



Sudan Digital



facebook®

Adverts in Sudan

WHAT ARE FACEBOOK ADS

Since the inception of Facebook ads in 2007 Sudan has been blocked from their use due to OFAC sanctions. Recently, sanctions and the associated SST designation has been removed from Sudan and the Facebook advertising platform will become available for Sudanese businesses to use.



HAHA



COOL
WOW

Facebook ads will
impact every one
of the

3.6 MILLION

Facebook users in

SUDAN



WHAT DO FACEBOOK ADS LOOK LIKE?

There are a multitude of Facebook advert types. They include:

1. Image Adverts



2. Video Adverts



3. Surveys



4. Lead Generation ads

SUBSCRIBE

5. Carousels of images

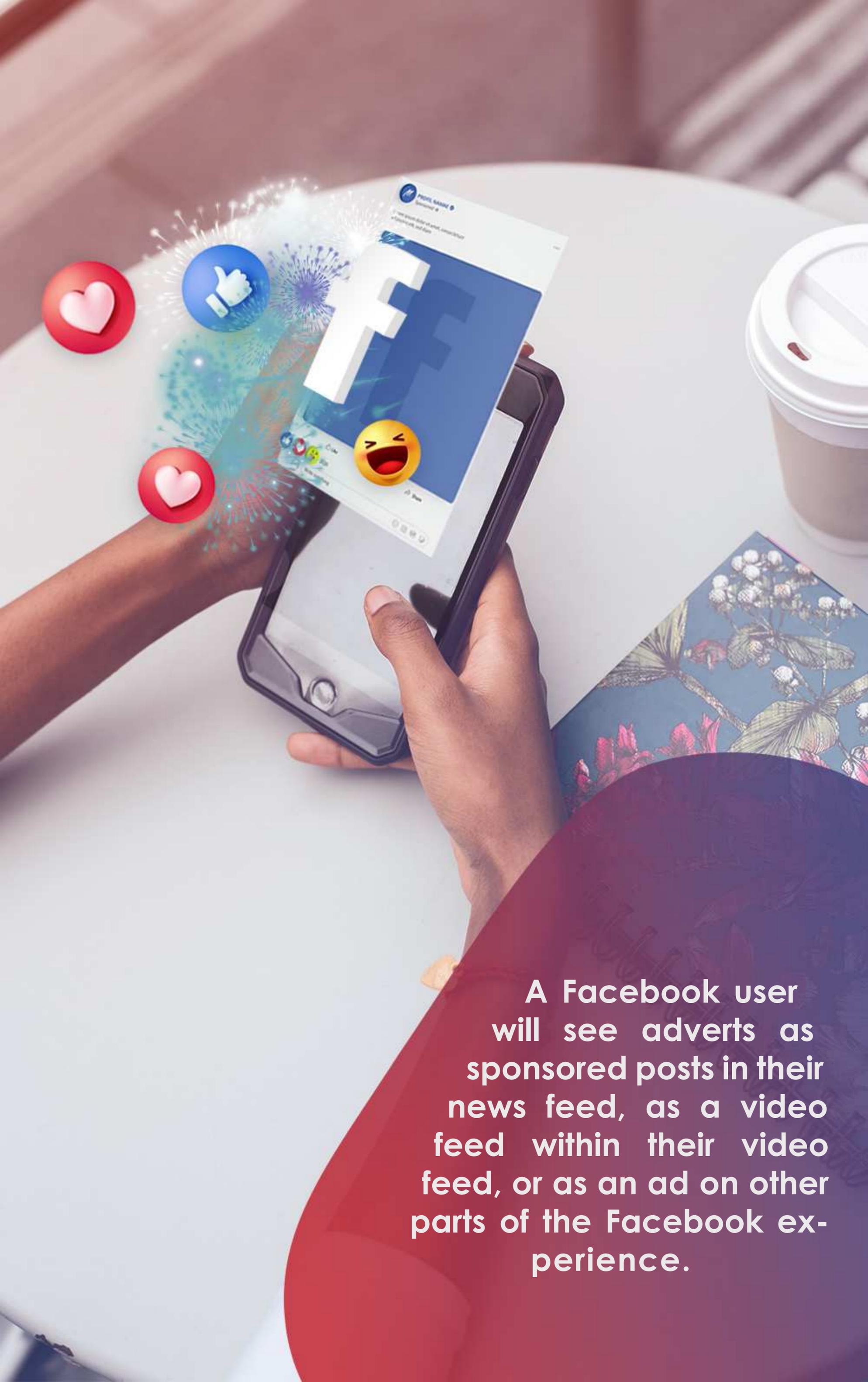


6. Slide shows



7. Collections of images or products





A Facebook user will see adverts as sponsored posts in their news feed, as a video feed within their video feed, or as an ad on other parts of the Facebook experience.

WHY IS IT IMPORTANT

Whilst Facebook advertising is standard across the globe, it will essentially be revolutionary to the advertising market in Sudan. Facebook ads are going to change how every company with any aspirations of growth distributes their advertising spend. They will also change the competitive landscape of many industries. Smaller market entrants who had previously been unable to make any traction selling their products and services will soon be able to access hyper targeted customers at extremely low costs compared to traditional outdoor and TV advertisements. Larger companies who compete will be able to make an improvement in both their top line revenue numbers by attracting new targeted customers, and their bottom line profitability by spending their ad spends on only their target market, rather than mass distribution advertising which is both expensive and ineffective.



WHO BENEFITS?

In theory, everyone benefits. Customers, companies, agencies and of course Facebook. In reality, the greatest beneficiaries from Facebook advertising are businesses, especially businesses who engage in Facebook ads early in the availability in Sudan.

Essentially, Facebook offers ad slots as an auction whereby each potential customer can be shown an ad, and the price of showing that ad is based on the number of companies who are bidding for that advert slot. When Facebook ads are available in Sudan, the number of companies bidding for those slots (both locally and internationally) will be relatively low, so the cost of acquiring customers will be equally low. Those businesses who start with Facebook ads at scale when they become available will have a disproportionate advantage over those that come later, but ultimately all businesses will benefit.



HOW IS TARGETING DONE

The key advantage of Facebook advertising is to be able to reach your target audience, rather than a mass audience. This is done through targeting. You can target on a number of variables including:



Location

(you can select all of Sudan, just one city, or even just a 5km radius around your store)



Gender



Age

Then an almost unlimited number of variables based on the users interests. 



Say for example, that you want to advertise for Baby Milk. You'd select the following criteria:

-
1. Location = **All Sudan**
 2. Gender = **Women**
 3. Age = **20-37**

(the average child birth range, although you could also target from 20-26 which is the range for new mothers who are significantly more susceptible to buying a new type of baby formula)

4. Interests: **children, babies, childbirth, birthing solutions, baby names etc etc.**



The advert would then only be shown to your target audience giving you significantly better return on your marketing investment.



WHAT DO THEY COST

The cost of Facebook ads depends on what results you want to achieve. You can run small short term campaigns for as little as \$100USD or long term monthly campaigns for 10's of thousands of Dollars. At Sudan Digital we can work with your budget to show you how to maximise its effectiveness and get the greatest possible impact for your marketing spend.



HOW IS SUCCESS MEASURED?

Unlike traditional advertising, Facebook ads are metric and data driven. You'll be able to see the number of times your ads were shown, the number of people who saw your ads, the number of people who clicked your ads, their age, gender and demographic information and what kinds of engagements they took on the advert. Customers can also engage with adverts by liking, sharing and commenting on ads, allowing you as a brand to have a closer relationship with your prospective customers.

The logo for Sudan Digital is a white, hand-drawn style circle with a textured, brush-like border. Inside the circle, the words "Sudan Digital" are written in a clean, white, sans-serif font.

Sudan Digital

HOW CAN YOU GET STARTED

To get started with Facebook ads in Sudan just contact us at

CONTACT@SUDANDIGITAL.COM

and one of team will call you to explain how and when we can begin.