



Marketing with Facebook Ads Micro-credentials

Submission Guidelines & Evaluation Criteria

Part 1. Overview Questions (Provides Context)

Briefly describe the process you used to create your first real, running ad

Passing: Provided a clear description of the process for creating and monitoring ads and the specific details included in the creation process.

To guide you here are a couple of things to think about:

| Question | Answer |
|---|--------|
| What was your campaign objective? Which FB campaign objective did you choose? | |
| Who did you determine was your audience? | |
| What budget did you decide on? | |
| What type of ad did you create? Video? Single photo? Slide show? | |
| How did you get information on how the ad was performing and how much you were spending each day? | |

Part 2. Work Examples/Artifacts/Evidence

Please submit a document that includes screenshots of 2-3 ads that you ran along with additional artifacts (screenshots, links, etc.) and a written analysis that demonstrates the campaign objective, the target audience, budget and ad tracking information. See the rubric below for specific requirements.

| Components | Activity | Evidence |
|-------------|---|---|
| Ads | Provided a screenshot of 2-3 ads of different types (images, video, carousel, etc.). | |
| Ad Analysis | A written Analysis provided evidence of the defined objective of the campaign for 2-3 ads, including both the type of campaign (reach, brand awareness) and the specific goal for the campaign (e.g., get 100 attendees | <i>Try to show us through describing your ad, what the campaign objective is. Don't just tell us what that is, try to show how you created an ad that tried to target that objective. Also, talk a bit about your goals for the campaign and if you met them or not? Did you want a</i> |

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| | for an event). | <i>certain number of clicks on your Learn More button? If so, how many did you get? And what do you think about that? How did you, or might you, change the ad to better target your objective?</i> |
| | A written analysis provided evidence of the target audience for 2-3 ads, including the reasoning behind how the organization/business benefits. | <i>Try to show us through describing your ad, who the target audience is. Don't just tell us what that is, try to show how you created an ad that tried to target that audience. Then, again, looking at your Insights Tab, did you reach that audience?.</i> |
| | A written analysis provided evidence of the defined budget for 2-3 ads, including the reasoning behind that budget (i.e., lifetime, daily). | <i>Discuss the budget you decided on and why you decided on it. This can be as simple as I only wanted to use half my credits the first time to see how things went. Any other reasoning is ok as well.</i> |

Part 3. Reflection

(200-word limit for each response)

Please reflect on what you learned through the process.

1. Reflect on your ad using the follow strategies for good ads:
 - Make it visual: Is your ad visual?
 - Make it relevant: Is your ad relevant
 - Give them a value proposition: How is your product or service different from any other? Why should the viewer click on your ad?
 - Give it a clear call to action: Is your call to action clear?
2. What type of response did your ad receive? What improvements could still be made to your ad?

Passing: Reflections clearly indicate the strategies used to create an ad and clearly explains the outcomes of the ad. The reflections are supported by specific examples.

| Question | Answer |
|---|--------|
| Reflect on your ad using the follow strategies for good ads: | |
| Make it visual: Is your ad visual? | |
| Make it relevant: Is your ad relevant | |
| Give them a value proposition: How is your product or service different from any other? Why should the viewer click on your ad? | |
| Give it a clear call to action: Is your call to action clear? | |
| What type of response did your ad receive? What improvements could still be made to your ad? | |

