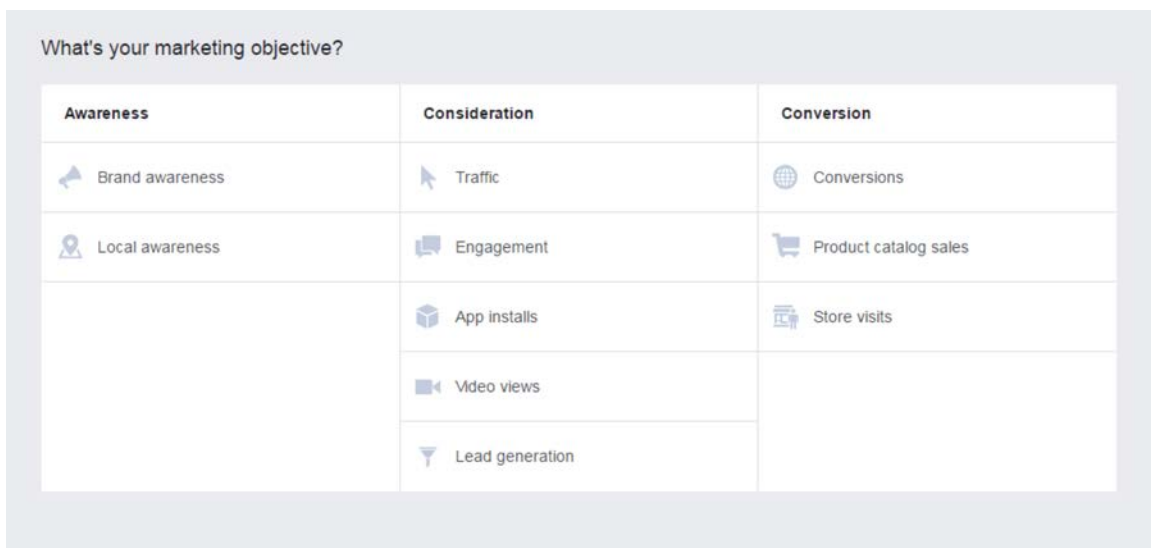# Creating Successful Facebook Ads

With nearly two billion active users as of this writing, Facebook is by far the most popular social media platform in use today. Because of this popularity, it is typically crucial for a business to have an active Facebook presence. This can be a great way to reach out to current and potential consumers. However, because of Facebook's algorithms, it is no guarantee that your content will reach as many people as you'd like. So to take your organization's Facebook page to the next level, you should consider Facebook advertising. Provided within your business page are powerful targeting tools that allow you to show your ads to those who are likely to be interested in buying your product or service, which can save you a great deal of money!

In order to use all of the tools that are available to you, you must first open the ads manager. Do this by going to *https://www.facebook.com/ads/manager*. This will bring you to the main page of your ads manager, which will show you any previous ad campaigns that you have done. If this is your first ad campaign, then you will need to enter credit card information. Facebook requires payment information up front and will charge you at the end of each month, unless you reach your billing threshold, where you will be immediately charged. Next, click the green Create Ad button at the top right of your screen. At this point, you will select the objective of your marketing campaign (see below). For this ad, we are going to choose Traffic. You can choose this option to drive traffic to your Facebook page or a page external to Facebook, such as your website. Pick an objective, and then click Continue. This will take you to a screen to set up your targeting.

What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Local awareness	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

1. Ad Set Name: Name your ad campaign. No one will see this but you.
2. Traffic: Choose where you are directing traffic. Most users should choose the default option, Website or Messenger.
3. Audience: The audience section is where you will begin to target your potential customers. If you have a saved audience from a previous campaign, you can use it here.
   a. Locations: Choose the geographical locations you want to target. Think about your location and the type of business you have. For example, if your business is an online boutique, you may want to advertise to the entire U.S.—or maybe not, depending on the type of boutique. However, if you are a local restaurant, you will want to advertise to your general area. When you choose a city, you can change the radius around that city from 10 miles to 50 miles. You can also add multiple cities.
   b. Age: Choose the age range of your potential customers.
   c. Gender. Choose the gender of your potential customers.
   d. Language: Choose the language your potential customers speak. Don't assume all of your potential customers speak only English.

e. Detailed Targeting: This is arguably the most important part of Facebook's targeting system. Think about whom you want to target. Click Browse under Detailed Targeting, and look at all the options. You can target based on demographics such as education level, generation, and relationship status. Then you can go deeper and add targets based on interests and behaviors. Notice that, as you set up detailed targets, Facebook users will have to match only one of the parameters that you set. You can also use the detailed targeted system to exclude certain people, and, once you choose a detailed target, you can further narrow the audience by making sure people match multiple targets (for example, married, parent, with a master's degree).
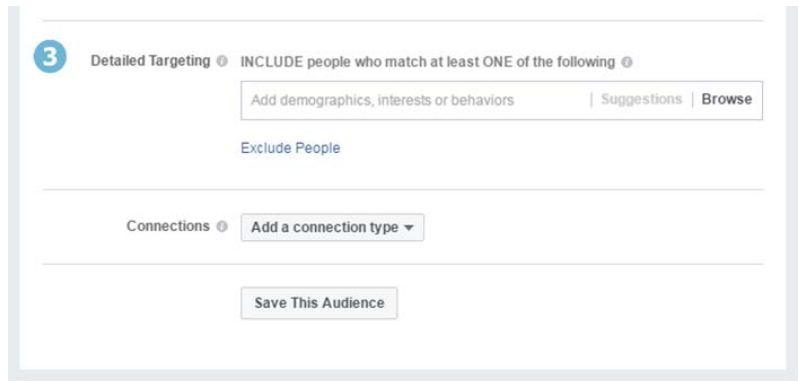
4. Audience Definition: The audience definition will show you the estimated reach of your advertisement and will change any time you make a change to your ad. The meter gives you an easy visual aid to determine if your ad is too specific or too broad.
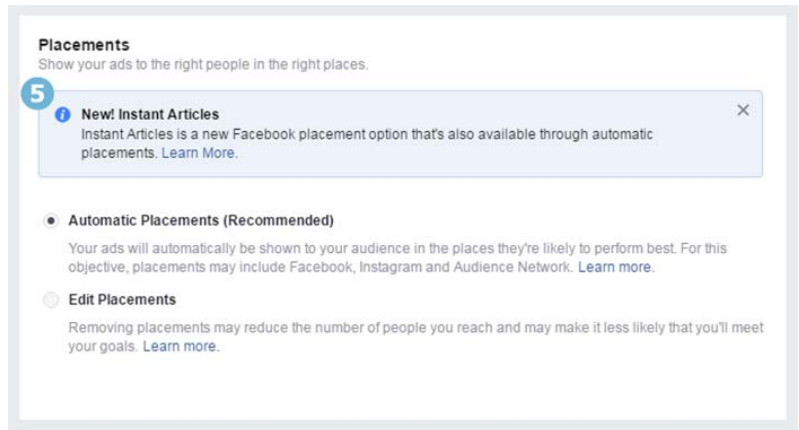
5. Placements: This is where you can choose where Facebook places your ad. For example, do you also want it to be displayed on Instagram or in Facebook's Audience Network?

6. Budget & Schedule: This is where you set how much money you will spend on your advertisement. Keep in mind that the minimum ad buy is $5 per day.
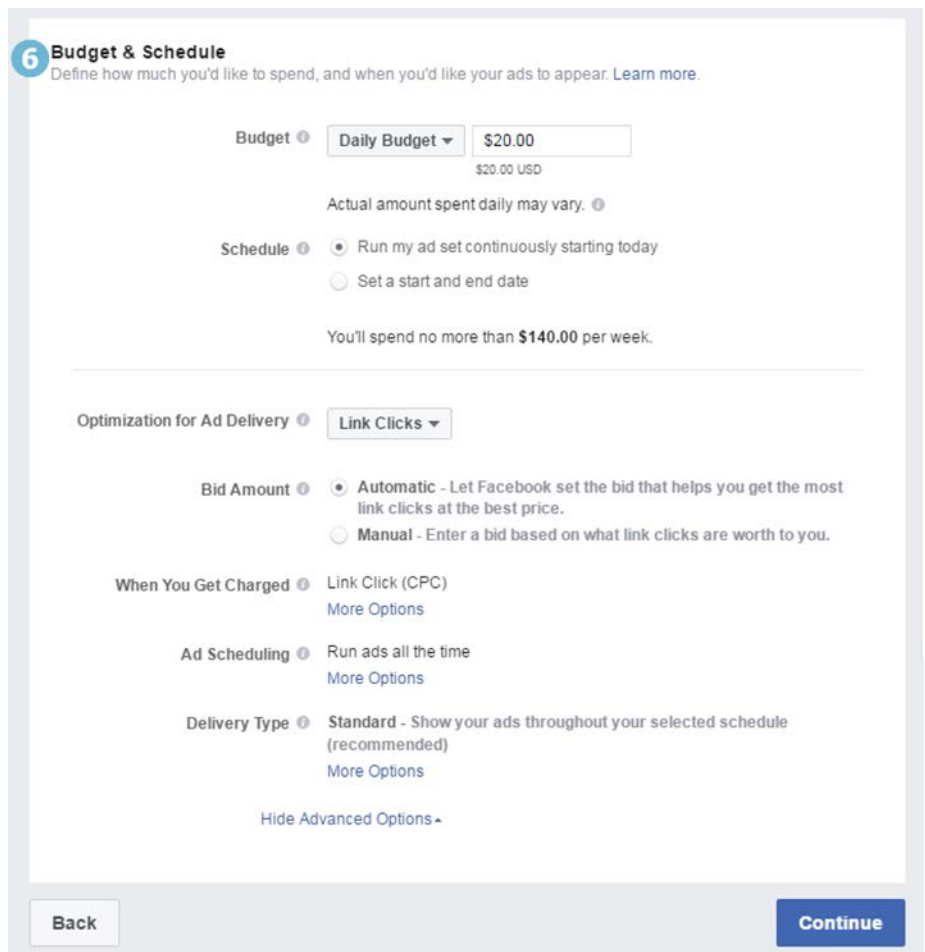
   a. For the budget section, you will first need to decide if you want to set a Daily Budget (you pay a certain amount per day) or a Lifetime Budget (you pay a certain amount for the entire ad life). Then enter the amount you are prepared to spend and set the schedule. With a daily budget, you can set it to run continuously or set a start and end date. With a lifetime budget, you will need to set a start and end date.

b. Optimization for Ad Delivery: Here, you can set how your ads are delivered. You can set it to be optimized either for an action (link clicks) or an impression (impressions or daily unique reach). An impression counts when it shows up on someone's screen, regardless of whether they click or not.

c. Bid Amount: Facebook uses bids to determine which ads are displayed when there are multiple ads competing for the same space. You can either let Facebook bid automatically or set your own manual bid amount.

d. When You Get Charged: Set your ad to charge you either per action (link click) or per impression (when someone simply sees it).

e. Ad Scheduling: Set your ad to run continuously or choose specific times and days to show it.

f. Delivery Type: You can set standard delivery for typical ads (usually recommended) or accelerated for time-sensitive ads.

7. Format: Choose the format of your ad. The most commonly used is the single image format. With this format, you can choose up to six images, and each image will run as its own ad, allowing you to see which images work better than others. Keep in mind that if you choose single video or slideshow, many of your potential customers may be limited by poor connection speed.

8. Images: Add your imagery. This is what is going to grab people's attention initially so it needs to be a high-quality and well-thought-out photo. You are given the option to upload your own or use free stock images provided by Facebook. Take a look at the recommended image specs if you decide to use your own. Too much text within an image is one of the main reasons Facebook denies companies' ads. When choosing a photo, make sure it accurately depicts your business, is interesting, and will attract attention. Dull photos make bad advertisements!

9. Page & Links: This is where you will finish up your ad. Almost done!

10. Connect Facebook Page: Connect your ad to your business Facebook page. If you manage multiple pages, make sure it is linked to the correct page. Add your Instagram account if you wish to show your ad there, as well.

11. Destination: Enter the website where you want your advertisement to direct users. It can be your home page or a page within your website (for example, a specific product's page). Additionally, you can have your ad sent in a Facebook message or as a structured message; this feature is rarely used.

12. Headline: This is the main text in your ad that will show up in bold under the image. It likely will be the second thing users notice after your image.

13. Text: Briefly describe what you're promoting—try to keep it as short as possible.

14. Call to Action: Here, you can add a button on your image to show what action you want viewers to take (for example, "contact us" or "see menu").

15. Advanced Options: These are optional selections, but they are not used often.

16. Ad Preview: This shows you the ad as viewers will see it. Make sure you review it carefully before placing your order. Once you are satisfied with it, click place order.

At this point, your ad will go to Facebook for review. After the Facebook review, your ad will be either published or denied. If your ad is denied, you will receive information about why. Make any changes Facebook requires.

Congratulations on finishing your ad! Remember to take a look at your ads manager once the ad has finished running to see how it did and make changes as necessary. With time and experience, you will get better at targeting and creating successful ads.

Image source: https://www.facebook.com/ads/manager