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HOW TO CREATE AN ADVERTISEMENT ON FACEBOOK: PRACTICAL SKILLS

Advertising on social networks is a huge area of marketing activities. One of the major benefits of advertising on social networks is that advertisers can take advantage of the users' demographic information, interests and political views and target their ads appropriately. The creation of advertisements on social networks is rather easy and simple. Take Facebook as an example. There are several steps how to create an advertisement on Facebook.

Getting to the advertisers. You need to find out how to get to the advertisers at Facebook. If you are a member of Facebook you can find them there. Just scroll to the bottom of your page and click on "Advertising". As soon as you have done that, you will arrive at a new page where you will have to click on "Create an Advert".

Typing the URL, writing the title and the body text. It's time to type the destination URL (the address of a World Wide Web page), the one you want people to visit. This is your landing page, where hundreds or thousands of people will come during your marketing campaign. After you have typed the URL, you need to write the title and the body text of your advertisement. They should be impressive and clear at the same time, because that is not in your interest to have people which click on your ad if they are not interested; it will only cost you money and you will get nothing in return. You can also include an image in your advertisement. The text you write in the body of your advertisement will be visible just below the image.

Filtering the audience. You need to tell Facebook what kind of people you want to show your ad to. You need to filter your target audience. You could show your advertisement to every member of Facebook, but that would include people below the age of 18, people from all over the world, people that hardly understand the language of your ad. Instead, you could show your ads to people only in a certain country, or with certain interests, married or with certain political views.

Pricing and scheduling. It's time to decide how much money you are willing to spend per click and how much money you can spend a day. You will get an estimate (means setting an amount) from Facebook, and then you should decide

whether you will accept that estimate or not. You can pay per click or you can pay per view, it's all up to you. Also you define the time during which your ad is being promoted.

Reviewing the advert. And finally make review of your ad. Check the accuracy of your advertisement, audience, advert name, pricing and duration of the ad.

When you have made your advertisement, don't forget to test and analyse it.

Testing. You can and should create multiple ad versions. Once you create an ad you will have the ability to create similar ads and run those as well. Facebook does need to approve your ad so make sure you have done everything in the right way.

Analyzing. After creating and launching your advertising campaign try to collect information about clicking on your banner. If you are not followed by potential consumers, probably you should ask for help to make your next advertisements more successful and profitable.

It's not so hard to create an effective advertisement on a social network. As you can see creating an ad on Facebook you have got lots of opportunities to get advantages from Facebook advertising policy and structure. You can use a target principle in the creation of your ads. It helps to cut your costs when you build and launch your advertisement.