

Facebook Ads Mali: Hojii Guddisuu Keessatti Galii Argachuu

Meta irratti ibsa kennuun hojii kee guddifachuu — Bamako fi biyya
guutuu keessatti.



Facebook Ads Maali?

Meeshaa digitaalaa kan Meta (Facebook&Instagram)irratti ibsa kennuu danda'u — Bamako fi biyya guutuu keessatti nama kee argachuu kan saffisu.

Argamuu Saffisaa

Audience kee targeted ta'e Facebook & Instagram irratti yeroo gabaabaan gahu

Galii Guddisuu

Hojii kee gara gadi keessanitti nama hedduu geessuu danda'a

Karoora Kee Irratti

Sales, leads, ykn brand awareness — akka galma keessanitti filadhu

Facebook Boost vs. Campaign: Garaagarummaa Isaa

⚡ Boost

Poostii jiran keessatti buusuun saffisaa fi salphaa dha. Haa ta'u malee targeting fi optimization dhiphoo — yeroo ariifataa qofaaf ta'a.

- Saffisaa fi salphaa
- Qophaa'u xiqqaa
- Kontiroomii daangaa'aa

🎯 Campaign

Qophaa'uu guddaa, targeting sirrii, fi optimization cimaa. Guddina dhugaa barbaaddan kamuu Campaign fayyadamuu akka caasaa keessatti itti gaafatamu.

- Targeting sirrii fi xiyyeeffataa
- Optimization guddaa
- Galii itti gaafatamummaa

Meta Pixel: Akkamitti Hojjeta?

AD
ABDI DIGITAL
DESIGNER

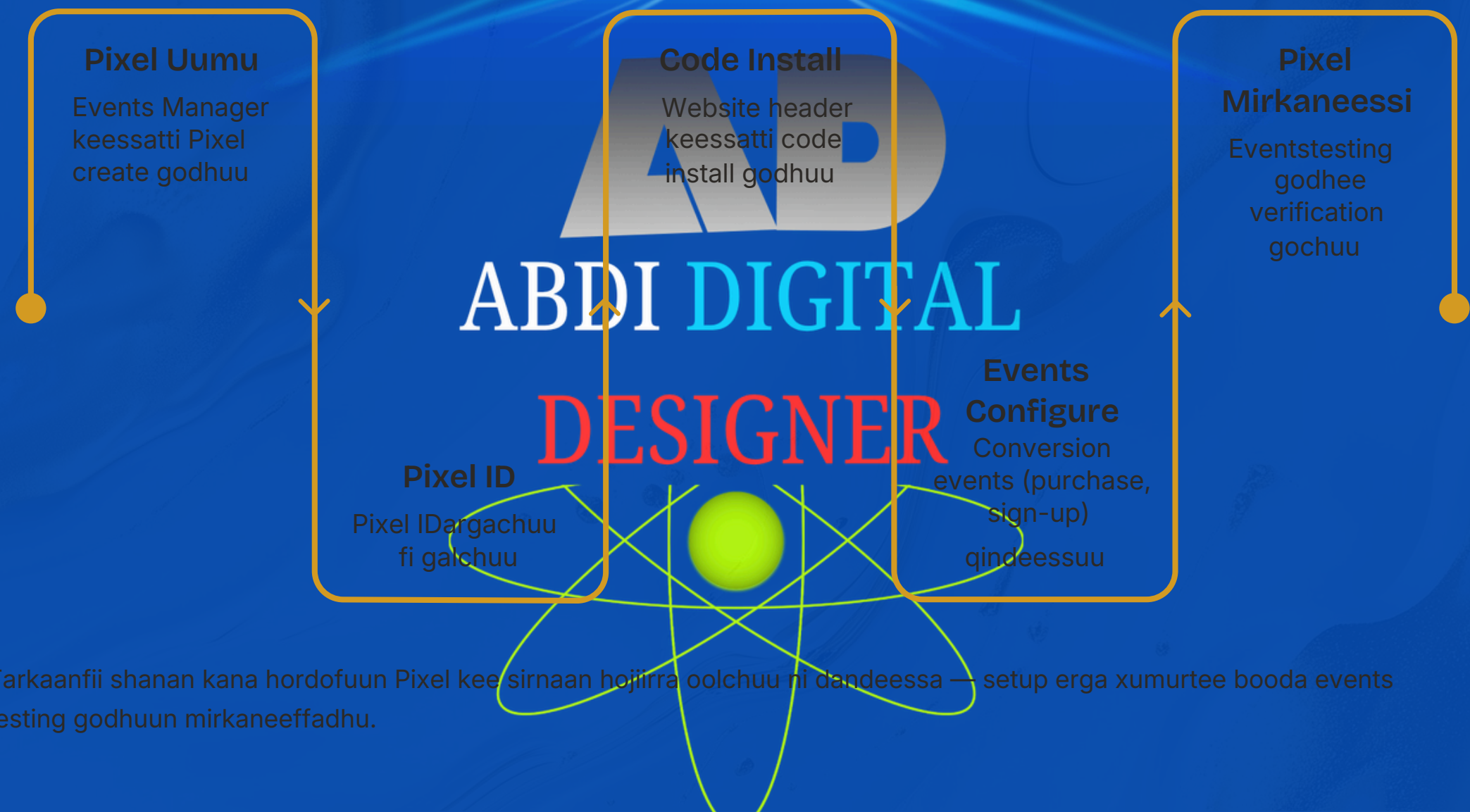
Meeshaa Cimaana Analytics

Meta Pixel meeshaa analytics kan gadi keessanitti hojii nama kee website irratti hordofu dha — ibsa kee Facebook Ads irratti conversion meeqa fide ni mul'isa.

- **Conversion Tracking:** Fayyadamaan kee maal godhe hordofi
- **Retargeting:** Daawwannaa duraanii deebi'anii gahuu
- **Audience Building:** Nama simanaa shan Custom Audience ijaaruu

❏ Pixel ID keessanitti website keessatti install godhuu dirqama dha — malee data hin argitu!

Meta Pixel Setup: Tarkaanfii Murteessaa



Tarkaanfii shanan kana hordofuun Pixel kee sirnaan hojiirra oolchuu ni dandeessa — setup erga xumurtee booda events testing godhuun mirkaneeffadhu.

Targeting & Audience Segmentation



Demographic

Umur, jinsicha, fi bakka jiraachuu irratti hundaa'uun nama sirriitti xiyyeeffadhu. Mali keessatti Bamako fi magaaloota gurguddoo filadhu.



Interest-Based

Fedhii fi hobbies nama irratti hundaa'uun — daldalaa, fashion, qonnaa, fi kkf — audience kee sirriitti uumuu danda'a.



Custom Audiences

Website visitors duraanii fi email lists fayyadamuun retargeting godhi — nama kee dursee beeku gara daldalaa geessuu salphaa dha.

Campaign Optimization: Akkamitti Fayyadamuu

A/B Testing

Creative, copy, fi audience garaagarummaa qoruu — maal akka hojjetu adda baasuun budget sirriitti fayyadami.

Budget Allocation

Performing ads keessatti hedduu pesa kennuu — budget ol ka'aa ta'e, nama hedduu ni gahuun data hedduu si kennuun algorithm optimize godhuuf gargaara.

Algorithm Optimize Godhuu

Conversion data fayyadamuun Meta algorithm si gargaaruu — galgala fi weekend campaign kee fooyyessuu hin dagatiin.



Budget & Pricing Mali Keessatti

50K

FCFA/ji'a — jalqabaatiif gaariin

300K

FCFA/ji'a — guddina barbaadaniif

100K

FCFA/ji'a jalqabaa — creative & setup

Sadarkaa Karoora Kee Filadhu

- **Test (Jalqabaa):** 50,000 – 100,000 FCFA/ji'a — baru fi qorachuu
- **Intermediate:** 150,000 – 300,000 FCFA/ji'a — guddina cimaa
- **Agency Fees:** 100,000 – 300,000 FCFA/ji'a — creative, setup, fi optimization dabalatee

📌 Budget xiqqaa ta'u malee, jalqabuu barbaachisaa dha — data walitti qabii, ergasii dabaluu dandeessa!