

PROPOSAL FOR FACEBOOK ADVERTISEMENT

Sponsored

Create an Ad

SpanishClubNepal



Join this club for Conversation, Spanish Workshop, Movies, Gastronomic Corner, Competition & Contests. More info at altavista.com.np

Learn Spanish @Alta-Vista



Learn Spanish Language from the first exclusive Spanish Language School in Nepal. Alta Vista does what they are best at, "TEACH SPANISH"

Like · Manoz Basnet likes this.

Your Ad Title Here

YOUR
AD
PHOTO
HERE

Your ad details goes here.....

Join Air Hostess Training



The Flying Institute (TFI) offers AIR-HOSTESS Training with Experienced Instructors, Affordable Fees & Full Assistance in Placements.

FAVORITES

News Feed

- Messages 1
- Events 1

GROUPS

- Ace institute of man... 5
- Kathmandu Donbosco Unites
- Eureka Management
- Royal Sherpa Motorcycle Club
- Create Group...

APPS

- Photos
- Apps and Games 10

PAGES

- Greenepal.org 1

MORE ▾



There are 1,396,800 facebook users in Nepal as of March 8, 2012

Why Facebook Advertisements?

Facebook is the most used social networking sites in the world with its millions of users from all over the world. Nepal currently has 1,380,860 Facebook users (as of March 5, 2012), which is more than the total publication of Newspapers in Nepal put together. Newspaper Ads, TV Ads, Radio Ads, Magazine ads are losing its importance due to the increased digital advertisement. Facebook has become an integral part of everyone's life and it is within the reach of people from every age group, country, and profession and so on. Hence, Facebook has become one of the most effective platforms to market a particular service or product as its users keep a good note of everything that appears in it whereas they all might not be aware of the latest updates in other sources of information like Newspaper / Magazine / TV or Radio.

5 Reasons to choose Facebook Advertisements

1. Facebook Advertisements are More Affordable

Newspaper Ads, TV commercials, Radio Jingles are becoming less suitable for people who want to promote or sell their products with limited budget. They are only for those who can risk making huge promotional expenditure without any certainty of expected outcome. So, why pay more when you can have similar or better results through Facebook? You can put your desired advertisement in Facebook just by paying as low as \$1 USD per day which is virtually impossible to do in all the existing Medias that we have.

2. Facebook Advertisements are More Convenient

Having advertisement in print media or in radio/TV is not only expensive but also their policies are too inflexible, providing you with little or no right to alter after you have signed up and paid for an approved ad. It doesn't allow you to monitor, amend or abort the advertisement if you're not content with it at some point. Whereas, Facebook ads give you better control and liberty to choose! It is extremely simple to track the progress of the Advertisement. You can edit your advertisement whenever you want, change the look of the advertisement; increase/decrease the budget of the advertisement and stop it whenever you wish for.

3. Facebook Advertisements are More Reachable

We all might not read every newspaper everyday or care to see every advertisement thoroughly. Neither do we see every channel on TV, listen to the all FM stations or go through every magazine. Therefore, there are greater chances of most of the ads going unnoticed. However, everybody, everyday use the same Facebook every time and thus receives better attention from its users.

4. Facebook Advertisements are More Focused

The long-established way to advertise doesn't allow you to separate your targeted group from the rest. These ads are pricier as they are believed to reach all, other than the prospective customers as well. Whereas Facebook provides you with the complete freedom and control to choose your customers based on age group, demographics, interest, profession, work place etc. This means that your advertisement is reaching more effectively to the targeted customers making every penny of your investment valuable.

5. Facebook Advertisements Record Statistics

There is absolutely no means to track down the exact number of people who saw, read and heard your ad in the existing advertising methods. So, it isn't possible to calculate your investment on the basis of your ad viewed, read or heard. Now, with Facebook advertisement, you will know the exact number of times the ad was displayed, clicked and viewed. You also get to know your daily expenditure from a weekly advertisement report. The statistics is sent to you every week and can be easily accessed whenever you would like to review them. Therefore, you can make further consideration based on these weekly statistics.

How much does Facebook Advertisement Cost?

Facebook Advertisement can easily fit into the budget as the cost can be as low as \$1 USD per day. There are two types of Facebook Ads CPC (Cost Per Click) and CPM (Cost Per Impression).

CPC (Cost Per Click)

You will be charged only when somebody clicks your ad. Once your daily budget is met, your ad will no longer be displayed. We will bid for the best price per click on your ad.

For Example,

Bid Price = USD 0.02

Daily Budget = USD 2

The ad will continue to be displayed unless there is 100 clicks a day. Therefore, 100 clicks will cost you \$2 USD.

CPM (Cost Per Impression)

You are charged for the ads that are displayed on the Facebook Pages of thousand users. Once your daily budget is met your ad will no longer appear. CPM will have a bid for 1000 impressions.

For Example,

Bid Price = USD 0.05 (for 1000 impressions)

Daily Budget = USD 2

1000 impressions will cost you USD 0.05. For your Daily Budget of \$2 USD, there will be at least 40,000 impressions a day.

Set Up Cost

A one time set up cost of NPR 2000/- will be charged that covers designing, account linking and setting up the targeted customers.

Monthly Maintenance Cost

There is a nominal fee of NPR 1000/- for the monthly maintenance. This fee includes four weekly reports and one monthly summary of the ad campaign.

NOTE: Since, facebook advertisement is a prepaid service, upfront payment has to be made to the ad manager for the specified period.

How does Facebook Advertisement work?

Once Facebook Ad is set up for you, it is ready for publishing. Your advertisement will be designed in such a way that when it is clicked, the viewer will be linked with the destination URL; like a facebook page, a blog or a website that provides detailed information of your product or service. You can select your Facebook ads' target group as per Demographics, Gender, Education, Interests, Relationships etc.

Facebook advertisement payment is set up for you by the ad manager. The account that pays for your ad is pre-linked with the facebook account. Therefore, every payment has to be settled prior to publishing the ad.

Facebook posts the ad in the users' page on a random basis that falls into the pre-defined target group. Therefore, a careful definition of the target group is crucial for your ad. The user may be repeated as per his/her usage frequency.

Samples of Facebook Ads

Learn Spanish @Alta-Vista



Learn Spanish Language from the first exclusive Spanish Language School in Nepal. Alta Vista does what they are best at, "TEACH SPANISH"


www.altavista.com.np

Targeting

This ad targets 1,062,260 users:

- who live in Nepal
- between the ages of 18 and 38 inclusive
- who speak English (UK), English (Pirate), English (Upside Down) or English (US)
- who are not already connected to Spanish Language School Nepal or SpanishClubNepal

Join Air Hostess Training



The Flying Institute (TFI) offers AIR HOSTESS Training with Experienced Instructors, Affordable Fees & Full Assistance in Placements.

01- 44 44 195

This ad targets 52,380 users:

Join Air Hostess Training

This ad targets users:

- who live in Nepal
- between the ages of 18 and 23 inclusive
- who are female
- who are single, engaged or in a relationship

Who to contact?

Ad Manager

Jackson Subedi

Contact Number

977-9841207166

Email Address

facebook@jackson.com.np

Website

<http://www.jackson.com.np>