Abstract

This thesis examines one segment of digital marketing and focuses on performance campaigns in the META social networking environment. These differ from other digital channels in their format, environment but also in their approach and communication to target audiences. Very important is their comprehensiveness, which is one of its main strengths and competitive advantages. In general, it can be divided into 2 levels - organic, unpaid communication and performance, paid communication.

This thesis focuses on the performance part of META's digital social media marketing, which consists of many elements, starting with the typology of advertising by objective - Conversion, Brand, Reach, Application, etc., through the possibility of targeting individual audiences - By age, gender, activity on Facebook or Instagram, activity on the advertiser's page or similarity to other users of these networks, to the form of the ad itself, which has 2 basic parts - Graphic and Text.

For capacity reasons, it is not possible to cover all the marketing possibilities offered by the META platform in one thesis, and therefore this thesis will focus on the examination of the type of performance ads in order to make a comparison between the storytelling format, where the ad aims to sell the product through the identification of the customer with the presented longer story, and the classic shorter sales text called "Hard-sell", which presents the benefits and features of the product in a direct and descriptive style.