

BTS TECHNICO-COMMERCIAL

Epreuve orale d'anglais — Session 2016

Sujet 4

Facebook Ad Changes: How Marketers Can adapt

Facebook is constantly changing the way users interact with and experience the social network. Each time, these changes affect the marketers and advertisers who rely on the site's reach.

Recently, Facebook announced it will be limiting ads based on user preferences. The company will offer everyone controls over the ads they see, including tools to opt out of online interest-based advertising. This will likely affect marketing plans as Facebook is an important tool.

While the change may come off as unnerving for businesses that rely heavily on Facebook ads, it doesn't mean people using the site won't be able to see your business's messages.

"While this affects available reach on Facebook, it will offer an opportunity to garner more quality impressions to advertisers," Sastry Rachakonda, CEO of digital marketing solutions company iQuanti, told Business News Daily.

"These changes were made to enhance the quality and power of the ads being produced, and to ultimately target a more interested, valuable user," added Jenny Marder, director of social media at Red Tettemer O'Connell + Partners.

Advertisers will need to shift their focus and concentrate on fine-tuning targeting and creative optimization.

Adapted from www.businessnewsdaily.com, Shannon Gausepohl, June 13, 2016