



How to Create Facebook Ads: A Step-by-Step Guide to Advertising on Facebook



**MORE
THAN** **1.4 BILLION**
PEOPLE USE FACEBOOK

**THERE ARE
MORE THAN** **9000 MILLION**
VISITS TO FACEBOOK
EVERYDAY

The Ultimate Checklist for Creating & Optimizing Facebook Ads

All ads can be broken down into three elements:

- 1. CAMPAIGNS.** The campaign houses all of your assets.
- 2. AD SETS.** If you're targeting separate audiences with different characteristics, you'll need an individual ad set for each.
- 3. ADS.** Your actual ads live within your ad sets. Each ad set can hold a variety of ads that vary in color, copy, images, etc.



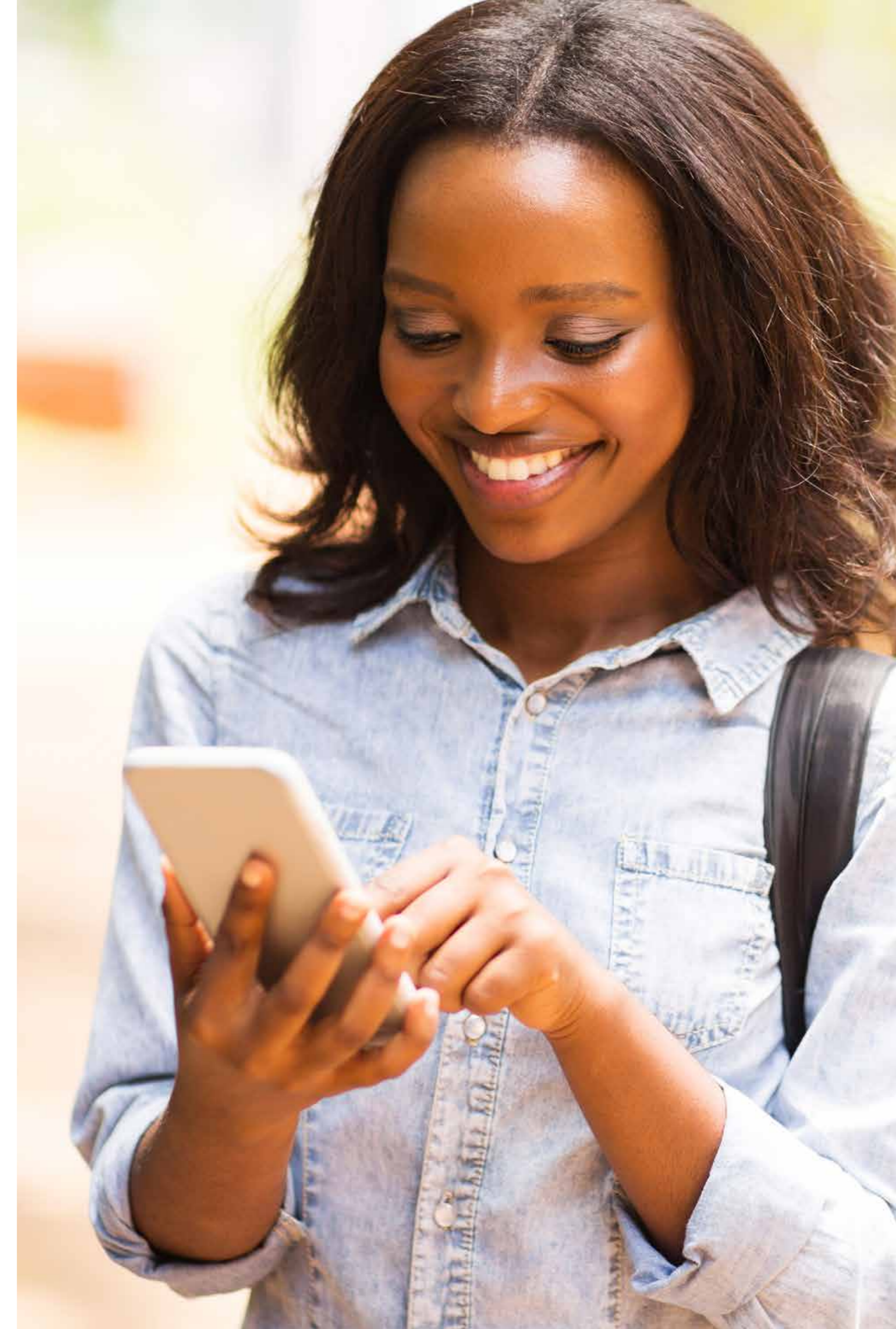
Facebook offers users two different tools for creating a paid ad:

- Ads Manager
- Power Editor

Ads Manager: best suits most companies

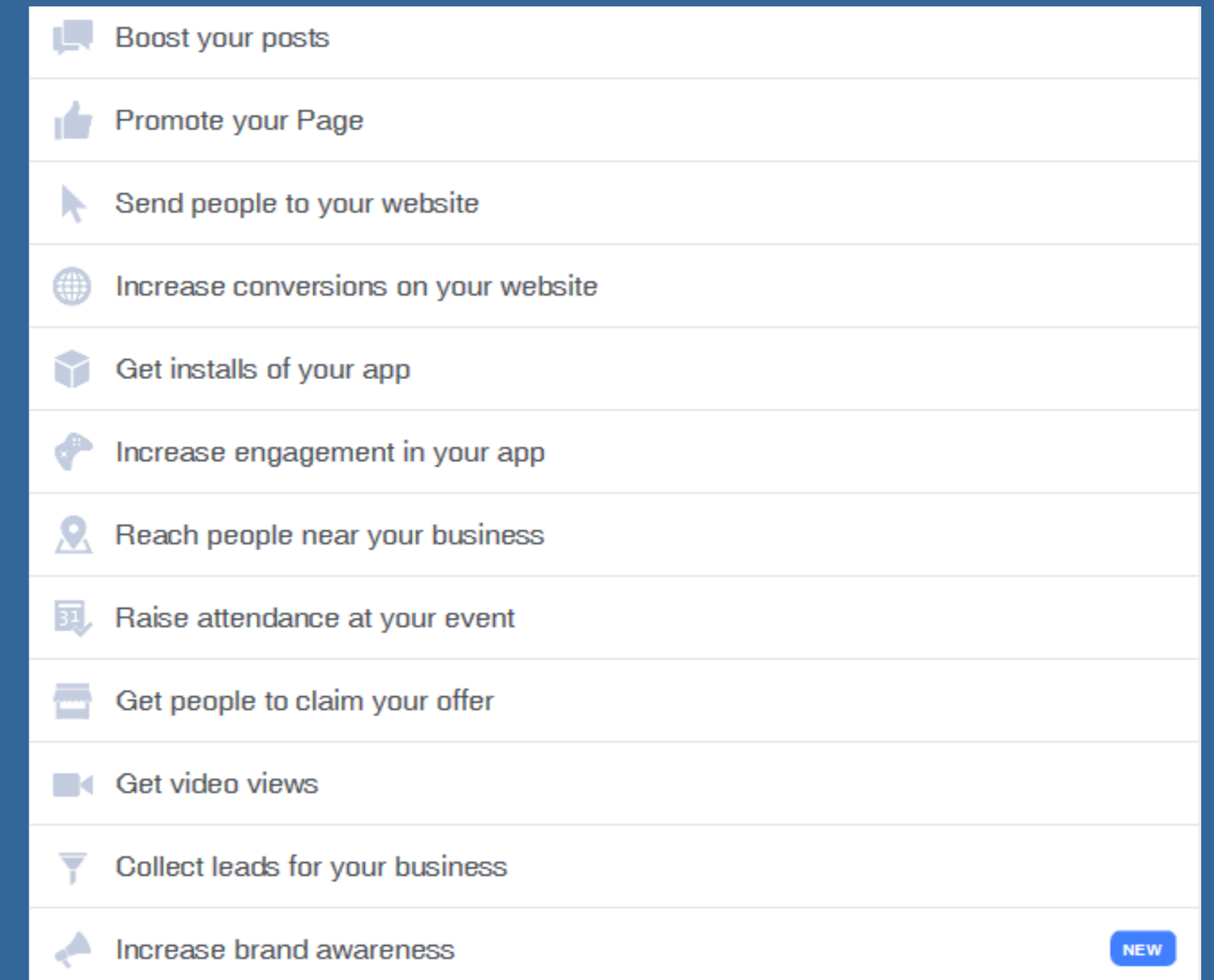
Power Editor: serves as a tool for larger advertisers who are looking for more precise control over a variety of campaigns.

For the sake of this presentation, we're going to detail how to create an ad using the Ads Manager.



Choose an Objective

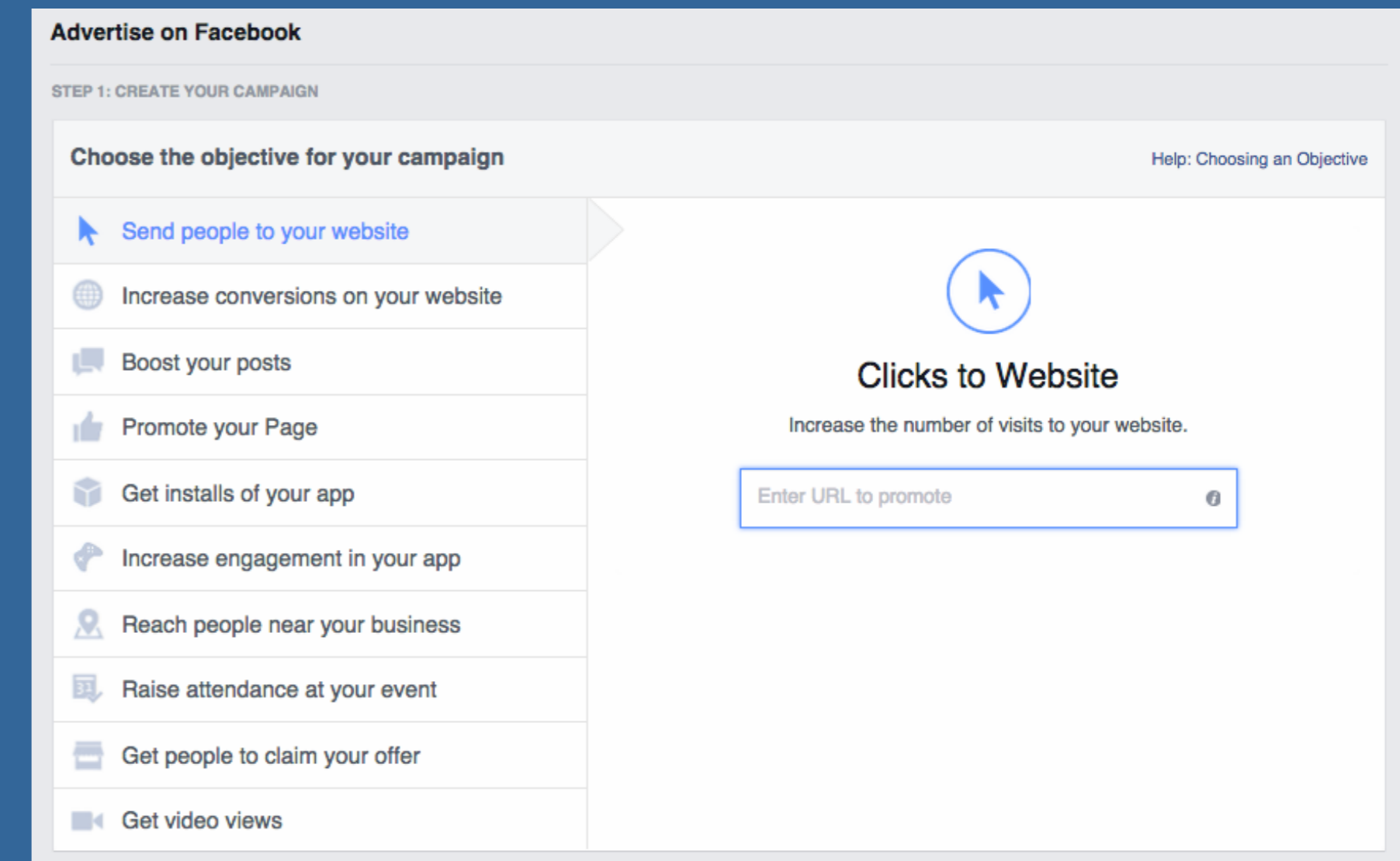
Before getting started, Ads Manager will prompt you to choose an objective for your campaign:



By choosing an objective, you're giving Facebook a better idea of what you'd like to do so they can present you with the best-suited ad options.

Facebook's ad options include:

- Page Post Engagements
- Page Likes
- Click to Website
- Website Conversions
- App Installs
- App Engagement
- Event Responses
- Offer Claims
- Video Views
- Local Awareness



Choose Your Audience

If you're wavering between choosing a specific audience over a broad one, consider your objective. If you're looking to drive traffic, you'll probably want to focus on the type of people you know will be interested in your offering. However, if you're looking to build brand awareness or promote a widely appealing offer, feel free to focus on a more general audience.

- Location
- Age
- Gender
- Languages
- Relationship
- Education
- Work
- Financial
- Home
- Ethnic Affinity
- Generation
- Parents
- Politics (U.S. only)
- Life Events
- Interests
- Behaviors
- Connections

The screenshot displays the Facebook Ads targeting interface. At the top, it asks "Who do you want your ads to reach?" and provides a "Help: Choose Your Audience" link. Below this, there's a "NEW AUDIENCE" dropdown. The "Locations" section is set to "United States" and "All United States". A map shows the United States with a pin. Below the map, there are filters for "Age" (18-65+), "Gender" (All, Men, Women), and "Languages". There are also sections for "Interests", "Behaviors", and "Connections". On the right side, there's an "Audience Definition" gauge showing a needle pointing towards "Broad". Below the gauge, it says "Your audience selection is fairly broad." and "Audience Details" showing "Location: United States" and "Age: 18-65+". At the bottom, it shows "Potential Reach: 184,000,000 people" and a "Save this audience" button.

To help you narrow your focus, Facebook's targeting criteria are accompanied by an audience definition gauge. This tool -- located to the right of the audience targeting fields -- takes all of your selected properties into consideration in order to come up with a potential reach number.

Set Your Budget

Facebook offers advertisers the option to set either a daily budget or a lifetime budget. Here's how they differ from one another:

- **DAILY BUDGET** If you want your ad set to run continuously throughout the day, this is the option you'll want to go for. Facebook will pace your spending per day. Keep in mind that the **minimum daily budget for an ad set is \$1.00 USD and must be at least 2X your CPC.**
- **LIFETIME BUDGET** If you're looking to run your ad for a specified length of time, select lifetime budget. Facebook will pace your spend over the time period you set for the ad to run.



Schedule

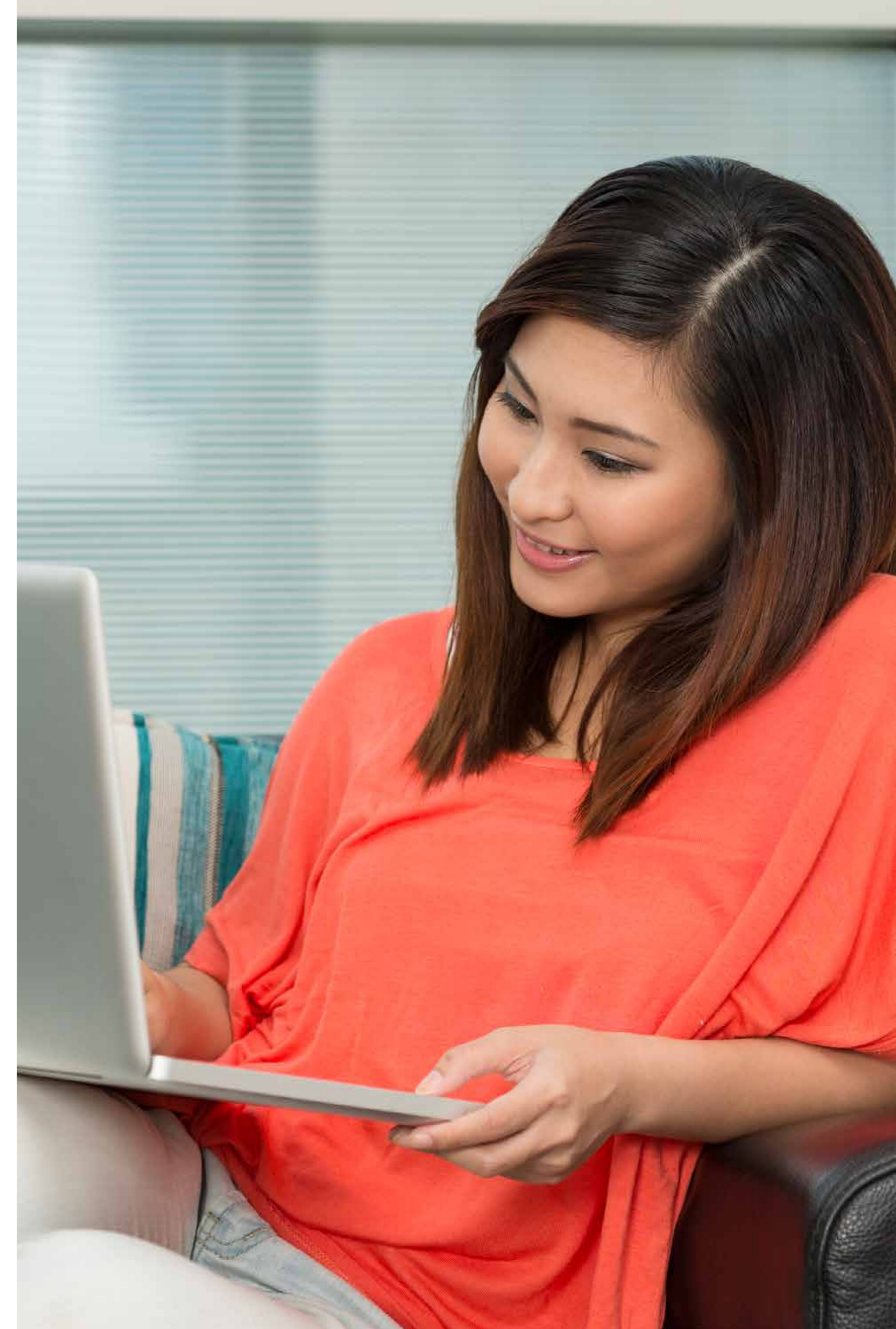
Choose whether or not you want your campaign to run immediately and continuously or if you want to customize the start and end dates. You can also set parameters so that your ads only run during specific hours and days of the week.



Optimization & Pricing

Choose whether or not you want to bid for your objective, clicks, or impressions. (This will alter how your ad is displayed and paid for.) By doing so, you'll pay for your ad to be shown to people within your target audience that are more likely to complete your desired action, but Facebook will control what your maximum bid is.

If you don't want Facebook to set optimal bids for you, you'll want to opt for manual bidding. This option awards you full control over how much you're willing to pay per action completed. However, Facebook will provide a suggested bid based on other advertisers' behavior to give you a sense of what you should shoot for.



Delivery

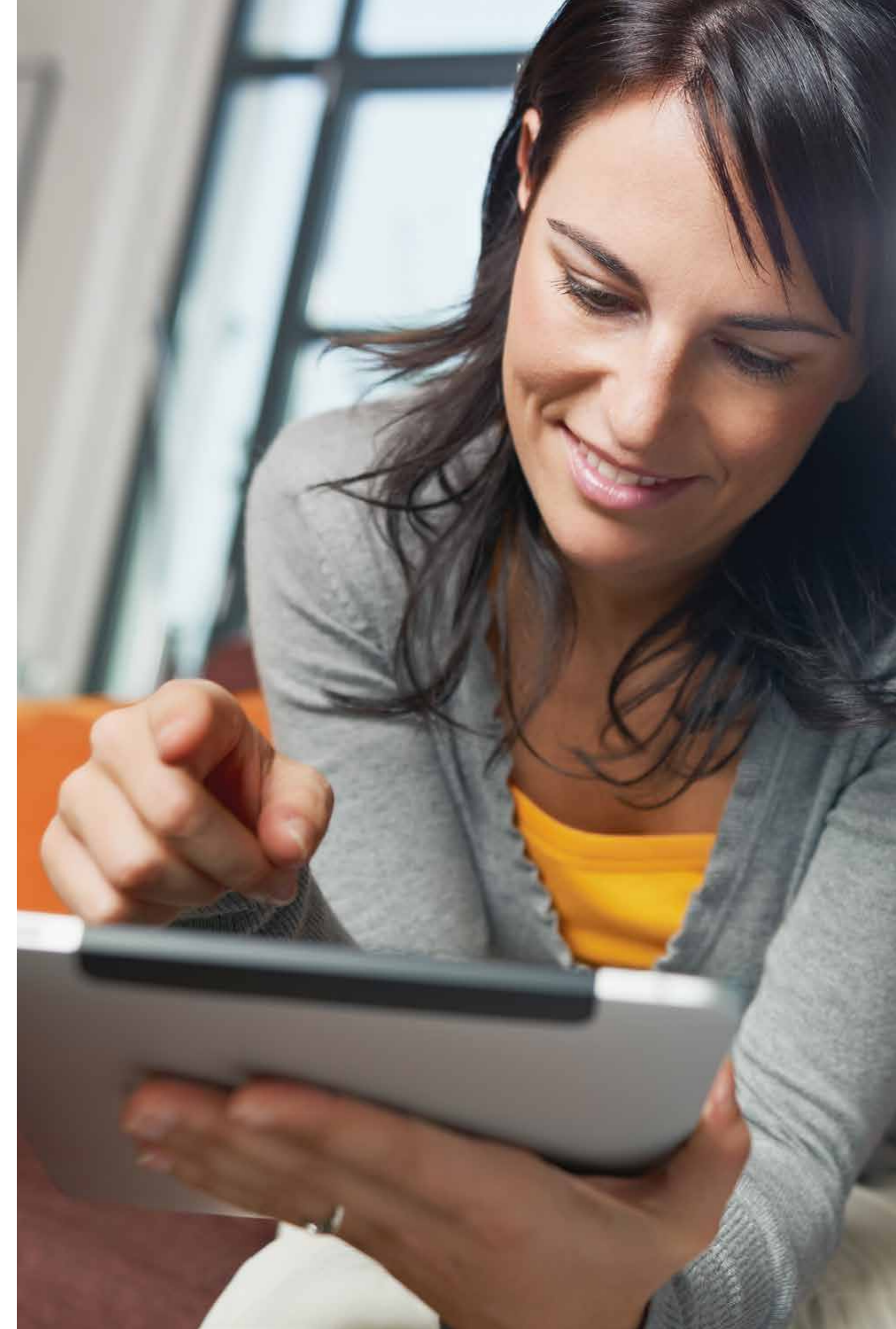
Delivery type falls under two categories:

- Standard
- Accelerated

Standard: show your ads throughout the day

Accelerated: helps you reach an audience quickly for time-sensitive ads

(Note: this option requires manual bid pricing).



Create Your Ad

What do you want your ad to look like? It all depends on your original objective.

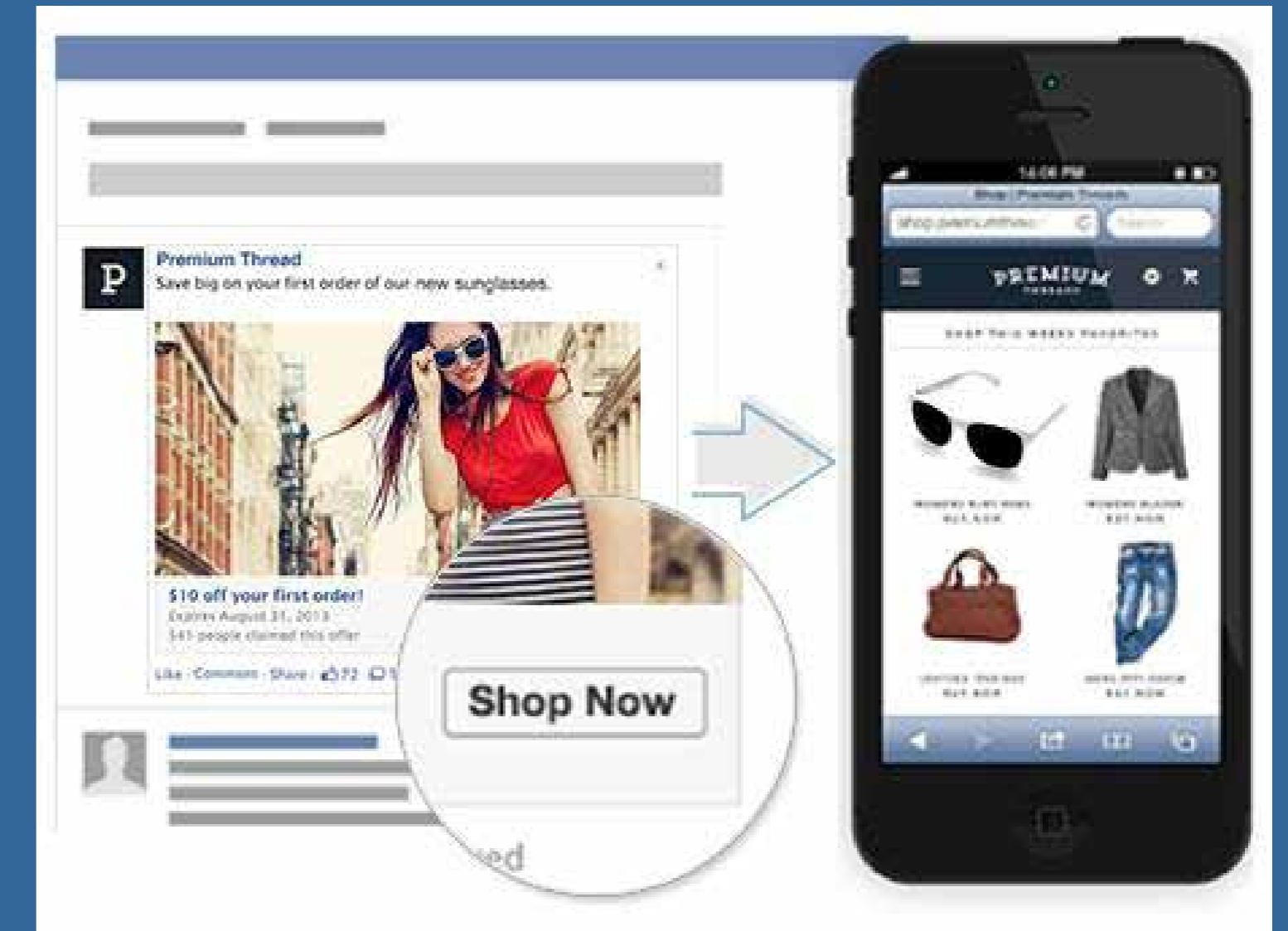
If you're looking to increase the number of clicks to your website, Facebook's Ad Manager will suggest the Click to Website ad options. Makes sense, right?

This ad option is broken down into two formats:

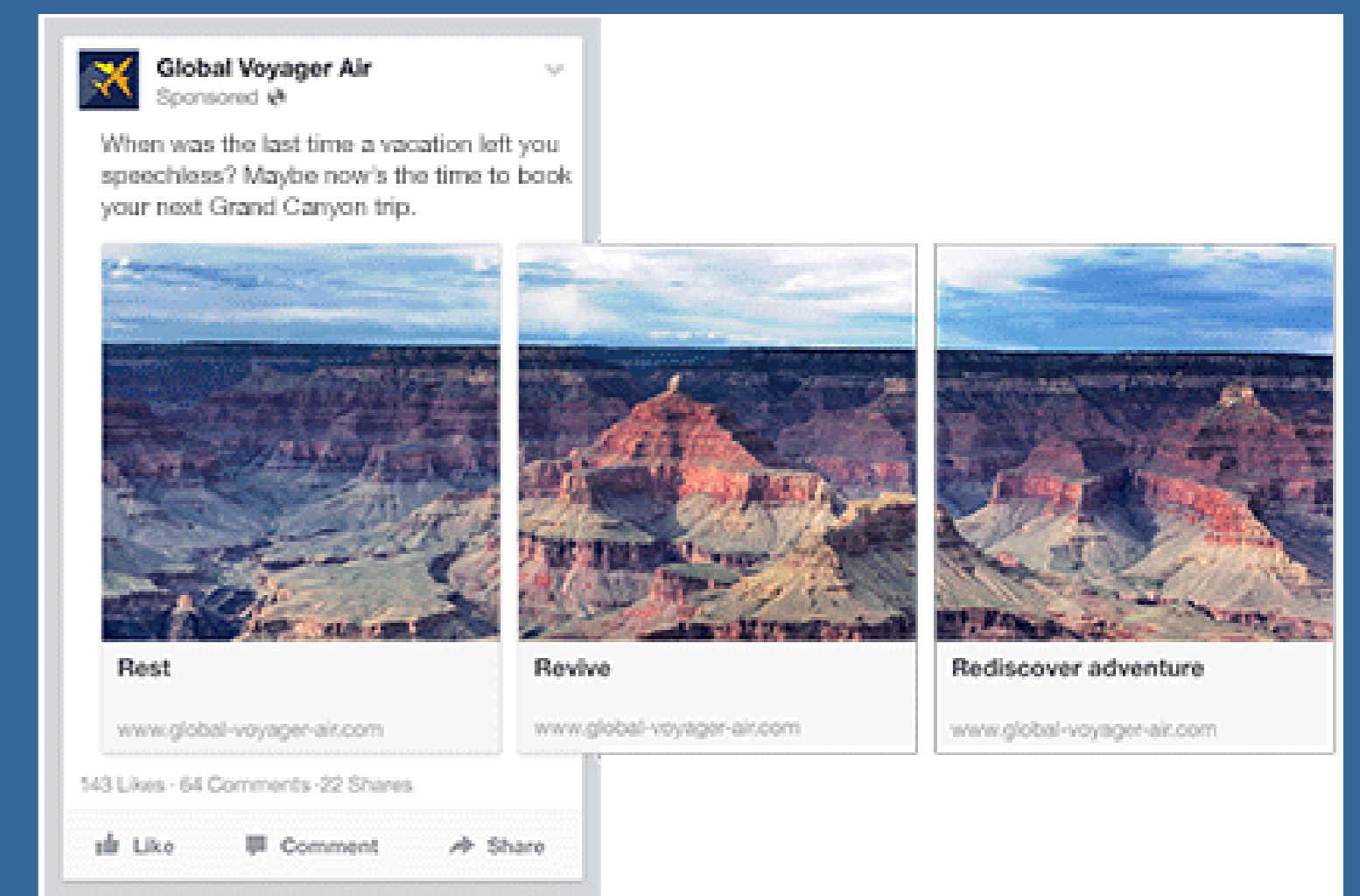
- **Links**
- **Carousels**

You can either display a single image ad (Links) or a multi-image ad (Carousel) with three to five scrolling images **at no additional cost.**

Sample of a Links (Single Image) Ad:



Sample of a Carousel (Multi Image) Ad:



(Each image scrolls in one at a time)

Link Ads (Single Image Ads)

- Text: 90 characters
- Link Title: 25 characters
- Image ratio: 1.91:1
- Image size: 1200 pixels x 627 pixels.
(Use a minimum image width of 600 pixels for ads appearing in News Feed.)

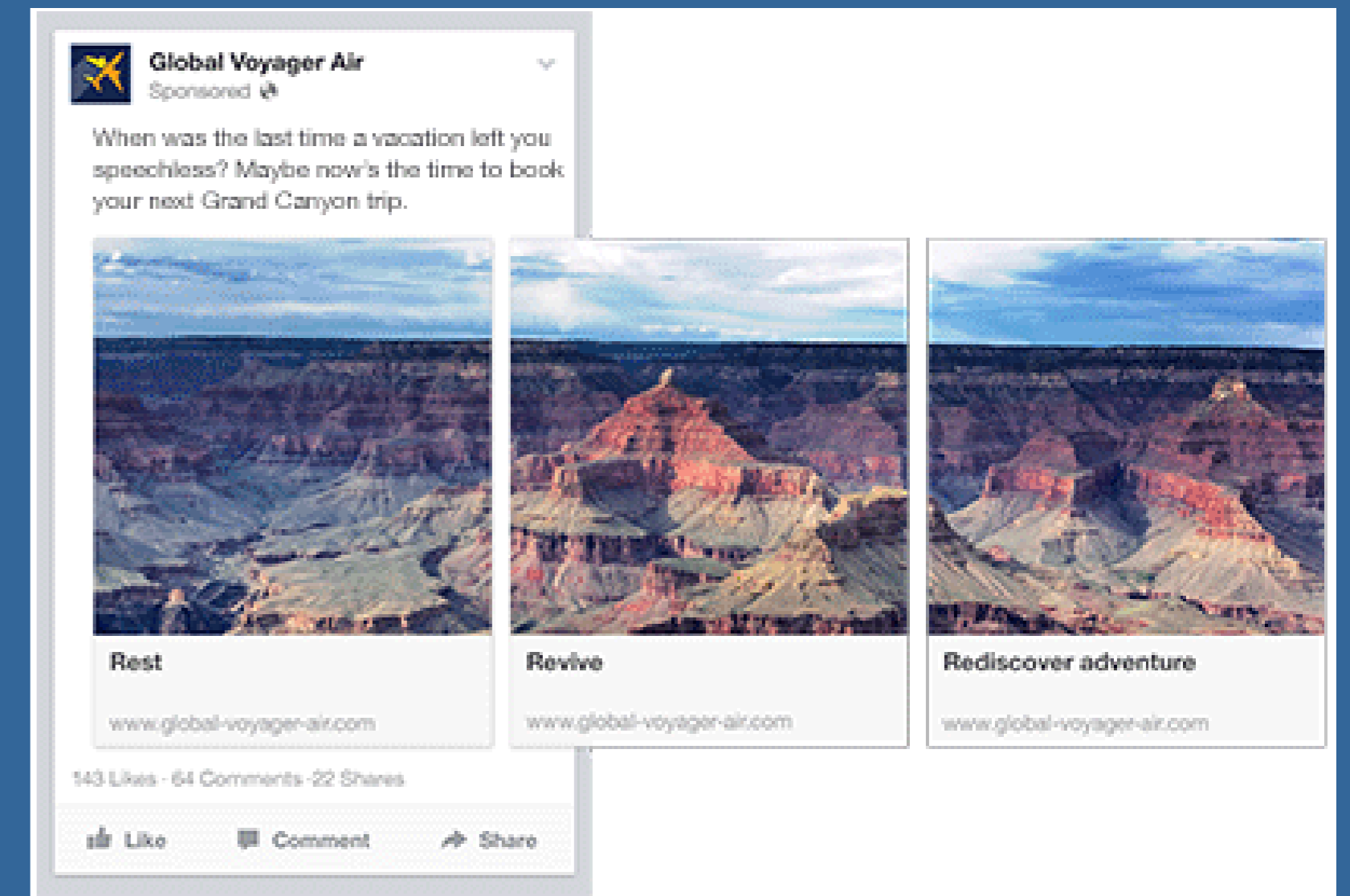
Keep in mind that these are the ad options for the "send people to your website" objective.



Carousel Ads (Multi-Image Ads)

- Recommended image size: 600 x 600 pixels
- Image ratio: 1:1
- Text: 90 characters
- Headline: 40 characters
- Link description: 20 characters
- Your image may not include more than 20% text.

Keep in mind that these are the ad options for the "send people to your website" objective.



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Once you select an ad type, the Ads Manager will prompt you to identify how you'd like to display your ad.

The options they provide are:

Desktop News Feed



Mobile News Feed



Desktop Right Column



Report on the performance

Once your ads are running, you'll want to keep an eye on how they're doing.

To see their results, you'll want to look in two places: the **Facebook Ad Manager** and your **marketing software**.



Key Metrics

Here are some of the key metrics to look for:

- **Performance**
- **Engagement**
- **Videos**
- **Website**
- **Apps**
- **Events**
- **Clicks**
- **Settings**

