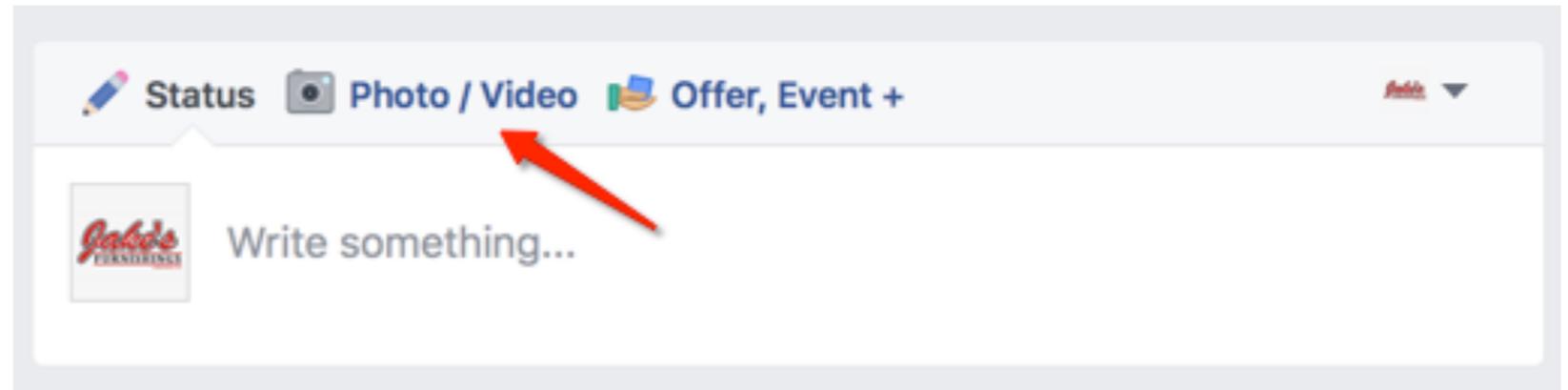


How to create a
Darcy Slideshow video for
Facebook

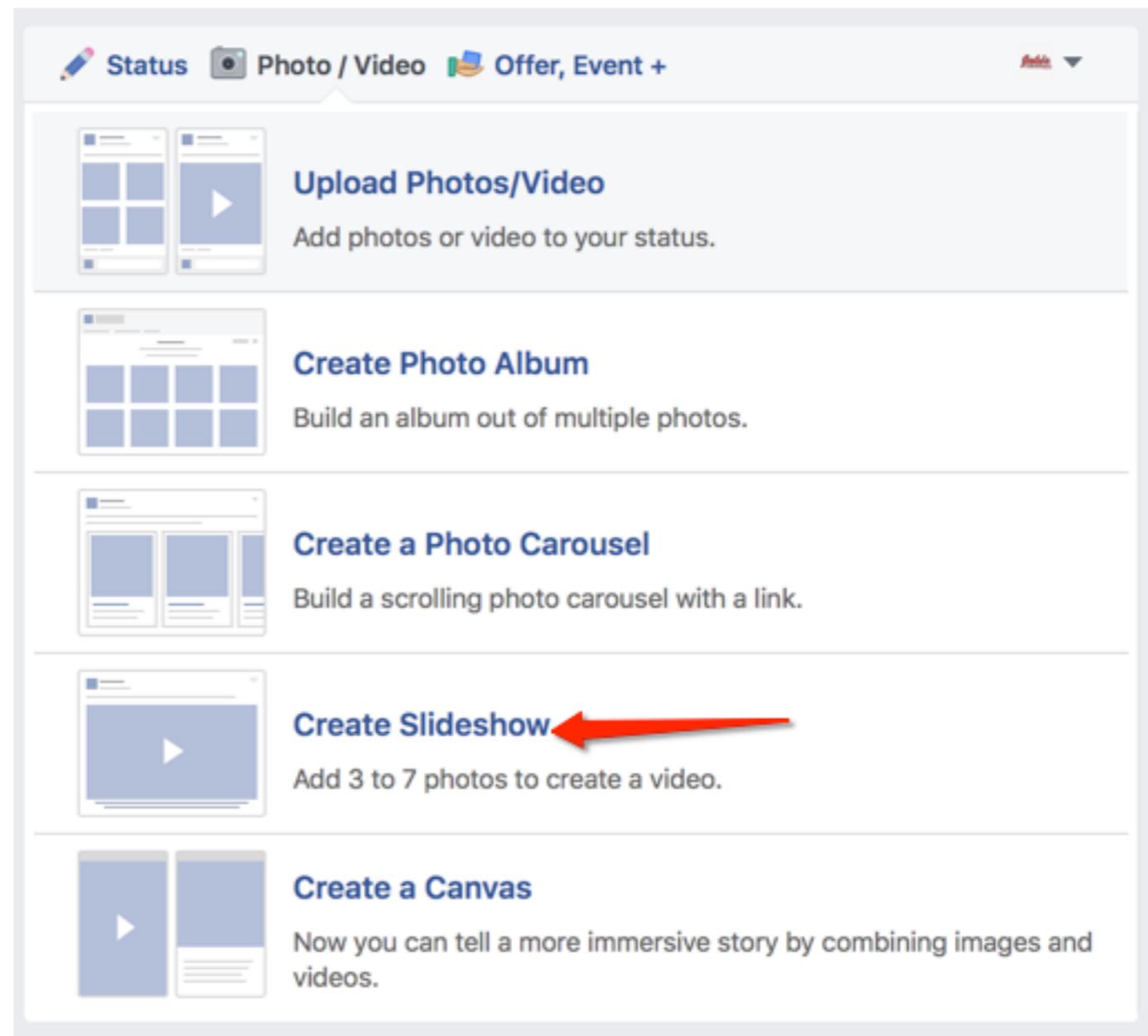
Step 1:

Click the Photo/video button



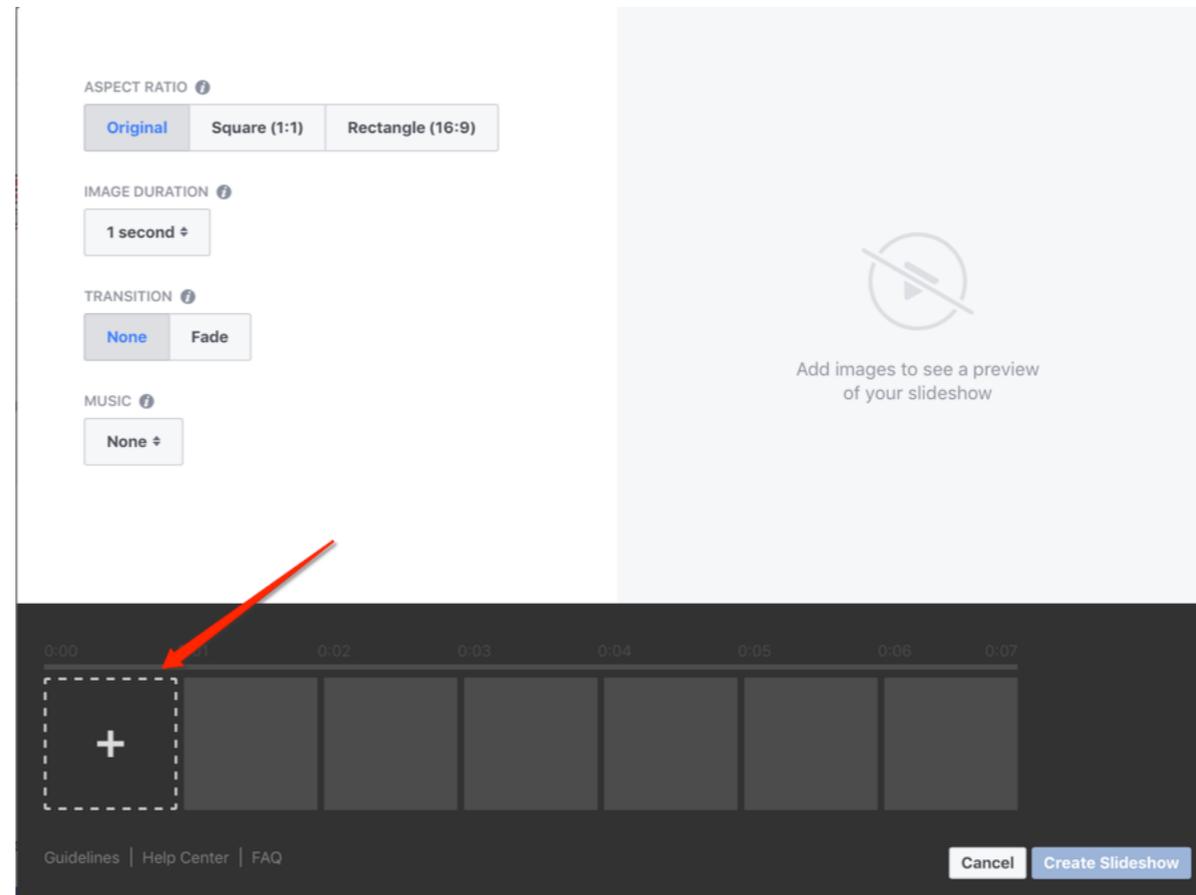
Step 2:

Click the Create Slideshow Button



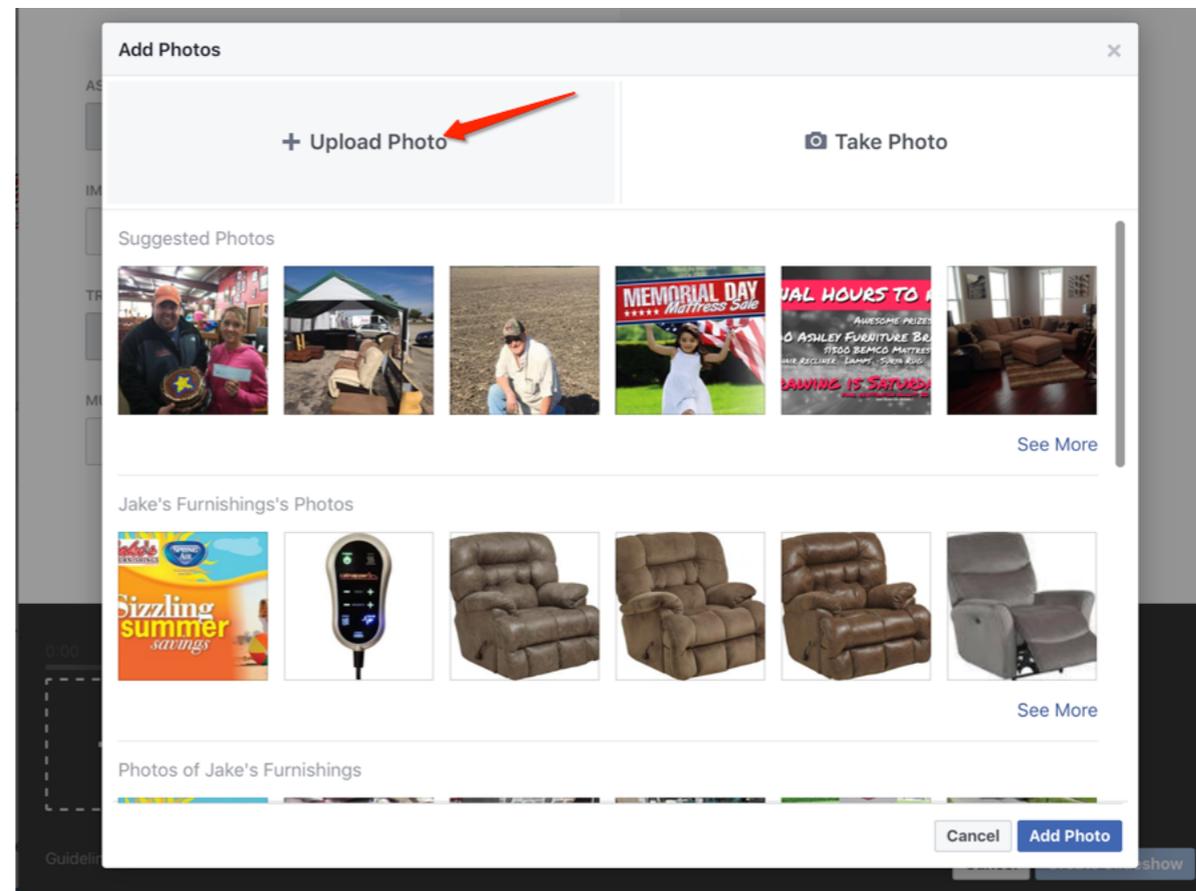
Step 3:

Click the Plus sign button



Step 4:

Click the upload images button



Step 5:

You only get 7 images....
Upload your preferred
High Res Darcy
Collection images.

Step 6:

Original Ratio
1 Second Time Lapse
Choose Your Tunes

The screenshot displays the settings for a slideshow. The settings are as follows:

- ASPECT RATIO:** Original (highlighted with a red box), Square (1:1), Rectangle (16:9)
- IMAGE DURATION:** 1 second (highlighted with a red box)
- TRANSITION:** None (highlighted with a red box), Fade
- MUSIC:** Dance (highlighted with a red box and a red arrow pointing to it)

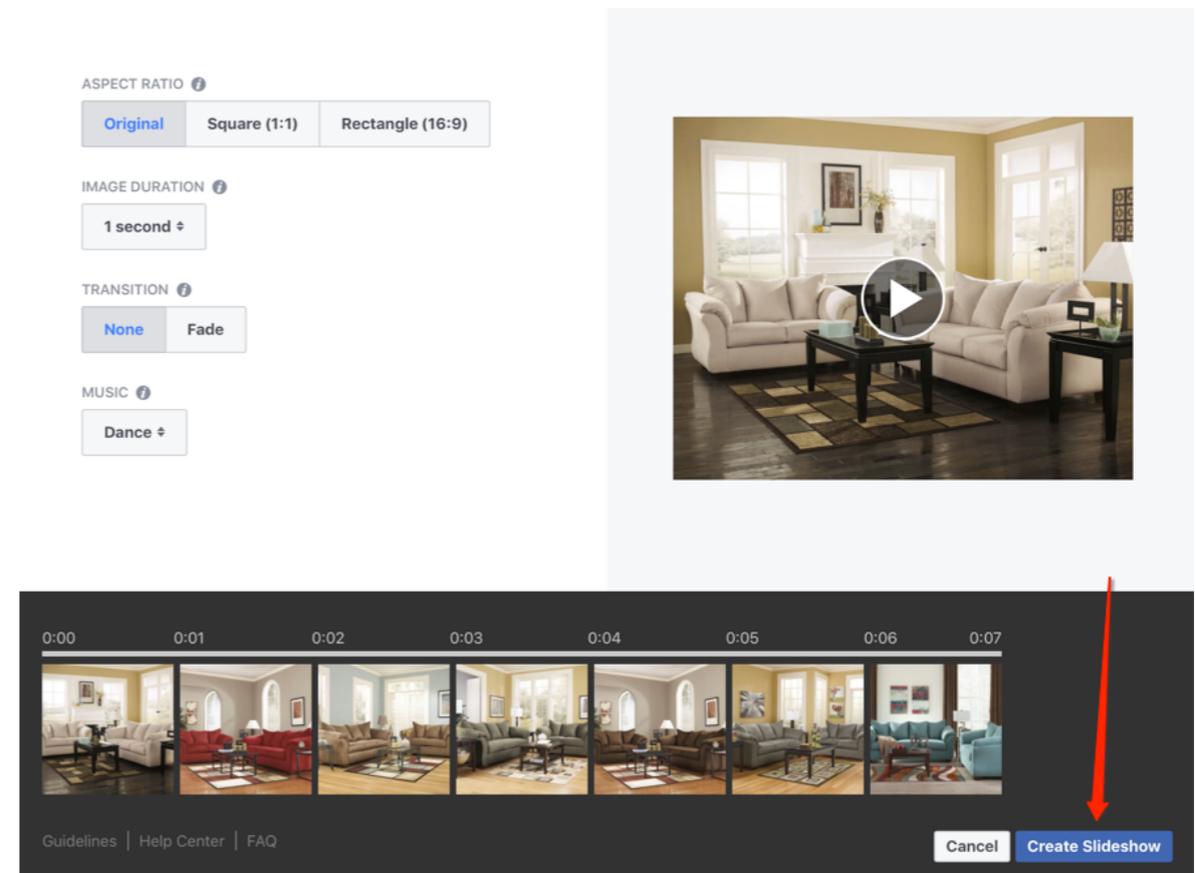
To the right of the settings is a preview window showing a living room scene with a white sofa, a dark coffee table, and a fireplace. A play button is overlaid on the preview.

At the bottom of the interface is a timeline showing seven image thumbnails. The first thumbnail is the same living room scene as in the preview. The other thumbnails show different living room scenes with various furniture and decor. The timeline is labeled with time markers from 0:00 to 0:07.

At the bottom right of the interface are two buttons: "Cancel" and "Create Slideshow".

Step 7:

Click the create Slideshow Button



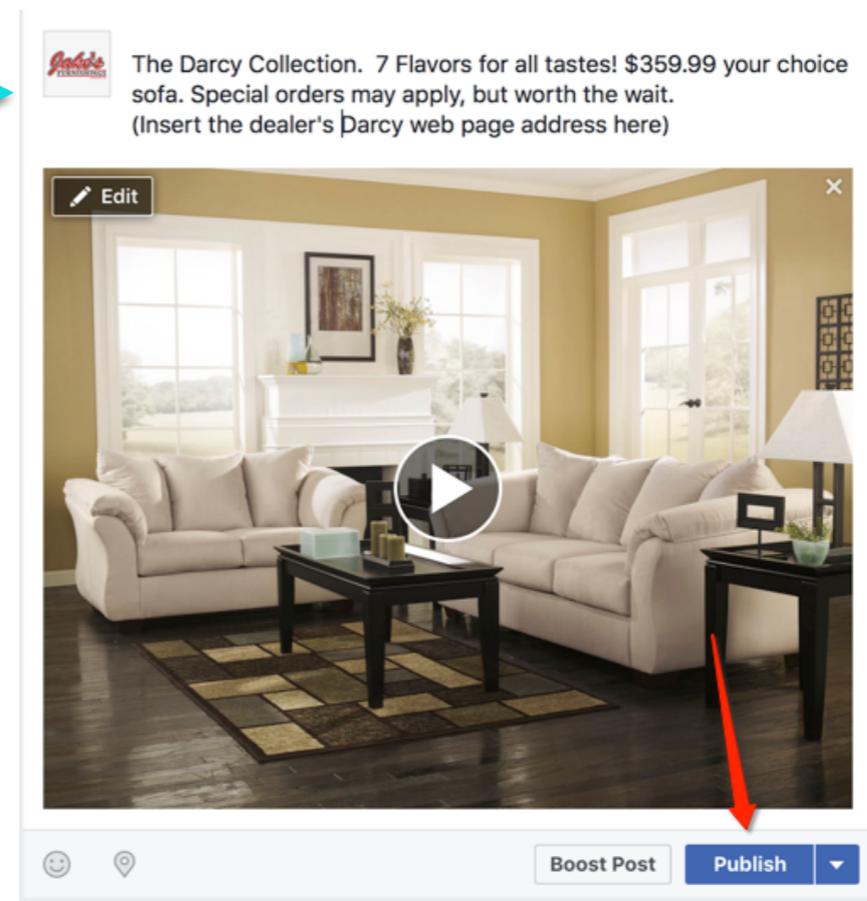
Step 8:

Write a message like this....



Step 9:

Click Publish



Now Your Dealer needs to BOOST It....

Step 1:

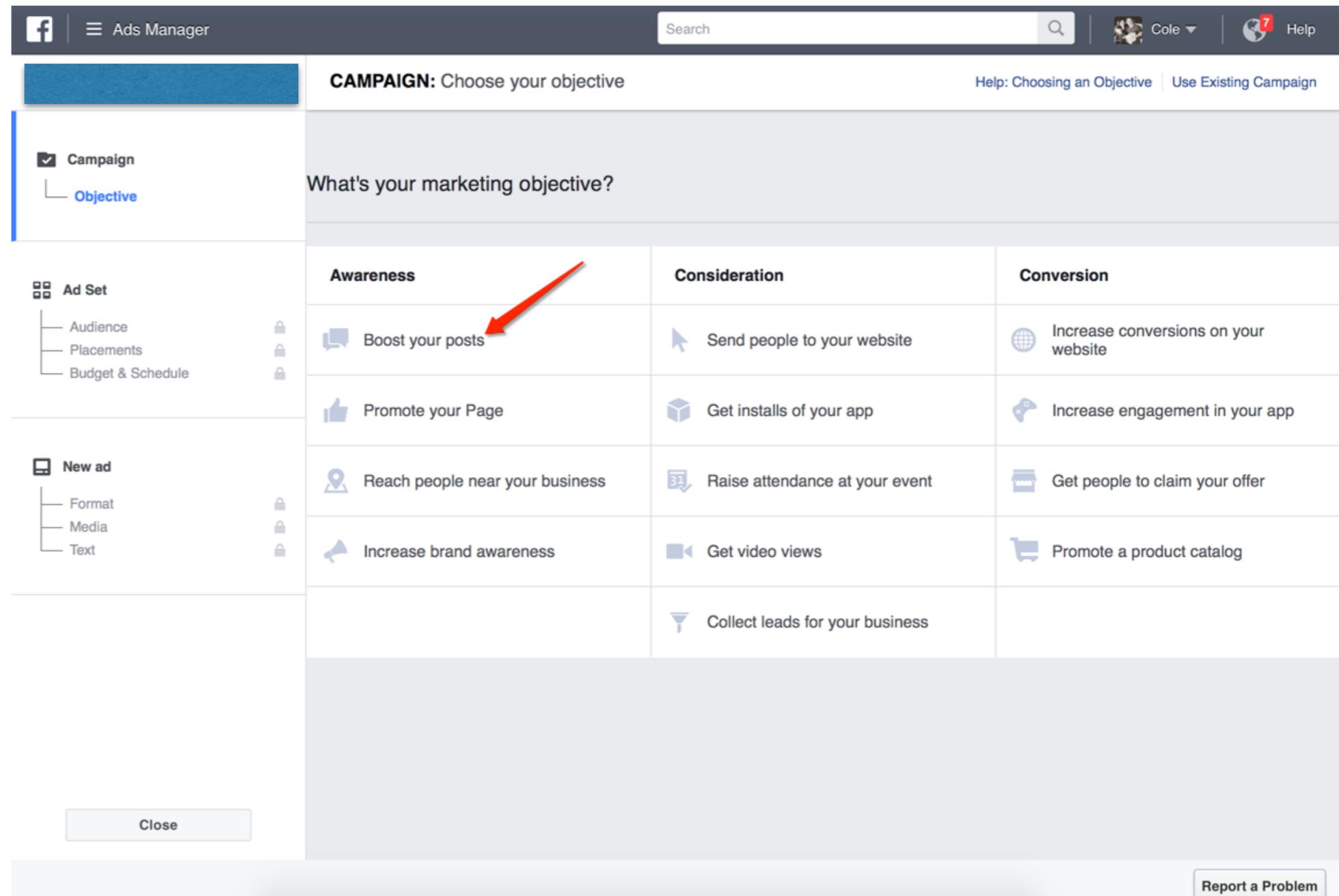
Log on to

business.facebook.com

(you need admin access in order to do this)

Step 2:

Click your objective
“Boost Your Posts”



The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with the Facebook logo, 'Ads Manager', a search bar, and user information. Below this, the main heading is 'CAMPAIGN: Choose your objective'. On the left sidebar, there are three main sections: 'Campaign' (with a sub-link for 'Objective'), 'Ad Set' (with sub-links for 'Audience', 'Placements', and 'Budget & Schedule'), and 'New ad' (with sub-links for 'Format', 'Media', and 'Text'). The main content area is titled 'What's your marketing objective?' and is divided into three columns: 'Awareness', 'Consideration', and 'Conversion'. Under 'Awareness', the 'Boost your posts' objective is highlighted with a red arrow. Other objectives in the 'Awareness' column include 'Promote your Page', 'Reach people near your business', and 'Increase brand awareness'. The 'Consideration' column includes 'Send people to your website', 'Get installs of your app', 'Raise attendance at your event', and 'Get video views'. The 'Conversion' column includes 'Increase conversions on your website', 'Increase engagement in your app', 'Get people to claim your offer', and 'Promote a product catalog'. At the bottom left of the main area is a 'Close' button, and at the bottom right is a 'Report a Problem' button.

Step 3:
Type your chosen
campaign name

Facebook Ads Manager interface showing the 'CAMPAIGN: Choose your objective' step. The left sidebar contains navigation options: Campaign (selected), Objective, Ad Account (Create New), Ad Set (Audience, Placements, Budget & Schedule), and Ad (Page & Post). The main content area asks 'What's your marketing objective?' and displays a grid of objectives categorized into Awareness, Consideration, and Conversion. The 'Boost your posts' objective is selected. Below the grid, the 'Page Post Engagement' objective is highlighted with a red arrow. The 'Campaign Name' field is filled with 'Darcy Collection Video'. A 'Create Ad Account' button is visible below the name field. A 'Close' button is located at the bottom left of the main content area. A 'Report a Problem' link is at the bottom right.

Awareness	Consideration	Conversion
<input checked="" type="checkbox"/> Boost your posts	<input type="checkbox"/> Send people to your website	<input type="checkbox"/> Increase conversions on your website
<input type="checkbox"/> Promote your Page	<input type="checkbox"/> Get installs of your app	<input type="checkbox"/> Increase engagement in your app
<input type="checkbox"/> Reach people near your business	<input type="checkbox"/> Raise attendance at your event	<input type="checkbox"/> Get people to claim your offer
<input type="checkbox"/> Increase brand awareness	<input type="checkbox"/> Get video views	<input type="checkbox"/> Promote a product catalog
	<input type="checkbox"/> Collect leads for your business	

Page Post Engagement
Get more people to see and engage with your Page posts.

Campaign Name

[Create Ad Account](#)

[Close](#) [Report a Problem](#)

Step 4:

Choose:
Country
Currency
Time Zone

The screenshot shows the Facebook Ads Manager interface for creating an ad account. The main content area is titled "AD ACCOUNT: Create Your Ad Account" and contains the following elements:

- Account Information:**
 - Account Country: United States
 - Currency: US Dollars
 - Time Zone: America/Chicago
- Time Zone Details:**

UTC TIME	LOCAL TIME
09/09/2016 2:28AM	09/08/2016 9:28PM
- Currency and Time Zone Note:** All your ads billing and reporting data will be recorded in this currency and time zone. To change these in the future, you'll need to create a new ad account.
- Navigation:** "Back" and "Continue" buttons are present at the bottom of the form.

The left sidebar shows the navigation menu with "Ad Account" selected. The top navigation bar includes the Facebook logo, "Ads Manager", a search bar, and user profile information.

Step 5:

Choose your geographic locations you want your customers to live in.

In this case we selected neighboring cities

AD SET: Define your audience, budget and schedule

Audience
Define who you want to see your ads. Learn more.

Custom Audiences [Browse](#)

[Create New](#)

Locations **People who live in this location**

- United States
 - United States**
 - Include
 - We recommend location only.**
 - Lincoln, Illinois, United States City
 - Lincoln Estates, Illinois, United States City
 - Lincoln Heights, Illinois, United States City
 - East Lincoln, Mississippi, United States City

[Add Bulk Locations...](#)

Age -

Gender All Men Women

Languages

[Close](#)

Audience Definition

Your audience selection is fairly broad.

Audience Details:

- Location - Living In:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers or Instagram Feed

Potential Reach: 191,000,000 people

Estimated Daily Reach

6,100 - 16,000 people on Facebook

0 of 140,000,000

7,200 - 19,000 people on Instagram

0 of 37,000,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

[Report a Problem](#)

Step 6:

Narrow your radius accordingly

AD SET: Define your audience, budget and schedule

Audience
Define who you want to see your ads. Learn more.

Custom Audiences [Browse](#)

[Create New](#)

Locations **People who live in this location**

- United States
 - Clinton, Illinois +17mi
 - Lincoln, Illinois +14mi
 - Springfield, Illinois +18mi
 - Include
 - Cities within radius
 - 10 50 18 mi

[Add Bulk Locations...](#)

Age -

Gender All Men Women

Languages

[Close](#)

Audience Definition

Your audience is defined.

Audience Details:

- Location - Living In:
 - United States: Clinton (+17 mi), Lincoln (+14 mi), Springfield (+18 mi) Illinois
- Age:
 - 18 - 65+
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers or Instagram Feed

Potential Reach: 140,000 people

Estimated Daily Reach

3,700 - 9,700 people on Facebook

0 of 99,000

390 - 1,000 people on Instagram

0 of 17,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

[Report a Problem](#)

Step 7:

Choose your: age range, gender, and language(s) of the customers you want to target.

Think about the customer that'll react to your post....
In this case we choose 25-40 women who spoke English

AD SET: Define your audience, budget and schedule

Age: 25 - 40

Gender: All Men Women

Languages: English (US)

Detailed Targeting: INCLUDE people who match at least ONE of the following

Placements: Mobile News Feed, Instagram, Desktop News Feed, Desktop Right Column

Audience Definition: Your audience is defined.

Audience Details:

- Location - Living In: United States: Clinton (+17 mi), Lincoln (+14 mi), Springfield (+18 mi) Illinois
- Age: 25 - 40
- Gender: Female
- Language: English (US)
- Placements: on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers or Instagram Feed

Potential Reach: 25,000 people

Estimated Daily Reach

2,300 - 6,000 people on Facebook

150 - 390 people on Instagram

Step 8:

Narrow your demographic... This is when it gets crazy.

AD SET: Define your audience, budget and schedule

Age: 25 - 40

Gender: All Men Women

Languages: English (US)

Detailed Targeting: INCLUDE people who match at least ONE of the following

Demographics

Interests

Behaviors

More Categories

Placements: Mobile News Feed, Instagram, Desktop News Feed, Desktop Right Column

Audience Definition: Your audience is defined.

Audience Details:

- Location - Living In: United States: Clinton (+17 mi), Lincoln (+14 mi), Springfield (+18 mi) Illinois
- Age: 25 - 40
- Gender: Female
- Language: English (US)
- Placements: on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers or Instagram Feed

Potential Reach: 25,000 people

Estimated Daily Reach

2,300 - 6,000 people on Facebook

150 - 390 people on Instagram

Step 8 Cont'd:

In this case we simply narrowed by income. \$30-50k annual income and interested in online shopping.

Note: You can get as refined as you want.

AD SET: Define your audience, budget and schedule

Age: 25 - 40
Gender: All, Men, Women
Languages: English (US)

Detailed Targeting: INCLUDE people who match at least ONE of the following

- Demographics
 - Education
 - Ethnic Affinity
 - Financial
 - Income
 - \$100,000 - \$125,000
 - \$125,000 - \$150,000
 - \$150,000 - \$250,000

Placements: Mobile News Feed, Instagram

Audience Definition: Your audience is defined.

Audience Details:

- Location - Living In:
 - United States: Clinton (+17 mi), Lincoln (+14 mi), Springfield (+18 mi) Illinois
- Age: 25 - 40
- Gender: Female
- Language: English (US)
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers or Instagram Feed

Potential Reach: 25,000 people

Estimated Daily Reach: 2,300 - 6,000 people on Facebook, 150 - 390 people on Instagram

AD SET: Define your audience, budget and schedule

Age: 25 - 40
Gender: All, Men, Women
Languages: English (US)

Detailed Targeting: INCLUDE people who match at least ONE of the following

- Demographics > Financial > Income
 - \$30,000 - \$40,000
 - \$40,000 - \$50,000
- Interests > Shopping and fashion > Shopping
 - Online shopping

Shopping

- Boutiques
- Coupons
- Discount stores
- Luxury goods
- Online shopping
- Shopping malls

Audience Definition: Your audience is defined.

Audience Details:

- Location - Living In:
 - United States: Clinton (+17 mi), Lincoln (+14 mi), Springfield (+18 mi) Illinois
- Age: 25 - 40
- Gender: Female
- Language: English (US)
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers or Instagram Feed
- People Who Match:
 - Interests: Online shopping
 - Income: \$30,000 - \$40,000 or \$40,000 - \$50,000

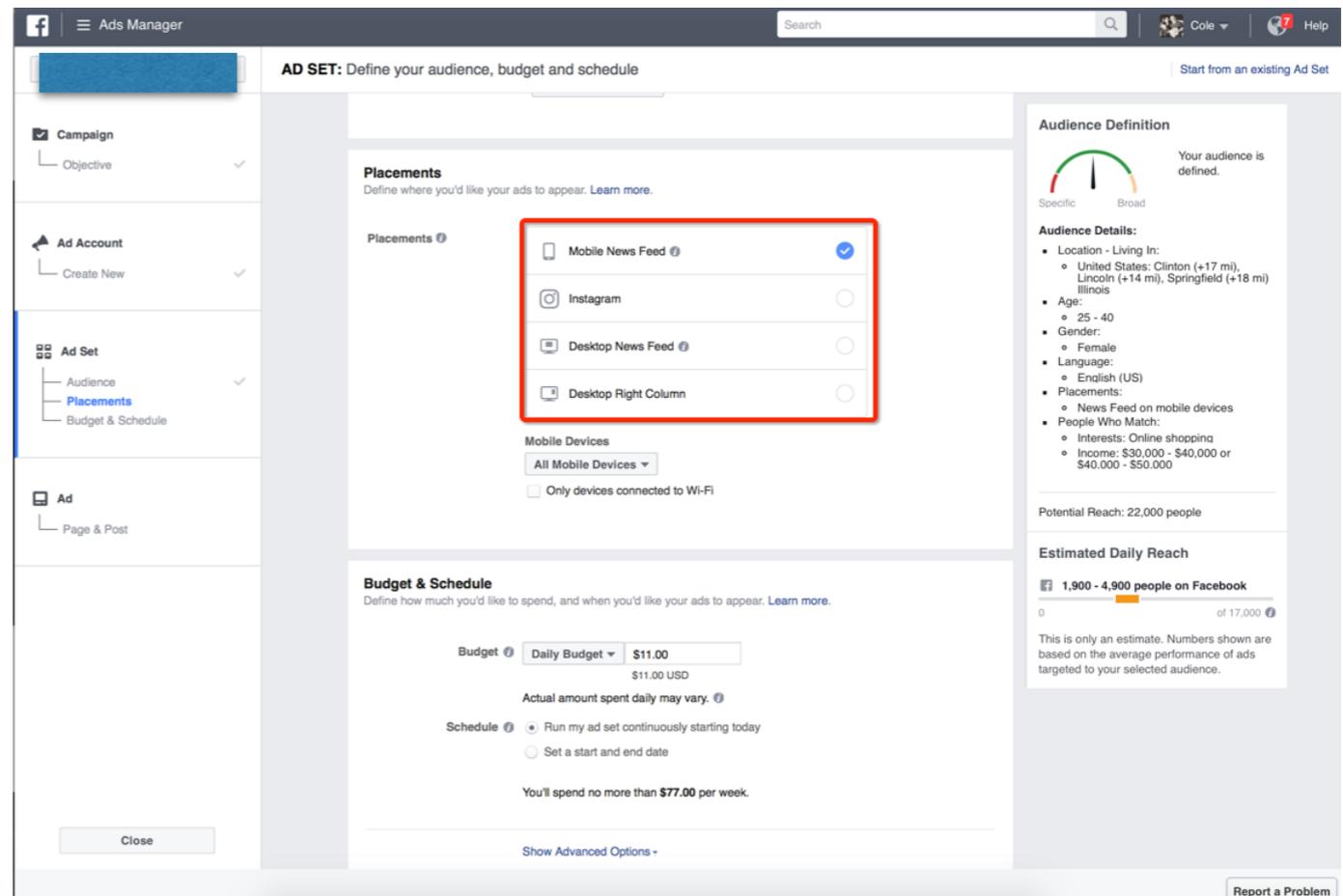
282,791,997 people

Interests > Shopping and fashion > Shopping > Discount stores

Description: People who have expressed an interest in or like pages related to Discount stores

Step 9:

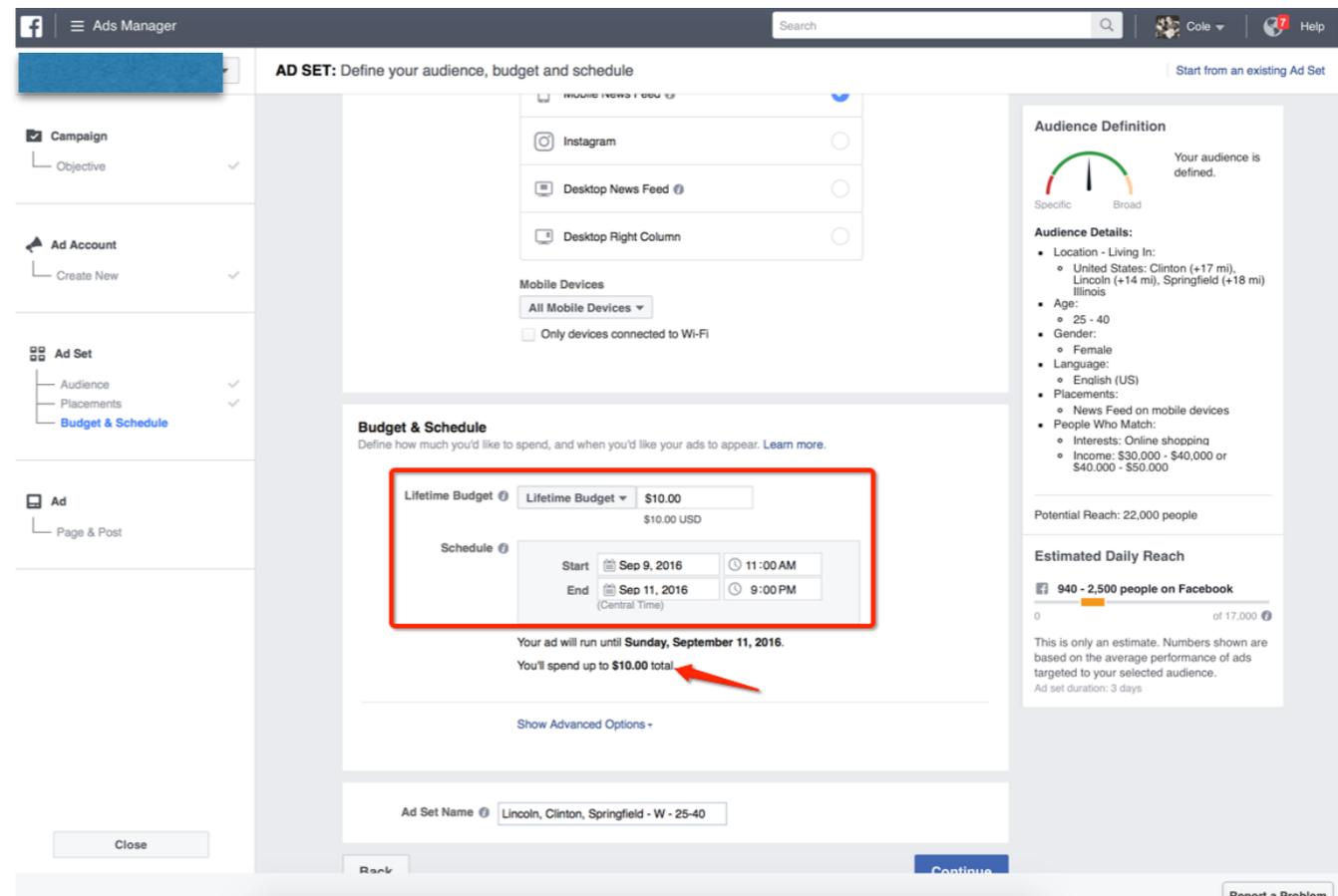
What device do you want your customer to view your post?
I typically stick with mobile, but that's not for everyone.



Step 10:

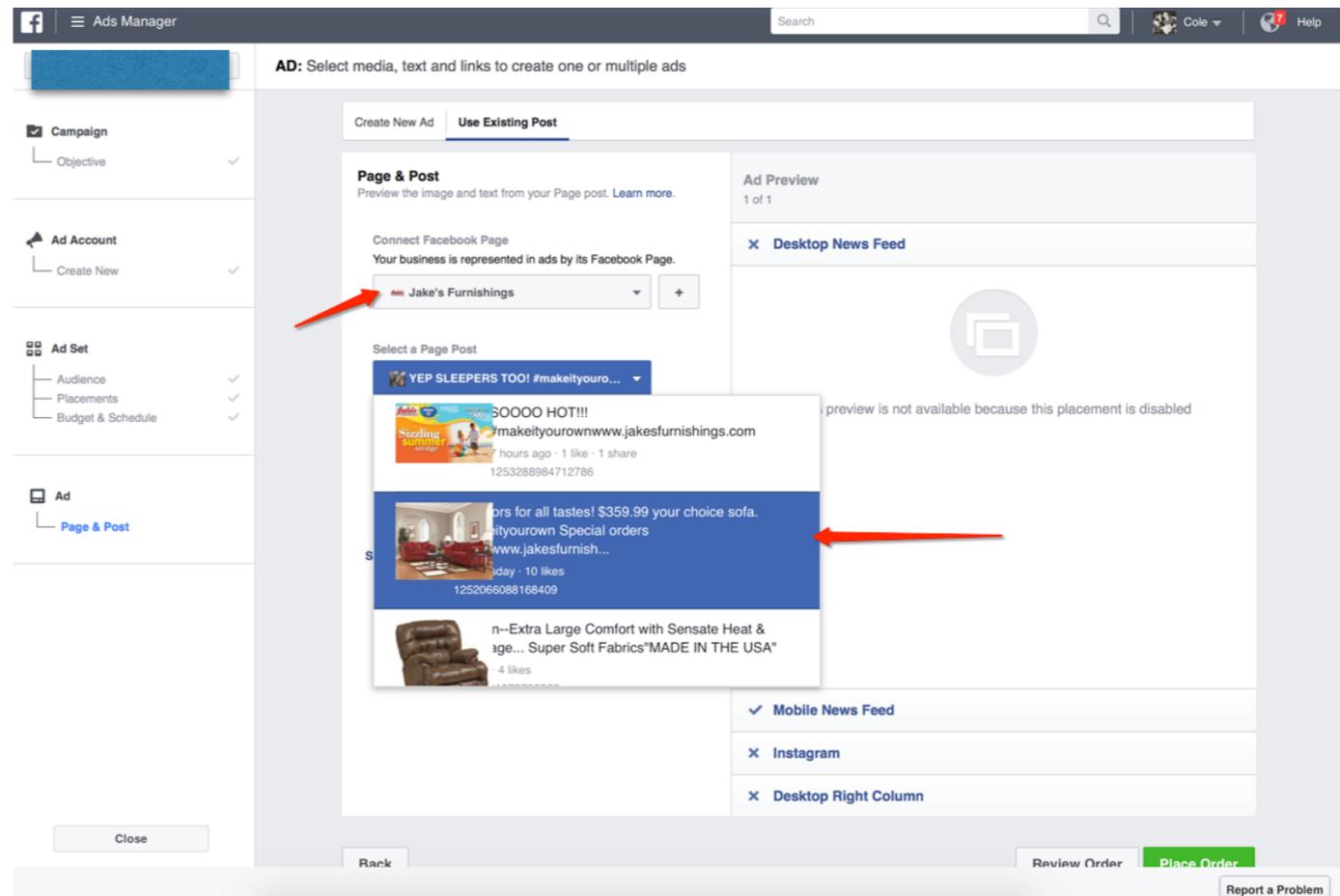
Decided on your budget and time frame you want your post to run.
I chose \$10 total budget for the entire weekend.

If you don't have a transactional website, it's probably not a good idea to boost to 9pm on a Sunday night.



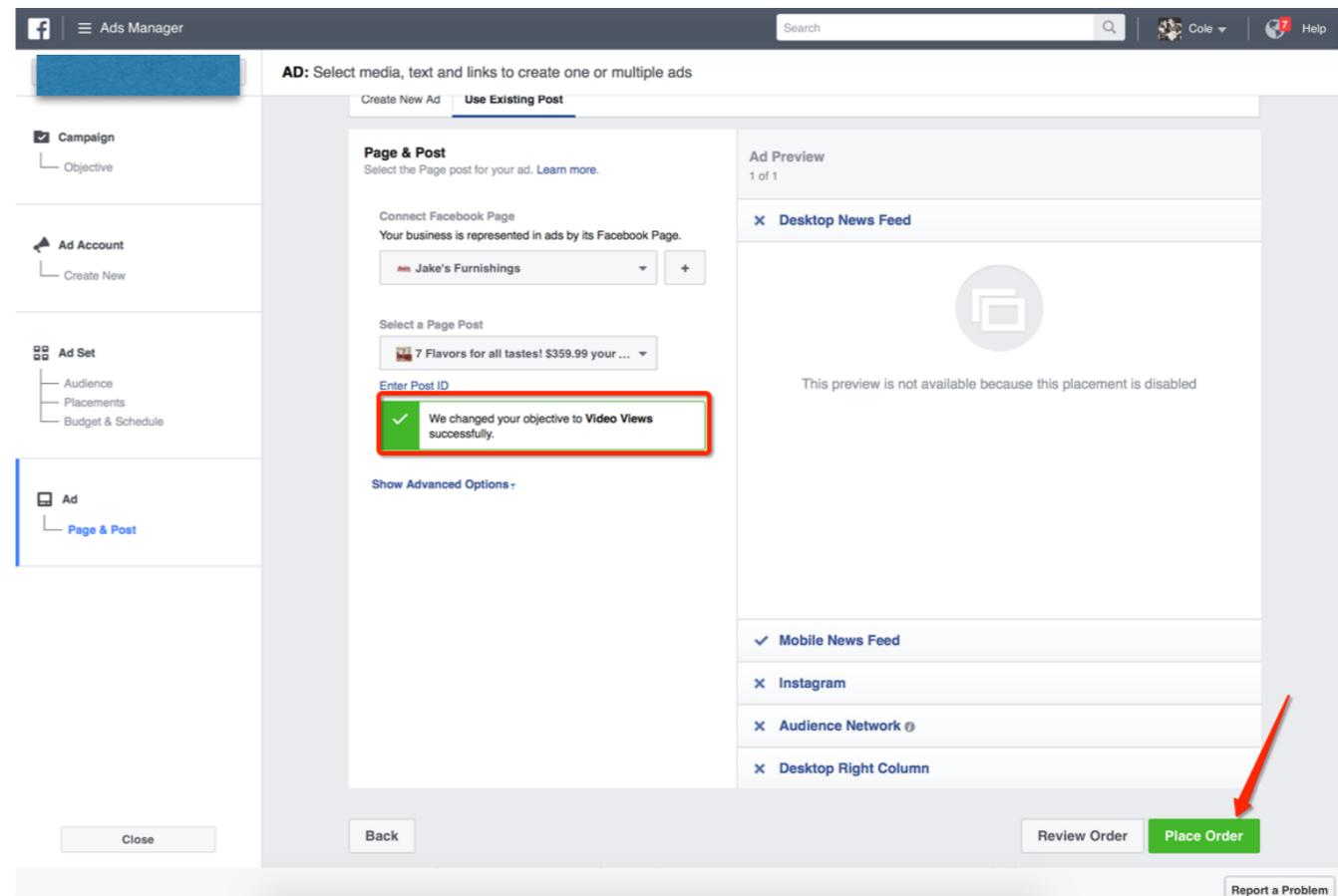
Step 11:

Choose your store and scroll to select your post.



Step 12:

Make sure you click to have your objective geared towards video views. Click Place Order!



Step 13:

Now its credit card time.

