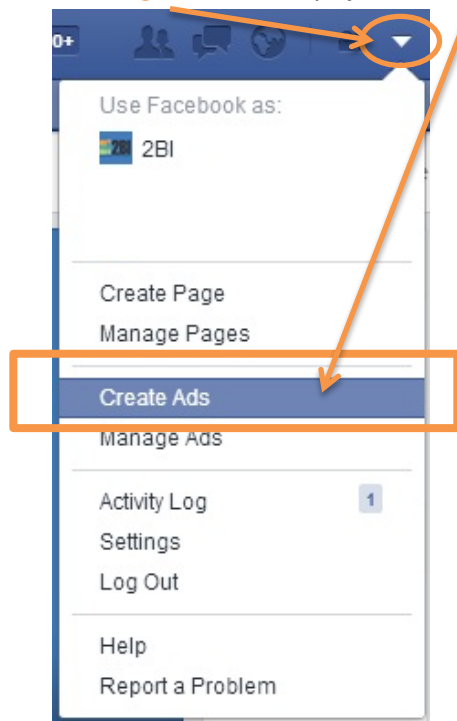


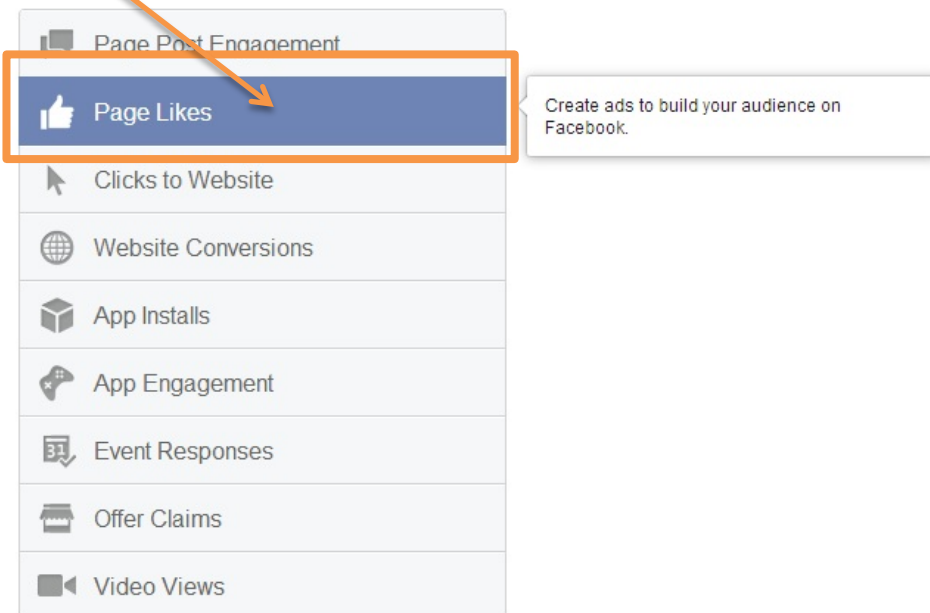
**Uputstvo za pravljenje reklame za
dobijanje novih like-ova vaše
Facebook stranice**

1. Potrebno je ulogovati se na FB stranicu kao administrator.
2. U gornjem desnom uglu kliknuti na **trougao** i izabrati opciju **Creat Ads**:




3. Otvoriće se nova stranica na kojoj birate čemu je reklama namenjena, i treba da izaberete **Page Likes**:

What kind of results do you want for your ads?



4. Sada treba ukucati **URL vaše Facebook stranice** u za to predviđeno polje. URL možete pročitati u okviru adrese koja se pojavljuje u internet pretraživaču kada se otvori vaša stranica.

What kind of results do you want for your ads?



Page Post Engagement

Page Likes

Clicks to Website

Website Conversions

App Installs

App Engagement

Event Responses

Offer Claims

Video Views

Page Likes

Get Page likes to grow your audience and build your brand.

www.facebook.com/itpodrska

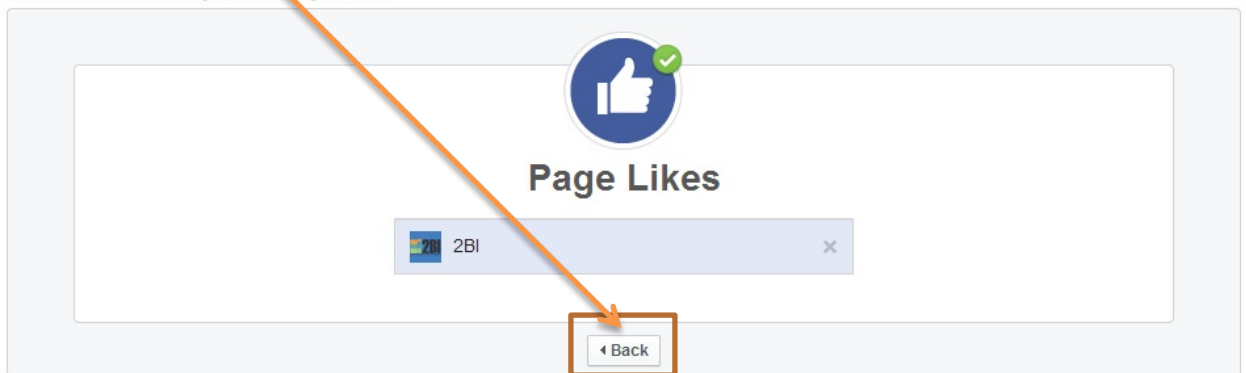
Choose Page or enter its URL

www.facebook.com/itpodrska

Enter URL for a Page

5. Otvara se nova stranica, i prvo se pojavljuje polje gdje je moguće vratiti se na prethodnu stranicu klikom na **back** ukoliko zaključite da niste napravili dobar izbor:

What kind of results do you want for your ads?

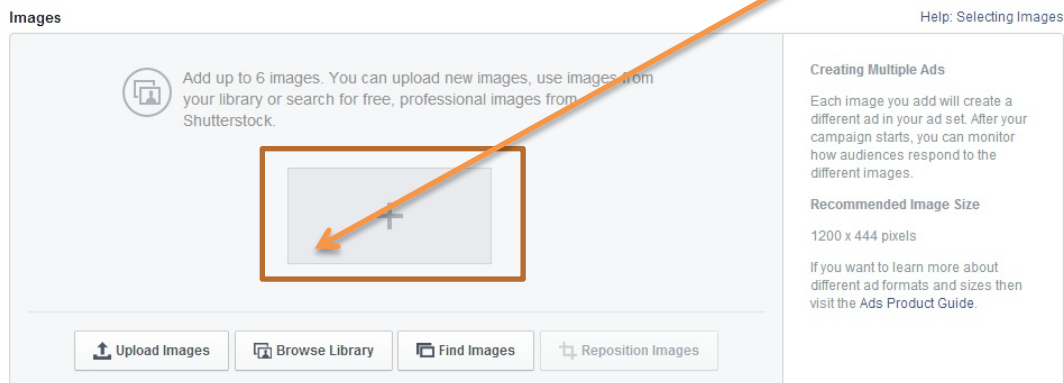


Page Likes

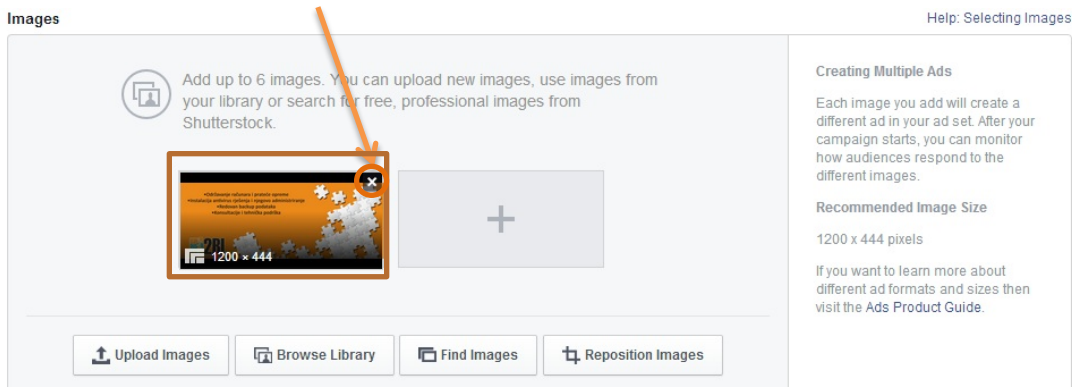
2BI

Back

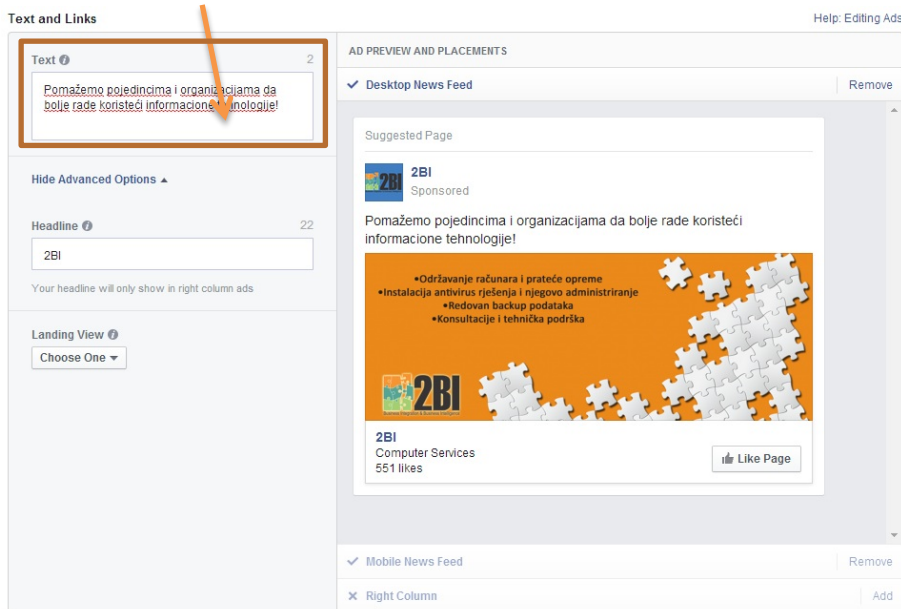
6. Na sledećem polju treba izabrati sliku za reklamu, što se radi klikom na **znak +**. Važno je da slika bude rezolucije **1200 pixels x 444 pixels** da bi se lijepo prikazala:



7. Može se uploadovati više slika (najviše 6) koje će se onda koristiti za vašu reklamu. Ukoliko se pogriješiti, klikne se na **znak x**:



8. Prvo treba ukucati **prigodan tekst** koji poziva ljude da like-uju vašu stranicu u okviru polja **tekst**:



9. Nakon toga treba izabrati gdje želite da se pojavljuje vaša reklama. Osim u okviru **Desktop News Feed-a**, možete izabrati i **dodatne opcije** kao što je pojavljivanje u okviru mobilne facebook aplikacije ili u okviru desne kolone:

Text and Links Help: Editing Ads

Text ⓘ 2

Pomažemo pojedincima i organizacijama da bolje rade koristeći informacione tehnologije!

Hide Advanced Options ▲

Headline ⓘ 22

2BI

Your headline will only show in right column ads


Landing View ⓘ

Choose One ▼


AD PREVIEW AND PLACEMENTS

Desktop News Feed Remove

Suggested Page

 **2BI**
Sponsored

Pomažemo pojedincima i organizacijama da bolje rade koristeći informacione tehnologije!



2BI
Computer Services
551 likes Like Page

Mobile News Feed Remove

Right Column Add

10. Još je potrebno ukucati i **naslov reklame**, što može biti naziv vaše stranice:

Text and Links Help: Editing Ads

Text ⓘ 2

Pomažemo pojedincima i organizacijama da bolje rade koristeći informacione tehnologije!

Hide Advanced Options ▲

Headline ⓘ 22

2BI

Your headline will only show in right column ads


Landing View ⓘ

Choose One ▼

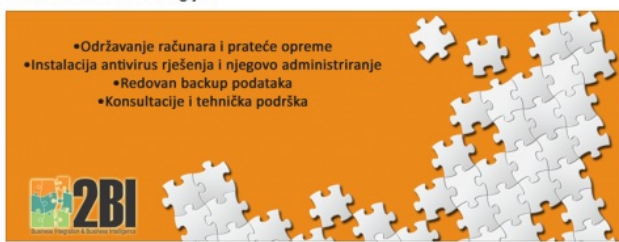
AD PREVIEW AND PLACEMENTS

Desktop News Feed Remove

Suggested Page

 **2BI**
Sponsored

Pomažemo pojedincima i organizacijama da bolje rade koristeći informacione tehnologije!



2BI
Computer Services
551 likes Like Page

Mobile News Feed Remove

Right Column Add

11. Sve vreme se vidi u **desnom prozoru** preview svega što smo uradili do tog trenutka.:

Text and Links

Text ⓘ 2

Pomažemo pojedincima i organizacijama da bolje rade koristeći informacione tehnologije!

Hide Advanced Options ▲

Headline ⓘ 22

2BI

Your headline will only show in right column ads

Landing View ⓘ

Choose One ▼

AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed Remove

Suggested Page

2BI Sponsored

Pomažemo pojedincima i organizacijama da bolje rade koristeći informacione tehnologije!

- Održavanje računara i prateće opreme
- Instalacija antivirus rješenja i njegovo administriranje
- Redovan backup podataka
- Konsultacije i tehnička podrška

2BI Computer Services 551 likes Like Page

✓ Mobile News Feed Remove

✗ Right Column Add

12. Nakon ovoga, određujete ciljnu grupu tako što birate **lokaciju, godine, jezik, interesovanja, ponašanje, ostale kategorije**:

Audience Help: Choose Your Audience

Locations ⓘ Montenegro All Montenegro Add a country, state/province, city or ZIP

Age ⓘ 25 - 60

Gender ⓘ All Men Women

Languages ⓘ Enter a language... More Demographics ▼

Interests ⓘ Search interests | Suggestions | Browse

Behaviors ⓘ Search behaviors | Browse

More Categories ⓘ Choose a category | Browse

Connections ⓘ All Only people connected to 2BI Only people not connected to 2BI Advanced connection targeting

Audience Definition

Your audience selection is fairly broad.

Audience Details:

- Location: Montenegro
- Age: 25 - 60
- Not connected to: 2BI

Potential Reach: 176,000 people

13. Sada treba da dodelite **ime vašoj reklami** :

Campaign and Ad Set Help: Campaign

Campaign ⓘ 2BI - Page Likes Change Campaign

Ad Set Name ⓘ

Budget ⓘ Lifetime Budget ▼ € 5 EUR

Schedule ⓘ

Start 9/3/2014 1:00 AM

End 10/3/2014 1:00 AM
(America/Los_Angeles)

Your ad will run until **Friday, October 3, 2014.**
You'll spend up to **€ 280.00 total.**

Estimated Daily Reach

18,000 - 48,000 people

0 of 100,000 ⓘ

Ad set duration: 30 days

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

14. Nakon toga odredite vrstu budžeta, gde preporučujemo da se izaberete **Lifetime budžet**:

Campaign and Ad Set Help: Campaign

Campaign ⓘ 2BI - Page Likes Change Campaign

Ad Set Name ⓘ

Budget ⓘ Lifetime Budget ▼ € 5.00 EUR

Schedule ⓘ

Per day

Lifetime Budget

2014 1:00 AM

End 9/8/2014 1:00 AM
(America/Los_Angeles)

Your ad will run until **Monday, September 8, 2014.**
You'll spend up to **€ 5.00 total.**

Estimated Daily Reach

2,700 - 7,200 people

0 of 100,000 ⓘ

Ad set duration: 5 days

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

15. Kada izaberete vrstu budžeta, onda treba da izaberete **iznos budžeta**. U našem primeru je to 5 €.

Campaign and Ad Set Help: Campaign

Campaign ⓘ 2BI - Page Likes Change Campaign

Ad Set Name ⓘ

Budget ⓘ Lifetime Budget ▼ € 5.00 EUR

Schedule ⓘ

Start 9/3/2014 1:00 AM

End 9/8/2014 1:00 AM
(America/Los_Angeles)

Your ad will run until **Monday, September 8, 2014.**
You'll spend up to **€ 5.00 total.**

Estimated Daily Reach

2,700 - 7,200 people

0 of 100,000 ⓘ

Ad set duration: 5 days

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

16. Sada još treba da odredite **vrijeme trajanja kampanje**. U našem primjeru je to mjesec dana.

Campaign and Ad Set Help: Campaign

Campaign ⓘ 2BI - Page Likes [Change Campaign](#)

Ad Set Name ⓘ Promocija 2BI Facebook stranice

Budget ⓘ Lifetime Budget ▼ € 5.00 EUR

Schedule ⓘ

Start	9/3/2014	1:00 AM
End	9/8/2014 <small>(America/Los_Angeles)</small>	1:00 AM

Your ad will run until **Monday, September 8, 2014**.
You'll spend up to € 5.00 total.

Estimated Daily Reach

2,700 - 7,200 people

0 of 100,000 ⓘ

Ad set duration: 5 days

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

17. Potrebno je odrediti na koji način želite da plaćate reklamu, gdje preporučujemo da izaberete **Optimize for clicks** opciju.

Bidding and Pricing Help: Bidding and Pricing

Bidding ⓘ **Optimize for Page likes** ▼

✓ **Optimize for Page likes**

Pricing ⓘ **Optimize for clicks** more Page likes. You'll be charged each time

Optimize for impressions

18. Sada treba da podesite koliko ste spremni maksimalno da platite po kliku. Možete izabrati da vam Facebook automatski ovo izabere, a mi preporučujemo da izaberete opciju **ručnog podešavanja** i sami unesete iznos. U našem slučaju je iznos 0,04 €.

Bidding and Pricing Help: Bidding and Pricing

Bidding ⓘ **Optimize for clicks** ▼

For most advertisers, optimizing for your objective usually performs better.
[Switch back](#).

Pricing ⓘ You will be charged every time someone clicks on your ad.

Automatically optimize your bid to get more clicks

Manually set your maximum bid for clicks (CPC)

€ 0.04 EUR max. bid per click

Suggested bid: € 0.03 EUR ⓘ

19. Klikom na **place order** upućujete se na dio gdje treba da ispunite podatke o kreditnoj kartici, čime ste sve završili i jedino što treba da uradite jeste da čekate da Facebook odobri reklamu.

Place Order [Review Order](#) [Questions about creating your ads?](#)

By clicking "Place Order", you agree to the Facebook Statement of Rights and Responsibilities including your obligation to comply with the Facebook Advertising Guidelines. We do not use sensitive personal data for ad targeting. Topics you choose for targeting your ad don't reflect the personal beliefs, characteristics or values of users. Failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of ads you have placed and the termination of your account. Understand that if you are a resident of or have your principal place of business in the US or Canada, you are contracting solely with Facebook, Inc. Otherwise, you are contracting solely with Facebook Ireland, Ltd.

Business Integration and Business Intelligence pomaže pojedincima i organizacijama da bolje rade koristeći IT tehnologije.

Neki od klijenata sa kojima saradjujemo su Crnogorska komercijalna banka, Prva banka Crne Gore, Invest Banka Montenegro, Crnogorska berza, Unicef, Luštica Development, McCann Erickson, Hoffman la Roche, Telemont, Gradska knjižara, British Council, Jumedia Mont, Francuski institute, Hyundai, Carlsberg, Vertigo, Montepano, 7. Avgust, Radio Slobodna Evropa, Montimprex, Saniteko Group, MFI Kontakt, Nacionalni biro osiguravača Crne Gore, DR Trade, Security Guard Montenegro, Sincommerce, Arhimed, Business Art...

Ukoliko želite, možete nas kontaktirati:

Business Integration and Business Intelligence

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www.2bi.me



www.2bi.me/blog



www.facebook.com/itpodrska

Čitajte naš blog kako bi dobili dobre ideje za povećanje produktivnosti i efikasnije obavljanje posla!

Pratite nas na Facebook-u i saznajte najnovije trendove primene IT-a za unapređenje biznisa!