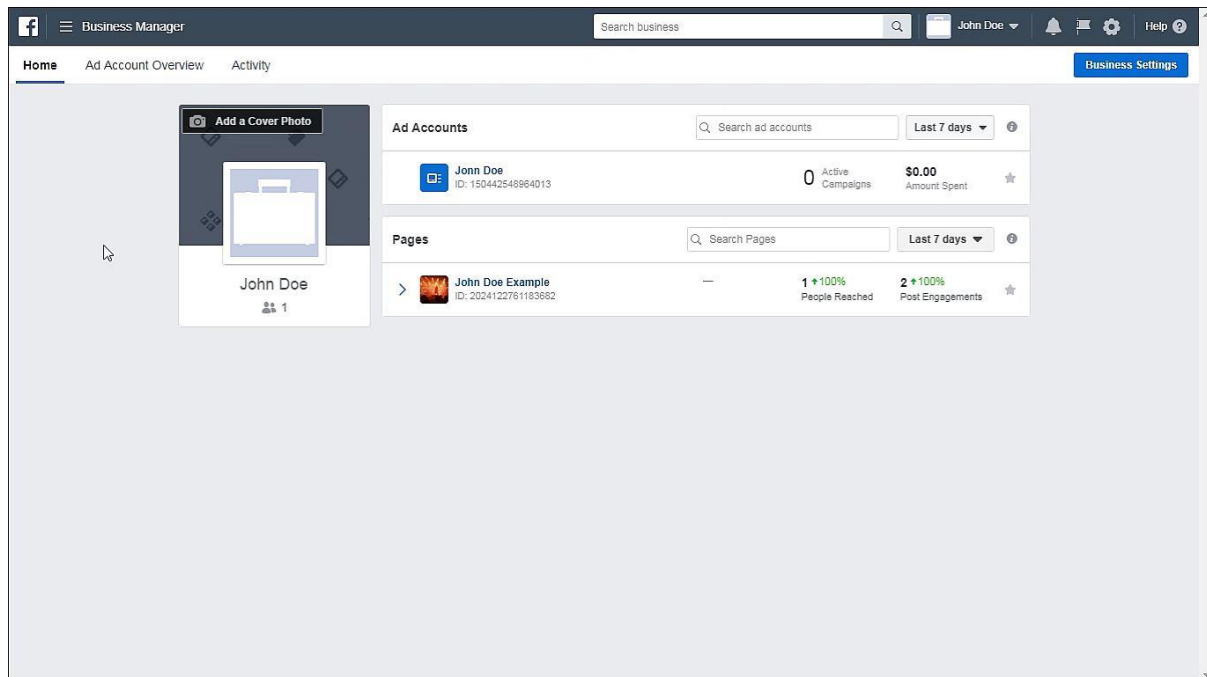


11 – How To Post Ads

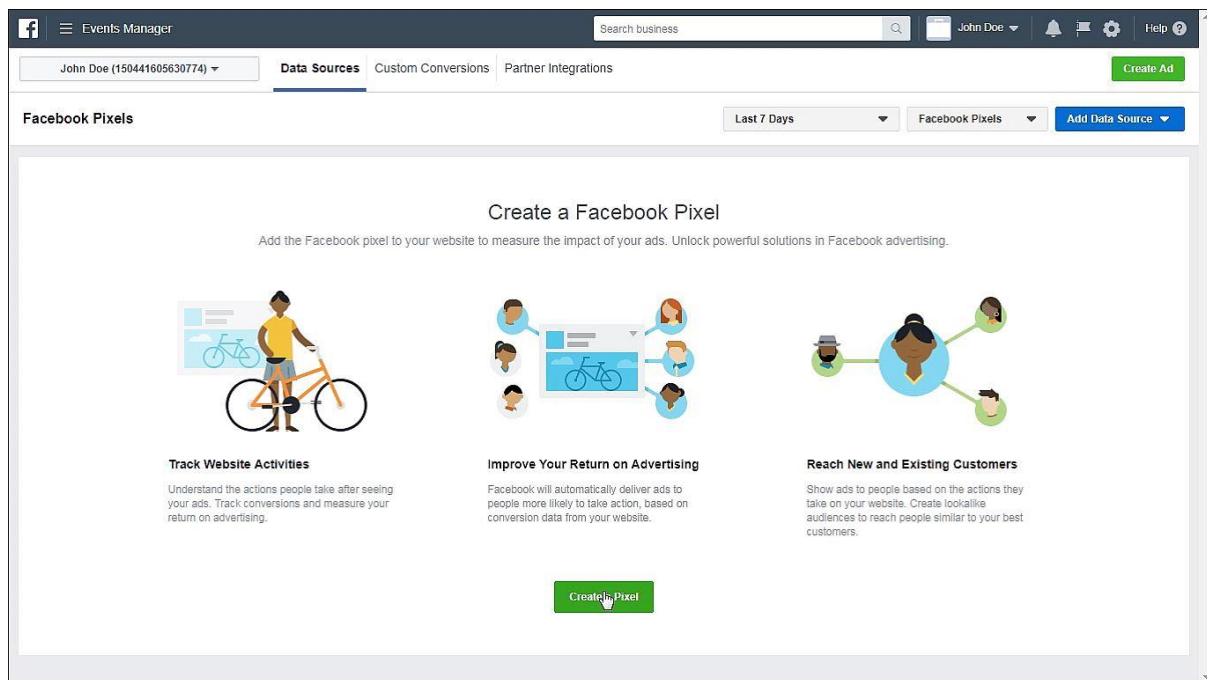


S1: Hi and welcome back. In this video, we will learn how to create and post your first Facebook Ads. To do that, first and foremost, you need to install a Facebook Pixel on your website.

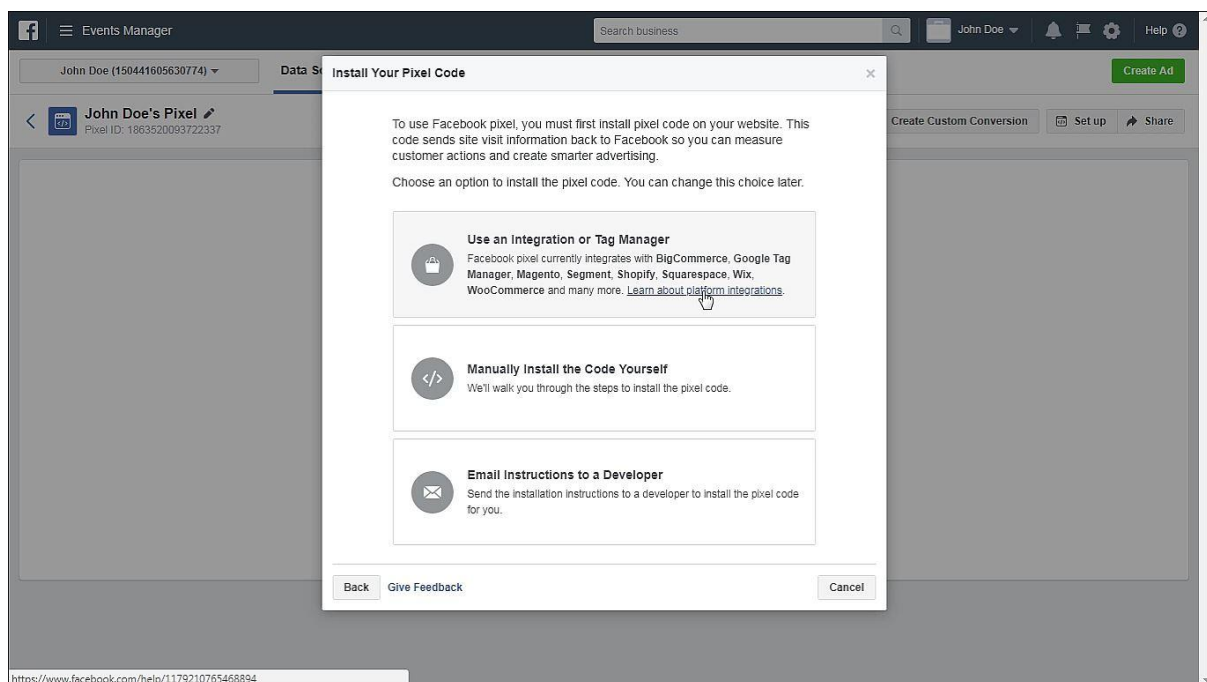
Now why do you need to install a Facebook Pixel?

Pixels is a piece of tracking code that can be installed on your website or page. This is for analytic purposes. Facebook Pixels are used to track leads, conversions, retargeting your audience and creating lists. It's also used to create a Lookalike Audience and to tweak your page according to your audience activities.

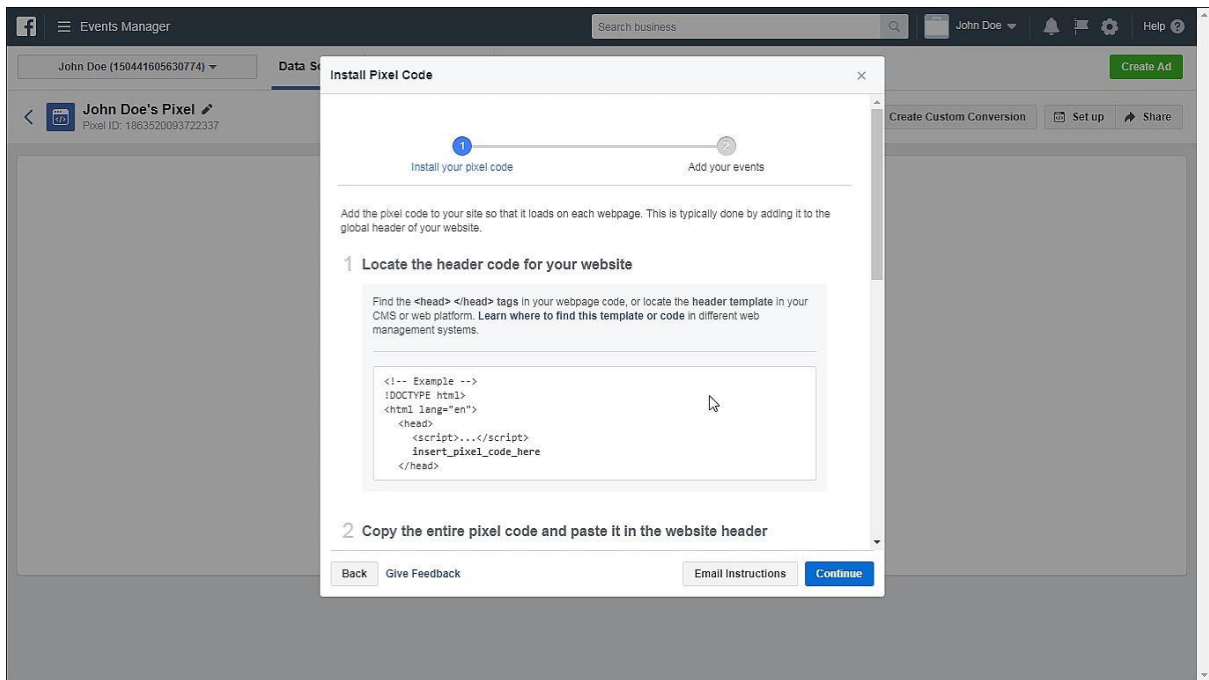
So first part, let's create a Facebook Pixel. To do that, go to your Business Manager and click on Pixels.



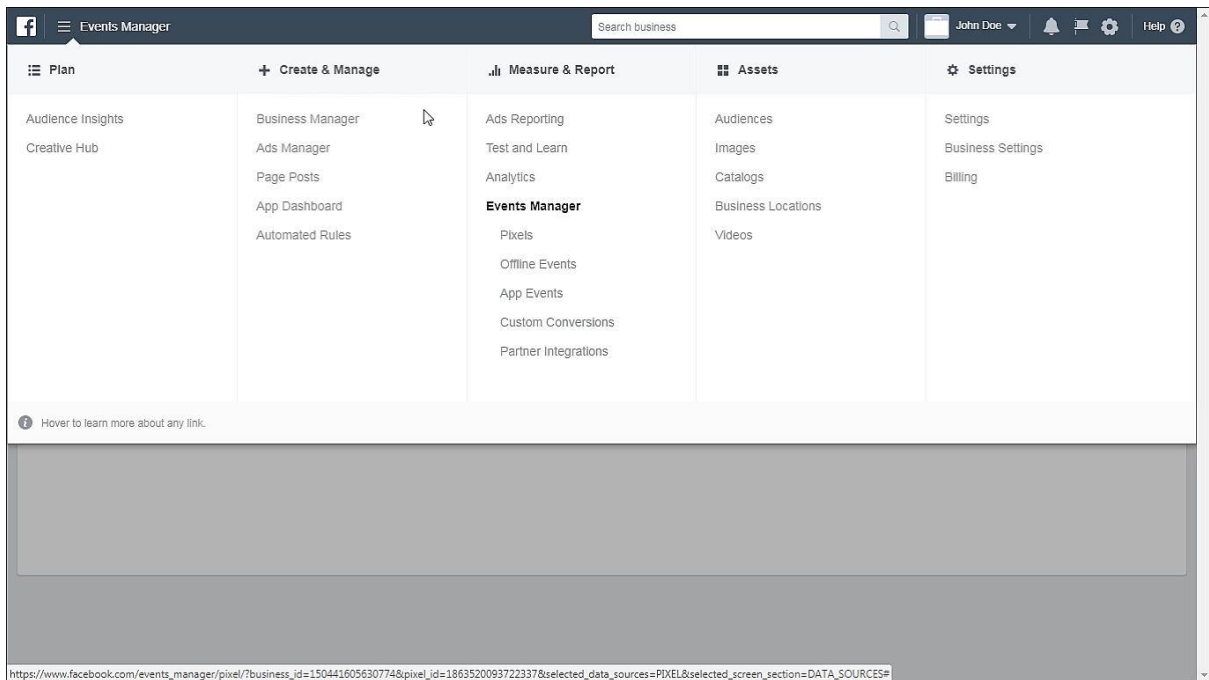
S2: Then click on “Create Pixel”. Name your Pixel then click “Create”.



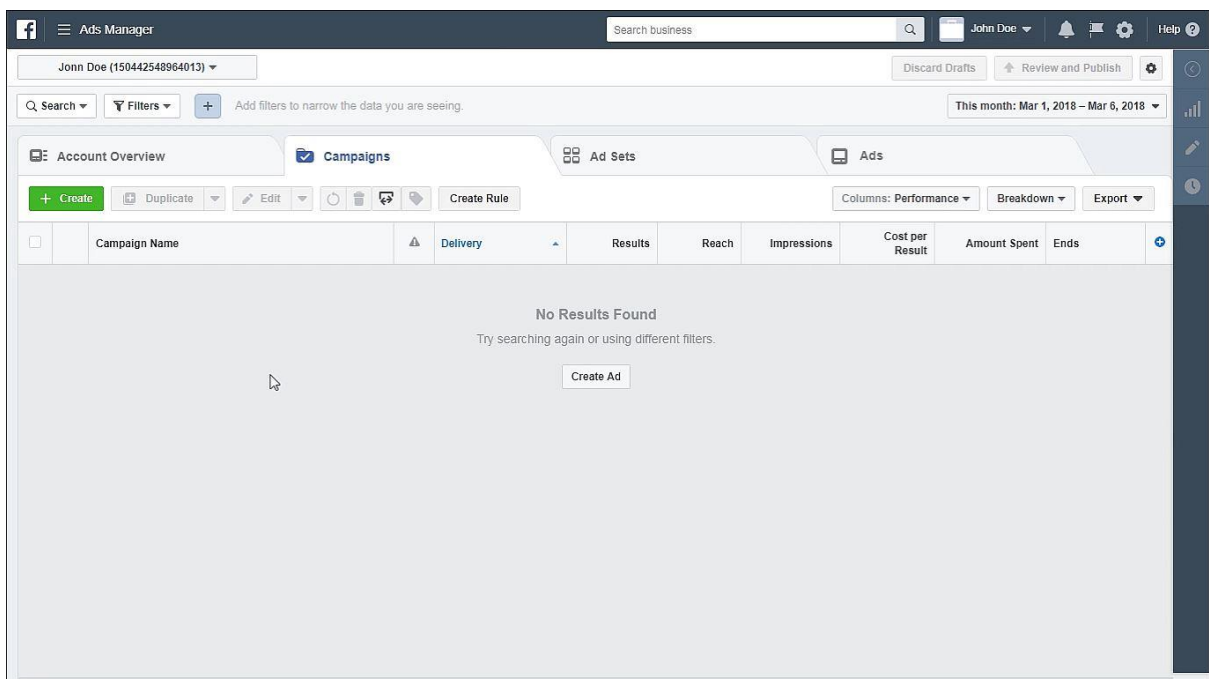
S3: Next you are given 3 options to install the pixel on your website. You could use an integration or tag manager, manually install the code yourself or email instructions to a web developer. Installing a pixel is very simple, click on Install The Code Yourself.



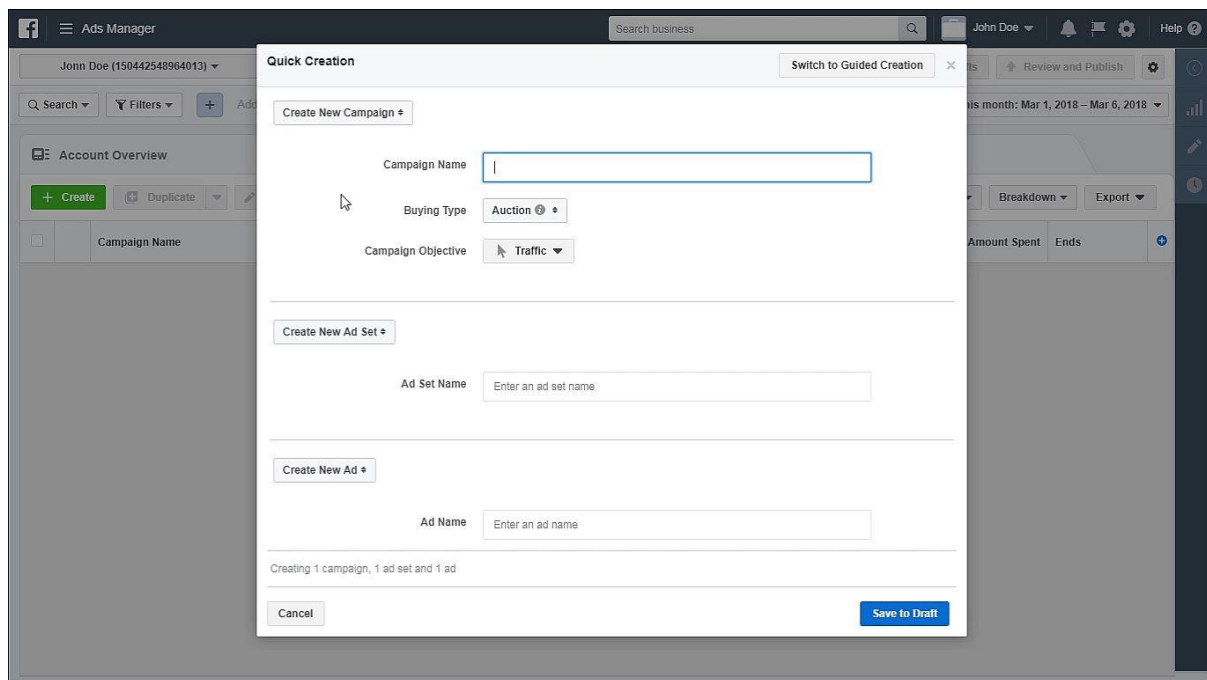
S4: Follow the instructions here. First you need to locate the header code of your website then copy the entire pixel code and paste it in the website header. You just need to click on this and it is automatically copied to your clipboard and then just paste it in your website code. When you are done, open a new tab, go to your website to activate the pixel or you could come back to this page and send test traffic to your pixel. When you are done, click “Continue”



S5: Once you have installed the pixel on your website, next is to create your first ad. To do that click this button and click on “Ads Manager”.



S6: You will then be brought to the main interface of Ads Manager and here there are 4 tabs available. The first is “Account Overview” which gives you an overview and analytics of the ad accounts you have, the second tab is “Campaign”, the third tab is “Ad Sets”, the fourth tab is “Ads”. To create an ad, you always start off at “Campaign” level.



S7: So to create your ad, click on this green button here, “Create”. There will be a pop up and we are currently in “Quick Creation” Mode. There are two modes which you can use. The first being “Quick Creation” and the second mode is “Guided Creation”. To switch between both modes, click on this button, “Switch To Guided Creation”.

The difference between these two modes, is one is more efficient and quicker than the other and that is for people who have familiarized themselves with creating Facebook ads. In Guided Creation Mode, you will be guided step by step by Facebook in creating your ads.

So first of to create your ad, put in a campaign name then copy and paste it in your adset name and also the ad name.

Under Buying Type, you can leave it as Auction.

In Campaign Objective there are 3 categories of campaign objectives. The first one is “Awareness”, second is “Consideration” and the third one is “Conversion”. Now don’t be overwhelmed by the amount of objectives. Out of this many objectives, we are only using 4 of these objectives.

These 4 objectives are Traffic, Lead Generation, Video Views and Conversion.

Why these 4?

Because the first being is that these are the campaign objectives that are used by businesses to get results.

Under Traffic, the idea is to drive traffic to the website. This could be your sales page or landing page.

Under Video Views, if you are using a video, let's say your sales video or product demonstration video, you can run an ad on the video and have your audience view the video. The strategy behind video views is to use it as retargeting by running ads to people who have viewed that video.

The third one is Lead Generation objective. A form pops up when an audience clicks on your ad, they then fill in the details you requested like name, email, phone number. This is very suitable for local businesses who are looking to capture audiences nearby them.

The fourth one is Conversions. These are normally for eCommerce stores or for businesses that have sales funnels.

For example purposes, we will select traffic.

When you are done, click on "Save To Draft".

Facebook Ads Manager interface for creating an ad set. The main section is titled "Creating Ad Set: Test Campaign". On the left, there's a sidebar with "Ad Set Name" and "Test Campaign" selected. The main content area is divided into several sections:

- Ad Set Name:** Test Campaign
- Advanced Options:**
 - Traffic:** Choose where you want to drive traffic. Options: Website (selected), App, Messenger.
 - Dynamic Creative:** Automatically find the most effective combinations of creative assets for your audience. (Toggle off)
 - Offer:** (Toggle off)
 - Budget & Schedule:**
 - Budget: Daily Budget \$20.00
 - Start Date: Mar 6, 2018
 - End Date: Don't schedule end date, run as ongoing
 - Ad Scheduling: Run ads all the time
- Right Sidebar:**
 - Ad Set ID:** 23842805711310672
 - 1 Campaign:** Objectives and spending limits
 - 1 Ad:** Images, videos, text and links
 - Audience Definition:** Gauge showing "Your audience selection is fairly broad." Potential Reach: 23,000,000 people.
 - Estimated Daily Results:**
 - Reach: 13,000 - 42,000
 - Link Clicks: 190 - 1,100
 - Warning:** Your results are likely to differ from estimates. We have limited data available to calculate this estimate, so estimates may be less accurate.

S8: Next go on to “Ad Set” level. Click on your “Campaign” and click “Edit”. At this level, first for Traffic Section, select either of these 3 options depending on your product. If you have a Website, select Website.

Facebook Ads Manager interface for creating an ad set. The main section is titled "Creating Ad Set: Test Campaign". On the left, there's a sidebar with "Ad Set Name" and "Test Campaign" selected. The main content area is divided into several sections:

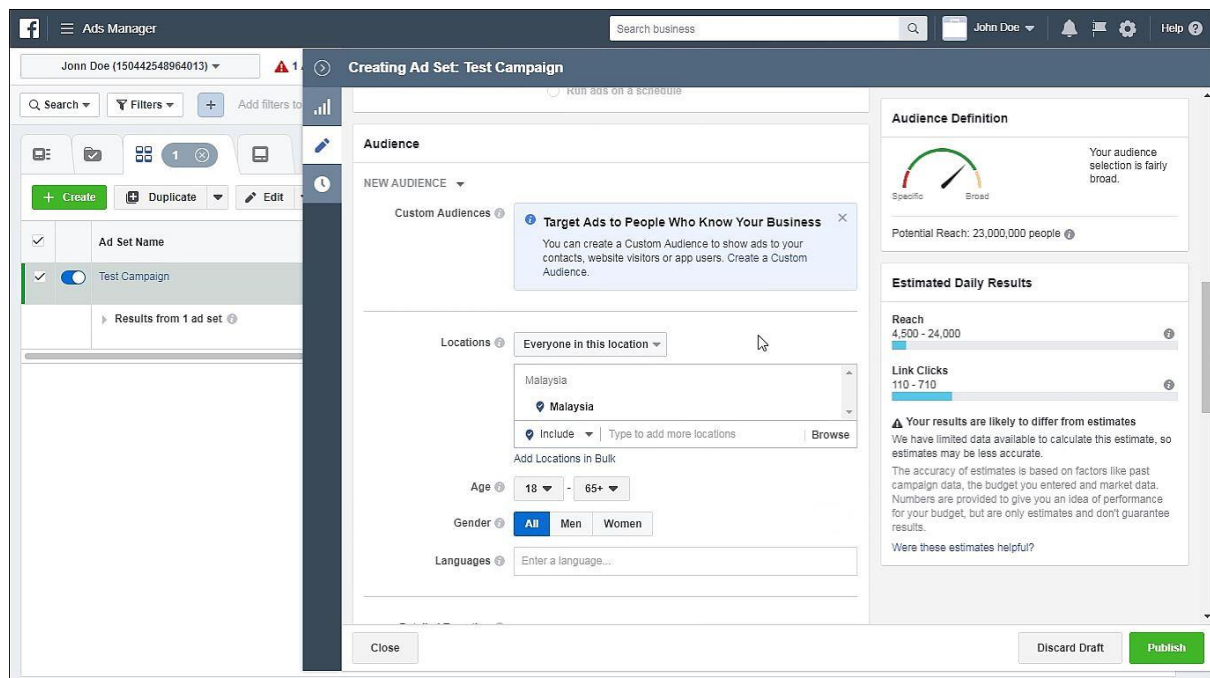
- Ad Set Name:** Test Campaign
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 - Reach: 13,000 - 42,000
 - Link Clicks: 190 - 1,100
 - Warning:** Your results are likely to differ from estimates. We have limited data available to calculate this estimate, so estimates may be less accurate.

S9: The next is Budget & Schedule where you set how much you want to spend on advertising, your start date and your end date. Usually for budget, if you are testing a new product, it is recommended to spend between \$3 to \$10 depending on your budget. When running the ad, leave it on for 24 hours up to

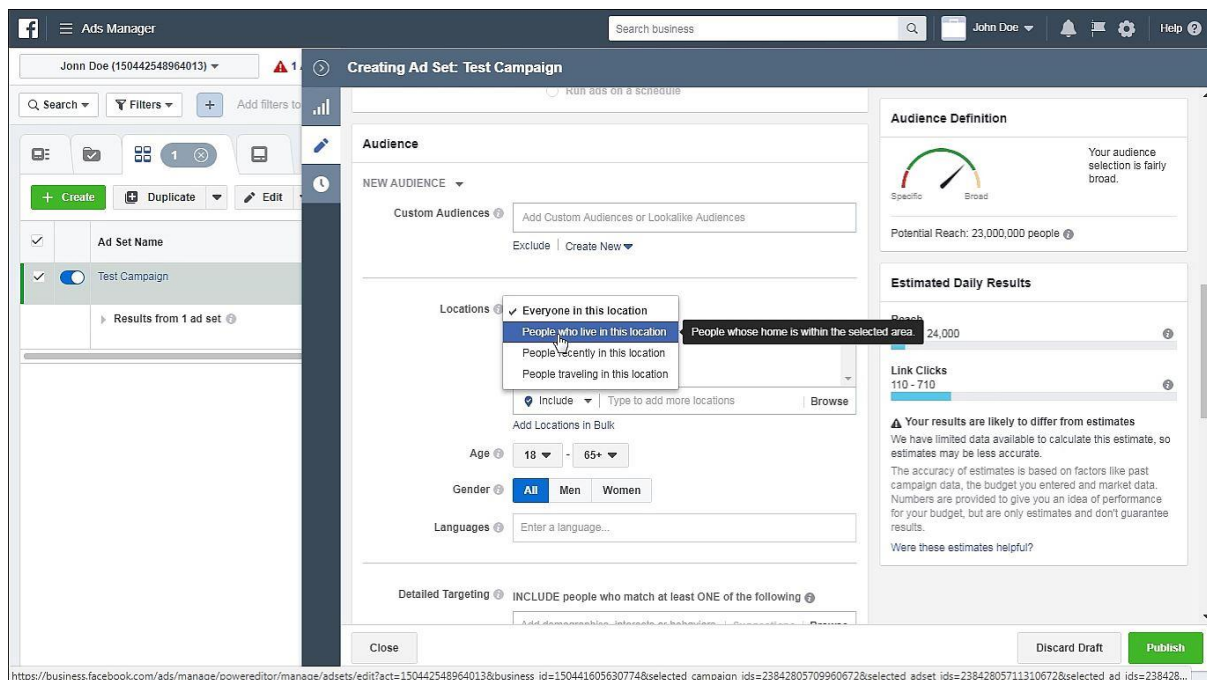
3 days and monitor the performance. If it is getting you results, you can leave it to run otherwise you can just kill the ad.

For this example, let's set the budget to \$10.

You can set the start date to anytime you want and you can also set the end date.



S10: Next is the Audience section and this is very important. You have Custom Audience and this is for intermediate users, these Custom Audience or Lookalike Audience is something you can use when you have more data from your customers.



S11: Moving on to Location, there is a difference between all of these options here.

First, if you select “Everyone in this location”, the ad will be targeted to anyone and everyone who is based in that location.

If you select “People who live in this location”, you will select people who have a permanent residence in that location.

If you select “People who recently in this location”, then it will be people who are passing by the location

The same case for “People who travelling in this location,”.

Select “People who live in this location”.

This is also very useful for people who have brick and mortar local businesses.

S12: Then select the country you are targeting and you can select the age and gender and the language.

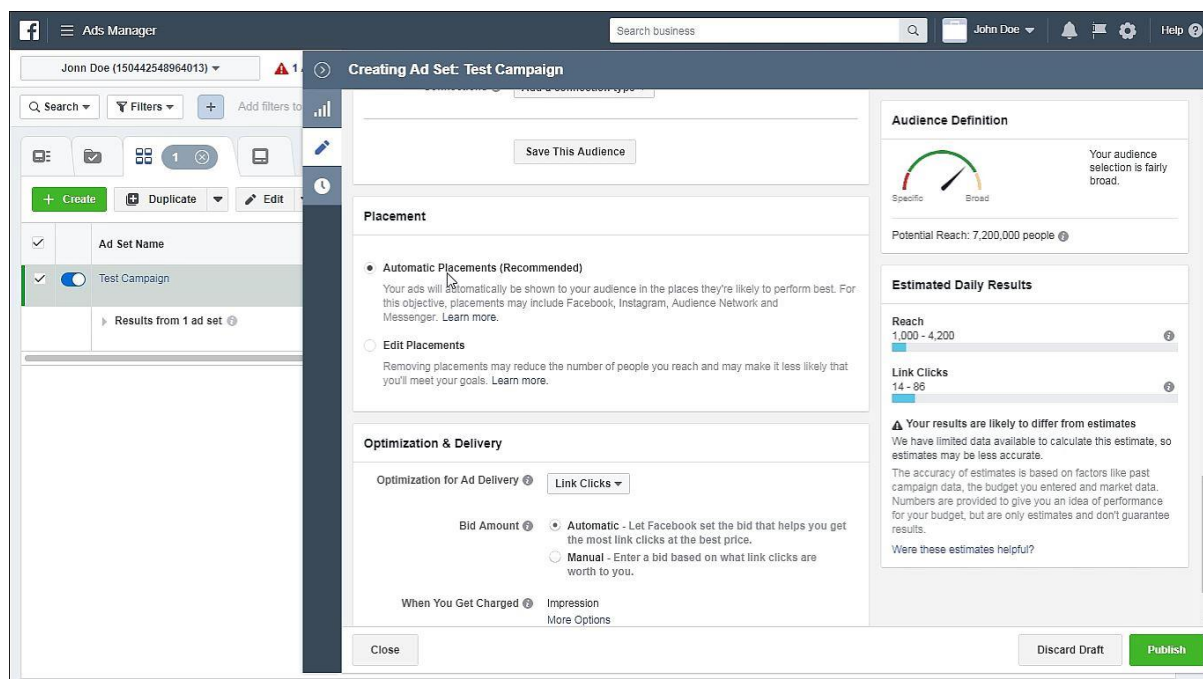
S12: Under Detailed Targeting, this is for Demographics, Interests and Behaviors of your audience. For example, if you are targeting entrepreneurs, just type in entrepreneurs and select from the list that comes up. A good rule of thumb is to select those with a high number of audience.

What are numbers that are high are those which are 190 million, 475 thousand people...so the reason for selecting this is so you can have a high reach for your ads.

Now if you select something like entrepreneurship, this would be too general even though the number is good. So you want to look at the list and find something a little bit more targeted. For example, School For Social Entrepreneurs.

If you have a name of an authority figure, a thought leader or a person like Tony Robbins or Robert Kiyosaki then it would help because your product is catered towards audiences who like Robert Kiyosaki.

Once you are done, go to the next section.



S13: In Placement section, you have two options either you could leave it as Automatic Placements or choose your own Placements. In Automatic Placements, Facebook will automatically place your ad in all of its channels be it in Instagram, in between articles or anywhere else where Facebook sees fit. What Facebook does is it tests which of these platforms or channels yields the highest results. When it has found that, Facebook will continuously advertise on that platform according to the objective you set.

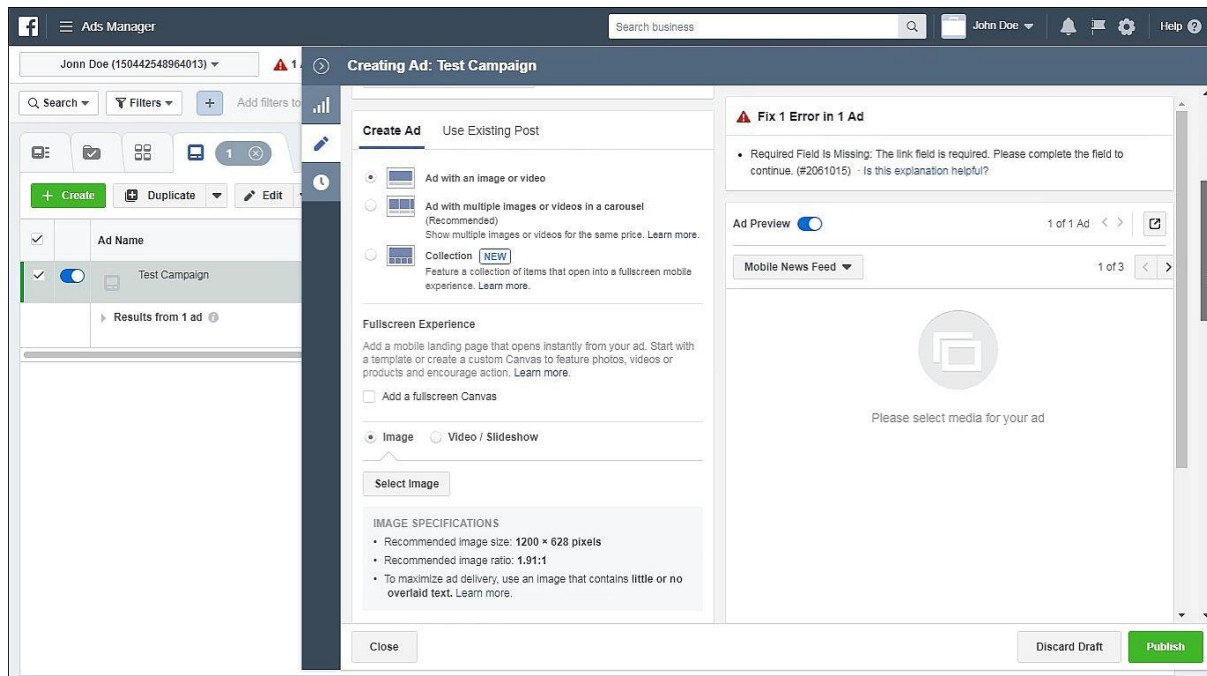
For example purpose, select Edit Placements.

Under Edit Placements, you want to keep it to only Facebook feeds. The reason why is so you know which channel is working for you. So to do that, deselect Instagram, Audience Network, Right Column, Instant Articles and keep it to Feeds.

When you have deselected all of these, you will see that the potential reach is significantly lower. Previously was 7 million plus and now is only 930,000 people.

When you are done, you can leave all of these as default.

Close this and it will automatically save.



S14: Next, go on to your ads. Click on your ad and click Edit.

In your ads tab, here is where you fill in your copy and your ad image. Now scroll down and select an image or you can upload your own image.

Let's select an image.

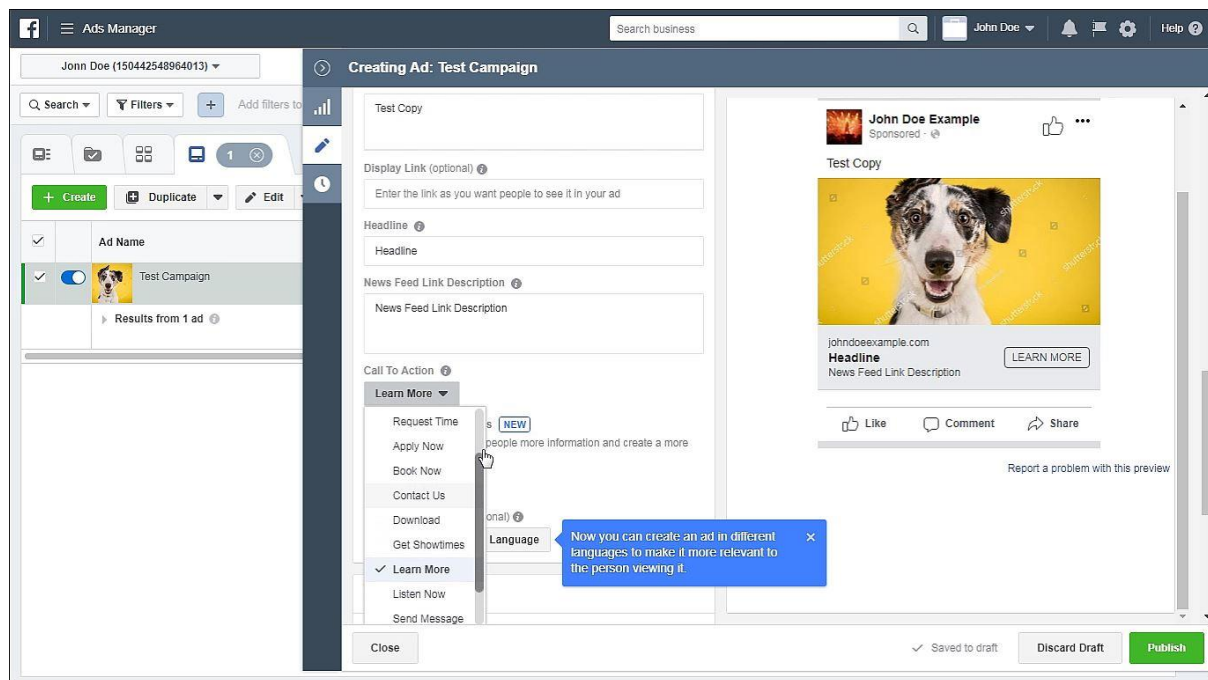
Facebook has free stock images so let's select a dog image. Once you're done. Click confirmed. The preview on the right side will show the dog image. Next, input in your website URL.

In the Text section, put in your copy.

In Display Link, it is optional. This is used to customize the link display to show a different URL.

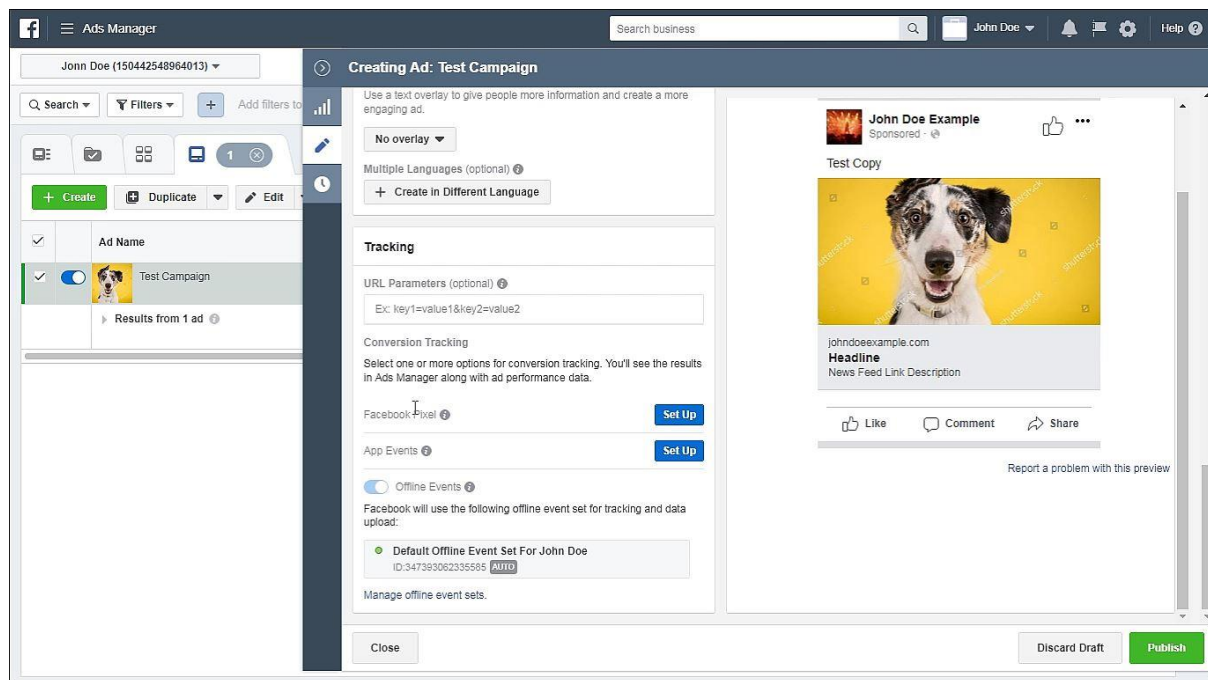
This is where you put the headline.

And this is for the news feed link description.



S15: Below here is the Call To Action button. There are various Call To Action Buttons which you can use. Normally it is recommended to have No Button. This is if you have a longer News Feed Description or Headline, your audience is able to read much more.

Now in the preview stage, you will see that the image selected still has a watermark. No worries, when you click publish, the watermark disappears.



S16: Under Conversion Tracking, once you’ve setup a Facebook Pixel, this will turn green and when you are done, all you need to do is click on “Publish”.