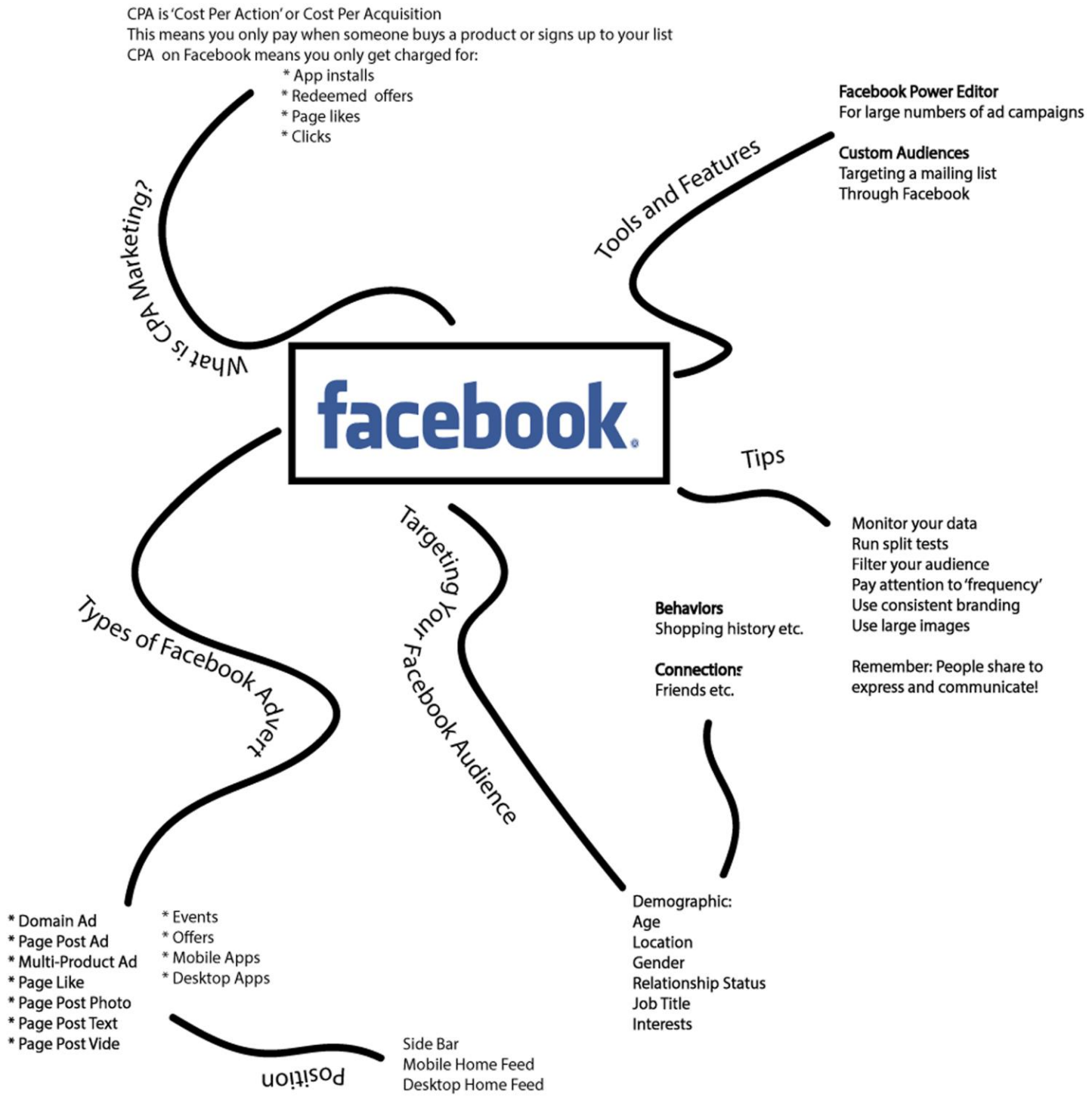
CPA is 'Cost Per Action' or Cost Per Acquisition
This means you only pay when someone buys a product or signs up to your list
CPA on Facebook means you only get charged for:
* App installs
* Redeemed offers
* Page likes
* Clicks
What is CPA Marketing?
Tools and Features
Facebook Power Editor
For large numbers of ad campaigns
Custom Audiences
Targeting a mailing list
Through Facebook
facebook
Tips
Monitor your data
Run split tests
Filter your audience
Pay attention to 'frequency'
Use consistent branding
Use large images
Remember: People share to express and communicate!
Targeting Your Facebook Audience
Behaviors
Shopping history etc.
Connections
Friends etc.
Types of Facebook Advert
* Domain Ad
* Page Post Ad
* Multi-Product Ad
* Page Like
* Page Post Photo
* Page Post Text
* Page Post Vide
* Events
* Offers
* Mobile Apps
* Desktop Apps
Demographic:
Age
Location
Gender
Relationship Status
Job Title
Interests
Position
Side Bar
Mobile Home Feed
Desktop Home Feed