

Facebook Ad Guide #1

Facebook Advertising For Your Business

A Beginner's Guide to
Using the Ads Create Tool



INSPIRING BUSINESS
POSSIBILITIES

Need business support? We're here to help!

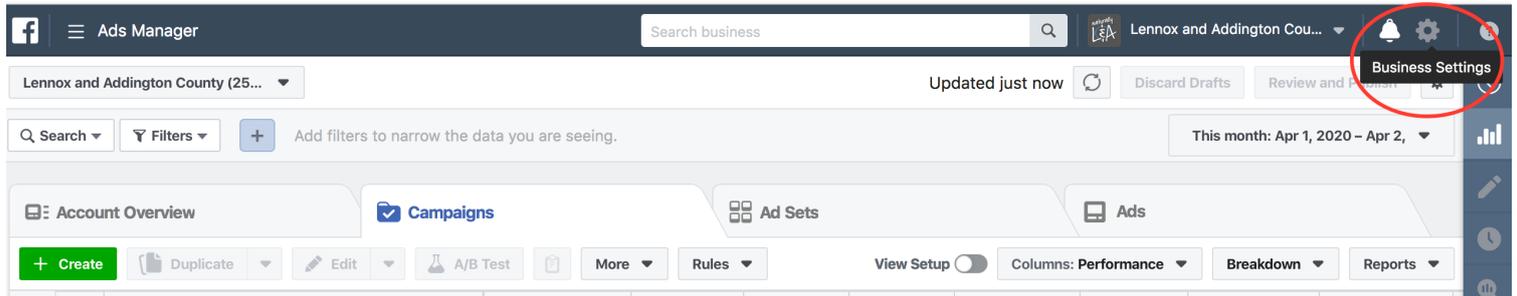
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1 SETTING UP AN AD ACCOUNT

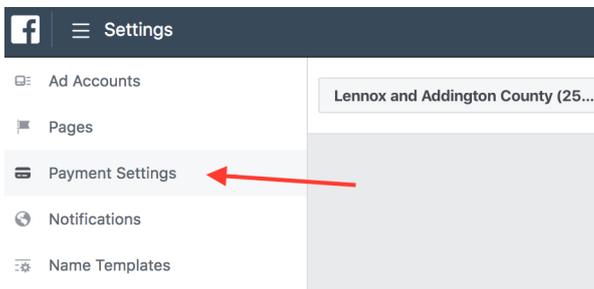
- If this is your first time using Facebook Advertising you will need to set up your ad account in the **Facebook Ads Manager**.

- Go to the Ads Manager ([click here](#)) and select your ad account.
- Next click on "Account Settings" (the gear icon in the top right corner of the menu bar).



- Fill out the Ad Account Setup information for your business.
- If you want someone else to help you manage your Facebook advertising campaigns, scroll down to the Ad Account Roles sections and click "Add People". Here you can choose which level of admin rights you want to give them, enter their full name or email address and click confirm.

NOTE: By adding additional users such as staff members or business partners to your account you won't need to share any of your personal login details with them - they will be able to manage your business ad campaigns from their own personal profiles.



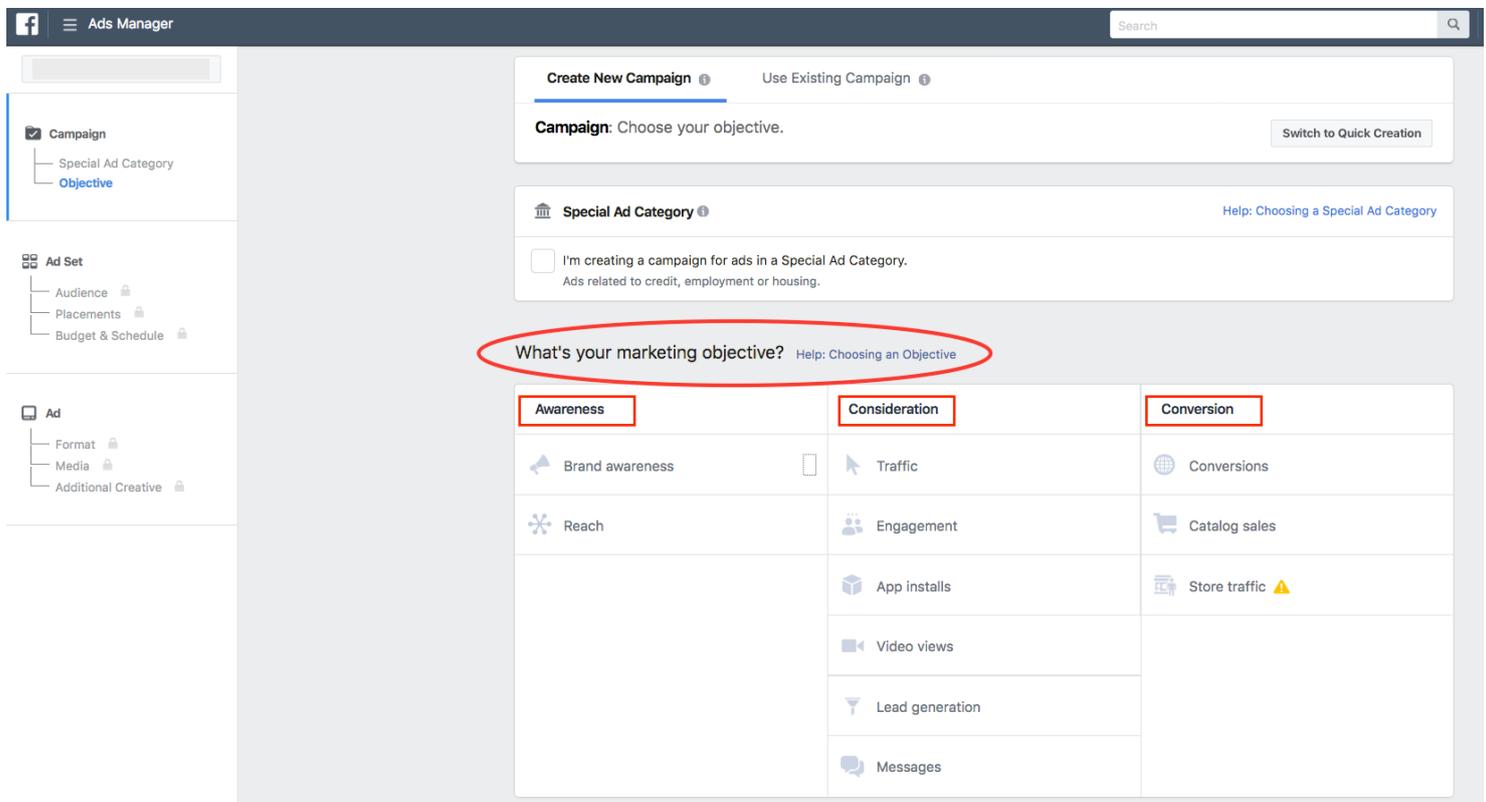
- Under the "Payment Settings" tab on the left side menu you can choose how you'd like to pay (by credit card or Paypal) and enter your payment details.

2 CREATING YOUR NEW AD CAMPAIGN

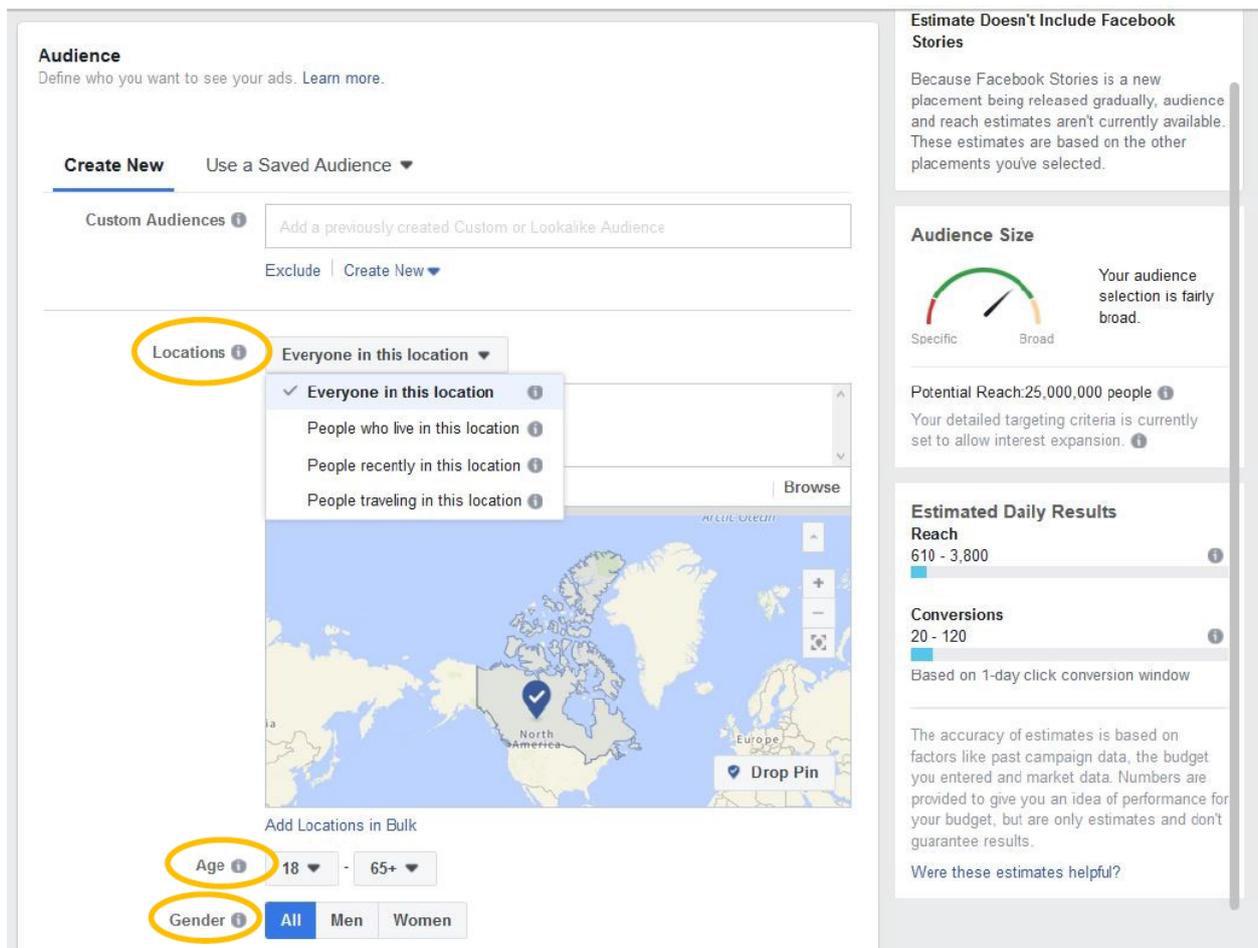
- There are different options available to launch a Facebook ad campaign. This guide will show you how to use the "Ads Create Tool" in the Ads Manager. Please refer to our Facebook Ad Guide #2 for step by step instructions on how to "Boost" a post directly on your Facebook page.

USING THE ADS CREATE TOOL

- To begin go to the Ads Create page by [clicking here](#) or by clicking on the "Create" button in your Ads Manager.
- Next you will be asked to choose your **campaign objective**. There are many options available depending on what goals you are trying to reach through your ad campaign. Some of the options include brand awareness, consideration or conversion. Carefully consider your marketing objective as this can not be changed once chosen for the campaign. Keep in mind that the objective should describe the main purpose of your ad. (NOTE: Hover over the (i) icon beside each objective so that you are able to learn more about what each means prior to choosing) Don't forget to name your campaign!



- Once you have chosen your campaign objective you will be asked to select your audience. Finding the right audience is crucial for a successful campaign.
- Audience targeting is designed to get the most value for your money by targeting specific people that you want to see your ads. This includes location, age, gender, and language.
- Create a new audience that you would like to target your campaign towards. It is also suggested to use the **detailed targeting tool** where you can define your audience by including or excluding demographics, interests or behaviours.



- **Location:** Reach people in the cities, communities and countries where you want to do business.



Locations **Everyone in this location**

Canada

- Belleville, Ontario + 25mi
- Kingston, Ontario + 25mi
- Napanee, Ontario + 25mi

Include Type to add more locations Browse

Include Including Canada (All Cities) to target all cities in that location. When you find the best performing cities for your ad, you can automatically exclude other cities in that location.

Exclude Automatically. Add Canada (All Cities)

Add Locations in Bulk

- **Demographics:** Select an audience based on age, gender, education, relationship status, job title and more. Facebook does not allow anyone to reach customers based on personal identifiable information.

Add Locations in Bulk

Age 18 - 65+

Gender All Men Women

Languages Enter a language...

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

Add demographics, interests or behaviors Suggestions Browse

- Small business owners Behaviors
- Parents with preschoolers (03-05 years) Demographics
- Outdoor recreation Interests
- Cycling Interests
- Road cycling Interests
- Parents (All) Demographics
- Interested in Upcoming Events Behaviors
- Road bicycle Interests
- Outdoor Life Interests
- Brewery Interests
- Outdoor enthusiast Interests
- Local food Interests
- Microbrewery Interests
- Cycling club Interests
- History Interests
- Winery Interests
- Theatre Interests

Connections

Connections

Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.

Audience Size

Your audience is defined.

Potential Reach: 280,000 people

Your detailed targeting criteria is currently set to allow interest expansion.

Estimated Daily Results

Reach

460 - 2,700

Conversions

11 - 66

Based on 1-day click conversion window

- Above are "Suggestions" based on previous ad targeting that was used under this account.

- Below are general "Browse" categories. On the right hand side you can see how the audience size changes as the targeting categories are selected.

Detailed Targeting **1** INCLUDE people who match at least ONE of the following **1**

Add demographics, interests or behaviors | Suggestions **1** **Browse**

- Demographics **1**
 - Education
 - Financial
 - Life Events
 - Parents
 - Politics (US)
 - Relationship
 - Work
 - Interests

Connections **1**

Audience Size

Your audience is defined.

Potential Reach: 280,000 people **1**

Your detailed targeting criteria is currently set to allow interest expansion. **1**

Estimated Daily Results

Reach
460 - 2,700 **1**

Conversions
11 - 66 **1**

Based on 1-day click conversion window

- Audiences can be targeted as detailed as a life event such as an anniversary or how recently someone was engaged.

Detailed Targeting **1** INCLUDE people who match at least ONE of the following **1**

Add demographics, interests or behaviors | Suggestions **1** **Browse**

- Life Events **1**
 - Anniversary **1**
 - Away from family
 - Away from hometown
 - Birthday
 - Friends of
 - Long-distance relationship
 - New job
 - New relationship
 - Newly engaged (1 year)
 - Newly engaged (3 months)
 - Newly-engaged (6 months)
 - Newlywed (1 year)
 - Newlywed (3 months)
 - Newlywed (6 months)
 - Recently moved

Connections **1**

Connections **1**

Audience Size

Your audience is defined.

Potential Reach: 280,000 people **1**

Your detailed targeting criteria is currently set to allow interest expansion. **1**

Estimated Daily Results

Reach
460 - 2,700 **1**

Conversions
11 - 66 **1**

Based on 1-day click conversion window

- **Interests:** Choose the interests and hobbies of the people you want your ad to reach - from organic food to action movies, to fitness and wellness.

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

Add demographics, interests or behaviors | Suggestions | Browse

- ▼ Interests ⓘ
- ▶ Business and industry
- ▶ Entertainment
- ▶ Family and relationships
- ▶ Fitness and wellness
- ▶ Food and drink
- ▶ Hobbies and activities
- ▶ Shopping and fashion
- ▶ Sports and outdoors

Connections ⓘ

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

Add demographics, interests or behaviors | Suggestions | Browse

- ▼ Fitness and wellness
- Bodybuilding
- Meditation
- Physical exercise
- Physical fitness
- Running
- Weight training
- Yoga

Connections ⓘ

- **Behaviour:** Select people based on their prior purchasing behaviours, device usage and other activities such as commuters and travelers.



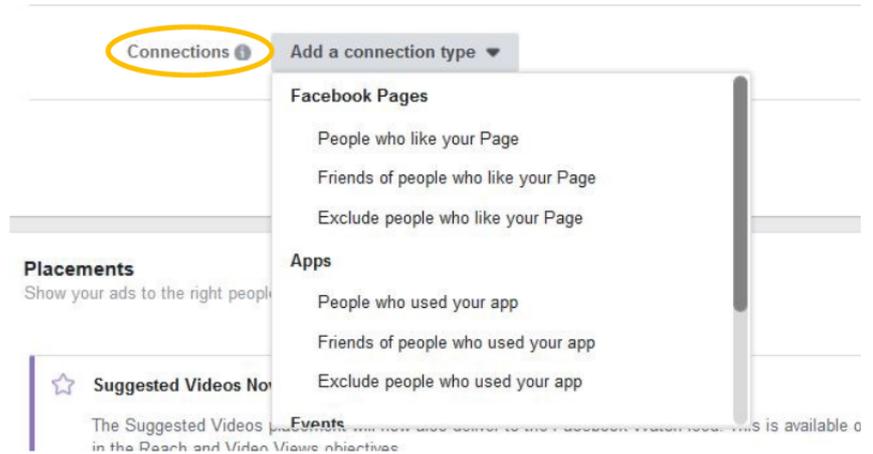
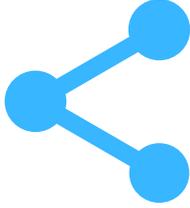
Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

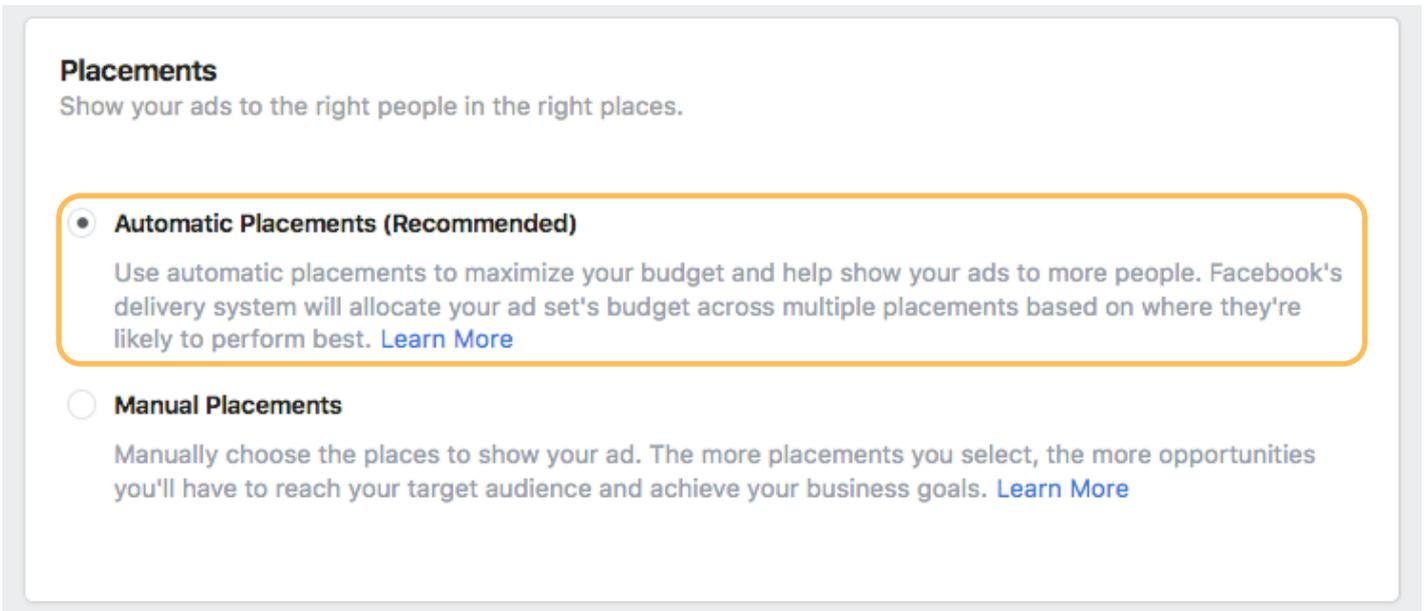
- ▶ Demographics ⓘ
- ▶ Interests ⓘ
- ▼ Behaviors ⓘ
- ▶ Anniversary
- ▶ Consumer Classification
- ▶ Digital activities
- ▶ Expats
- ▶ Mobile Device User
- ▶ Purchase behavior
- ▶ Soccer
- ▼ Travel ⓘ
- Commuters
- Frequent Travelers
- Frequent international travelers
- Returned from travels 1 week ago
- Returned from travels 2 weeks ago

Connections ⓘ

- **Connections:** Reach people who are connected to your Facebook Page or event, or exclude them to find new audiences.

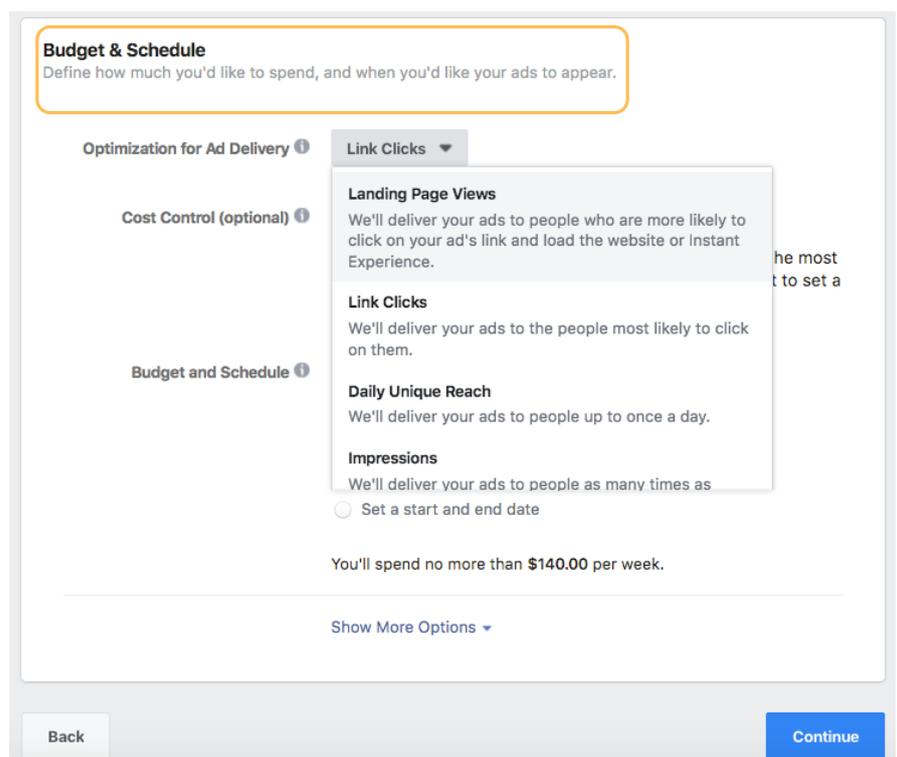


- Next you will want to choose your "Placement" to show your ads to the right people in the right places. It is recommended to use the **Automatic Placements** option, however there is an option to choose **Manual Placement**.



- Now you will want to choose your **Budget and Scheduling** options. Here you will define how much you'd like to spend, and when you'd like your ads to appear.

- The **Optimization for Ad Delivery** drop down is where you can choose the event you want to optimize for in your ad set. This means your selection affects who sees your ads to get you the desired outcome. Example: If you choose optimize for link clicks your ads will be delivered to people who are more likely to click on your ad's link and load your website.



- Finally you now can create your ad! You may choose to create a new ad from scratch or use an existing post that you've already published on your page.
- Here you can also decide to use a single image or video in your ads, or go with multiple images (also known as carousel)
- If you want to promote a few products from the same category in one ad, go with the multiple images format. If you have just one specific offer, choose single image format.
- Next choose what will be the media for your ads: images, slideshow or a video. It is suggested to begin with using images for your ads.
- You can select up to 6 images when creating a new Facebook advertising campaign, which will create up to 6 ad variations in your campaign. By creating a few ads, you can quickly see which image is working best. Then you are able to choose the image that is working best and pause the other ads to save your ad budget.
- The recommended image size is 1200 x 628 pixels and in a .jpg or .png file format.

Format

Choose how you'd like to structure your ad.



Carousel

2 or more scrollable images or videos



Single Image or Video

One image or video, or a slideshow with multiple images



Collection

Group of items that opens into a fullscreen mobile experience

Add an Instant Experience
Create a fullscreen, mobile-optimized landing page or interactive AR experience that opens instantly when people interact with your ad. [Learn More](#)

Media

Choose an image or video, or create a new video or slideshow using a template. [View recommended image specs](#) and [video specs](#).

12 placements are using this image ⓘ Clear All ×



business webinar.png
1200 x 628

Edit Image ▾
Turn into Video

You can change how your ad looks in different placements. [Learn More](#)

Customize Placement

Select a placement to customize ▾

Best Practices for Images

- Upload the **highest resolution image available** (minimum 500 pixels; no maximum resolution).
- Recommended file type: **.jpg or .png**
- Recommended aspect ratios:
 - Square (1:1)** for feed and in-stream video placements
 - Fullscreen vertical (9:16)** for stories placements
- To maximize ad delivery, use an image that contains **little or no overlaid text**. [Learn More](#)

- Once you have chosen your format and image(s), you will move on to fill in the required text information for your ad.

- Fill in your **text and links** where the arrows are indicated in the image below.
- You will want to have your **primary text** which is shown on top of the image; your **headline text** which is the bold text at the bottom of your image; your **description text** which is below the bold headline text; and lastly your **website URL** or Facebook event URL.

The image shows the Facebook Ads Manager interface. On the left is the 'Text & Links' configuration panel, and on the right is a mobile news feed preview. Red arrows point to the following fields in the configuration panel: Primary Text, Headline (optional), Description (optional), Website URL, and Call to Action. A blue callout box in the top right of the preview says 'Here you can change how the ad is viewed on each platform. From desktop to mobile device.' and points to the 'Mobile News Feed' tab.

- Next you will want to choose your **Call to Action**. The Call to Action is the button or link on your ad that represents the action you want people to take. From "sign up" to "shop now" there are many options to choose from.
- Finally, remove any of the ad placements that you don't want to use. It is best to use a minimal amount of placements when first starting out. If you choose multiple ad placements, Facebook will optimize your campaign and will usually push most of your budget to mobile devices. If you don't have a mobile-friendly (responsive) website, this could lead to getting a lot of mobile traffic with very few conversions. Be conscious of this so you are using your advertising budget wisely.
- Another thing to note is **Audience Network** placement. If this option is selected it means your ad could be placed on third party apps and websites. It will show to the correct audience you have targeted, however there is no control on which apps and websites it will show up on and may not generate the results you are looking for. Deselect this option if you wish for your ad to not be placed on third-party platforms.

- Once you are happy with how your ad looks and have selected all of the above preferences, click "Review Order" to double check your campaign settings. After you have reviewed your settings click on "Place Order".
- You will be able to monitor the progress, performance and budget as well as edit or cancel your ad campaign in the **Ads Manager** at any time.
- **CONGRATULATIONS!** You've just created your first Facebook advertising campaign! It can seem daunting at first but with a little practice and a few more campaigns you will be a Facebook Advertising expert.
- Facebook offers many free resources such as video tutorials and guides to help businesses like yours with setting up and getting the most out of your advertising campaigns. [Click here to watch the essential guide to Facebook Ads.](#)
- If you have any questions or require assistance with your business marketing don't hesitate to [get in touch](#) with our Economic Development Office, we're here to help!

