INTEGRITY®
MARKETING GROUP

HOW TO

CREATE AN AD ON FACEBOOK

Running ads on Facebook is an exciting step that can help take your social media efforts to new heights. Facebook has built a robust platform called "Ads Manager" that can help advertisers accomplish a number of goals, including website traffic, general awareness and engagement and even lead generation for their brand. Let's dive in.

STEP 1: SET UP YOUR BUSINESS MANAGER

**If you have already set up your ad account in Ads Manager, jump down to step 3.**

- Go to **Business Manager Settings**

- On the left, click on **Accounts > Pages**

- In the Pages column, click on "Add Page"

- Enter the Facebook page name or URL

- Finish by selecting "Add Page"
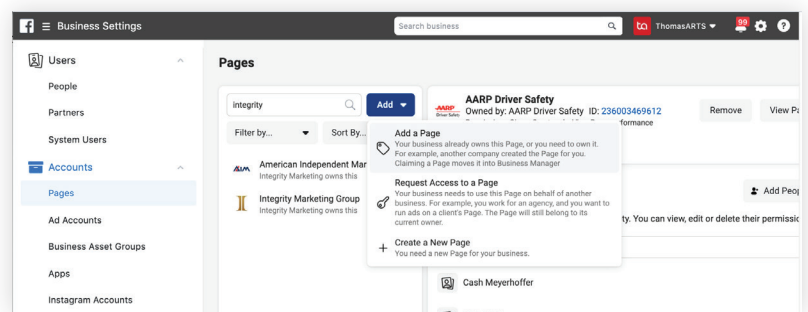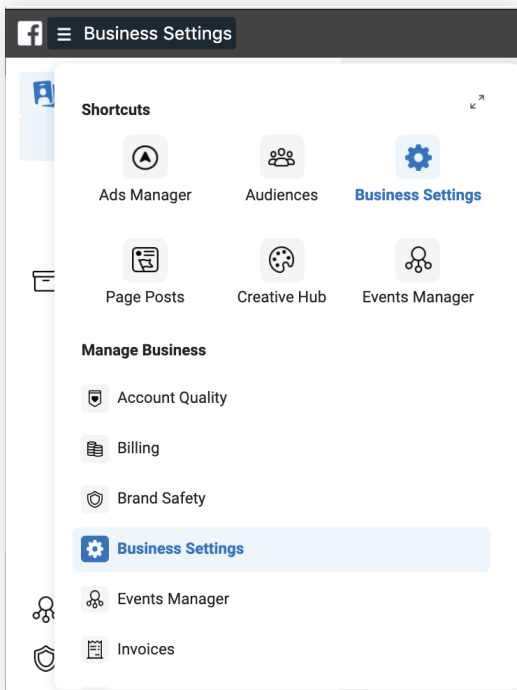
STEP 2: SET UP YOUR AD ACCOUNT INFO

This will include your billing information — you can't run campaigns without it.

While in *Business Manager*, click on "Ad Accounts" located under "Accounts". Click "Create a New Ad Account." Fill in all the blanks by entering your company's name as the ad account name, your time zone and your billing information.
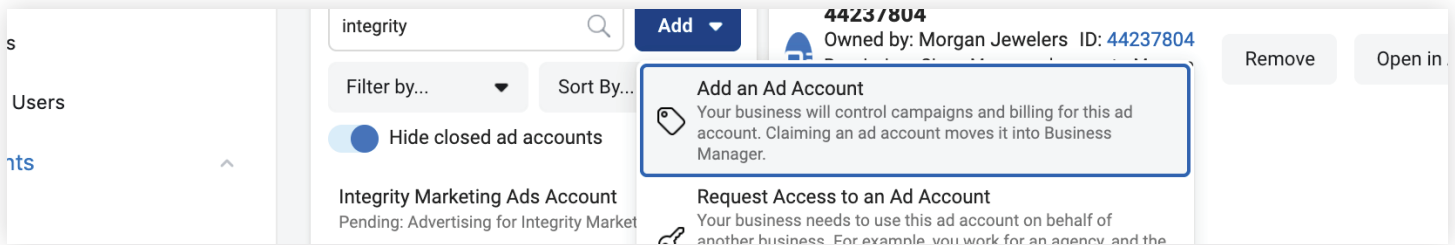
STEP 3: BUILDING YOUR AD CAMPAIGN

Now that you have your ad account set up and associated with your Facebook page, you're ready to build your campaign. In the top left corner, click and select "Ads Manager." A new window will appear with a green button that says "Create." From here, you will identify your campaign objective. Click continue and name your campaign, e.g. "Q3_recruitment_Facebook." Then click continue again.
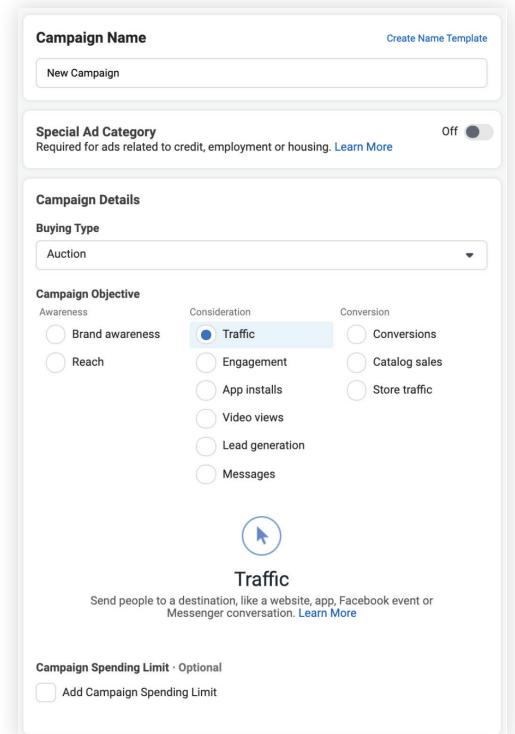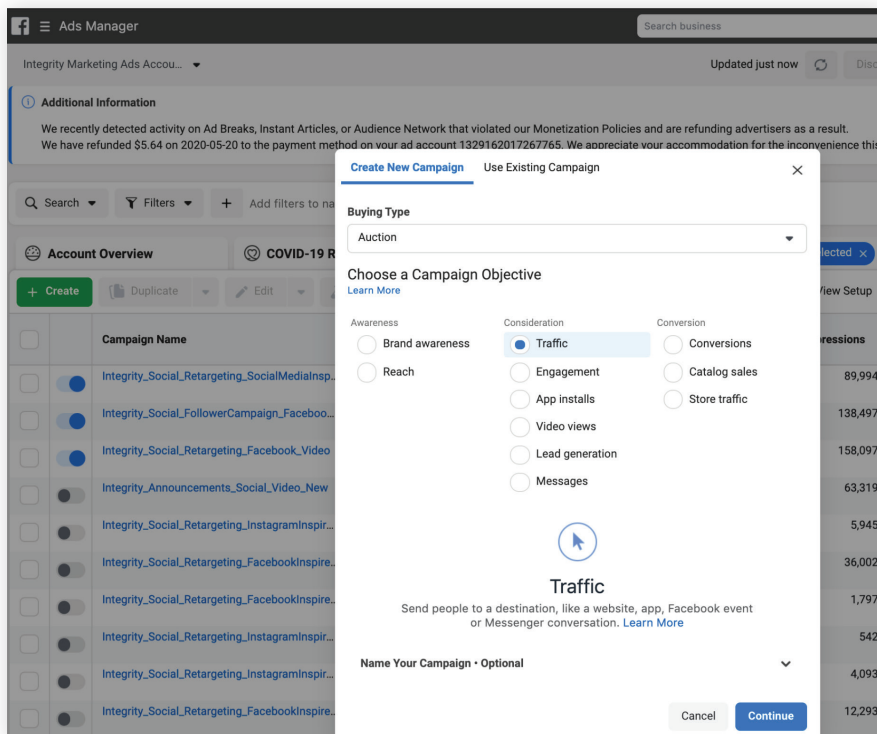
Now, you should be in the "Ad Sets" level of Ads Manager. This is where you will build the audience you hope to target by doing the following:

- Name ad — make sure your ad has a name that you can easily identify and associate with an audience, like "Interest Audience" or "SLC Prospects"
- Input budget — you have the option between a *Daily Budget* or a *Lifetime Budget*
    Pro tip: If you're just starting out, Lifetime Budget is recommended.
- Identify start and end dates (your budget will be spent in this time frame)
- Input targeting — location, age, interests, ad placements
- Click "next"

Now it's time to build your ad. This is where you will input the creative assets (image or video), post copy, and if applicable, the URL that you will be driving traffic to.

- Name the ad, e.g. "Testimonial Video"

- Identify the Facebook page your ad will run under

- Select "Create Ad"

- Upload media and add your post copy as the primary text

- Launch the ad