

A close-up photograph of a hand holding a smartphone, overlaid with a semi-transparent blue filter. The background is a blurred blue fabric.

HOW TO
CREATE AN AD ON FACEBOOK

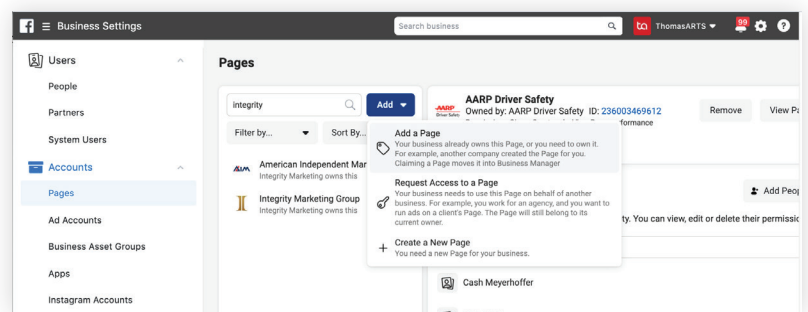
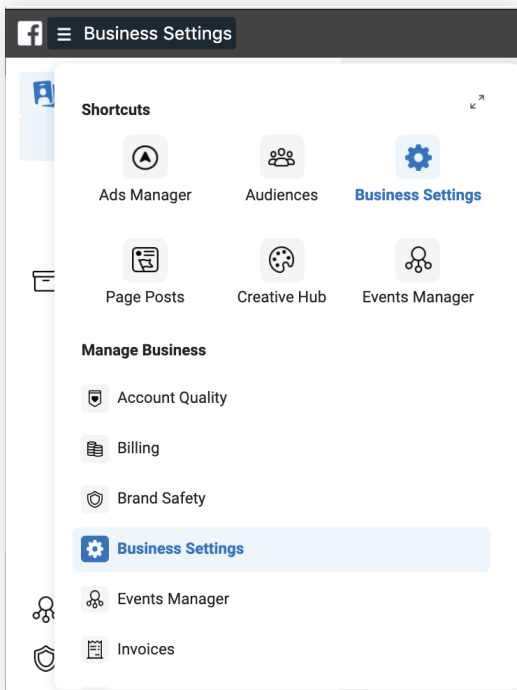


Running ads on Facebook is an exciting step that can help take your social media efforts to new heights. Facebook has built a robust platform called “Ads Manager” that can help advertisers accomplish a number of goals, including website traffic, general awareness and engagement and even lead generation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

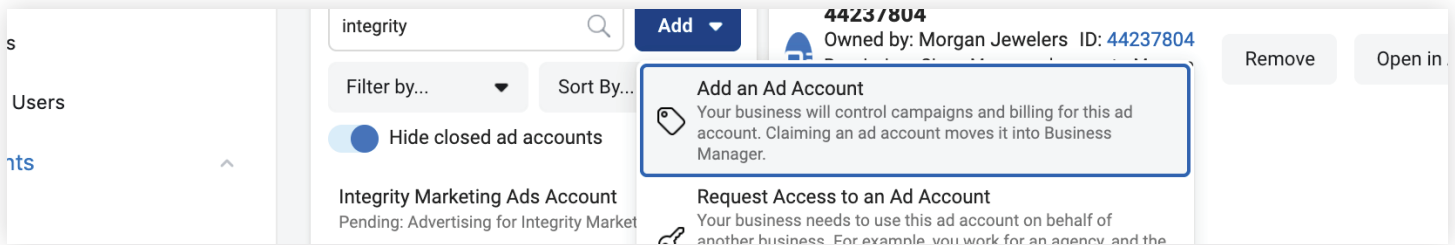
- Go to **Business Manager Settings**
- On the left, click on **Accounts > Pages**
- In the Pages column, click on “Add Page”
- Enter the Facebook page name or URL
- Finish by selecting “Add Page”



STEP 2: SET UP YOUR AD ACCOUNT INFO

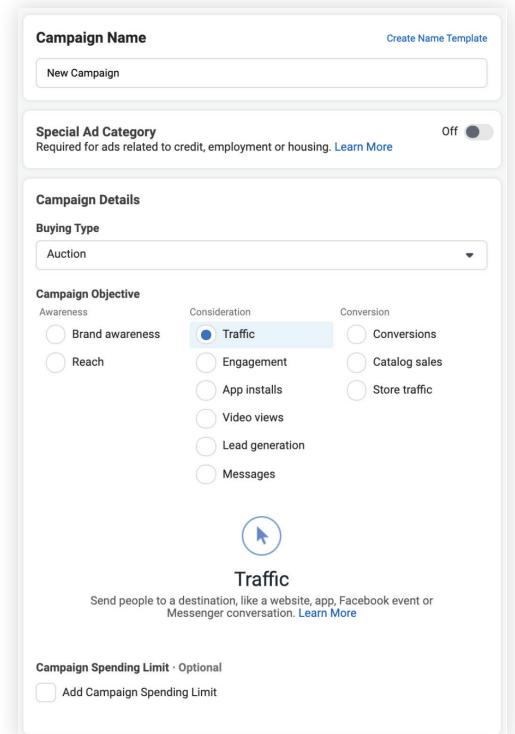
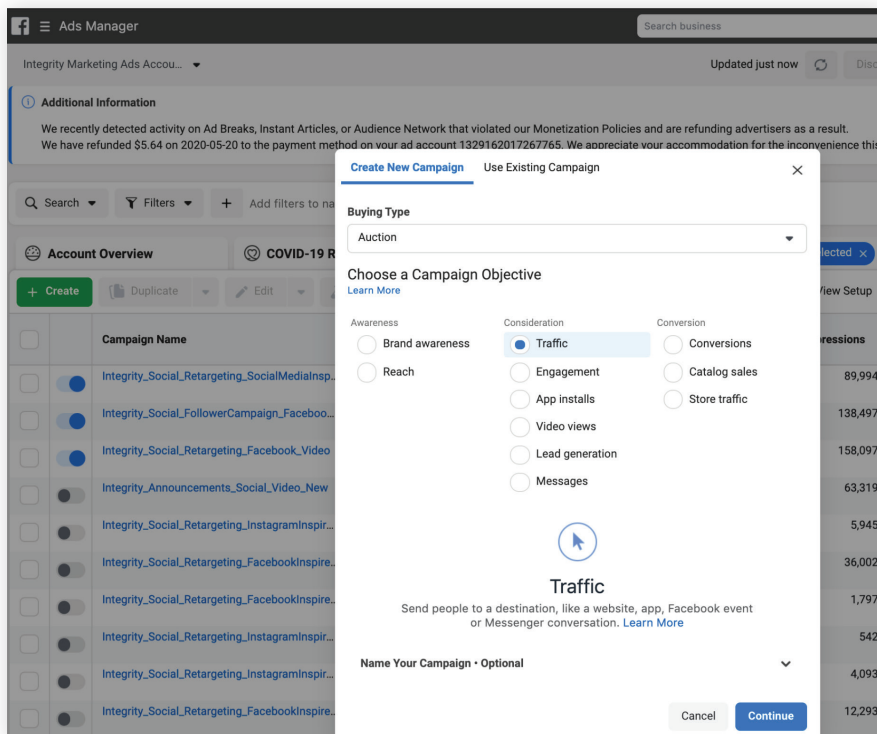
This will include your billing information — you can't run campaigns without it.

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”

The screenshot shows the 'New Ad Set' configuration page in Facebook Ads Manager. The breadcrumb trail at the top reads 'New Campaign > New Ad Set > 1 Ad'. There are 'Edit' and 'Review' options in the top right. The page is divided into two main sections: 'Budget & Schedule' and 'Audience'.

Budget & Schedule

Start Date
Jun 19, 2020 | 9:17 AM (Mountain Time)

End - Optional
 Set an end date
mm/dd/yyyy | h:m (Mountain Time)
[More Options](#)

Audience

Create New Audience | Use Saved Audience

Custom Audiences [Create New](#)

Search Existing Audiences

Exclude

Locations
People living in or recently in this location

United States
United States

Include | Search Locations | Browse

[Add Locations in Bulk](#)

Age
18 | 65+

Gender
 All Men Women

Languages

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

The screenshot displays the Facebook Ads creation interface, divided into several sections:

- Ad Name:** A text input field containing "FollowerAd_IntegrityMarketing_PromotedPost" and a "Create Name Template" link.
- Identity:** A section for selecting the Facebook page, with a dropdown menu currently set to "Integrity Marketing Group".
- Ad Creative:** A section for selecting media, text, and destination. It includes a "Media" section with a "Clear Images" link and a selected image titled "Screen Shot 2020-04-14 at 1.56.30 PM.png" (1094 x 608). Below the image is a toggle for "Automatically Crop to Square" (which is turned off) and buttons for "Edit Image" and "Turn into Video".
- Primary Text:** A text input field containing the text: "The nation's leading independent distributor of life and health insurance products focused on serving the Senior Market."
- 1 Placement:** A preview section showing the ad as it will appear on a Facebook Feed. The preview includes the Facebook logo, the page name "Integrity Marketing Group" (Sponsored), the ad text, the Integrity Marketing Group logo and tagline "An Employee Owned Company", and engagement metrics (7 Comments).

At the bottom of the preview section, there is a disclaimer: "Ad rendering and interaction may vary based on device, format and other factors."