns

+ Create Edit

Off / On Campaign

Results from 22 campaigns

Attribution setting Results Reach

€5.00 Daily Estimated Ad Recall ...

28-day click ...

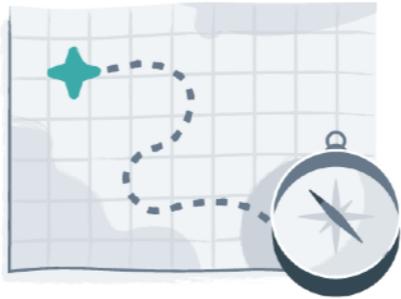
Accounts Cen

Create new campaign New ad set or ad

Auction

Choose a campaign objective

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



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[Learn more about campaign objectives](#) Cancel Continue

SEGMENTAÇÃO

* Locations ⓘ

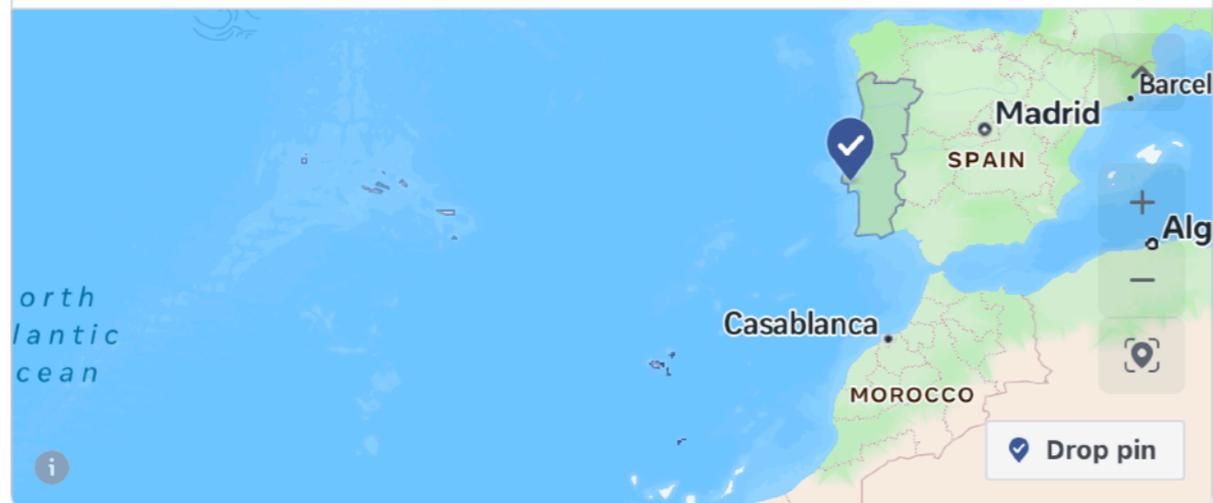
Reach people living in or recently in this location.

Portugal

Portugal

Include Search locations

Browse



Add locations in bulk

Age ⓘ

18

25

Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

Gender ⓘ

All Men Women

Detailed targeting ⓘ

Include people who match ⓘ

Interests > Additional interests

Adidas (apparel)

Add demographics, interests or behaviors

Suggestions Browse

Narrow Audience

Exclude people who match ⓘ

Interests > Additional interests

Nike, Inc. (footwear)

Add demographics, interests or behaviors

Browse

You can exclude people to help refine your intended audience. When you choose to make exclusions, keep in mind that our Advertising Policies prohibit wrongful discrimination. [Learn more.](#)

Advantage detailed targeting ✦

Reach **people** beyond your detailed targeting selections when it's likely to improve performance.

Languages ⓘ

All languages

DIVULGAÇÃO

PLATAFORMAS

Facebook

Instagram

Messenger

Audience Network

PLACEMENTS

Feeds

Stories and Reels

In-Stream ads for videos and reels

Search Results

Messages

(External) Apps and Sites

Platforms

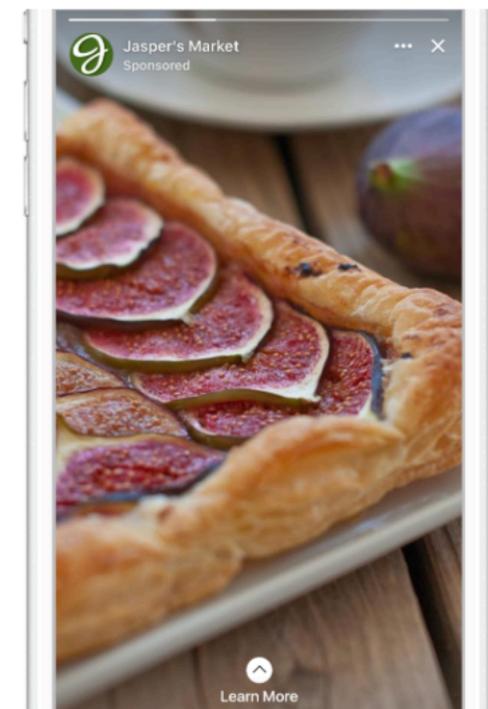
- Facebook
- Instagram
- Audience network
- Messenger

Asset customization ⓘ

18 / 19 placements that support asset customization
[Select all](#)

Placements

- Feeds**
Get high visibility for your business with ads in feeds
- Stories and Reels**
Tell a rich, visual story with immersive, fullscreen vertical ads
- In-stream ads for videos and reels**
Reach people before, during or after they watch a video or reel
- Search results**
Get visibility for your business as people search
- Messages**
Send offers or updates to people who are already connected to your business
- Apps and sites**
Expand your reach with ads on external apps and websites



NEM TODOS SERÃO POSSÍVEIS
(varia consoante o objectivo da campanha)

SEGMENTAÇÃO

À MEDIDA QUE VAIS CONFIGURANDO A CAMPANHA, A DIMENSÃO DA AUDIÊNCIA É AUTOMATICAMENTE (RE)CALCULADA

Audience definition ⓘ

Your audience selection is fairly broad.



Specific Broad

Estimated audience size: 22,200 - 26,200 ⓘ

 Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach ⓘ

12K - 23K



The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

 Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Meta technologies.

AD CREATIVE

Ad creative

2 recommendations

Select the media and text for your ad. You can also customize your media and text for each placement. [Learn more](#)

* Media ⓘ

18 Placements

Edit ▼



Feeds, In-stream ads for videos and reels, Search results

12 Placements



Stories and Reels, Apps and sites

5 Placements



Facebook Search results



Add music

On supported placements, we'll sync your ad with music at no cost to you. For all other placements, no music will be added. [Select music](#)

Primary text (1 of 5) ⓘ

⚡ Not optimized

Pelo menos, é o que os nossos alunos dizem.😊

+ Add text option ▼



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 fullscreen experience. If you don't, they'll be sent to your Facebook Page or Instagram account.

Ad preview

Share ▼

↗ Advanced preview

Facebook Feeds



<https://escs.ipl.pt>

A melhor escola de Marketing do país!

Learn more



Like



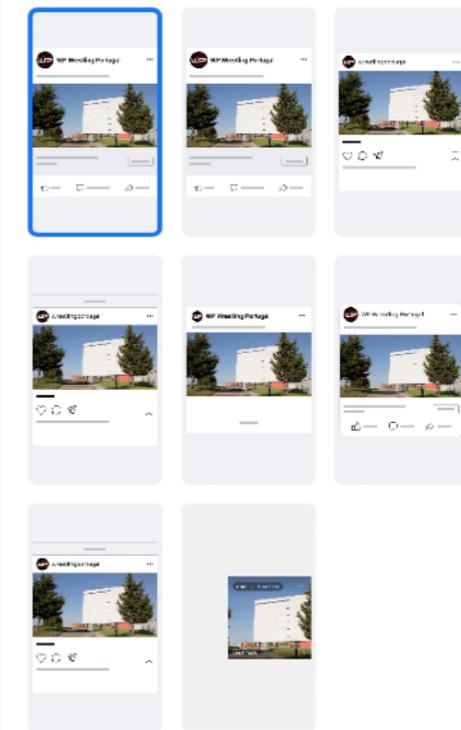
Comment



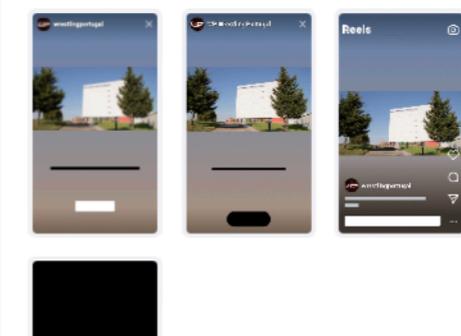
Share

See variations

Feeds

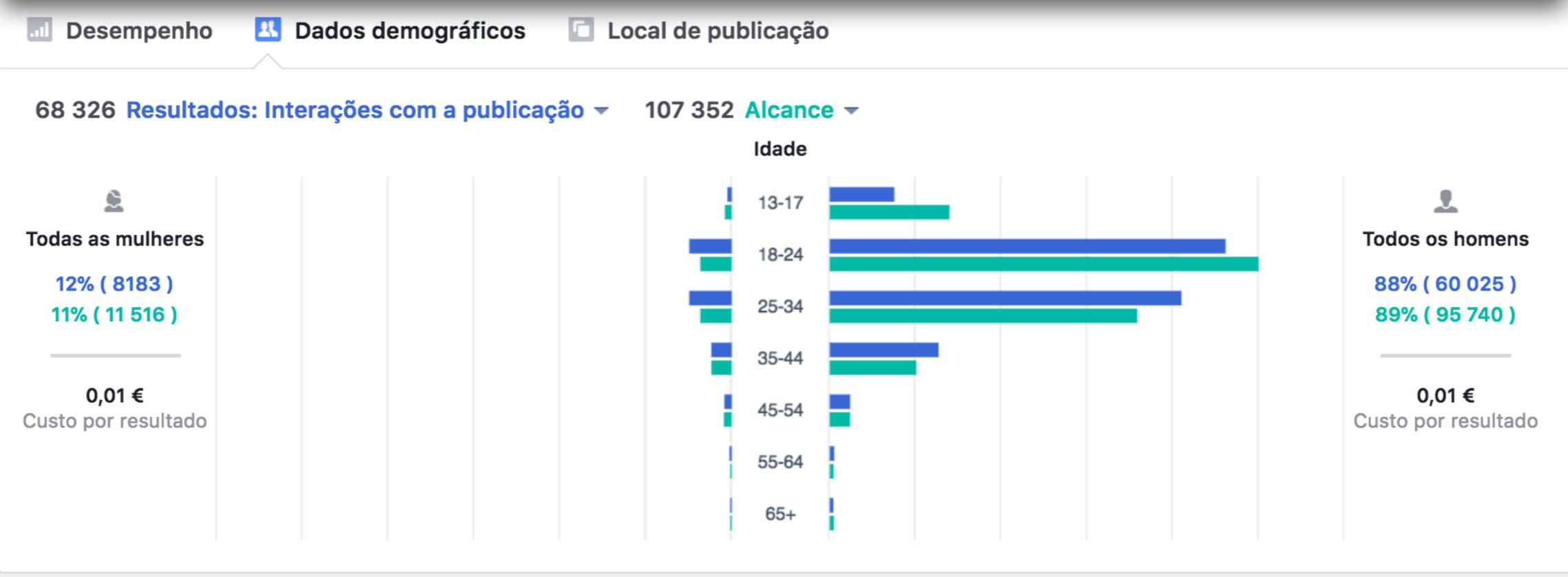


Stories and Reels

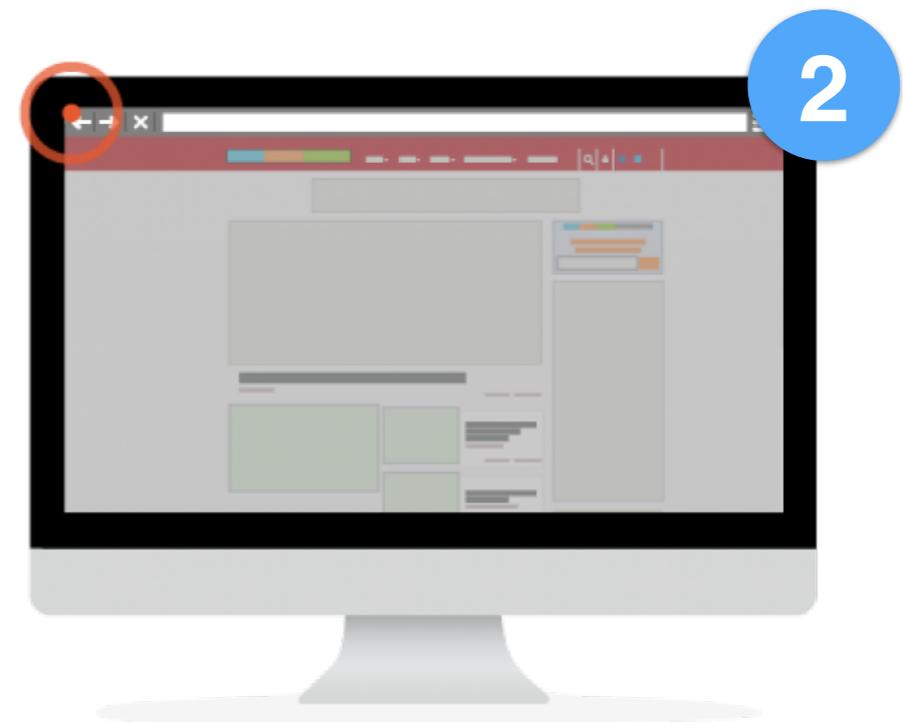
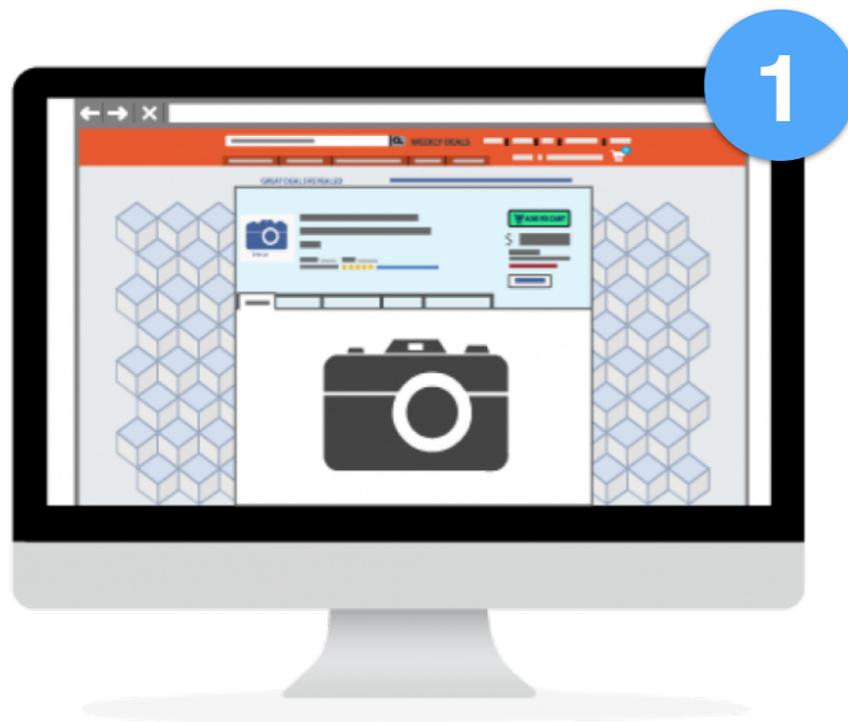


Ad rendering and interaction may vary based on device, format and other factors. ⓘ

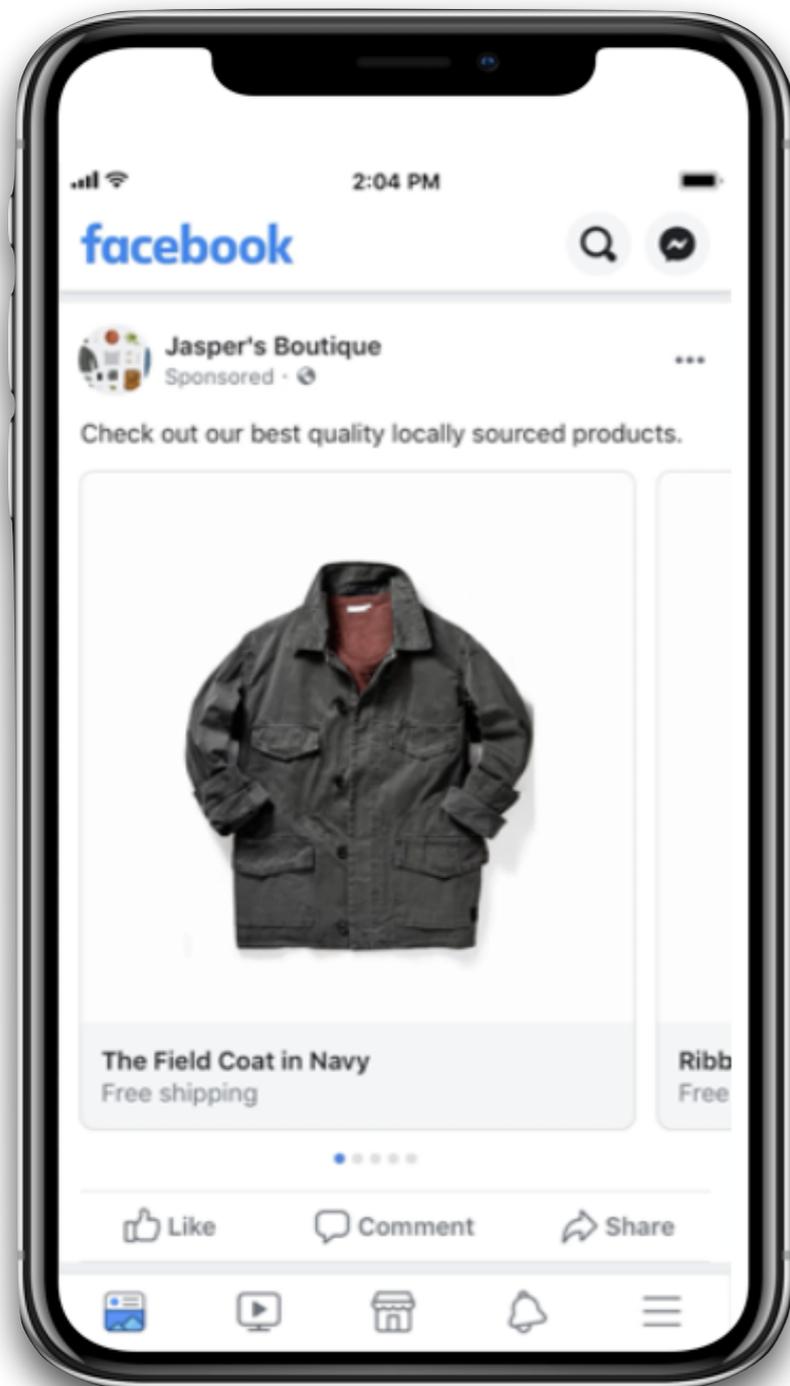
PAINEL DE CONTROLO



RETARGETING



RETARGETING - REQUISITOS



Facebook Pixel (ou **App Events** em *mobile*)

Um pedaço de código que deve ser inserido em cada página que deve ser controlada.

O Pixel regista acções (como visualização de um artigo, ou inserção de 1 artigo no carrinho de compras), adicionando depois esses utilizadores a um grupo (*custom audience*).

CATÁLOGO

Uma lista de artigos que queremos depois exibir em anúncios.

RETARGETING - CENÁRIOS

ARTIGOS VISUALIZADOS

Promover produtos do nosso catálogo que as pessoas visualizaram.

CARRINHO DE COMPRAS ABANDONADO

Promover produtos do nosso catálogo que as pessoas adicionaram ao carrinho, mas não finalizaram a compra.

CROSS-SELL

Promover outros produtos do catálogo, relacionados com os produtos previamente visualizados.

UPSELL

Promover um produto mais dispendioso/upgrade do catálogo, relacionado com os produtos previamente visualizados.

FACEBOOK ADS - VANTAGENS

- 1** **É UM DOS SITES MAIS POPULARES DA INTERNET, COMUNIDADE ATIVA**
- 2** O facto das marcas terem páginas próprias permite continuar a desenvolver a relação
- 3** **FACEBOOK OFERECE GRANDE CAPACIDADE DE PERSONALIZAÇÃO NOS ANÚNCIOS**
- 4** Anunciar no Facebook poderá ser mais barato do que noutras plataformas
- 5** **ANÚNCIOS SÃO MAIS VISUAIS DO QUE EM MUITAS OUTRAS PLATAFORMAS**

ALGUMAS DICAS



EXPERIMENTAR UMA COISA DE CADA VEZ (SEGMENTAÇÃO E TIPO DE ANÚNCIO)

Criar campanhas muito específicas para cada segmento, para entender qual funciona melhor.

PROMOVER CONTEÚDO “OPT-IN”

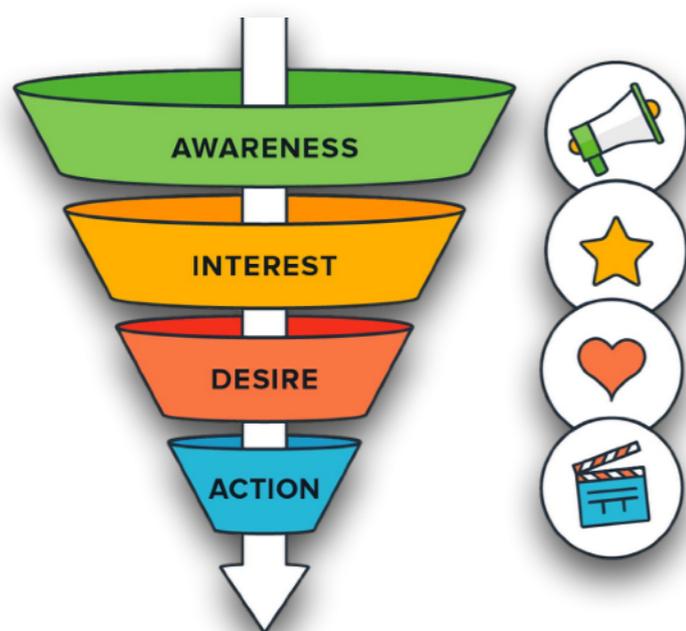
Persuadir os visitantes a agir (ex: dar o e-mail)

ENCARAR ESTE TRÁFEGO COMO TOPO DO FUNIL

A intenção de compra no Facebook não é muito acentuada.

TESTAR 4/5 IMAGENS DIFERENTES

Especialmente num regime de CPM é importante entender que imagens têm melhor prestação.





**COMO É QUE EU SEI
SE VALEU A PENNA?**

EXERCÍCIO



Reach: 100k
Frequency: 1.5
Impressions: 150k

6500 cliques
4000 acções
CTR = 4.33%

2000 cliques
1500 acções
CTR = 1.33%

**PRECISO DE
MAIS
INFORMAÇÃO!**



EXERCÍCIO

ANÚNCIO 1

6500 cliques
4000 acções
CTR = 4.33%

CPM: €9.50
CPC: €0.22
Total Gasto: €1425

ANÚNCIO 2

2000 cliques
1500 acções
CTR = 1.33%

CPM: €3.00
CPC: €0.23
Total Gasto: €450

**PRECISO DE
MAIS
INFORMAÇÃO!**



EXERCÍCIO



ANÚNCIO
1

6500 cliques
4000 acções
CTR = 4.33%

CPM: €9.50
CPC: €0.22

Total Gasto: €1425

CPA(d): €0.36



ANÚNCIO
2

2000 cliques
1500 acções
CTR = 1.33%

CPM: €3.00
CPC: €0.23

Total Gasto: €450

CPA(d): €0.30

NÃO ESQUECER O OBJETIVO



A ACÇÃO DESEJADA!

Uma compra?

Uma visita no site?

Um *like* numa página?

Um RSVP a um evento?

O visionamento de um vídeo?

Uma instalação de uma aplicação?

SUCESSO = nr de acções desejadas face ao total gasto

DÚVIDAS?

