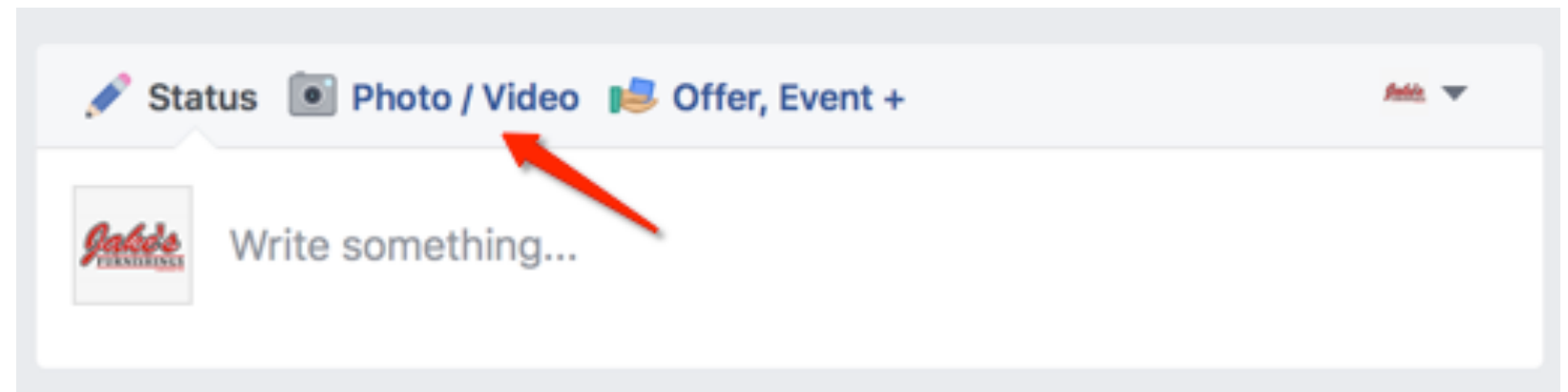


How to create a Darcy Slideshow video for Facebook

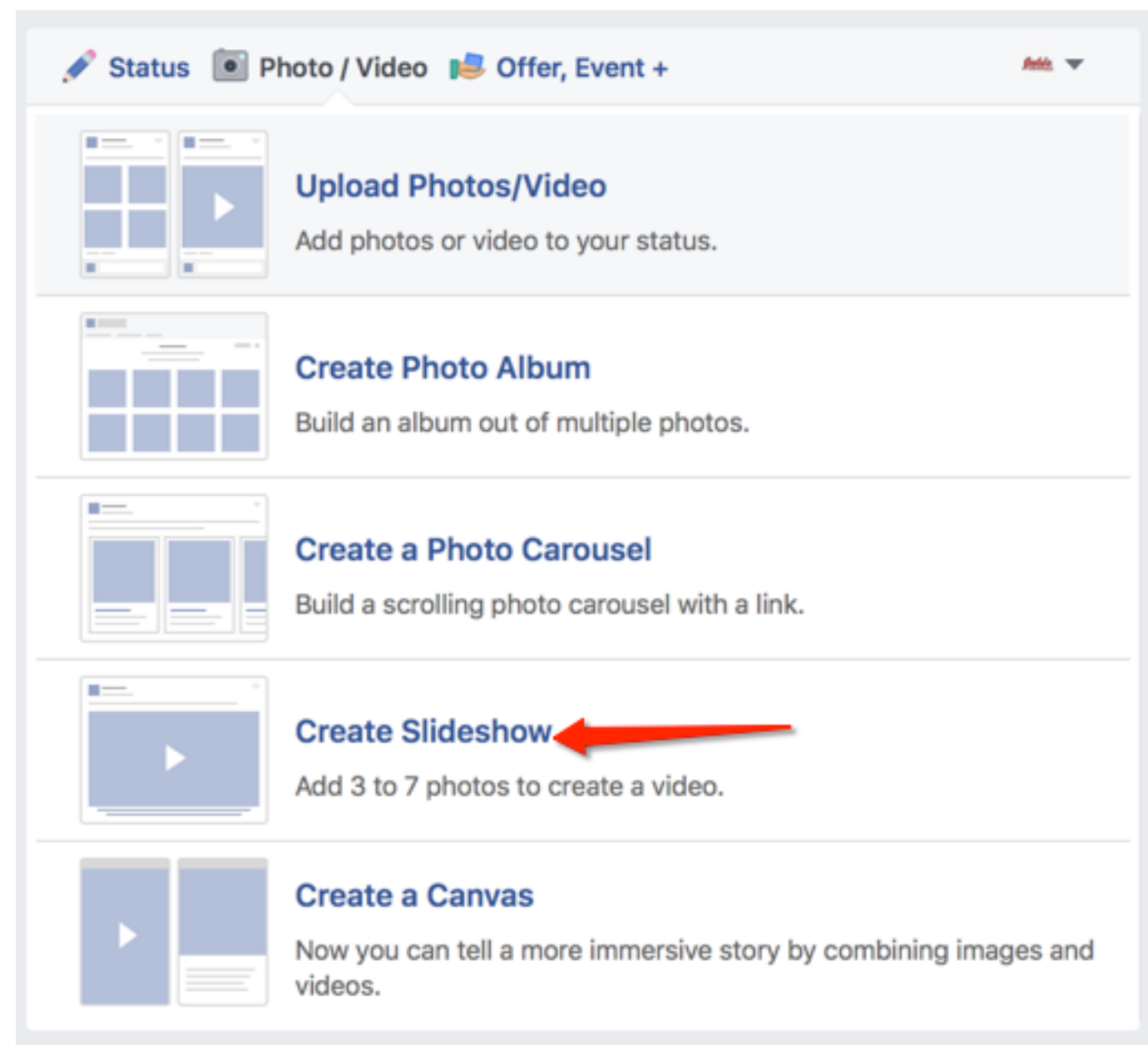
Step 1:

Click the Photo/video button



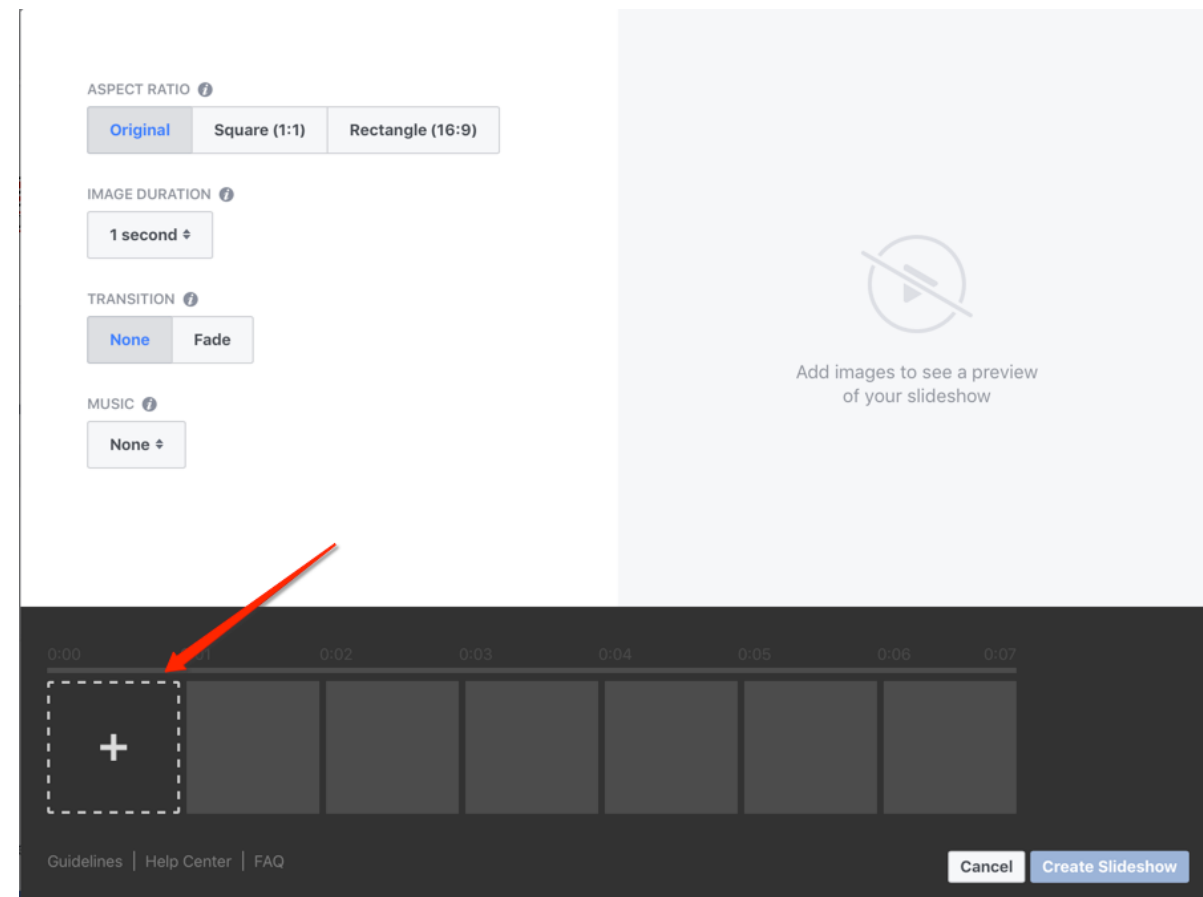
Step 2:

Click the Create Slideshow Button



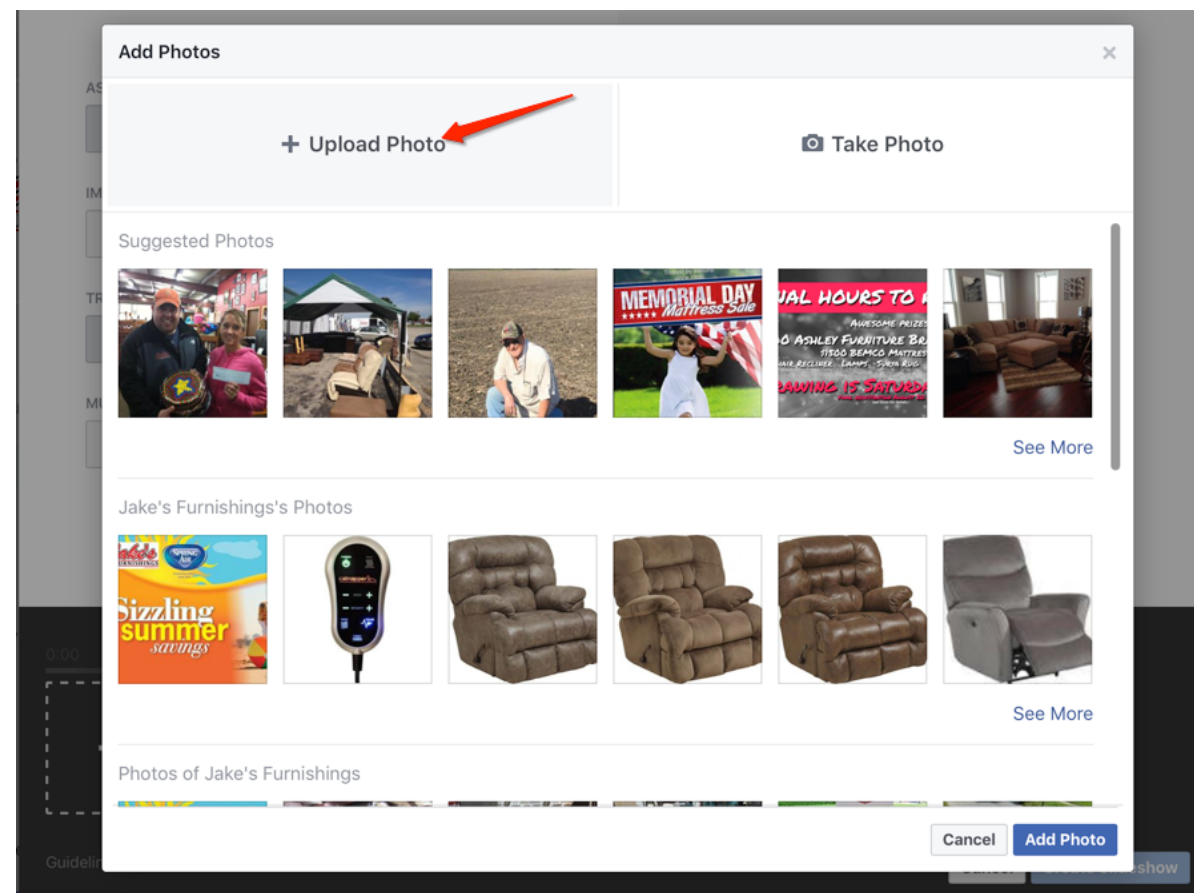
Step 3:

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

ASPECT RATIO ⓘ

Original

Square (1:1)

Rectangle (16:9)

IMAGE DURATION ⓘ

1 second ▾


TRANSITION ⓘ

None


Fade

MUSIC ⓘ

Dance ▾



0:000:010:020:030:040:050:060:07



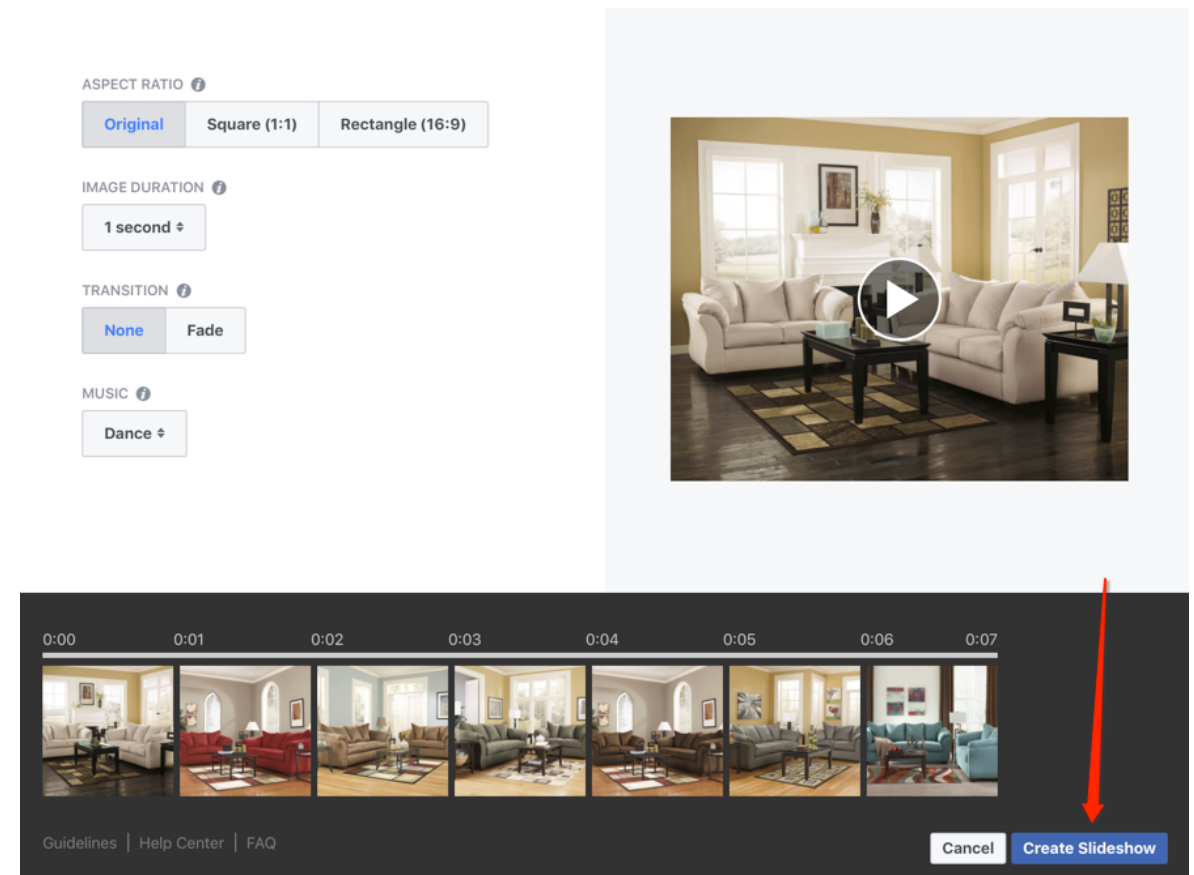
Guidelines | Help Center | FAQ

Cancel

Create Slideshow

Step 7:

Click the create
Slideshow Button

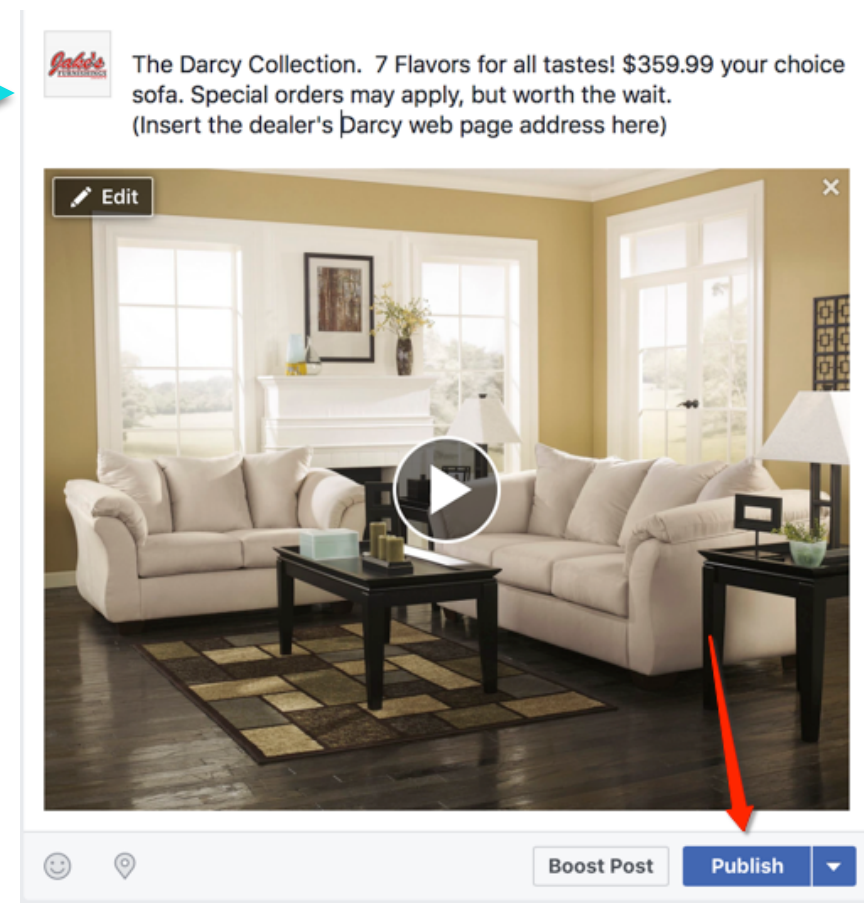


Step 8:
Write a message like
this....



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, a blue bar says 'CAMPAIGN: Choose your objective' with links for 'Help: Choosing an Objective' and 'Use Existing Campaign'. The main area is titled 'What's your marketing objective?'. On the left, a sidebar shows a tree view with 'Campaign' selected, and sub-items 'Objective', 'Ad Set', and 'New ad'. Under 'Ad Set', there are 'Audience', 'Placements', and 'Budget & Schedule'. Under 'New ad', there are 'Format', 'Media', and 'Text'. The main content area is a grid of objective categories: 'Awareness', 'Consideration', and 'Conversion'. Each category has a list of specific objectives. A red arrow points to 'Boost your posts' under the 'Awareness' category. At the bottom left is a 'Close' button, and at the bottom right is a 'Report a Problem' button.

CAMPAIGN: Choose your objective					
What's your marketing objective?					
Awareness		Consideration	Conversion		
	Boost your posts		Send people to your website		Increase conversions on your website
	Promote your Page		Get installs of your app		Increase engagement in your app
	Reach people near your business		Raise attendance at your event		Get people to claim your offer
	Increase brand awareness		Get video views		Promote a product catalog
			Collect leads for your business		

Step 3:
Type your chosen
campaign name

Ads Manager

Search

Cole

7

Help

Campaign

Objective

Ad Account

Create New

Ad Set

Audience

Placements

Budget & Schedule

Ad

Page & Post

CAMPAIGN: Choose your objective

Help: Choosing an Objective

Use Existing Campaign

What's your marketing objective?

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

Page Post Engagement

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

Campaign Name

Darcy Collection Video

Create Ad Account

Close

Report a Problem

Step 4:

Choose:
Country
Currency
Time Zone

Ads Manager

Search

Cole

Help

Campaign

Objective

Ad Account

Create New

Ad Set

Audience

Placements

Budget & Schedule

Ad

Page & Post

AD ACCOUNT: Create Your Ad Account

Account

Enter your account info. [Learn more.](#)

Account Country

United States

Currency

US Dollars

Time Zone

America/Chicago

UTC TIME

09/09/2016 2:28AM

LOCAL TIME

09/08/2016 9:28PM

Show Advanced Options

Currency and Time Zone

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.

Back

Continue

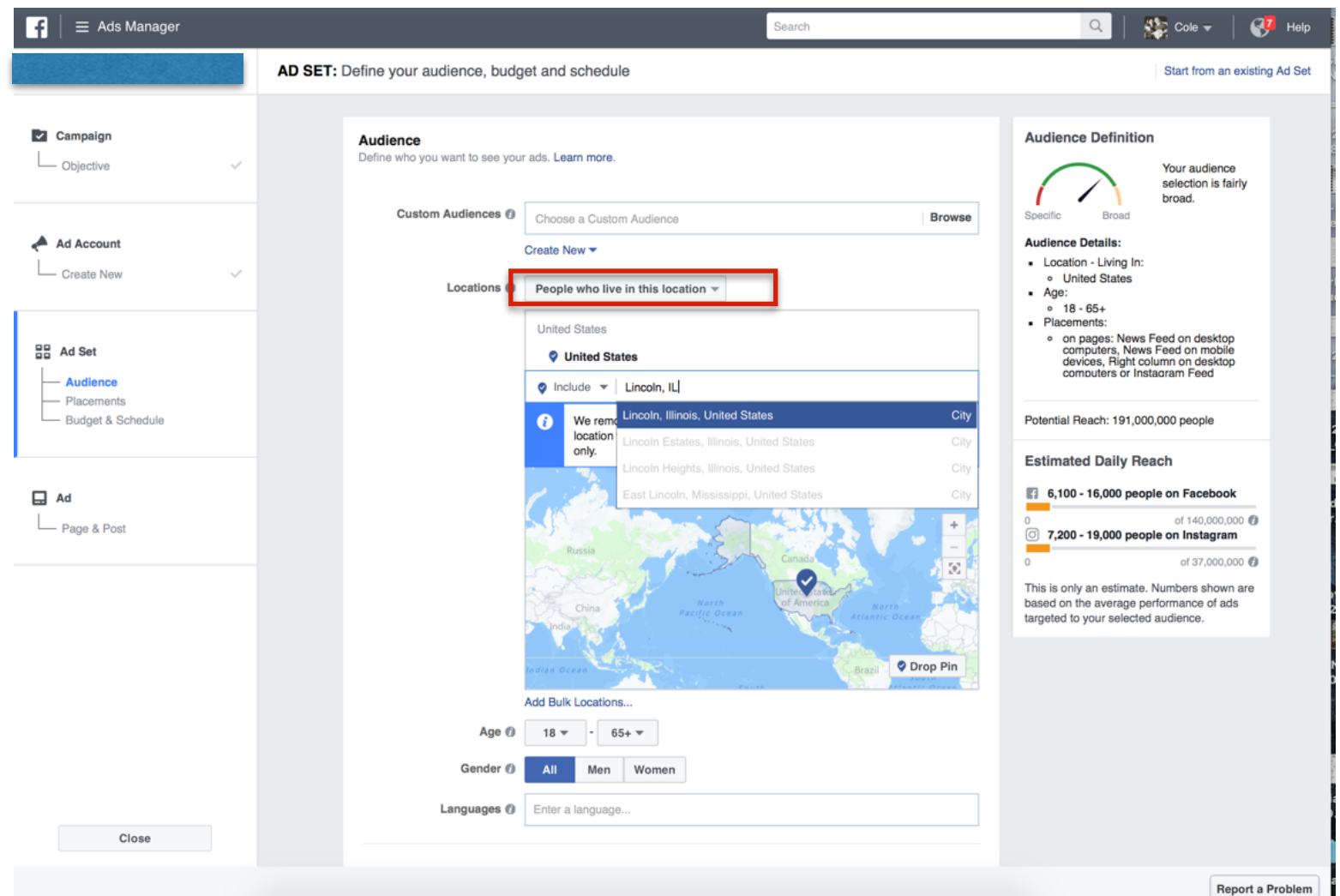
Close

Report a Problem

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 [Choose a Custom Audience](#) [Browse](#)

[Create New](#)

Locations [People who live in this location](#)

United States

[United States](#)

[Include](#) [Lincoln, IL](#)

[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

[Drop Pin](#)

[Add Bulk Locations...](#)

Age [18](#) - [65+](#)

Gender [All](#) [Men](#) [Women](#)

Languages [Enter a language...](#)

[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

[Facebook](#) 6,100 - 16,000 people on Facebook

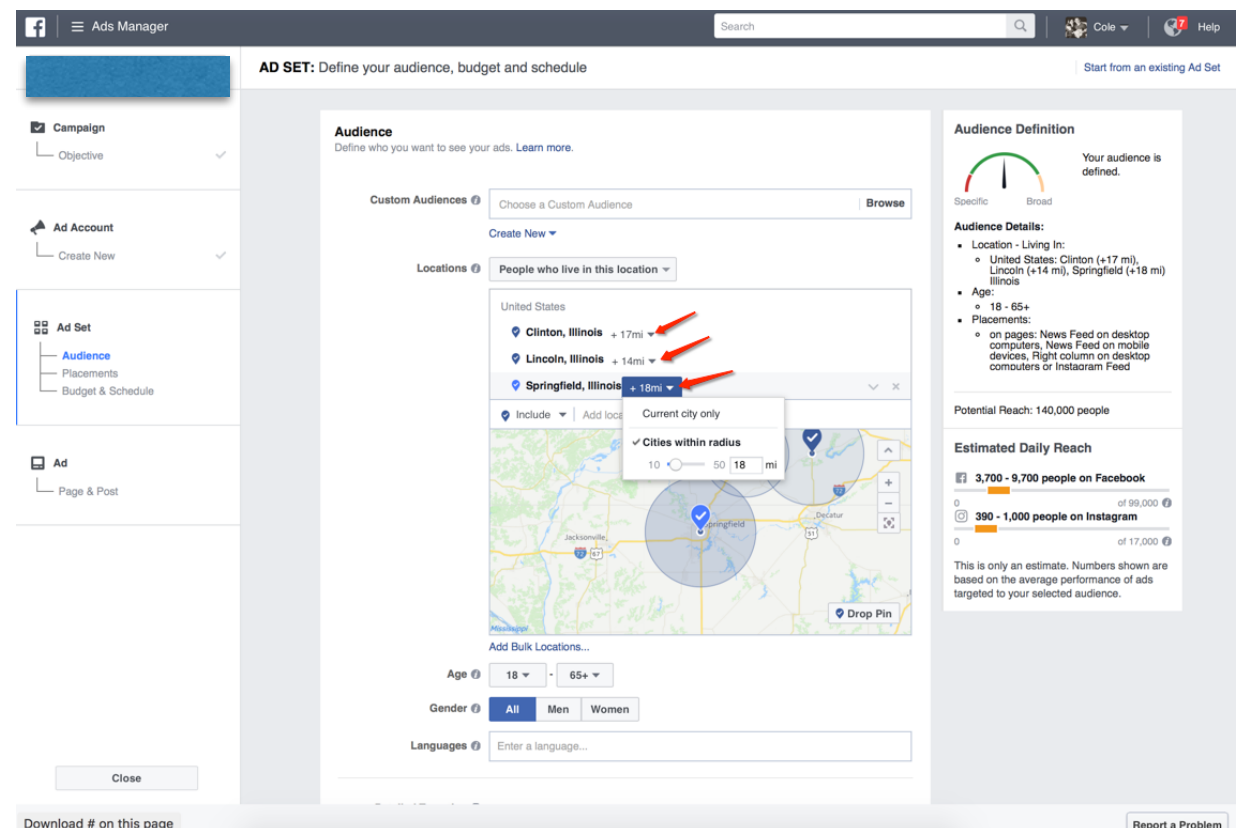
[Instagram](#) 7,200 - 19,000 people on Instagram

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 [Choose a Custom Audience](#) [Browse](#)

[Create New](#)

Locations [People who live in this location](#)

United States

[Clinton, Illinois](#) + 17mi

[Lincoln, Illinois](#) + 14mi

[Springfield, Illinois](#) + 18mi

[Include](#) [Add location](#) [Current city only](#)

[Cities within radius](#)

[Drop Pin](#)

[Add Bulk Locations...](#)

Age [18](#) - [65+](#)

Gender [All](#) [Men](#) [Women](#)

Languages [Enter a language...](#)

[Close](#)

Audience Definition

Your audience is defined.

Audience Details:

- Location - Living In:
 - United States: Clinton (+17 mi), Lincoln (+14 mi), Springfield (+18 mi)
- 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

[Facebook](#) 3,700 - 9,700 people on Facebook

[Instagram](#) 390 - 1,000 people on Instagram

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

The screenshot shows the Facebook Ads Manager interface for creating a new Ad Set. The left sidebar contains a navigation menu with 'Campaign', 'Ad Account', 'Ad Set', and 'Ad'. The 'Ad Set' section is expanded, showing 'Audience', 'Placements', and 'Budget & Schedule'. The main area is titled 'AD SET: Define your audience, budget and schedule'. It features a 'Detailed Targeting' section with fields for 'Age' (25-40), 'Gender' (Women), and 'Languages' (English (US)). A 'Placements' section lists 'Mobile News Feed', 'Instagram', 'Desktop News Feed', and 'Desktop Right Column', all of which are selected. On the right, an 'Audience Definition' sidebar shows a progress bar and details: 'Location - Living In: United States: Clinton (+17 mi), Lincoln (+14 mi), Springfield (+18 mi) Illinois', 'Age: 25 - 40', 'Gender: Female', 'Language: English (US)', and 'Placements: on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers or Instagram Feed'. It also displays 'Potential Reach: 25,000 people' and 'Estimated Daily Reach' for Facebook (2,300 - 6,000 people) and Instagram (150 - 390 people).

Step 8:

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

This screenshot shows the same Facebook Ads Manager interface as Step 7, but with the 'Detailed Targeting' section expanded. Red arrows point to the 'Demographics', 'Interests', 'Behaviors', and 'More Categories' options. The 'Audience Definition' sidebar remains the same, showing the same audience details and reach estimates.

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.

The screenshot shows the Facebook Ads Manager 'AD SET' configuration page. The left sidebar contains navigation links for Campaign, Ad Account, Ad Set, and Ad. The main area is titled 'AD SET: Define your audience, budget and schedule'. It includes a map, location selection, age (25-40), gender (Women), and language (English (US)) filters. A red box highlights the 'Detailed Targeting' section, which is set to 'INCLUDE people who match at least ONE of the following'. Below this, a list of targeting options is shown, including 'Demographics', 'Education', 'Ethnic Affinity', 'Financial', and 'Income'. The 'Income' section is expanded, showing three options: '\$100,000 - \$125,000', '\$125,000 - \$150,000', and '\$150,000 - \$250,000'. The 'Placements' section at the bottom shows 'Mobile News Feed' and 'Instagram' selected. The right sidebar displays 'Audience Definition' with a gauge, 'Audience Details' (Location, Age, Gender, Language, Placements), 'Potential Reach: 25,000 people', and 'Estimated Daily Reach' (2,300 - 6,000 people on Facebook, 150 - 390 people on Instagram).

The screenshot shows the Facebook Ads Manager 'AD SET' configuration page with refined targeting. The 'Detailed Targeting' section is expanded, showing a list of targeting options. A red arrow points to the 'Online shopping' option under the 'Interests > Shopping and fashion > Shopping' category. The 'Income' section is also expanded, showing three options: '\$30,000 - \$40,000', '\$40,000 - \$50,000', and '\$50,000 - \$60,000'. The 'Placements' section at the bottom shows 'Mobile News Feed' and 'Instagram' selected. The right sidebar displays 'Audience Definition' with a gauge, 'Audience Details' (Location, Age, Gender, Language, Placements), 'Potential Reach: 282,791,997 people', and 'Estimated Daily Reach' (2,300 - 6,000 people on Facebook, 150 - 390 people on Instagram). The 'Description' at the bottom right states: '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.

AD SET: Define your audience, budget and schedule

Placements
Define where you'd like your ads to appear. [Learn more.](#)

Placements

- ☒ Mobile News Feed
- ☐ Instagram
- ☐ Desktop News Feed
- ☐ Desktop Right Column

Mobile Devices
☐ All Mobile Devices
☐ Only devices connected to Wi-Fi

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget \$11.00
\$11.00 USD
Actual amount spent daily may vary.

Schedule ☒ Run my ad set continuously starting today
☐ Set a start and end date

You'll spend no more than **\$77.00** per week.

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:
 - News Feed on mobile devices
- People Who Match:
 - Interests: Online shopping
 - Income: \$30,000 - \$40,000 or \$40,000 - \$50,000

Potential Reach: 22,000 people

Estimated Daily Reach
1,900 - 4,900 people on Facebook
0 of 17,000

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

[Show Advanced Options](#)

[Report a Problem](#)

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.

AD SET: Define your audience, budget and schedule

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Lifetime Budget \$10.00
\$10.00 USD

Schedule

Start
End
(Central Time)

Your ad will run until **Sunday, September 11, 2016.**
You'll spend up to **\$10.00** total

[Show Advanced Options](#)

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:
 - News Feed on mobile devices
- People Who Match:
 - Interests: Online shopping
 - Income: \$30,000 - \$40,000 or \$40,000 - \$50,000

Potential Reach: 22,000 people

Estimated Daily Reach
940 - 2,500 people on Facebook
0 of 17,000

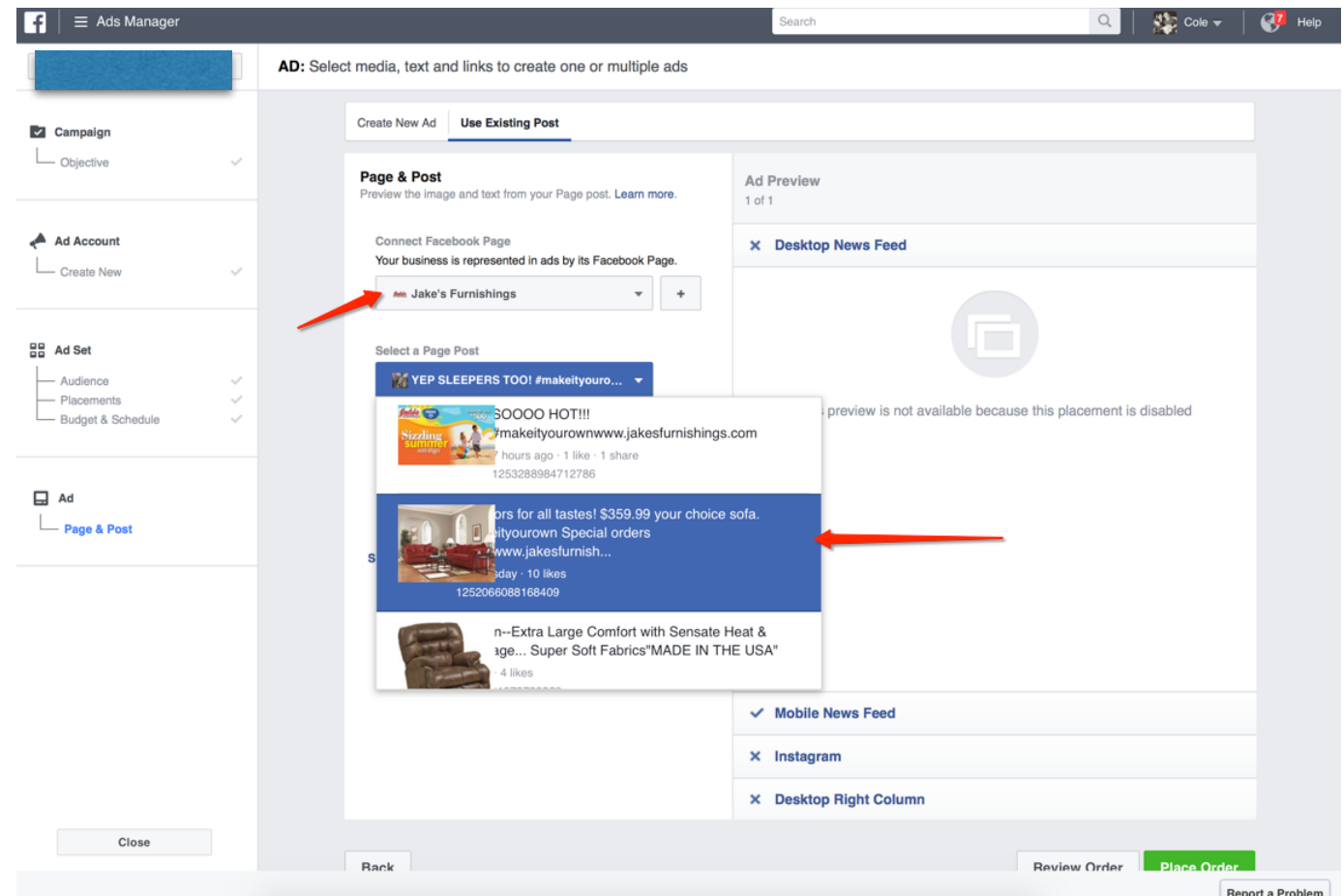
This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.
Ad set duration: 3 days

Ad Set Name

[Report a Problem](#)

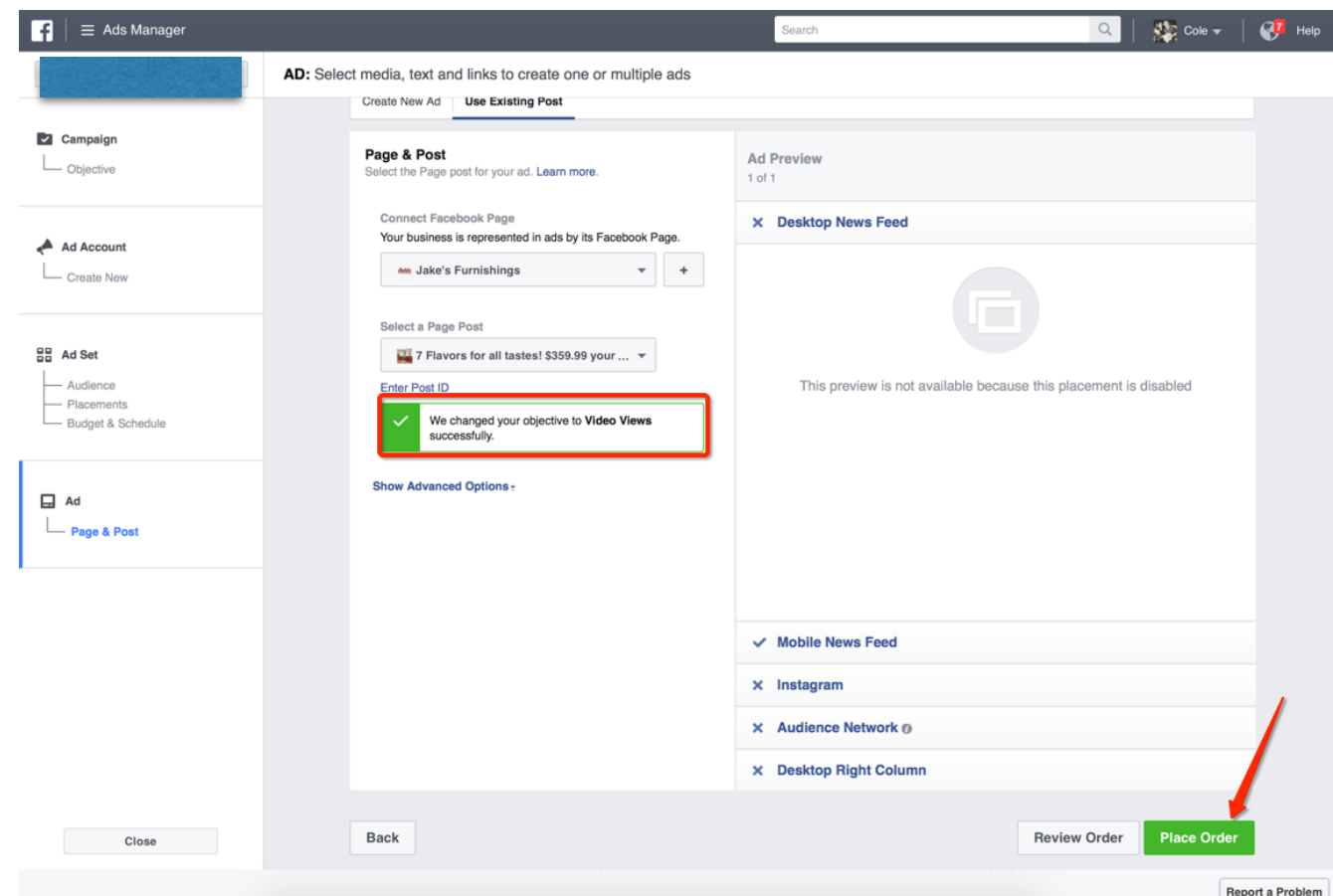
Step 11:

Choose your store
and scroll to select your
post.



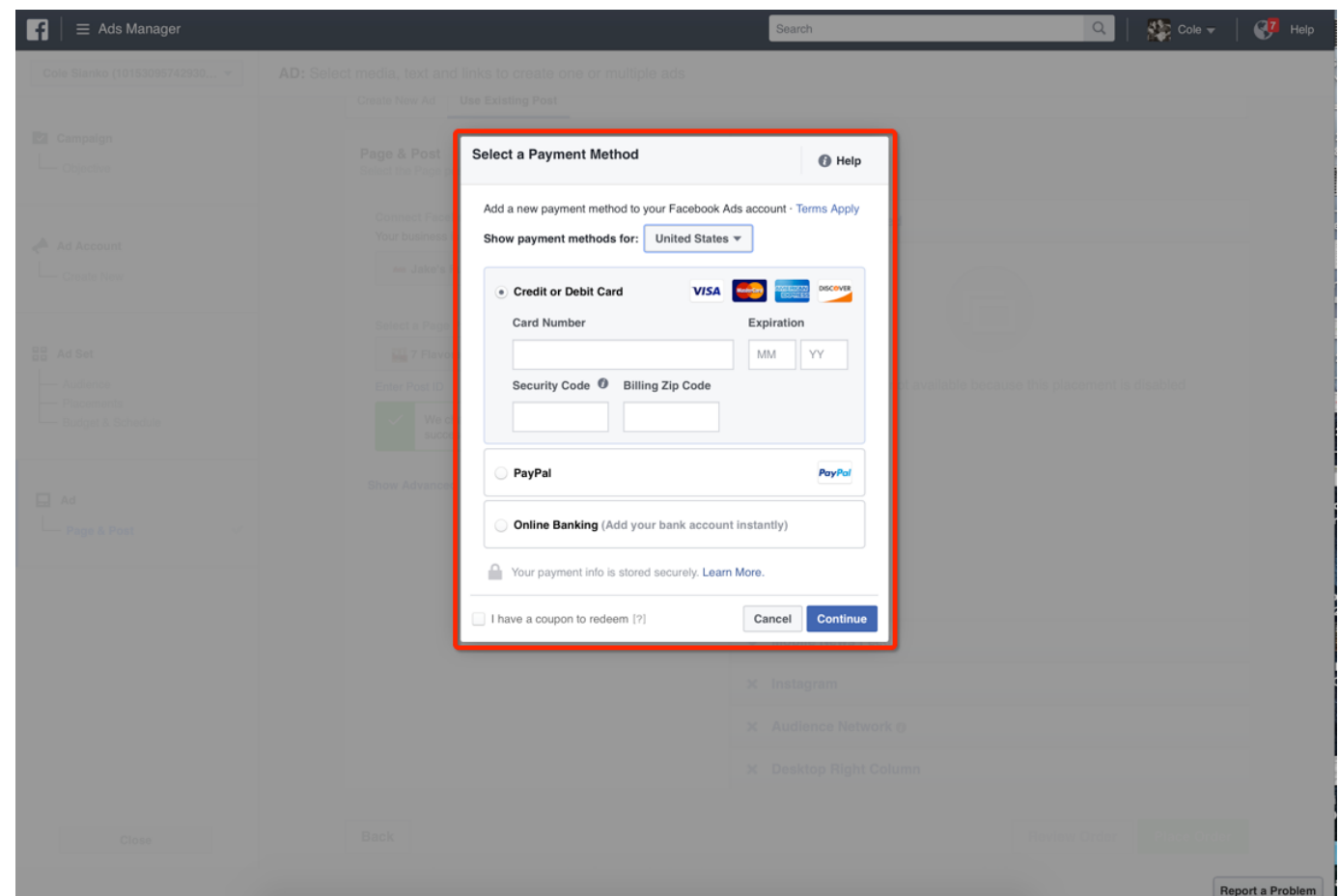
Step 12:

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



Step 13:

Now its credit card time.



The screenshot shows the Facebook Ads Manager interface with a modal dialog titled "Select a Payment Method" overlaid. The dialog is highlighted with a red border. It contains the following elements:

- Title:** "Select a Payment Method" with a "Help" link.
- Text:** "Add a new payment method to your Facebook Ads account · [Terms Apply](#)".
- Dropdown:** "Show payment methods for: United States".
- Payment Method Selection:**
 - ☒ **Credit or Debit Card** (with logos for VISA, MasterCard, American Express, and Discover).
 - ☐ **PayPal** (with PayPal logo).
 - ☐ **Online Banking** (Add your bank account instantly).
- Form Fields (for Credit or Debit Card):**
 - Card Number: [Text Input]
 - Expiration: [MM] [YY]
 - Security Code: [Text Input]
 - Billing Zip Code: [Text Input]
- Security Notice:** "Your payment info is stored securely. [Learn More.](#)"
- Footer:** ☐ I have a coupon to redeem [?] with "Cancel" and "Continue" buttons.

The background of the Ads Manager interface is dimmed, showing the left-hand navigation menu (Campaign, Ad Account, Ad Set, Ad) and the main content area with a heading "AD: Select media, text and links to create one or multiple ads".