



Digital Marketing

Creation Guide For Facebook Ads

Focussed On eBooks

THE ULTIMATE GUIDE TO FACEBOOK AD CREATION FOR BEGINNERS



TABLE OF CONTENTS

| | |
|---|----|
| 1) Set some goals for your Facebook Ads | 3 |
| 2) Create your Facebook Ads Manager Account | 3 |
| 3) Choose your objective | 4 |
| 4) Define your audience and placement | 5 |
| 5) Set up your budget and duration | 8 |
| 6) Create your advert | 9 |
| 7) Launch your campaign | 10 |



1) Set some goals for your Facebook Ads

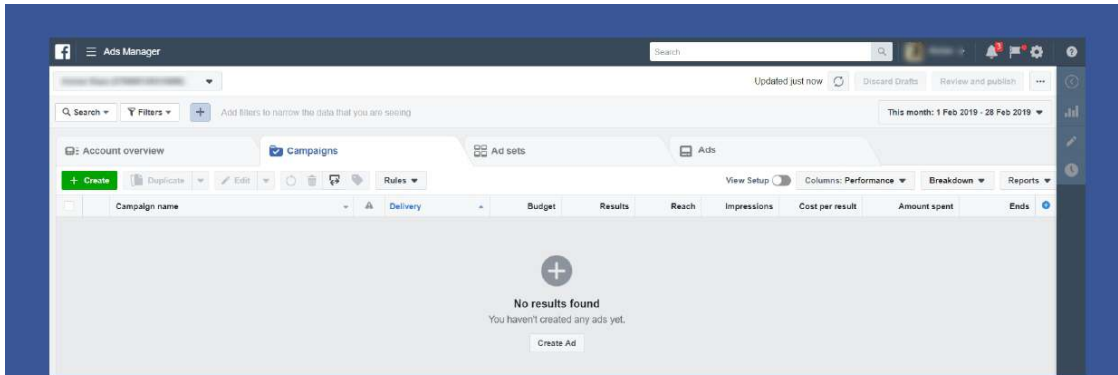
Before jumping on to your computer and creating the advert, it's important to know why you want to run this ad, what do you want to achieve with it. Set relevant and achievable goals. Your goals must be aligned to the kind of results that you want to get. Some examples of goals can be:

- Get more traffic on your website
- Get more people to engage with your content
- Generate new leads
- Increase attendance at your event

2) Create your Facebook Ads Manager Account

All of Facebook's ad campaigns run through the Facebook Ads Manager tool. You can open it via direct link or you can click on any of the Call to Actions on your Facebook page. Then click on the green 'Create' button in the campaign section.

3

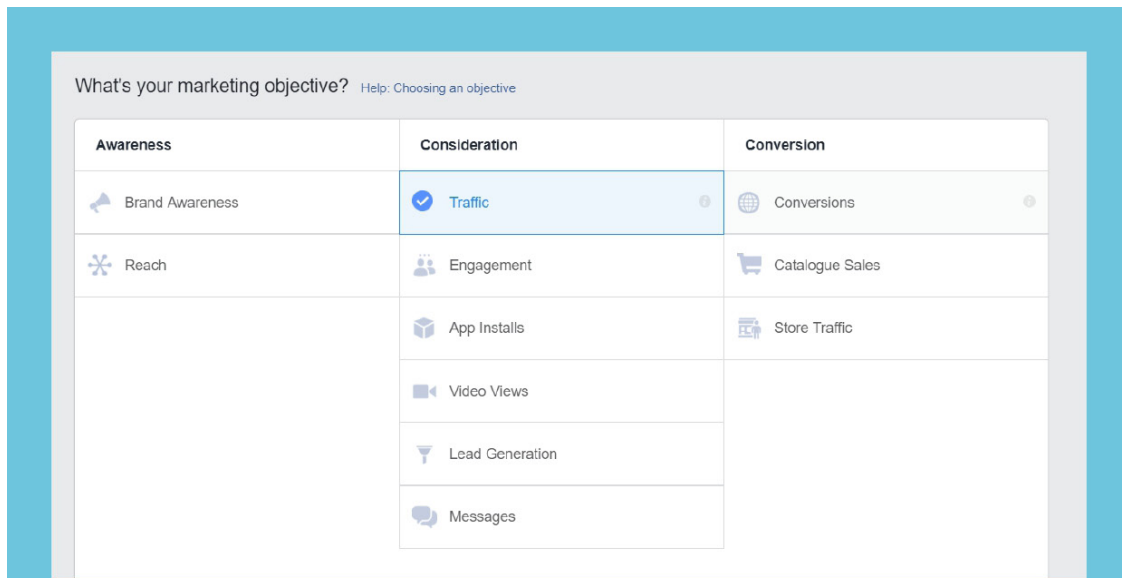


3) Choose your objective

Next, choose the objective for the ad. It should be aligned to the goal that you have already set to achieve. You can choose from the several objective types.

- **Raising awareness:** This includes campaigns to raise brand awareness, local awareness and to maximize reach.
- **Consideration:** These are ads that drive traffic to your website, boost the engagement of your posts, increase app downloads or video views and help you collect customer data (leads) to use in follow-up campaigns.
- **Conversion:** These are ads that increase the conversion on your website or online shop, advertise specific products to users who have interacted with your shop before, or get people to visit your local store.

4



4) Define your audience and placement

Facebook gives you various targeting options which you can combine to reach your specific audience.

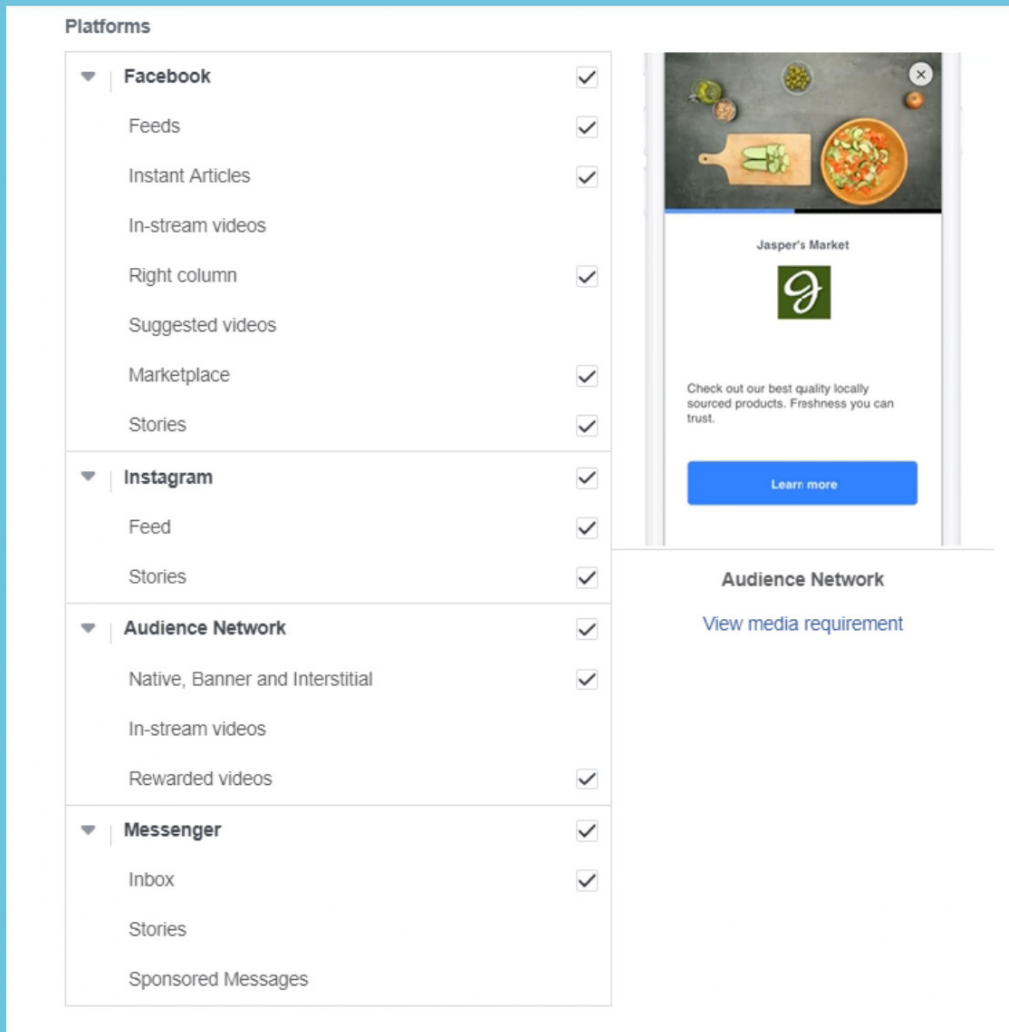
- **Location:** Target users by country, state, city, zip code, or the area around your physical business.
- **Demographics:** Target users by age, gender, education, and the languages they speak.
- **Interests:** Target users by interests, based on profile information, pages, groups or content they engage with.

- **Behaviors:** Target users based on what Facebook knows about user behavior, such as the way they shop, the phone they use, or if they plan to buy a house or a car.
- **Connections:** Target users who like your page or app and their friends.
- **Custom:** Target existing customers based on data (e.g., emails, phone numbers) you provide. You can also create Lookalike Audiences– people who are similar to your existing customers.

The screenshot displays the 'Create new' section of the Facebook Ads targeting interface. At the top, there is a dropdown menu for 'Use a saved audience'. Below this, the 'Custom Audiences' section includes a text input field for adding a previously created audience, with 'Exclude' and 'Create new' options. The 'Locations' section is set to 'Everyone in this location' and shows a list of locations with 'India' selected. The 'Age' section is set to '18 - 65+'. The 'Gender' section has 'All' selected. The 'Languages' section has a text input field. The 'Detailed targeting' section is set to 'INCLUDE people who match at least ONE of the following' and includes a text input field for adding demographics, interests, or behaviors. The 'Exclude people' section has a checkbox for 'Expand interests when it may increase link clicks at a lower cost per link click'. The 'Connections' section has a text input field for adding a connection type. At the bottom, there is a 'Save this Audience' button.

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After that select your ad placement, or where you want your ads to appear on Facebook. You can choose the 'Manual Placement' option and select the recommended option, i.e. 'Mobile News Feed'.



The screenshot displays the 'Platforms' selection interface in Facebook Ads Manager. On the left, a list of platforms and their placement options is shown with checkboxes. On the right, a preview of an ad is displayed.

| Platform | Placement | Selected |
|--------------------|------------------|-------------------------------------|
| Facebook | Feeds | <input checked="" type="checkbox"/> |
| | Instant Articles | <input checked="" type="checkbox"/> |
| | In-stream videos | <input checked="" type="checkbox"/> |
| | Right column | <input checked="" type="checkbox"/> |
| | Suggested videos | <input checked="" type="checkbox"/> |
| | Marketplace | <input checked="" type="checkbox"/> |
| | Stories | <input checked="" type="checkbox"/> |
| | Instagram | Feed |
| Stories | | <input checked="" type="checkbox"/> |
| Audience Network | | Native, Banner and Interstitial |
| | In-stream videos | <input checked="" type="checkbox"/> |
| | Rewarded videos | <input checked="" type="checkbox"/> |
| | Messenger | Inbox |
| Stories | | <input checked="" type="checkbox"/> |
| Sponsored Messages | | <input checked="" type="checkbox"/> |

The ad preview on the right shows a mobile device displaying an advertisement for 'Jasper's Market'. The ad features a top image of fresh vegetables, the brand logo, a text message: 'Check out our best quality locally sourced products. Freshness you can trust.', and a blue 'Learn more' button. Below the ad preview, the 'Audience Network' section is visible with a link to 'View media requirement'.

5) Set up your budget and duration

Once you have created your target audience and selected the placements, you next have to define the budget for your ad. It can be the maximum amount that you want to spend on the ad or you can state the daily budget too. Along with that you have to define the duration of the ad (the start date and the end date).

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

Budget ⓘ **Daily budget** ▼ £11.00
£11.00 GBP

Actual amount spent per day may vary. ⓘ

Schedule ⓘ Run my advert set continuously starting today
 Set a start and end date

| | | |
|--------------|---|------------------------------------|
| Start | <input type="text" value="9/1/2017"/> | <input type="text" value="08:40"/> |
| End | <input type="text" value="9/2/2017"/> <small>(London Time)</small> | <input type="text" value="08:40"/> |


Your adverts will run for **31 days**. You'll spend no more than **£341.00**.


[Show advanced options](#) ▾


6) Create your advert

The next step is to create your advert. Choose the ad type that best suits your ad requirement. You also have the option to create your advert using existing posts. But if you are creating a new advert these are the ad types that you can choose from are:

Format
Choose how you'd like to structure your ad.

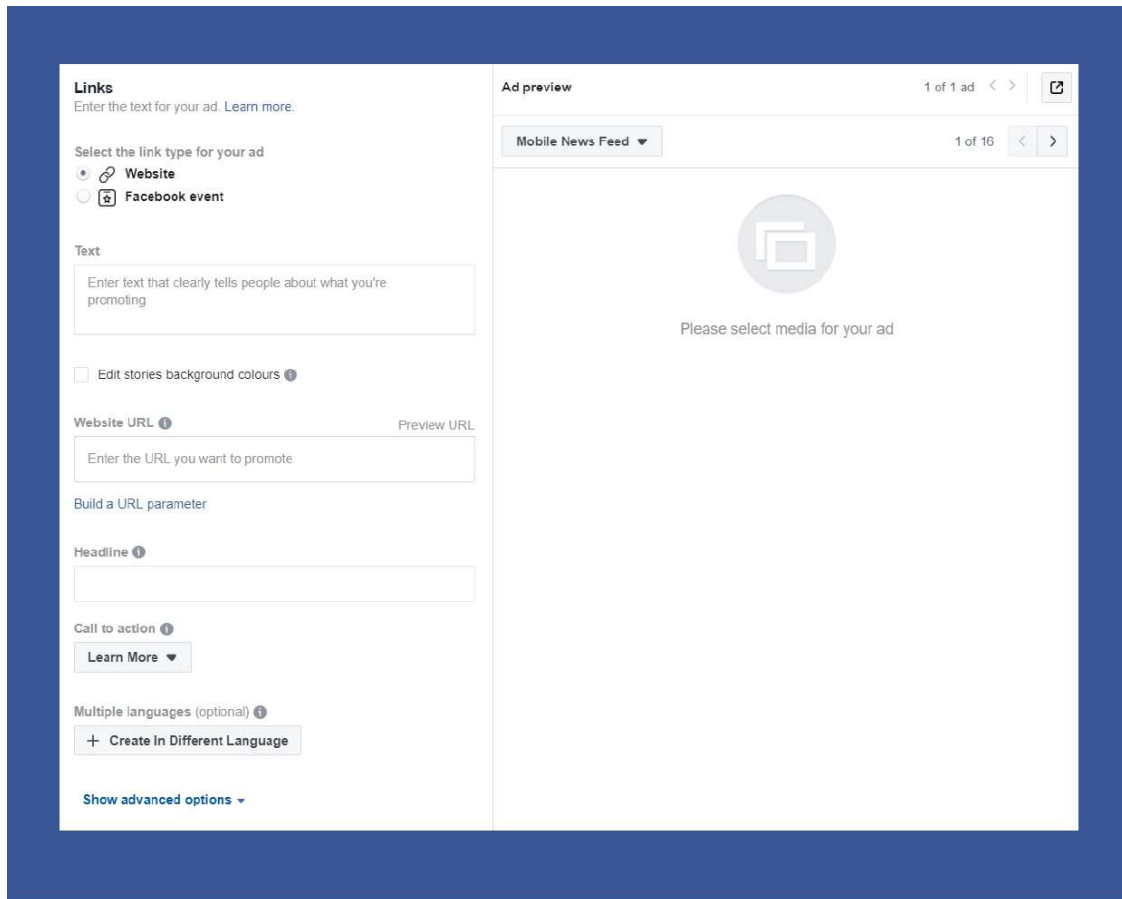

Carousel
Two or more scrollable images or videos


Single image or video
One image or video, or a slideshow with multiple images


Collection
Group of images that opens into a full-screen mobile experience

Add an Instant Experience
Include a mobile landing page that opens instantly when someone interacts with your ad. Use an Instant Experience to get new customers, introduce your product or brand, drive product sales or encourage people to visit your website or app and track activity with a Facebook pixel. [Learn more.](#)

After choosing the ad type and coming to the bottom of the page you will have to upload the media that you would like to display in the ad. Furthermore, write an attention grabbing headline and description along with your website(if any).



7) Launch your campaign

After creating your advert, you can review your ad and make necessary corrections. Next, fill up the billing details and launch the campaign. Don't forget to monitor your campaign regularly and keep optimizing it for better results.

10

Why You Should Engage With Social Media Marketing Tools

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

This involves publishing great content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements.

The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, SnapChat and YouTube.

Facebook content creators generate more and more different types of content every day! To advertisers, both small and big time, this means that it is becoming extra challenging to distribute and get their content in front of their target audience if they depend solely on organic reach.

Facebook ads keep your audience engaged. It also helps your marketing strategy reach a new audience or market you never knew existed.

