



e-Sim

ADVERTISING TUTORIAL

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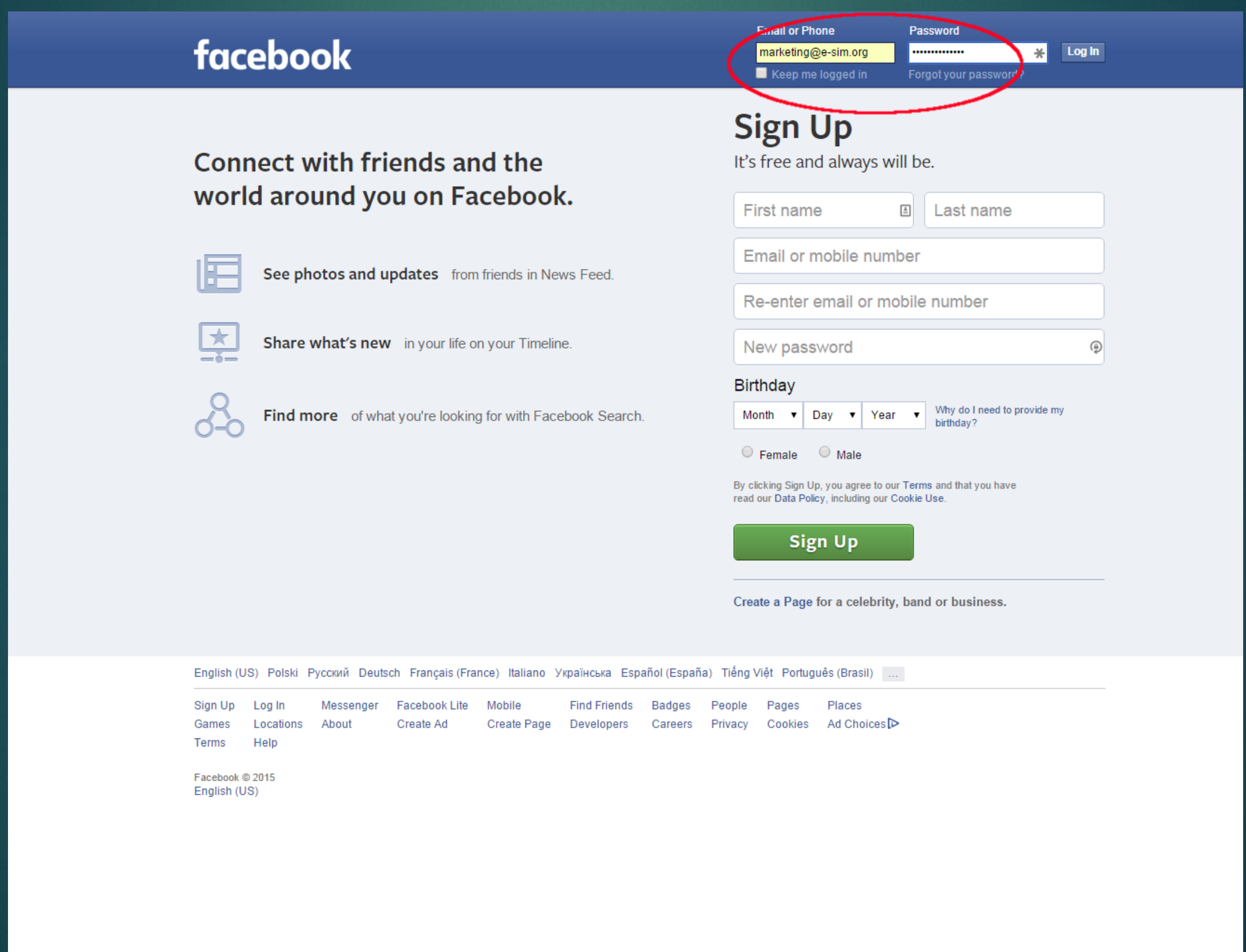
- ▶ Login to Facebook
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1/6 Creating a facebook fanpage

Log in to your Facebook account



facebook

Email or Phone: marketing@e-sim.org
Password: [masked] * Log In
 Keep me logged in Forgot your password?

Sign Up

It's free and always will be.

First name [] Last name []
Email or mobile number []
Re-enter email or mobile number []
New password [] []
Birthday: Month [] Day [] Year [] Why do I need to provide my birthday?
 Female Male

By clicking Sign Up, you agree to our Terms and that you have read our Data Policy, including our Cookie Use.

Sign Up

Create a Page for a celebrity, band or business.

English (US) Polski Русский Deutsch Français (France) Italiano Українська Español (España) Tiếng Việt Português (Brasil) ...

Sign Up Log In Messenger Facebook Lite Mobile Find Friends Badges People Pages Places
Games Locations About Create Ad Create Page Developers Careers Privacy Cookies Ad Choices [D]
Terms Help

Facebook © 2015
English (US)

2/6 Creating a facebook fanpage

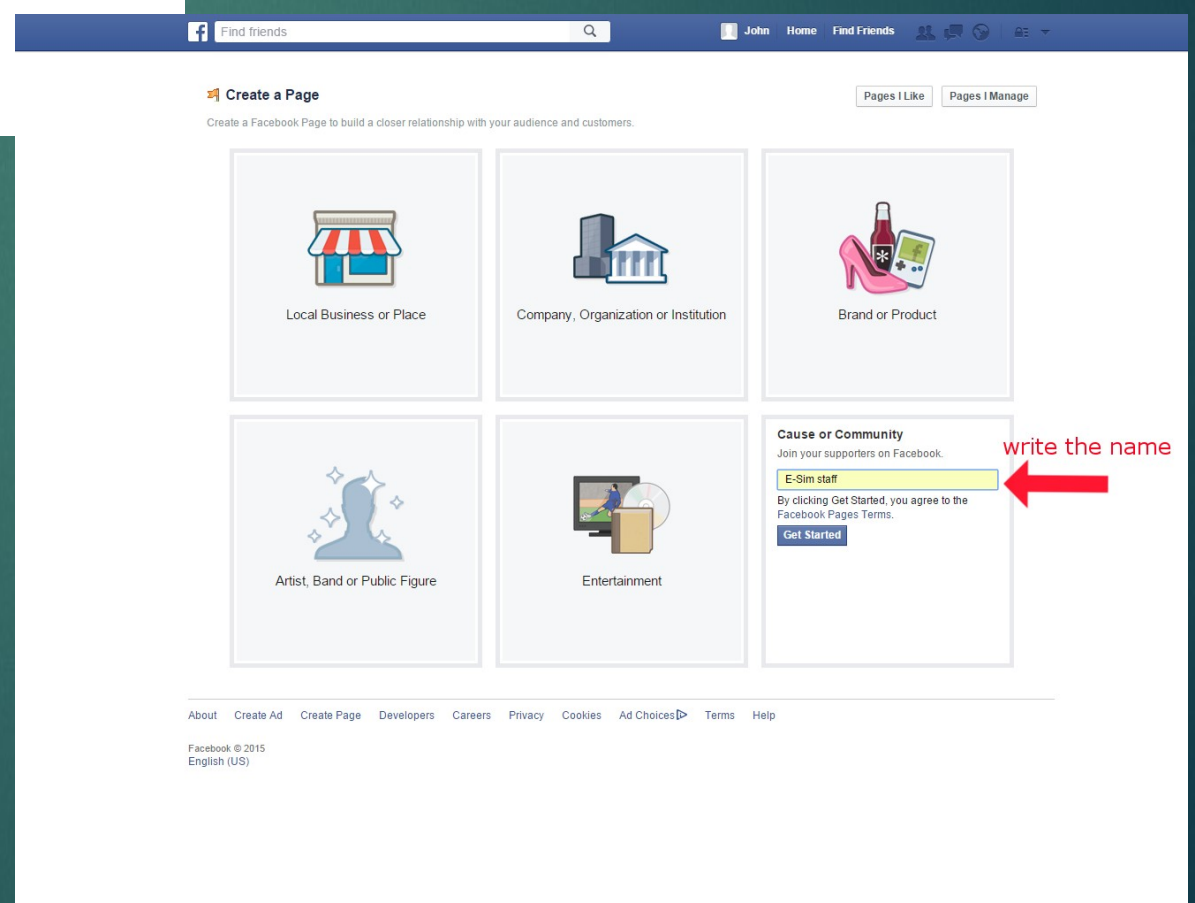
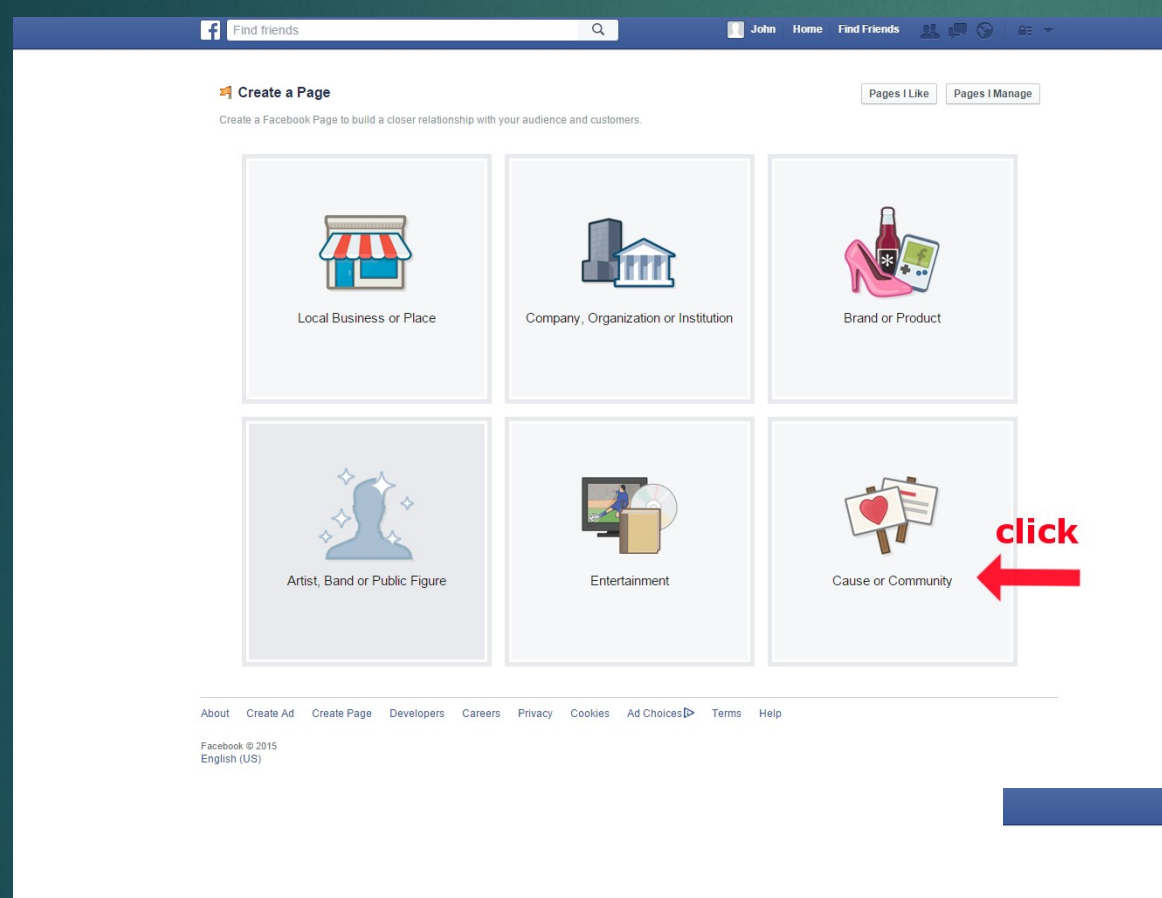
Click „Create Page” on the left panel

The screenshot displays the Facebook user interface. At the top, there is a navigation bar with the Facebook logo, a search bar, and user information. The main content area is divided into three columns. The left column contains a sidebar with various navigation options: 'John Bob', 'Edit Profile', 'FAVORITES' (Welcome, News Feed, Messages, Events, E-Sim staff), 'APPS' (Games, On This Day, Find Friends, Photos, Suggest Edits, Pokes, Saved, Fundraisers), 'PAGES' (Create Page, Create Ad, Pages Feed, Like Pages), 'GROUPS' (Create Group), and 'EVENTS' (Create Event). A red arrow points to the 'Create Page' option. The middle column shows a status update form with the text 'What's on your mind?' and a 'Post' button. Below this, a large grey box contains the text 'No posts to show' and a 'Find Friends' button. The right column features 'YOUR PAGES' (E-Sim staff), a 'Choose a Facebook Web Address' section, 'Recent Posts' (E-Sim staff updated their cover photo and profile picture), 'SUGGESTED PAGES' (Ewa Chodakowska), and a 'TELL US WHAT YOU THINK' feedback section.

Click create page

3/6 Creating a facebook fanpage

Choose the type of page you'd like to create. If you want to create a fanpage related to games or just about e-Sim we suggest you choosing „**Cause or Community**” or „**Brand or Product**”. In a next step **write the name of your fanpage.**



Choose type of page & name

4/6 Creating a facebook fanpage

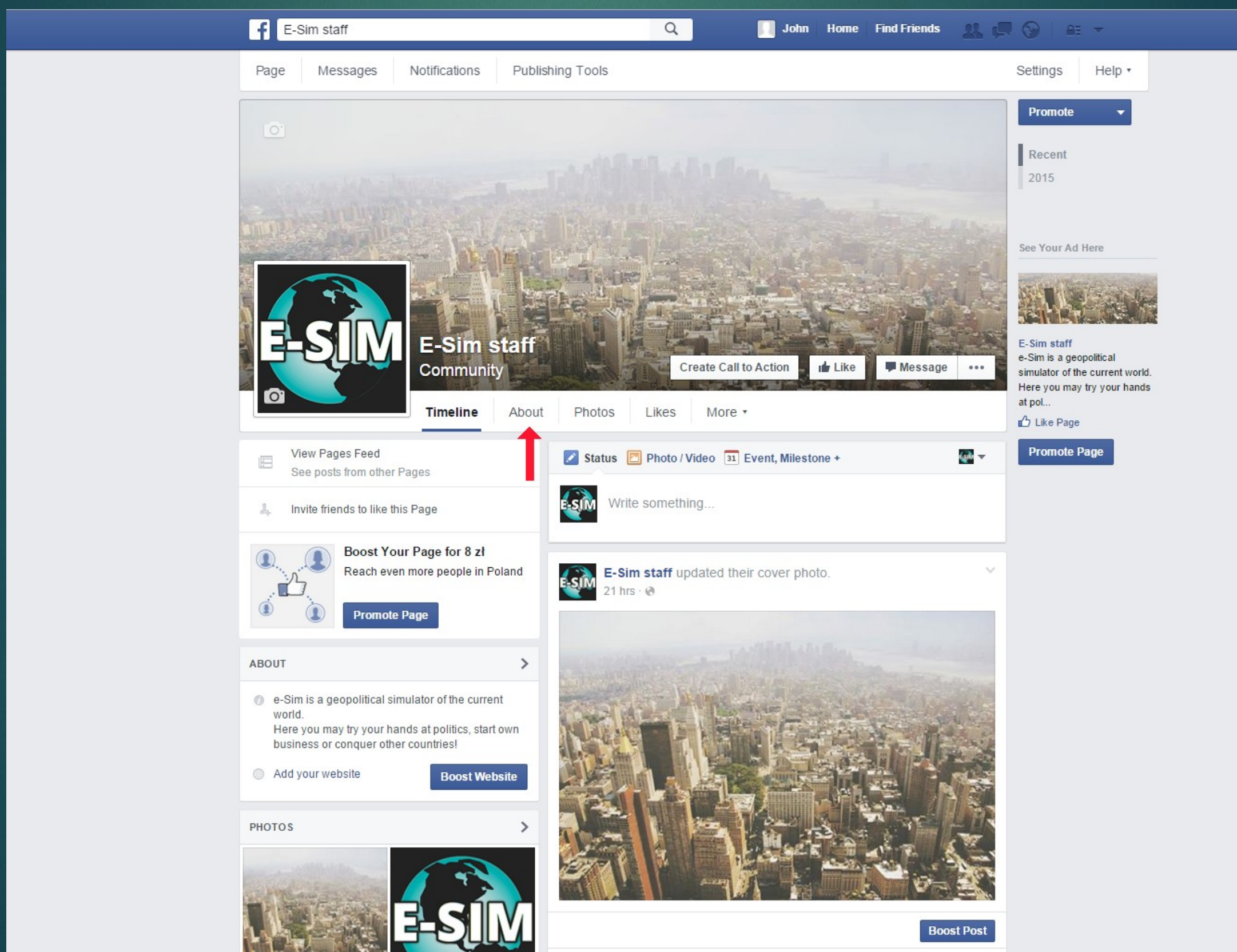
It's time to write some details about your fanpage and upload a profile picture. „**Preferred page audience**” is not needed.

The screenshot shows the Facebook page creation process for 'E-Sim staff'. The progress bar at the top indicates three steps: 1. About, 2. Profile Picture, and 3. Preferred Page Audience. The 'Preferred Page Audience' step is currently active and highlighted in red. Below the progress bar, a tip suggests adding a description and website to improve search ranking. A text input field contains the following text: 'e-Sim is a geopolitical simulator of the current world. Here you may try your hands at politics, start own business or conquer other countries!'. Below this, a website URL 'http://primera.e-sim.org/lan.518379/' is entered. At the bottom of the form, there are 'Skip' and 'Save Info' buttons. A red arrow points to the 'Save Info' button with the label '2. Save'. Another red arrow points to the text input field with the label '1. Add some information'. The footer of the page includes links for 'About', 'Create Ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Ad Choices', 'Terms', and 'Help', along with the text 'Facebook © 2015 English (US)'.

Write the details

5/6 Creating a facebook fanpage

Your fanpage is ready! If you want to edit current information or add something more just go to **„About”** section.



The screenshot shows the Facebook interface for the 'E-Sim staff' page. The page features a cover photo of a city skyline and a profile picture with the 'E-SIM' logo. The navigation tabs at the top include 'Page', 'Messages', 'Notifications', 'Publishing Tools', 'Settings', and 'Help'. The main content area shows the 'Timeline' tab selected, with a red arrow pointing to the 'About' tab. The 'About' section is visible on the left, containing information about the page and a 'Boost Website' button. The right sidebar includes a 'Promote' dropdown, a 'Recent' section for 2015, and a 'See Your Ad Here' section with a small image and text describing the page's purpose as a geopolitical simulator.

Fill in „About” section

6/6 Creating a facebook fanpage

Now you can invite friends, write news& updates and add some pictures or videos. Inspiration (what to post) you can find on [e-Sim Official Fanpage.](#)

The screenshot shows the Facebook interface for the 'E-Sim staff' fanpage. The page features a cover photo of a city skyline and a profile picture with the 'E-SIM' logo. A post is being created with the text: 'Hello! Welcome on my new page. I want to present you a free strategic browser game: e-Sim!'. A map image is being added to the post. Red arrows point to the text input area (labeled '1. write something'), the photo upload area (labeled '2. add pics'), and the 'Publish' button (labeled '3. Publish'). The page also includes navigation tabs like 'Page', 'Messages', and 'Notifications', and a sidebar with 'Promote' and 'Recent' options.

Post on your fanpage

1/18 Making ads on Facebook

The first thing you'll have to do is setup your billing information. To do it, visit this site:

<https://www.facebook.com/ads/manager/billing>,
and click on „Add Payment Method”.

Account: John Bob

Billing Summary

Current Balance: 210.00

Next Bill: 11:59pm PST

Payment Methods

Add Payment Method

Edit Payment Methods

Account Spending Limit

Control How Much You Spend

Set your account spending limit for this account. Once you reach your limit, you'll be notified. You can set a limit that's higher or lower than the limit you set.

Set Account Spending Limit

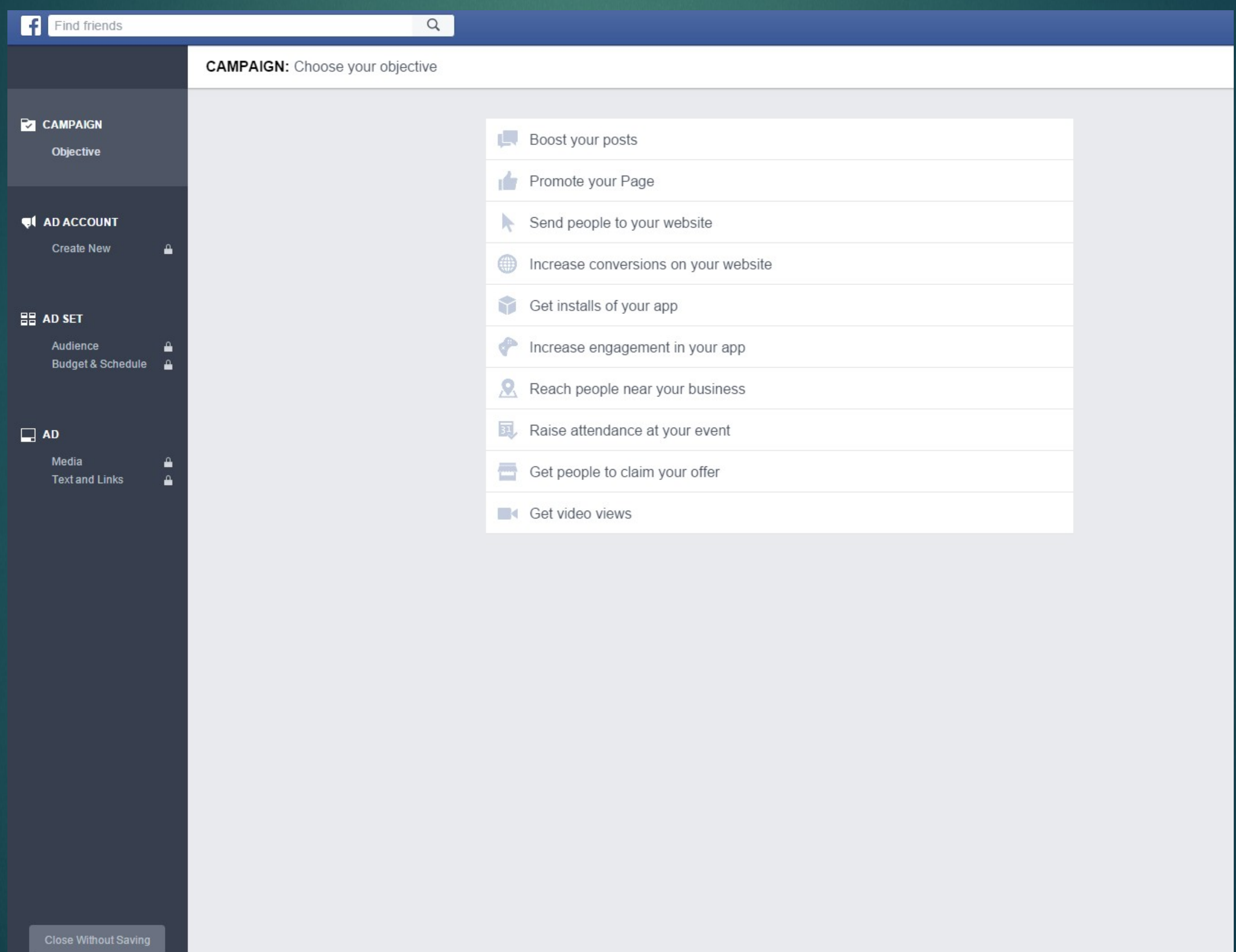
Transactions This month

Date Billed	Transaction ID	Product Type	Payment Method	Amount Spent
You have no bills during this time.				

Add payment method

3/18 Making ads on Facebook

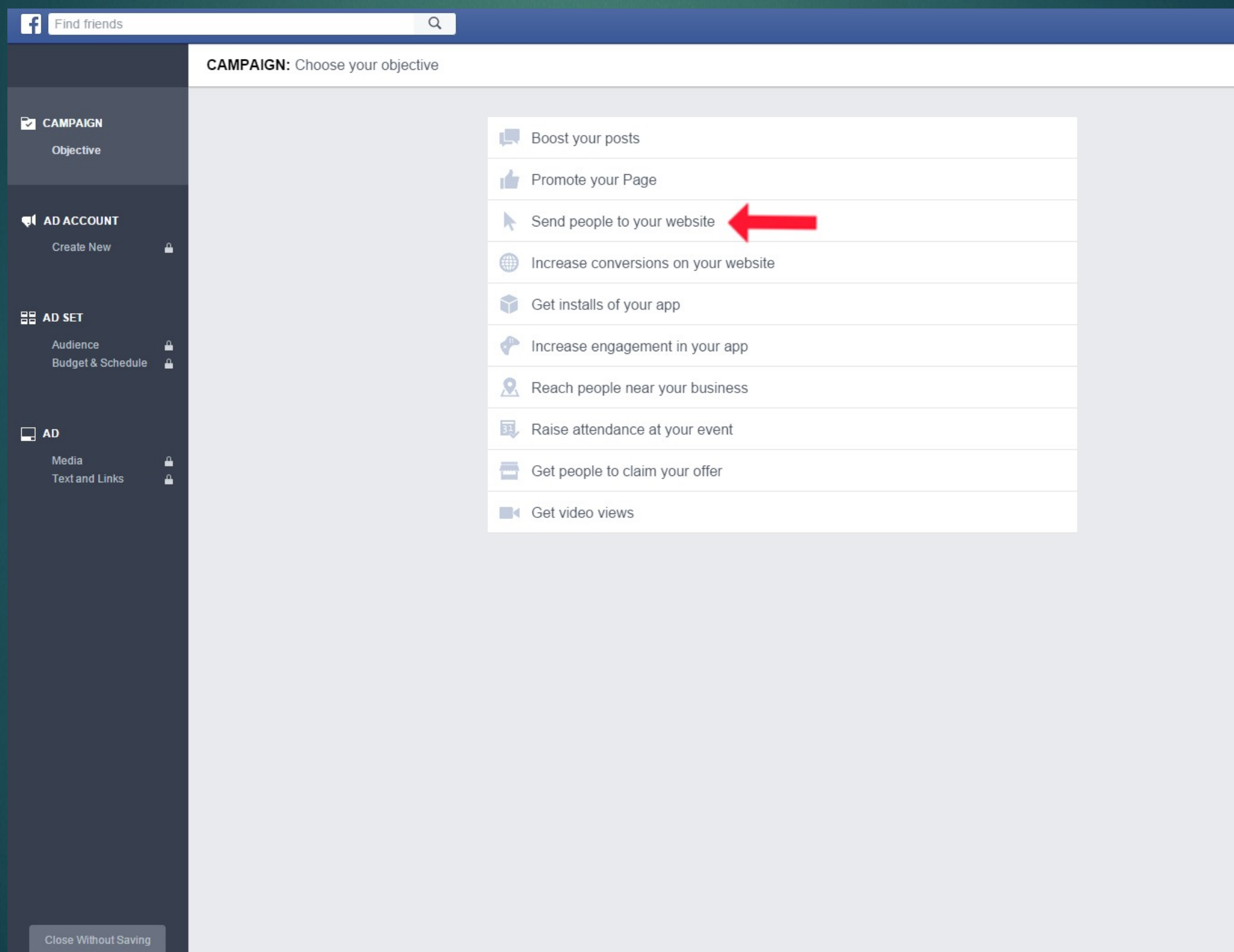
All right! It's about time to make your first ad. To do it, visit this page: <https://www.facebook.com/ads/manager/creation/>



The screenshot shows the Facebook Ads Manager interface. At the top, there is a search bar with the text "Find friends" and a magnifying glass icon. Below the search bar, the main heading reads "CAMPAIGN: Choose your objective". On the left side, there is a dark sidebar with several menu items: "CAMPAIGN" (with a sub-item "Objective"), "AD ACCOUNT" (with a sub-item "Create New"), "AD SET" (with sub-items "Audience" and "Budget & Schedule"), and "AD" (with sub-items "Media" and "Text and Links"). Each sub-item has a small lock icon. The main content area on the right displays a list of ten advertising objectives, each with a small icon and a text label: "Boost your posts", "Promote your Page", "Send people to your website", "Increase conversions on your website", "Get installs of your app", "Increase engagement in your app", "Reach people near your business", "Raise attendance at your event", "Get people to claim your offer", and "Get video views". At the bottom left of the interface, there is a button labeled "Close Without Saving".

4/18 Making ads on Facebook

Your advertising objective is what you want people to do when they see your ads. For example, you can create ads to get people to like your Facebook Page or to visit your website. To get the best results with e-Sim ads we recommend you to choose option „Send people to your website”



Choose „Send people to your website” objective_

5/18 Making ads on Facebook

Enter the web page address that you want people to visit (it can be your reflink). When people click your advert, they will go to e-Sim.

The screenshot shows the Facebook Ads Manager interface. On the left, a sidebar contains navigation options: 'CAMPAIGN', 'ACCOUNT', and 'SET'. The main area is titled 'CAMPAIGN: Choose your objective'. A list of objectives is shown, with 'Send people to your website' selected and highlighted. To the right, the 'Clicks to Website' objective is detailed, including the URL 'http://primera.e-sim.org/lan.518379/' and a 'Create a Pixel' button. A red arrow points to the URL with the text '1. Write your reflink'. At the bottom right, a 'Create Ad Account' button is highlighted with a red arrow and the text '2. Click'. A 'Save Without Saving' button is visible at the bottom left.

Write your reflink

6/18 Making ads on Facebook

Now we will define who will see your ads. You can target your ad to people based on location and demographics like age, gender and interests. If you want to find new players of e-Sim we recommend you to choose:

- ▮ **Age:** 13-65
- ▮ **Gender:** Male
- ▮ **Interests:** Massive Multiplayer Online Game, Erepublik, Ogame, Travian, Hearts of Iron, Europa Universalis and some other games similar to e-Sim.

AD SET: Define your audience, budget and schedule

Who do you want your ads to reach? [Help: Choose Your Audience](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ Choose a Custom Audience | Browse


Create New Custom Audience...

Locations ⓘ Everyone in this location ▾

United Kingdom

United Kingdom

Include ▾ Add a country, state/province, city, DMA, ZIP or address



1. Choose a country to show your ads →

Age ⓘ 13 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

More Demographics ▾

Interests ⓘ

Additional Entries

- Erepublik
- Hearts of Iron
- OGame
- Travian

Entertainment > Games

Massively multiplayer online games

Audience Definition

Your audience is defined.

Specific Broad

Audience Details:

- Location:
 - United Kingdom
- Interests:
 - Massively multiplayer online games, Erepublik, Travian, OGame or Hearts of Iron
- Age:
 - 13 - 65+
- Gender:
 - Male

Potential Reach: 1,500,000 people

Define your target

7/18 Making ads on Facebook

Now we need to set budget, ads optimization, bid amount and mark how to be charged.

Budget: You have the option to choose either a daily or a lifetime budget. It is how much you'd like to spend each day or in the whole time for this campaign. Whatever you choose the best way is to start with a small budget (3-5 euros).

The screenshot displays the Facebook Ad Set configuration interface. At the top, it says "AD SET: Define your audience, budget and schedule". The "Connections" section includes an "Add a connection type" dropdown and a "Save this audience" checkbox. The "How much do you want to spend?" section features a "Budget" dropdown set to "Daily Budget" with a text input field containing "€5.00". A red arrow points to this field with the text "How much do you want to spend per day". Below this, the "Schedule" section has radio buttons for "Run my ad set continuously starting today" (selected) and "Set a start and end date". The "Optimization for Ad Delivery" section shows a dropdown for "Link Clicks to Your Website". The "Bid Amount" section has radio buttons for "Automatic" and "Manual" (selected), with a text input field for "€0.60 per link click" and a "Suggested bid" of "€0.30 EUR (€0.03-€0.52)". The "When You Get Charged" section has radio buttons for "Impression" (selected) and "Link Click (CPC)". The "Ad Scheduling" section is set to "Run ads all the time". The "Delivery Type" section is set to "Standard". At the bottom, the "Ad Set Name" field contains "GB - 18+". Navigation buttons for "Back" and "Choose Ad Creative" are visible at the bottom of the form.

Set the budget

8/18 Making ads on Facebook

Ads optimization: With this method, Facebook optimizes your ad, showing it to people most likely to perform your desired action. If your advertising objective is „**Send people to your website**” we recommend here using option: „**Link clicks to your Websites**”.

The screenshot displays the Facebook Ads 'AD SET' configuration interface. The title is 'AD SET: Define your audience, budget and schedule'. The page is divided into several sections:

- Connections:** Includes a search bar, a dropdown for 'Add a connection type', and a checkbox for 'Save this audience'.
- People Who Match:** Shows interests like 'ERepublik, Massively multiplayer online games, OGame or Travian' and a 'Potential Reach' of 2,200,000 people.
- How much do you want to spend?:** Features a 'Budget' section with a 'Daily Budget' dropdown and a text input for '€5.00'. The 'Schedule' section has radio buttons for 'Run my ad set continuously starting today' (selected) and 'Set a start and end date'.
- Optimization for Ad Delivery:** A dropdown menu is set to 'Link Clicks to Your Website', highlighted by a red arrow and the text 'Choose option: Link Clicks to Your Website'. Below this, the 'Bid Amount' section has radio buttons for 'Automatic' and 'Manual' (selected). The 'Manual' bid is set to '€0.60 per link click', with a suggested bid of '€0.30 EUR (€0.03–€0.52)'. The 'When You Get Charged' section has radio buttons for 'Impression' (selected) and 'Link Click (CPC)'.
- Ad Scheduling:** A radio button for 'Run ads all the time' is selected, with a link for 'More Options'.
- Delivery Type:** A radio button for 'Standard - Show your ads throughout the day - Recommended' is selected, with a link for 'More Options'.
- Ad Set Name:** A text input field contains 'GB - 18+'. A 'Hide Advanced Options' link is also present.

At the bottom of the page, there are 'Back' and 'Choose Ad Creative' buttons.

Optimize for Link clicks to your Websites

9/18 Making ads on Facebook

Bid amount is how much to pay for specific action. At this point we recommend to set the bid manual and to double the amount of suggested bid.

When you get charged: The pricing of Facebook ads is based on an auction system where ads compete for impressions based on bid and performance. You can only be charged for the number of clicks or the number of impressions your ad received. Our experience so far has been that costs of ads are lower when we use option: impression.

The screenshot shows the Facebook Ad Set configuration interface. The page title is "AD SET: Define your audience, budget and schedule". The interface includes several sections:

- Connections:** "Add a connection type" dropdown and "Save this audience" checkbox.
- People Who Match:** Interests: ERepublik, Massively multiplayer online games, OGame or Travian. Potential Reach: 2,200,000 people.
- How much do you want to spend?:** Budget: Daily Budget, €5.00. Schedule: Run my ad set continuously starting today (selected).
- Optimization for Ad Delivery:** Link Clicks to Your Website.
- Bid Amount:** Automatic (selected) and Manual (unselected). A red arrow points to the Manual option with the text "1. Set the manual Bid Amount". The Manual bid amount is set to €0.60 per link click, with a red arrow pointing to it from the text "2. Double suggested bid". The suggested bid is €0.30 EUR (€0.03-€0.52).
- When You Get Charged:** Impression (selected) and Link Click (CPC) (unselected). A red arrow points to the Impression option with the text "3. Get charged for impression".
- Ad Scheduling:** Run ads all the time.
- Delivery Type:** Standard - Show your ads throughout the day - Recommended.
- Ad Set Name:** GB - 18+

At the bottom, there is a "Back" button and a "Choose Ad Creative" button. A red arrow points to the "Choose Ad Creative" button with the text "4. Click".

Set the manual bid, get charged for impression

10/18 Making ads on Facebook

In a next steps let's focus on ad design.

At the beginning you can choose between **single or multiple images** in your ad and select images for your advert. At this field we recommend to use: Single image or video.

The screenshot shows the Facebook Ads creation interface. At the top, there are two tabs: "Create New Ad" (selected) and "Use Existing Post". Below this is the section "How do you want your ad to look?". It contains two radio button options: "A single image or video in your ads" (selected) and "Multiple images in one ad". A red arrow points to the first option with the text "1. Choose single image". Below this is the section "What creative would you like to use in your ads?". It contains two buttons: "Select Images" and "Select Video". A red arrow points to the "Select Images" button with the text "2. Click here to upload image from your computer". Below this is the section "What text and links do you want to use?". It contains a "Connect Facebook Page" section with a dropdown menu showing "E-Sim staff" and a "+" button. Below this is an "Instagram Account" section with a dropdown menu showing "E-Sim staff (Page)" and an "Add an Account" button. Below this is a "Headline" section with a text input field containing "Free MMOG Browser Game". On the right side of the interface is an "Ad Preview" section showing a preview of the ad in a "Desktop News Feed" format. The preview shows the "E-Sim staff" profile, a "Like Page" button, and the ad content: "Free strategic browser game. Fight, earn money, manage businesses. Register here:" followed by a colorful map of Europe.

Upload single image

11/18 Making ads on Facebook

Now it's time to write a **headline**, **description** and choose a **Call to Action button** – such as Download or Sign Up. You can also choose where you want your ad to appear. Some placements may be selected for you by default while you're creating your ad, but you can remove the ones you don't want. Here we recommend to remove all placements despite: „Desktop News Feed”.

The screenshot shows the Facebook Ads creation interface. On the left, there are three red arrows pointing to the 'Headline', 'Text', and 'Call-to-Action Button' fields, with the following annotations:

- 1. Write short headline
- 2. Write advertising text
- 3. Choose Call to Action (it's not needed)

On the right, there is a list of placements with red arrows pointing to the 'Remove' button for each:

- Desktop News Feed
- Mobile News Feed
- Desktop Right Column
- Audience Network
- Instagram

The 'Ad Preview' section shows a preview of the ad with the following content:

- Headline: Free MMOG Browser Game
- Text: Free strategic browser game. Fight, earn money, manage businesses. Register here:
- Call-to-Action Button: Sign Up

At the bottom, there is a warning message: "Ads images with text that takes up more than 20% of the image may not be approved. Learn more about using text in ads." and buttons for "Back", "Review Order", and "Place Order".

Write a headline, description, choose placement

12/18 Making ads on Facebook

At the end check one more time all your settings and click: „**Place Order**“. Congratulations ☐ Your ads is ready.

The screenshot shows the Facebook Ads creation interface. The top navigation bar includes a search icon and the user's name 'John Home'. Below the navigation bar, there are two main sections: 'Select Images' and 'Select Video'. The 'Select Images' section has a sub-header 'What text and links do you want to use?' and a 'Help: Editing Ads' link. The 'Select Images' section contains a 'Connect Facebook Page' dropdown menu with 'E-Sim staff' selected, a 'Headline' field with 'Free MMOG Browser Game', and a 'Text' field with the text: 'e-Sim is a geopolitical simulator of the current world. Here you may try your hands at politics, start own business or join military units. Have you ever dreamt of expanding our country's borders? We already did it! Join us. Let's create a new world empire.' The 'Call-to-Action Button (optional)' field has a dropdown menu with 'Sign Up' selected. The 'Show Advanced Options' dropdown menu is open, showing a list of placement options: 'Desktop News Feed' (checked), 'Mobile News Feed', 'Desktop Right Column', 'Audience Network', and 'Instagram (New)'. The 'Ad Preview' section shows a preview of the ad with the text: 'e-Sim is a geopolitical simulator of the current world. Here you may try your hands at politics, start own business or join military units. Have you ever dreamt of expanding our country's borders? We already did it! Join us. Let's create a new world empire.' The 'Place Order' button is highlighted in green. A red arrow points to the 'Place Order' button with the annotation '4. Click here'. Another red arrow points to the 'Sign Up' button with the annotation '3. Choose Call to Action: Sign Up'. A third red arrow points to the 'Show Advanced Options' dropdown menu with the annotation '2. Make sure other options are removed'. A fourth red arrow points to the 'Desktop News Feed' checkbox with the annotation '1. Make sure this option is not removed'. A warning message at the bottom states: 'Ads images with text that takes up more than 20% of the image may not be approved. Learn more about using text in ads.'

Place order

13/18 Making ads on Facebook

If you see this website now, your ad was approved. It only remains for you to wait till the ad starts running. It may take from 30 minutes to even the whole day. If your ad starts running you will see here some results.

The screenshot displays the Facebook Ads Manager interface for a campaign named "primera.e-sim.org/lan.518379/ - Website Clicks". The main status is "Your Ad Is Approved!" with a green checkmark icon. A progress bar shows the stages: "Order Placed", "In Review", and "Approved". A "Create Similar Ad" button is visible below the progress bar. On the right, the campaign details are shown: "Campaign" is turned "On", "Delivery" is "Active", and the "Objective" is "Clicks to Website". The "Amount Spent Today" is €0.00, and the "Total Schedule" is "Dec 30, 2015 2:57pm - Ongoing".

Ad Set Name	Reach	Cost	Amount Spent	CTR (Link)	Clicks (All)
GB - 13+ primera.e-sim.org/lan.518379/ - Website Clicks	—	— Per Result	€0.00	—	—
Results from 1 Ad Set	— People	—	€0.00 Total Spent	— Per Impressions	— Total

Wait till ad starts running

14/18 Making ads on Facebook

If your ad is approved and starts running, you can see data on how it's doing in your reports. This can include how many people saw your ad, how many people clicked your ad and how much it cost.

To see aggregate data on all ad campaigns you're running and how they're performing:

1. Go to ads manager:
<https://www.facebook.com/ads/manager/account/campaigns/>
2. Click the **All Campaigns** dropdown and choose **All Ads**.
3. You can see the results of all (made by you) ads.

The screenshot displays the Facebook Ads Manager interface. At the top, there are navigation tabs: Manage Ads, Account Settings, Billing, Power Editor, and Tools. Below this, the account name 'Account: LGI' is shown. A bar chart titled 'Spent Last 7 Days: €195.95' shows daily spending from 12/24 to Today. A table below the chart lists various ad campaigns with columns for Campaign Name, Reach, Cost, Amount Spent, CTR (All), CTR (Link), and Clicks (All). A red arrow points to the 'All Campaigns' dropdown menu, which is open, and a red text annotation says 'Click "All Campaigns" and choose "All Ads"'. The table shows several campaigns, including '15r, reklama mobilne dogar', '15r, brazylia, america', and '15r, wegry, suna'. A notification banner for 'Opt-in with Audience Network' is visible on the right side of the interface.

Campaign Name	Reach	Cost	Amount Spent	CTR (All)	CTR (Link)	Clicks (All)
15r, reklama mobilne dogar	10,102	€0.10	€9.90	2.68%	2.51%	273
15r, brazylia, america	21,350	€0.03	€8.92	5.80%	1.42%	1,250
15r, wegry, suna	7,366	€0.04	€3.00	5.60%	0.94%	416
14.12.15r, portugalia, segura	4,029	€0.08	€1.99	2.46%	0.51%	101
primera.e-sim.org/lan.518379/ - Website Clicks	—	—	€0.00	—	—	—
26.11.15r, serbia, segura, kobiety, test 2 reklam	—	—	€0.00	—	—	—
usa, america	—	—	€0.00	—	—	—
dogar 28.10.2015 stany, desktop	—	—	€0.00	—	—	—
16.10.15r, dogar, mobile	—	—	€0.00	—	—	—
Dogar - weblicks on android shop, desktop	—	—	€0.00	—	—	—

15/18 Making ads on Facebook

By managing campaigns on Facebook you can also create and export reports to see your most important ad metrics. Learn how to quickly create a reports here: <https://www.facebook.com/business/help/1452248935049010>

If you would like to advertise e-Sim we recommend you to check following statistics in reports:

- ▮ CTR – the good score is above 2 %
- ▮ Results (how many people click on ad)
- ▮ Cost (how much you pay for Website Click)

+ Additionally we recommend checking in game how many people have came to the game using your reflink.

If ad cost too much or is ineffective you can turn it off.

The screenshot displays the Facebook Ads Manager interface for a campaign named "suna.e-sim.org/lan.69460/ - Website Clicks". The top navigation bar includes "Manage Ads", "Account Settings", "Billing", "Power Editor", and "Tools". A "Create Ad" button is visible in the top right corner. The main content area is divided into three tabs: "Performance", "Audience", and "Placement". The "Performance" tab is active, showing a line graph with two data series: a blue line for "People Reached" and a green line for "Amount Spent". The graph shows a steady increase in both metrics over time, with a date marker for "Dec 29". To the right of the graph, a sidebar provides campaign details: "Campaign" (Off), "Delivery" (Deleted), "Objective" (Clicks to Website), "Amount Spent Today" (€0.00), "Total Schedule" (Dec 28, 2015 2:52pm - Dec 29, 2015 9:36am), and "Total Spent" (€0.04). Below the graph, a table lists the ad sets in the campaign. The table has columns for "Ad Set Name", "Reach", "Cost", "Amount Spent", "CTR (All)", "CTR (Link)", and "Clicks (All)". The first row shows an ad set named "PL - 13+ suna.e-sim.org/lan.69460/ - Website Clicks" with a reach of 2,130, a cost of €0.04 per website click, and a total amount spent of €0.58. The second row shows "Results from 1 Ad Set" with a reach of 2,130 people, a cost of €0.04 per website click, and a total amount spent of €0.58. The table also shows CTR values of 1.55% for all and 0.66% for link, and 33 clicks in total. Red arrows point to the "Turn on/off your ad" toggle, the "Choose the date range you want to use in your report" dropdown, and the "Customize your metrics" dropdown.

Choose the date range you want to use in your report

Turn on/off your ad

Customize your metrics

Ad Set Name	Reach	Cost	Amount Spent	CTR (All)	CTR (Link)	Clicks (All)
PL - 13+ suna.e-sim.org/lan.69460/ - Website Clicks	2,130	€0.04 Per Website Click	€0.58	1.55%	0.66%	33
Results from 1 Ad Set	2,130 People	€0.04 Per Website Click	€0.58 Total Spent	1.55% Per Impressions	0.66% Per Impressions	33 Total

Analyze the results of ad

16/18 Making ads on Facebook

To sum up we want to tell you some tips:

- ▮ By creating an ad please remember that you can only have 20% of text on the picture
- ▮ From our experience the best work ads which are DEMOTIVATORS with map and short slogan
- ▮ The best advertising texts contain information what is e-Sim, what's the current situation of your country in e-Sim and how to join the game
- ▮ It is much better to make ads in your local language
- ▮ In a next page we are presenting one of our most effective ad. You can copy it, make similar or ask us about specific ad for your country.

17/18 Making ads on Facebook

One of our best working ad (picture + advertising text)



Advertising text:

e-Sim is a MMO strategy game, which moves you to a virtual world. Here you may try your hands at politics, start own business or join military units. *At the moment our country has strong position on a world stage. In the past few days, we have defeated Russian players. Now we are preparing to take over the rest of northern countries!* Join now and be part of the great community of Turkey. Register in game here:

Good working ad

18/18 Making ads on Facebook

Should you require any assistance or have any troubles with creating fanpage or making ads please send your questions here: marketing@e-sim.org