

Meta Ad Creation Guide

Set up your first ad with confidence by following these 6 steps in Meta Ads Manager, our all-in-one advertising platform for creating, managing and improving your ads.



Step #1

Choose an objective to give the auction a clear goal

Sales	Traffic	Leads	App promotion	Engagement	Awareness
Encourage purchases, appointments and messages.	Send people to your website or app.	Collect contact information and get more messages.	Get new app installations.	Get more video views or messages.	Build connections with potential customers.



Step #2

Power your ad with a competitive budget

Here are a few minimum budget recommendations, based on common goals:

Get more messages from potential customers - \$7 USD¹

- Location: Messaging apps
- Optimization goal: Conversations

Get new app installations - \$7 USD¹

- Optimization goal: App installs

Get your ad in front of people in your area - \$7 USD¹

- Optimization goal: Reach

Get more visitors to your website - \$109 USD¹

- Location: Website
- Optimization goal: Landing Page Views or Link Clicks

Request contact information from people - \$161 USD¹

- Location: Instant Forms
- Optimization goal: Leads



Step #3

Set the right schedule to get the results you want

- Run your ad for at least 7 days so our system has time to find the best places to show your ad.



Step #4

Create an audience to reach the right people

- Our ad delivery system works best when your audience size is at least 2 million people.
- Think about any characteristics your current customers have in common, like age, location and interests. Then build an audience using these traits to help you reach more people like them.



Step #5

Get people to take action with high-quality creative

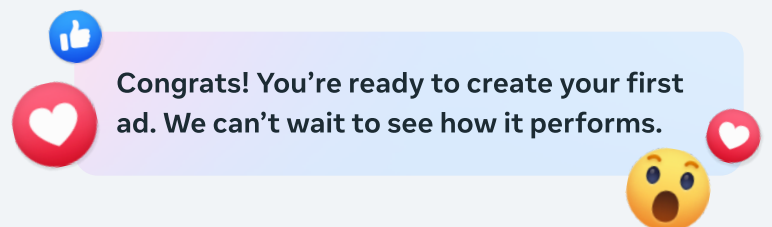
- Save time creating an ad by using vertical photos and videos from existing, high-performing posts.
- Turn on Advantage+ Creative to enhance your visuals across Meta platforms.



Step #6

Publish your ad

- Be sure to track and evaluate your ad results so you can make future campaigns even more successful.



¹Source: Meta Internal Analysis, January 2023