

Facebook Ads – The Beginners' Guide to FB Ads

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Why Choose Facebook Ads

- Facebook Advertising is the most targeted form of advertising
- Facebook Advertising is the cheapest form of advertising
- Facebook advertising builds engagement
- Facebook advertising drives immediate results.
- Facebook advertising increases word-of-mouth and referrals
- Facebook advertising can help you break into new markets
- Facebook advertising is affordable
- Facebook advertising is most cost-effective advertising investment you can make
- Facebook advertising can drive off-line sales
- Facebook advertising increases your customer attribution
- Facebook advertising increases revenue, sales, and leads
- Facebook advertising can increase website traffic and SEO-rankings
- Facebook advertising can engage your website visitors
- Facebook advertising can grow your blog traffic
- Facebook advertising can help you build your email list
- Facebook advertising can help you break into new markets
- Facebook advertising can be accessed using mobile devices
- Your customers spend most of their time on Facebook; so do your competitors
- You can customize your ad campaign
- If you have an Instagram account, both Facebook Ads and Instagram Ads can be run in a single campaign, connecting you to audiences on both platforms.⁴

Things You Need to Know before Creating Facebook Ads

- **Know the basic parts that make up an ad:**
 - o Ad Creative
 - o Targeting
 - o Placement
 - o Bid
 - o Budget
 - o Schedule
- **Terms to know while creating your ad**
 - o Advertising objective

- Targeting
- Remarketing or retargeting
- **Basic Terms To Know When Evaluating Ad Results:**
 - Clicks
 - Click-Through Rate or CTR
 - Impressions
 - Reach
 - Frequency
 - CPM (Cost per 1,000 Impressions)
 - CPC (Cost per Link Click)
 - Conversions
 - Attribution
- **Facebook targeting options**
 - Location
 - Age and Gender
 - Language
 - Behaviors
 - Connections
 - Custom Audience
 - Lookalike Audience

How Facebook Ads Work

- Automated ad auction bid system

Create your Facebook Page/ Account

Access the Facebook Ads Manager

Target Your Audience

- Run your FB page and profile your current users
- Select:
 - **People connected to your Page:** Choose this option if you want to learn more about your existing audience, so you can better tailor your content to them.
 - **A custom audience:** Choose this option if you'd like to learn more about a custom audience, like your existing customers

1. Build your target audience demographics
2. Discover what your audience already likes
3. Find location, language, and device details
4. Set targeting

Create a Facebook Advertising Campaign

Choose Your Campaign Objective:

- Brand awareness
 - Reach
 - Traffic
 - Engagement
 - App installs
 - Video views
 - Lead generation
 - Messages
 - Conversions
 - Catalog sales
 - Store visits
- Choose a campaign objective based on your goals for this particular ad.

Choose Ad Placement

Set Your Budget & Schedule

Set Payment Options

Create an Ad

- Choose among **Types of Facebook ads**
- **Design or Layout your ad**
- **Write your ads' Headline**
- **Write remainder of your ad's text**
- **Select Call-to-action buttons.**

Monitor Your Ads Carefully

Success Tips

- Pick out and scale up your best performing ads
- Focus on conversions
- Get proof for your content before running campaigns
- Optimize each element of your ads before moving on to the next element
- Only move on to optimizing the next ad element if you're convinced your ad has maxed out its potential.