

Creating Your Account

Getting started

Facebook Advertising

Reach your exact audience and connect real customers to your business.

Create an Ad

or manage your existing ads

Overview

Prepare

Step By Step

Case Studies

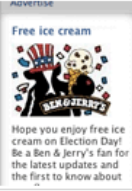
2. Targeting

Location: United States

Everywhere
 By State/Province
 By City

Age: 18 - Any

Free ice cream



Hope you enjoy free ice cream on Election Day! Be a Ben & Jerry's fan for the latest updates and the first to know about

Female	Male	Age
█	█	13-17
█	█	18-24
█	█	25-34
█	█	35-44
█	█	45+

Connect with Real People

- Reach over 350,000,000 active Facebook users.
- Attach social actions to your ads to increase relevance.
- Create demand for your product with relevant ads.

Create Your Facebook Ad


- Quickly create image and text-based ads.
- Advertise your own web page or something on Facebook like a Page or an Event.
- Choose to pay per click (CPC) or impression (CPM) in your local currency.

Optimize Your Ads

- Track your progress with real-time reporting.
- Gain insight about who's clicking on your ad.
- Make modifications to maximize your results.

Log in to Facebook, and navigate to www.Facebook.com/ads. You can access this page at any time by scrolling to the bottom of any Facebook page and clicking “Advertisers”. On the Facebook Ads page, shown below, click “Create an Ad”.

1. Design Your Ad

 **Advertise on Facebook**
Get started in three easy steps.

1. Design Your Ad

Destination URL. Example: <http://www.yourwebsite.com/>.


Title 25 characters left.

Body Text 135 characters left.

Image (optional)

Example Ad

This is a sample ad.

 Like

Brian Bagnall likes this.

Facebook Ads
Advertise your own web page or something on Facebook like a Page, Event, or Application.

Image
Image will be resized to fit in a 110x80px box.

Approval Process
Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing:
[Suggested best practices](#)
[Common Reasons for rejection](#)

More Help
[Design Your Ad FAQ](#)

Destination URL: This is the place that people go after they click on your ad.

Title: Add a title (up to 25 characters). This is your headline. We'll cover how to write a good headline later in this book.

Body Text: Add Body Text (up to 135 characters). This is where your offer (or a benefit or two) should go, along with a good call to action.

Image: ADD A PHOTO! Here is a little trick about the photo that most people don't realize – the photo gives you extra space, 110x80 pixels of extra space to be exact. There is no rule against putting text in your image. There's also no rule about having nothing *but* text in your image. A lot of times adding large, bold text to your picture will make your ad A LOT more effective. You can do this with any standard image-editing software.

Preview: When you enter the ad title in the Title field and body in the Body field, you can use the preview on the right side to see what your ad will look like. If you add a photo, the way your photo shows up in the Preview is how people will see it when your ad is displayed.

Your ad appears either in the vertical column beneath the Applications menu or in the horizontal space in News Feed, so the layout of your ad is adjusted to fit either spot. Therefore, the preview you see while you create your ad might not be the same layout that your audience sees.

Add Social Actions to My Ad: If you're the Admin of a Facebook Page or have developed an application, then you will see a check box at the bottom of the Create Your

Ad step, asking if you want to add Social Actions to your ad. After checking the box, you must click “Choose Sources.” Check the Facebook Page (or pages, if you’re the admin for more than one) or Application that houses the ad you want Social Actions appended to. It’s important that the Page or Pages you select are obviously relevant to the ad you’re running. If you’re the administrator of pages for two different restaurants, you want to make sure that actions taken on Restaurant A’s page are associated with Restaurant A.

Here’s a sample ad:

1. Design Your Ad

Destination URL. Example: <http://www.yourwebsite.com/>

Title 1 characters left.

Body Text 97 characters left.

Image (optional)

Facebook Social Ads Guru

I am awesome. Buy my stuff right now!

Brian Bagnall likes this.

Facebook Ads
Advertise your own web page or something on Facebook like a Page, Event, or Application.

Image
Image will be resized to fit in a 110x80px box.

Approval Process
Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing:
[Suggested best practices](#)
[Common Reasons for rejection](#)

More Help
[Design Your Ad FAQ](#)

2. Targeting

2. Targeting

Location:

Everywhere
 By State/Province
 By City

Age: -

Birthday: Target people on their birthdays

Sex: Male Female

Keywords:

Education: All
 College Grad
 In College
 In High School

Workplaces:

Relationship: Single In a Relationship Engaged Married

Interested In: Men Women

Languages:

Estimate: **91,511,400** people

- who live in the **United States**
- age **18** and older

Targeting
By default, Facebook targets all users 18 and older in the default location. You can change any targeting specifications you wish.

Location
Facebook Ads uses IP address and a user's profile information to determine a user's location.

Keywords
Keywords are based on information users list in their Facebook profiles, such as Activities, Favorite Books, TV Shows, Movies, etc.

More Help
[Ad Targeting FAQ](#)

You can target your audience by location, gender, age, birthday, keyword interest, education level, what college they attend (if any), workplaces, sexual orientation and relationship status. You can also target your prospect based on what their Facebook default language is set to.

Your ad will be shown only to the people who fit the description you set. Targeting is helpful, but it depends on what you're promoting.

Here's an example:

The screenshot shows the Facebook Ad targeting interface. On the left, various filters are applied: Location is set to 'Everywhere'; Age is set to 18-30; Birthday targeting is off; Sex is set to 'Male'; Keywords is empty; Education is set to 'In College'; Workplaces is empty; Relationship is set to 'Single'; Interested In is set to 'Men'; and Languages is empty. On the right, there are informational sections for 'Location', 'Keywords', and 'More Help'. At the bottom, an 'Estimate' section shows a total of 10,280 people, with a breakdown of characteristics: United States, ages 18-30, male, in college, single, and interested in men.

Location
Facebook Ads uses IP address and a user's profile information to determine a user's location.

Keywords
Keywords are based on information users list in their Facebook profiles, such as Activities, Favorite Books, TV Shows, Movies, etc.

More Help
[Ad Targeting FAQ](#)

Estimate: **10,280** people

- who live in the **United States**
- between the ages of **18** and **30** inclusive
- who are **male**
- who are **in college**
- who are **single**
- who are interested in **men**

Notice that as I target a certain group of people, the estimate changes at the bottom of the screen. This tells you how many people your ad will show up to. Very helpful in determining how large your target market will be on Facebook.

3. Campaigns and Pricing

3. Campaigns and Pricing

Account Currency

Campaign Name

Daily Budget What is the most you want to spend per day? (min 1.00 USD)

Schedule. When do you want to start running your ad?
 Run my ad continuously starting today
 Run my ad only during specified dates

Pay for Impressions (CPM)
 Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per click? (min 0.01 USD)
 Suggested Bid: 0.43 – 0.58 USD

Estimate: 98 clicks per day

[Create](#)

Campaigns
 Ads in the same campaign share a daily budget and schedule.

Max Bid
 You will never pay more than your max bid, but you may pay less. The higher your bid, the more likely it is your ad will get shown. All amounts are in USD (\$).

Suggested Bid
 This is the approximate range of what other advertisers are bidding for your target demographic.

More Help
[CPC vs. CPM](#)
[Ad Campaigns and Pricing FAQ](#)

Account Currency: This is the currency that you want to billed in.

Campaign Name: Enter the name of your campaign. The very first ad that you create on Facebook is automatically put into a campaign of its own. When you create additional ads, you will be able to add them to an existing campaign or create a new campaign. Ads in the same campaign share a daily budget and schedule.

Daily Budget: The maximum amount that you want to spend advertising on Facebook Socials per day. When you are first starting off, staying conservative is better. Once you know your ads are profitable and your traffic is converting, you can make this number as high as you want. You can set your budget at the campaign level rather than just the individual while setting the budget for your ad.

Schedule: You can choose to either start running your ad right away or specify the start and end dates (and times) for your ad. When you select “Run My Ad Continuously Starting Today”, you stop your ad when your goals are met; otherwise, you’re charged per day continuously.

How You’d Like to Pay: You can choose how you’d like Facebook to charge you. You can be charged every time someone actually clicks on your ad (CPC) or you can be charged for every 1,000 impressions of your ad (CPM). In most instances, I recommend choosing CPC.

Max Bid: Besides filling out your daily budget, you also specify how much you want to bid for a click or for 1,000 views (your choice). Let’s say that there are five advertisers

© Bagnall & Associates, LLC. You may not copy, reproduce, post or forward this document in any format.
 For permissions or joint venture opportunities contact Brian Bagnall, <http://www.brian-bagnall.com>.

that want to target men who have the text “rugby” in their profile. All five advertisers bid differently for clicks. Each time men with “rugby” in their profile log in, Facebook’s ad system shows them the ad from the highest bidder, until that advertiser’s budget is exhausted. Then the system shows the ad of the next highest bidder.

For each click or view, advertisers are charged the price of the next highest bid beneath their own (except that the second-to-lowest bidder pays 1 cent higher than the lowest bid). If an advertiser bids 10 cents per click, and another bids 5 cents, and all the others bid 3 cents, the first advertiser ends up paying 5 cents, the second advertiser 4 cents, and all the others 3 cents.

Facebook has a lot of users, but it doesn’t show each user very many ads. The value in bidding high is that it’s the safest way to get the response you’re after. The value in bidding conservatively is that you might pay less for the same number of clicks or views. The bid system helps advertisers pay exactly what a click or impression is worth to them.

Moreover, the companies who take the time to make highly targeted and quality ads often end up bidding higher than those companies that produce low quality ads; therefore, users are more likely (at least in the long run) to see high quality and relevant ads.

When you change your bid price, Facebook tries it’s best to estimate how many impressions or clicks you will receive.

Suggested Bid Price: The Max Bid field will prepopulate with a bid price. This is the approximate range of what other advertisers are bidding for your target demographic.

Here's an example:

3. Campaigns and Pricing

Account Currency
US Dollars (USD)

Campaign Name
My Ads

Daily Budget What is the most you want to spend per day? (min 1.00 USD)
50.00

Schedule. When do you want to start running your ad?
 Run my ad continuously starting today
 Run my ad only during specified dates

Pay for Impressions (CPM)
 Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per click? (min 0.01 USD)
0.51 Suggested Bid: 0.43 - 0.58 USD
Estimate: 98 clicks per day

Campaigns
Ads in the same campaign share a daily budget and schedule.

Max Bid
You will never pay more than your max bid, but you may pay less. The higher your bid, the more likely it is your ad will get shown. All amounts are in USD (\$).

Suggested Bid
This is the approximate range of what other advertisers are bidding for your target demographic.

More Help
[CPC vs. CPM](#)
[Ad Campaigns and Pricing FAQ](#)

Create

4. Review Ad

Review Ad

[Help Center](#)

Please review your ad for accuracy.

Ad Preview:

Facebook Social Ads Guru

I am awesome. Buy my stuff right now!

 Like

Brian Bagnall likes this.

Ad Name:

Facebook Social Ads Guru

Audience:

- This ad targets users:
- who live in the United States
 - between the ages of 18 and 30 inclusive
 - who are male
 - who are in college
 - who are single
 - who are interested in men

Campaign:

My Ads (New Campaign)

Bid Type:

CPC

Bid:

\$0.51 USD per click

Daily Budget:

\$50.00 USD per day

Duration:





This ad will run indefinitely

Account Credit Card

First Name:

Last Name:

Credit Card Number:

Expiration Date: Month Year

CSC:

What's a CSC?

Billing Address:

Billing Address 2:

City/Town:

State/Province /Region:

Zip/Postal Code:

Country:

This information will be saved to your account.

[I have a coupon to redeem.](#)

[Place Order](#)

[Edit Ad](#)

Review your ad and make sure that you're getting exactly what you want (and what you're about to pay for). If you need to make changes to your ad, click "Edit Ad".

Ad Name: Enter your Ad Name. Ad names identify Ads within a specific Campaign.

Enter your billing information.

Coupon: If you have a coupon code, click on "I have a coupon to redeem" and enter the code.

If everything looks good, click "Place Order".

After you've placed your order successfully, you'll be transported to your Ad Manager. This is where you will monitor all advertising of Facebook Social Ads. At any time, you can easily check how any specific ad is performing or how much you're spending.

The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and user information 'Brian Bagnall', 'Settings', 'Logout', and a search bar. Below this is a notification box titled 'Test the new version of Ads Manager.' with a 'close' button. The notification text says: 'You have been selected to test the new version of Ads Manager. If you would like to participate, click here to get started. You will be able to go back to the current version of Ads Manager by simply clicking on the link in the upper right corner of the new Ads Manager. We look forward to your input.' Below the notification is a navigation bar with 'Ads Manager | Pages | Reports | Billing | Settings | Help' and a 'Create an Ad' button. The main content area is divided into 'Notifications' and 'Daily Spend'. The 'Notifications' section shows two items: 'Welcome to Facebook Ads! For tips on advertising with Facebook Ads, check out our best practices guide.' and 'The ad Access 300 Million People was created.' The 'Daily Spend' section shows a table with columns for 'Today', '10/14', '10/13', '10/12', and '10/11', and corresponding spend amounts of '\$0.00 USD'. Below this are two dropdown menus: 'All Campaigns' and 'Ad Lifetime'. The 'My Ads' section shows a table with columns: 'Name', 'Status', 'Max Bid (\$)', 'Type', 'Imp.', 'Clicks', 'CTR (%)', 'Avg. CPC (\$)', 'Avg. CPM (\$)', and 'Spent (\$)'. The table has one row for 'Access 300 Million People' with status 'Pending review', max bid '0.94', type 'CPC', and a note 'Your ad is awaiting approval. [?]'. Below the table are two more dropdown menus: 'All Campaigns' and 'Ad Lifetime', and a button 'Show Deleted Campaigns And Ads'. At the bottom, there's a footer with 'Facebook © 2009 English (US)' and a navigation bar with 'About Advertising Developers Careers Terms Find Friends Privacy Mobile Help'.

How to Create a Similar Ad: When you choose to create a similar ad, you'll be taken to the ad creation page with the details of your existing ad already filled in. This is not the same ad, but a new ad with the same details filled in. You can make changes to any field of this ad, and it will be submitted for review by the Facebook Ads Team. Your original ad will not automatically be paused or stopped, but you're welcome to do this if you no longer want the older ad to run on the site.