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In this week's internship at the WMCA radio station I continued to acquire plenty of knowledge and experience, especially because of this moment where the entire team is being required to show better results, I have been learning a lot how it is to work under pressure. It has being very interesting see people's reaction to it and how Jerry deals with the meetings, that are the first thing that we have in the morning. This week, some new came from corporate saying that there will be some adjustments and that totally create a tension in the environment because no one knows what changes are going to be made and who is going to be the most affected by these changes.

This week, the head of the sales department Laura is back from her maternity leave, so I am excited to be able to present them to the solution that I have being working in these past weeks, especially because I had some extra time to work in even a more detailed and further plan to the social media. This week I started researching campaign ads that could fit better for the purpose of our goals. So during this research I started learning more about this feature that Facebook offers called meta ads library.

Meta Ads library is an advertising library that provides a set of pre-built ad formats that are optimized for performance and user engagement. Meta Ads library has become increasingly popular among advertisers because it simplifies the process of creating and managing ads, allowing advertisers to focus on creating high-quality content and targeting the right audience. Using Meta Ads library is an easy and effective way to create ad campaigns for various platforms such as Facebook, Instagram, Twitter, and more. The library includes a wide range of

ad formats, such as carousel ads, video ads, and image ads, that can be easily customized to suit the advertiser's needs. Meta Ads library also provides a variety of targeting options, including demographic targeting, geographic targeting, and interest-based targeting, which allows advertisers to reach the right audience and maximize their ROI.

One of the main benefits of using Meta Ads library is that it helps advertisers to save time and effort by simplifying the ad creation process. With the pre-built ad formats, advertisers do not have to start from scratch and can easily customize the ad to fit their brand's look and feel. This saves time and reduces the risk of errors that may occur when creating an ad from scratch. Another important advantage of using Meta Ads library is the ability to track the performance of the ad campaign. Meta Ads provides a range of performance metrics, including clicks, impressions, and conversions, which can be used to evaluate the effectiveness of the ad campaign. By monitoring the performance of the ad campaign, advertisers can identify what is working well and make adjustments to improve their results.

In conclusion, using Meta Ads library is an important tool for advertisers who want to create effective ad campaigns without the need for extensive design or technical expertise. With its pre-built ad formats, easy customization, and advanced targeting options, Meta Ads library simplifies the ad creation process and helps advertisers to reach their target audience with engaging and effective ads. By using Meta Ads, advertisers can save time, improve their ROI, and create ads that effectively communicate their brand's message. I really feel that the needs of the company is making me grow up a lot professionally, and learning new skills that are going to be a lot of useful for my future as a professional.