

# Run a Branding Campaign on Facebook

Reach the audiences that matter most to you



## Find your audiences

- Create Custom Audiences from your campaign data or data provider to identify the audiences that matter most to your campaign
- Find more people like your supporters using [lookalike audiences](#)
- Use demographic and interest targeting to find more people within your identified audiences

## Get creative

- You can run video and static ads for your branding campaigns
- We recommend running square and vertical versions of your videos and images to maximize the availability of placements and to optimize your content for mobile video consumption

## How to buy

### Auction Buying

- For audiences under 200,000 people we recommend buying on auction.
- Auction buying is best to increase the frequency of your media to your audience.
- Retargeting your media is a great way to build a narrative. Learn more about video retargeting to sequence your videos [here](#).

### Reach and Frequency Buying

- Reach and frequency provides transparent media planning and buying so that you can plan and buy the optimal reach and frequency levels for your campaign up to 6 months in advance.
- Reach and Frequency is only available for audiences greater than 200,000 monthly active users.
- You're also able to sequencing creative using Reach and Frequency. Learn more about Reach and Frequency sequencing [here](#).

## Ad objectives

Reach, Brand Awareness, and Video Views are the best objectives for branding campaigns. Learn about how to choose the right objective [here](#)

- [About the reach objective](#)
- [About the brand awareness objective](#)
- [About the video views objective](#)

## Budget

- How much you choose to spend will be unique to your campaign, however, you could see higher CPMs in competitive races and markets.
- Because of this, you might consider setting your own bid for branding campaigns. This bid may need to be higher than normal in order to win the auction. This bid may need to be very high in order to break through and win auctions.
  - > What you bid is not necessarily what you will pay. Learn more about bid strategies [here](#).

## Frequency

- Facebook recommends traditional advertisers ensure one impression per user per week to begin to see improvements in brand metrics (ad recall, brand awareness, etc.). You might also consider increasing this baseline during the branding phase of your campaign or if you want to ensure impact.