

How to Set Up Targeted Ads on Facebook and Instagram

By Raj Shukla (Pheonix Group)



Travellers have fundamentally changed how they find and choose their destinations. Most research and booking decisions now happen online, driven by interactions on social media platforms like

Facebook and Instagram. This shift gives tourism operators the chance to move beyond traditional marketing to reach potential visitors earlier in their decision-making process.

Address Business Challenges

Digital advertising through Meta platforms provides a reliable and manageable framework to overcome common industry challenges:

- **Manage Seasonality** – Targeted ads drive bookings during shoulder seasons, when demand is generally lower.
- **Expand Market Reach** – Operators can connect with potential visitors outside their usual regional markets.
- **Control Costs** – Every advertising dollar can be racked and directly linked to performance results.
- **Improve Performance Visibility** – Data-driven insights replace guesswork and reveal if campaigns are delivering meaningful return on investment (ROI).

Campaign Types and Strategy

- **Traffic Campaigns**– Traffic campaigns are designed to send a high volume of users to a specific page, like a website landing page or tour listing. This is to introduce and “warm up” new audiences who may not be ready to book right away.
- **Conversion (Sales) Campaigns**– Conversion-focused campaigns drive specific actions, such as room bookings, tour reservations, or newsletter sign-ups. They are highly measurable, allowing operators to connect individual ads to specific customer actions.

Implementation and Performance Tracking

Establishing the right prerequisites and performance metrics is essential to prevent common mistakes and avoid wasted spend:

- **Technical setup**– Ensure proper tracking (like Meta Pixel) is installed before launching campaigns so data is accurately collected.
- **Budget planning**– Allocate budget based on the expected cost of achieving a specific outcome (such as cost per booking), rather than a fixed monthly sum.
- **Performance**– Measure how campaigns are generating profitable and sustainable business results.

Using this framework helps tourism operators adopt a more proactive digital marketing strategy that enables more reliable and confident advertising decisions. For additional strategy guidance and implementation support, visit Phoenix Group at thephoenixgroup.ca



ABOUT THE AUTHOR

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Specializes in digital media planning, analytics, and performance optimization. With early career experience in India and international collaboration across education, marketing, and technology sectors, Raj brings a global understanding of data and audience behaviour. His portfolio includes work across finance, automotive, government, and public sectors. Currently completing his Master of Science in Data Science at the University of Colorado Boulder (U.S.), Raj also holds a Bachelor of Arts in Mathematics and Economics. He is fluent in the language of media and data.