

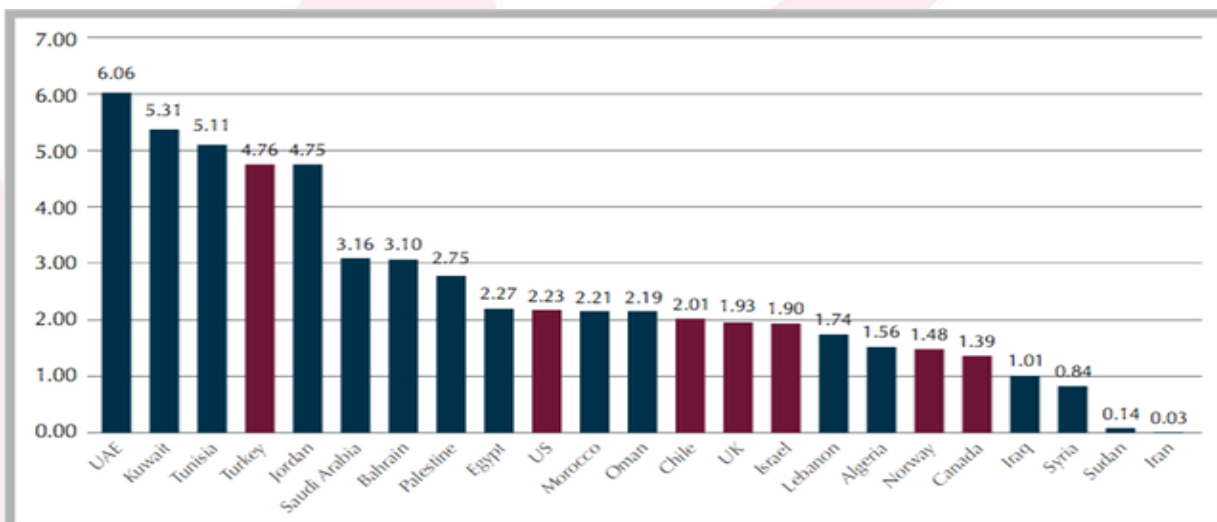
## Facebook Advertising Proposal

### Why to advertise using Facebook

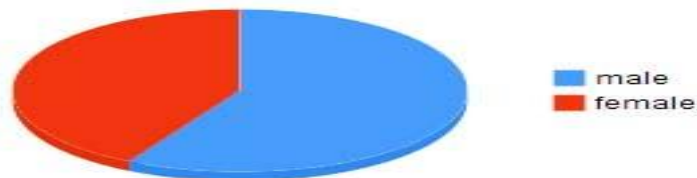
Social Media and Facebook becomes now one of the most effective ways in advertising in the world wide, especially in Jordan

2.24 Million Facebook accounts in Jordan only, 58% of them are males, 42% females, and ages between 13 years old to 65 years old.

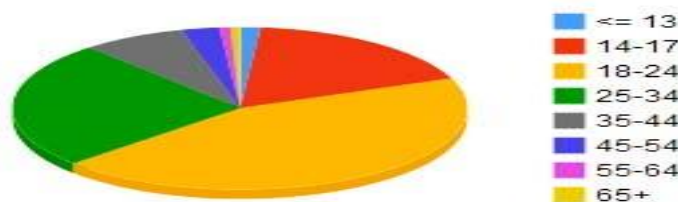
39% of those users , use social media applications such as Facebook & Twitter using their Smart Phones , 42% using Computers , 19% Using Tablets .



Jordan Male / Female



Jordan Age Distribution



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We divided working in way of advertising to three sections

- Page Creation
- Advertising
- Administration and Management

- Page Creation:

It can be build from scratch and create it from Zero and build it to be a ready page, or by rebuilding it if it's already built to be ready for promotion

Creating and building a page may take many sides, especially for official businesses and investors, it's not about inserting its information in the about section, it is about inserting them well in official way, and taking a specific theme , using the correct language , etc

Inserting information to page in the correct way will increase the possibilities to view your page in Graph Search using facebook

We do all designs by expert designers, to introduce the page in a clear, significant theme, for the cover photo, profile picture, all posts.

Linking your page to your twitter account which makes it easier for users to follow you and be in touch with you in all cases

Showing your address in visual way using Google Map with a short description about that place and how to reach it.

Any Tab will be needed for your business type will be created also to help clients and customers reaching you , such as ( Book Now Tab – Menu Tab – Slide Show Tab – Welcome Tab – Like Force Tab – Poll Tab – Questioner Tab – Contact Us Tab – etc )

If your business requires photos and showing your products in clear way, we do photography and designing and editing by best photographers.

Finally we make it official, clear, responsive, interacting, social for your customers and clients.

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- Advertising:

Now after creating your page, or let it be ready for promotion, we will focus in getting you more likes, and we do it in the correct way

We believe that each click in your page as a Like click, should be by someone really interested in clicking this like, and interested in your business or product, so we focus in targeted facebook advertising

So we target in our campaign exactly those who would like to like your page, as we all know that Facebook allow you to choose a specific target for your Ad, according to their location, age, gender, Languages, Relationship status, education, even their interests, so we won't show your Ad out of your area of interest.

We work it in Optimize Click / Optimize Impression / Sponsored Story / Promoting Post by using Facebook real advertisement process

We don't Recommend Facebook Advertising in (**Impressions**) way because its stand for showing your AD only without having any guarantee that they will see it, Facebook will show your AD, but the user may NOT see it and it will be counted as an impression, also in this way you can't guarantee continuity that in the END of your campaign, impressions will be stop and those who didn't like your page will forget about it

Advertising per (**Click**) it might be better than impressions because it will guarantee forcing users to click on the page and see its contents but it also doesn't guarantee likes which doesn't have continuity in advertising, this type of advertising is good only for specific campaigns which need to focus in period of time or specific event like Sales or Limited promotions

Keep in mind that you are not the only one who advertise in Facebook, and the allowed showing area for ADS is only SIX ADS, so you will get less chance to view your AD in those two types unless you are increasing the budget of your AD regarding Impression or click

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- Administration and Management:

Now after getting your page ready, well built, has needed information, promoted and having Fans who are interested in your product, we will work in managing it.

Posting in the correct time, that we can use the page insight to get the best for your fans to check your posts, we schedule professional posts on time, well designed and written posts, interact with comments whatever it is (agreeing, disagreeing, criticized, thankful, etc)

Controlling bad behavior from foreign, hiding the un-ethical comments, answering questions, replying and informing their requests, thanking and appreciating their praises, replaying messages and wall posts.

We do all **designs** needed to get you a specific and unique Theme for your page in addition to designs related to specific events or occasions

We do the needed **photo shooting** if your product needs it by a professional photographer

We do it 24/7 and we keep our eyes in the page to never miss a mistake, by a team of managers.

Our team is divided in positions such as

(Admin – Advertiser – Content creator – Moderator – Insight Analyzer) each of them has his/her job as we describe before

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- Guide for your Advertisement

Facebook Ads can be viewed in three ways for the (Text & Image & Page Likes)

- News Feed Post
- Right Side Ads
- Mobile News Feed

So if you are doing the design of your AD you have to follow the following sizes to get the best compatible area to advertise in

## Image Posts Promote

### ▼ News Feed desktop

- **Image aspect ratio:** Up to 1:1 at a max height of 394 px (depends on specs of uploaded image)
- **Image specs in ad:** Up to 470x394px (will scale if width exceeds 470px or height exceeds 394px)
- **Image specs if multi-photo story:**  
All multi-photo stories will honor the orientation of the first photo in the series. see additional specs for multi photo stories.



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## ▼ News Feed mobile

- **Recommended Text:** 110 characters, remainder truncated. The cut off is at 3 lines if there is unusual spacing
- **Image aspect ratio:** up to 1:1 at tallest (depending on the specs of the uploaded image)
- **Image specs in ad:** up to 618x618 px (this will scale to fit longest edge at 618px)



## ▼ Right side of Facebook

- **Recommended Text:** 90 characters, remainder truncated
- **Image aspect ratio:** up to 1:1 at tallest (depending on the specs of the uploaded image)
- **Image specs in ad:** up to 120x120 px (this will scale to fit longest edge at 120px)



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## Text Posts Promote

### ▼ News Feed desktop

- **Text:** 500 characters, remainder truncated



### ▼ News Feed mobile

- **Text:** 500 characters, remainder truncated



### ▼ Right side of Facebook

- **Text:** 90 characters, remainder truncated



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## Page Like Promote

### ▼ News Feed mobile

- **Title:** 25 characters max
  - The title won't display in News Feed when the image is larger than 600x225 px.
- **Recommended text:** 500 characters, remainder is truncated (cut off at about 2.5 lines if there's unusual spacing)
- **Page details** (pulled from the Page):
  - **Page category:** Up to 1 line, depending on the length of the Page name
- **Image aspect ratio:** 2.7:1
- **Image specs in ad:** 560x210 px
  - If the image is smaller than 560x210 px px, then the ad will render with a smaller 200x144 px image



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## ▼ Right side of Facebook

- **Title:** 25 characters max
- **Recommended text:** 90 characters, remainder is truncated
- **Image aspect ratio:** 1.39:1
- **Image specs in ad:** 100x72 px



## ▼ News Feed desktop

- **Title:** 25 characters max
  - The title won't display in News Feed when the image is larger than 600x225 px.
- **Recommended text:** 110 characters max, remainder is truncated. It will be cut off at about 2.5 lines if there's unusual spacing
- **Page details** (pulled from the Page):
  - **Page category:** Up to 1 line, depending on the length of the Page name
- **Image aspect ratio:** 2.7:1
- **Image specs in ad:** 470x174px
  - If the image is smaller than 470x174px, then the ad will render with a smaller 100x72px image



For more information about other type of posts & its sizes visit the following link

<https://www.facebook.com/help/1434192923502057>

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