



# GROW YOUR BUSINESS WITH FACEBOOK AND INSTAGRAM

[facebook.com/blueprint](https://facebook.com/blueprint)

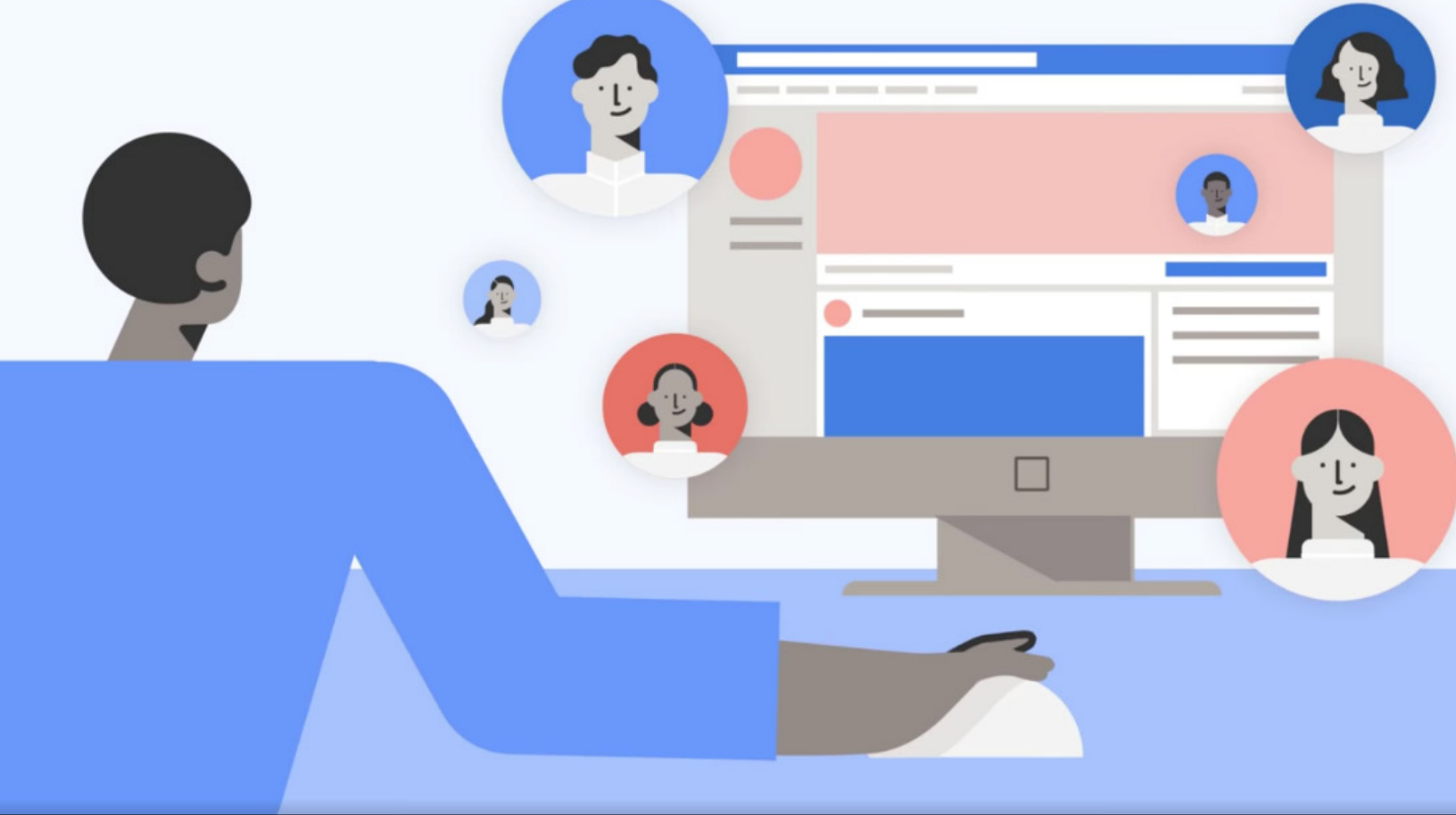
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FACEBOOK

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# Get started with marketing on Facebook

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On average, more than 2 billion people around the world use Facebook products daily, which makes Facebook a great way for your business to reach current and potential customers. Here you will learn how people and businesses use Facebook, Instagram and Messenger.

# How Facebook can help businesses

Since it was founded in 2004, people all over the world have used Facebook to connect. Facebook gives people the power to build community and bring the world closer together.

Facebook is no longer just Facebook, but now includes several popular apps that help people connect with each other and also their favorite businesses and organizations.

## The Facebook family includes:



Facebook



Instagram



Messenger



WhatsApp

## Facebook products and tools can help your business:

- Increase website traffic
- Access insights to help achieve business goals
- Build customer relationships
- Use free and paid advertising tools to attract new customers

With a global audience of

# 25 billion

people, you can use Facebook to reach new and existing customers who want to know more about your business

Put Facebook to work for your business and start achieving your business goals today!



# How people and businesses use Facebook, Instagram and Messenger

People use Facebook, Instagram and Messenger to connect in different ways. People use Facebook to share what matters to them and to discover what's going on in the world. To use Facebook, sign up and create a personal profile.

Businesses can use Facebook, Instagram and Messenger to build customer relationships and create a human touch.

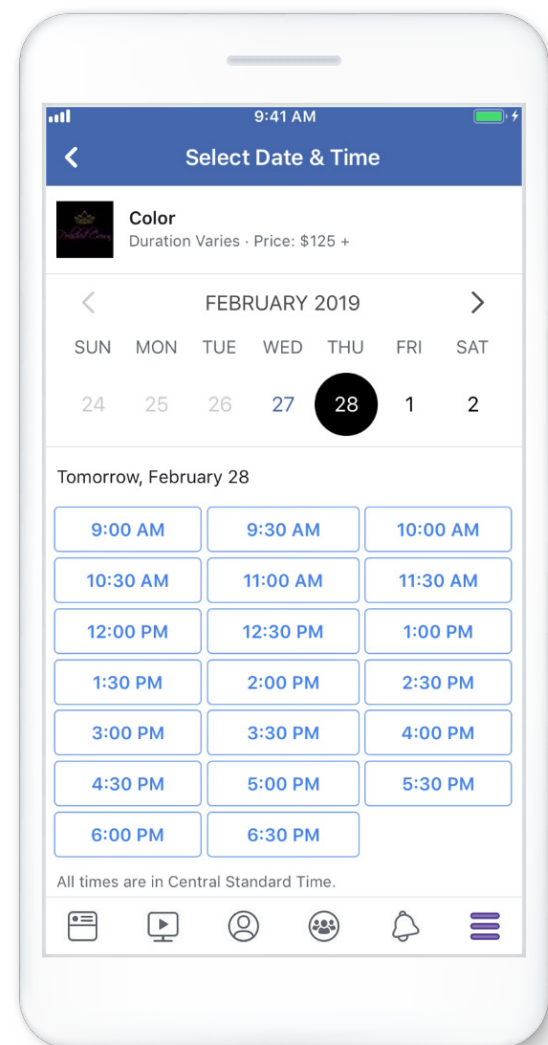
## Facebook



Businesses of all sizes can create a Facebook Page for free. Create a Page to establish an online presence, help build community and humanize your business. Then use the free features and paid advertising tools to reach potential customers.

### Here are some things you can do with a business Page:

- Keep your customers updated with stories, posts and events
- Create or join a group to let more people know about or engage with your Page.
- Offer customer service through Messenger
- Reach more people with Page promotions or boosted posts
- Encourage transactions (for example, schedule appointments or take reservations) with call-to-action buttons
- List products on Marketplace
- Post about open jobs



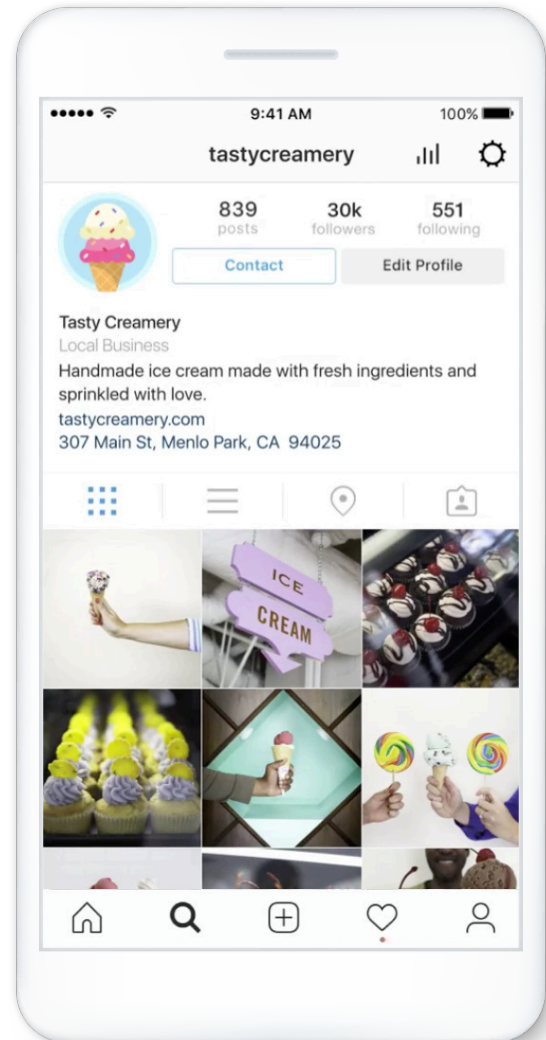


Instagram is a free photo and video sharing app. People use Instagram to get inspiration, explore interests and create connections through shared experiences. Your followers can see what you post on Instagram through Instagram feed and Stories.

Download the Instagram app for iOS or Android on your phone to sign up. If you're a business, brand or public figure, you can also convert an existing personal profile into a business account for free. When you create a business account on Instagram, you'll gain access to additional free features and paid advertising tools.

## Some things you can do with an Instagram business account include:

- Add call-to-action buttons to help people discover your website or shop, make a reservation, book tickets or take other specific actions.
- Search and filter messages, flag important messages and create quick replies.
- Create a mobile shopfront with the Shopping on Instagram feature.
- Access insights about your business profile and how well your posts are performing.
- Reach more people with the Promote button.





Messenger is a messaging app and web platform integrated into Facebook. People use it to communicate and build relationships through conversation.

## On Messenger, you can:

- Send messages
- Make calls
- Exchange photos and videos
- Play games with friends
- Send maps and locations
- Interact with businesses

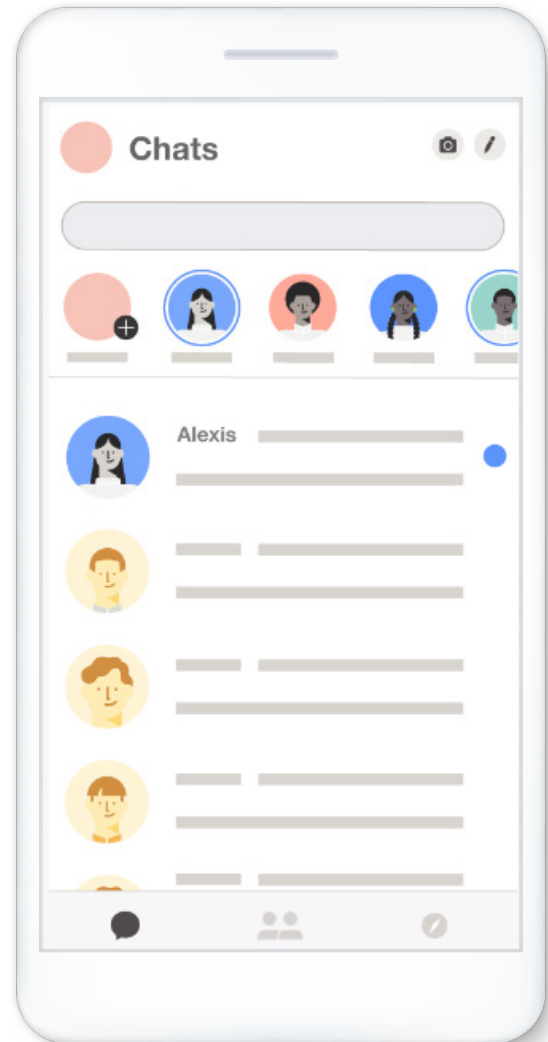
Businesses can use Messenger for free to build customer relationships and provide customer support.

## Some things your business can do with Messenger include:

- Provide availability to customers anytime, anywhere.
- Create automated responses including instant replies, automatic replies and welcome greetings.
- Organize important messages with labels.

## You can access Messenger through:

- Messenger app
- Facebook.com
- Messenger.com





# How Facebook, Instagram and Messenger can help you achieve your business goals

There are more than 140,000,000 monthly active businesses across the Facebook family (Facebook, Instagram and Messenger).

Here are some examples of how businesses of all sizes all over the world use Facebook, Instagram and Messenger to promote their business and achieve results:



## Sasa Sushi


Mieko, a 68-year-old businesswoman, has been running Sasa Sushi, a sushi restaurant in the Tottori Prefecture of Japan, for 50 years.

Customers have told Mieko they found Sasa Sushi on Facebook and have traveled from all over Japan and even overseas to visit.

Sasa Sushi attracts more than half of its new customers through its Facebook Page.

Mieko's advice for seniors who want to start using Facebook? If she can do it, so can you!





## #STANDOUT WITH MESSAGES

# Classy Claws

Classy Claws creates a community and stays connected with followers through Instagram messaging.

## This is what founder Bee Lalli says about how Instagram messaging helped her business:

*“One of the things that’s helped me build the brand that I’ve built is relatability, and responding back to direct messages on Instagram builds such a strong community...”*

*“...Marketing myself through Instagram helped my business evolve from a table in the corner of my kitchen to a studio in Vancouver. Without Instagram, I would not have gained the traction, gained the clientele or gained the respect around the brand I built.”*

### BEE LALLI

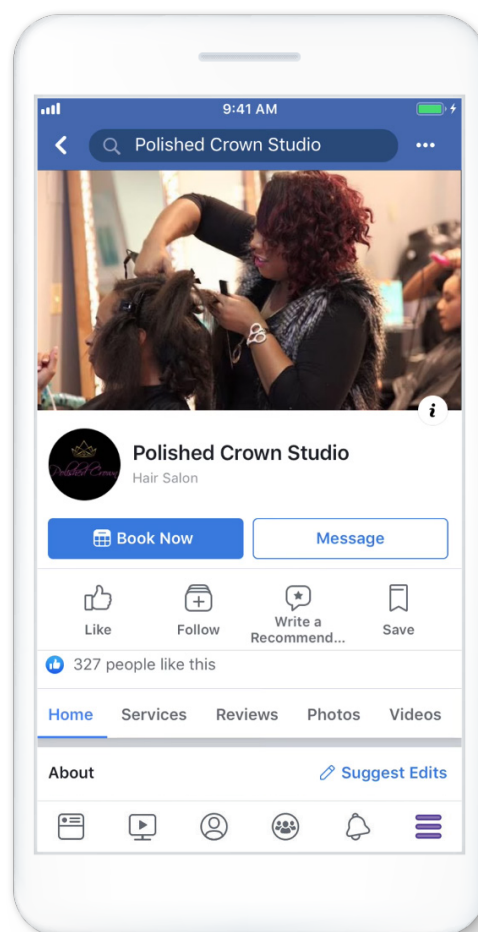
Founder, Classy Claws



# Polished Crown Studio

Polished Crown Studio, a Chicago-based hair salon owned by Celeste Reed, replaced a booking app with Appointments on Facebook. This resulted in faster response times and a 40% increase in appointment bookings in five months.

Appointments on Facebook is free for businesses to use. Through Appointments, clients can visit Celeste’s business Page and choose the Book Now button, or use Messenger to select the “Can I book an appointment?” option.



# How to use Facebook, Instagram and Messenger to connect with your customers

Facebook is an ideal place to connect with current and future customers.

Say you're a baker living in Tokyo. On Facebook, you might create a business Page to help grow your customer base. You would post about your cakes and let your followers know about your upcoming events.

You can also message with customers directly on Messenger, such as when you're designing a custom cake with them.

Meanwhile, you could use Instagram to share photos of all of the delicious cakes and pastries you bake. And you might even share behind-the-scenes videos to show how you bake them.

But say you wanted more students from the nearby university to visit your bakery at lunchtime. You could place ads on Facebook and Instagram to specifically reach nearby students, just before lunch.



## Facebook

- Create stories, events and groups to share updates and maintain engagement
- Use ads to get more traffic to your website or shop and to grow your business



## Instagram

- Share photos and videos about what your business does
- Get insights about your followers including demographics and interests
- Use ads, such as a Promoted Post



## Messenger

- Communicate directly with customers to answer their questions
- Message with clients about ongoing orders





Home

Posts

Reviews

Jobs

Events

+ See More



Create Post



Write a post...

Photo/Video

Feeling/Acti..

Check In

...

# Top reasons why a Facebook Page matters for your business

Recognize the value of a Facebook Page and how it creates a digital storefront for your business.

# Three reasons why your business needs a Facebook Page

When you create a Facebook Page for your business, you establish a presence in a vast, vibrant community where some of your existing and potential customers already spend a lot of time. Think of your Facebook Page as a digital home for your business.

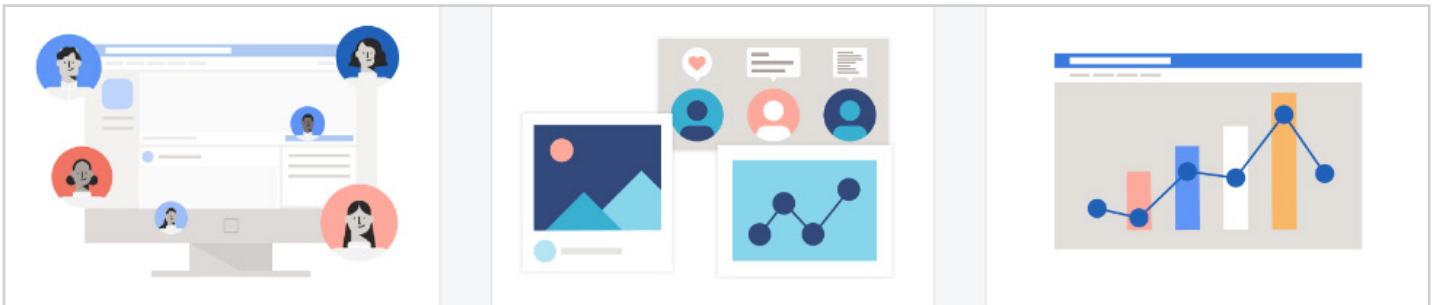
## A business Page helps people:

- Find your business
- Learn more about what you have to offer
- Keep up with new products, services, deals and future events
- Interact with you directly and ask questions

When you set up your business Page, you unlock the ability to advertise on Facebook. Ads on Facebook give you the opportunity to connect with even more people and may help start conversations and build customer relationships.

Your Facebook Page is designed to help your business. You can use it to develop your digital shopfront, grow your audience and learn more about your customers.

## Here are three reasons why your business needs a Facebook Page:



1

### Build a Community

Facebook offers several free features to engage with your customers. You can post updates, pictures and videos. You can also message customers directly.

2

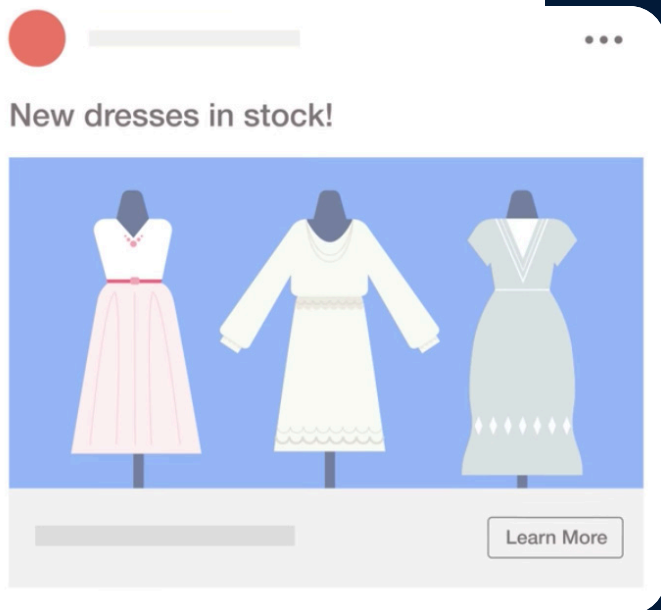
### Use business tools

Facebook offers free business tools that can further enhance your Page and help you achieve your goals. You can create events, manage appointments, hire employees and sell your products directly on your Page.

3

### Understand your customers

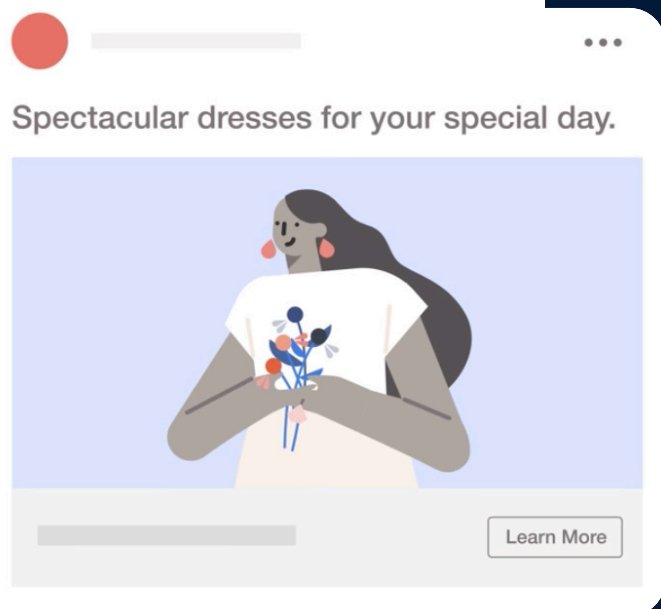
Facebook offers free Page Insights to help you understand the actions that people take on your Page. You can learn what your customers care about and how often they interact with posts on your Page.



## Say you own a bridal shop in São Paulo

You want to connect with people on Facebook, so you set up a **Page** for your business.

You can use this Page to showcase your dresses and post photos of brides wearing your dresses at their weddings.



You can add your **location** and **shop hours**, so people always know where and when to find you.

You could also **chat** with customers and set up **appointments** and fittings directly from your Page.

**Plus, all of these features are free!**



# The three differences between a Facebook Page and profile

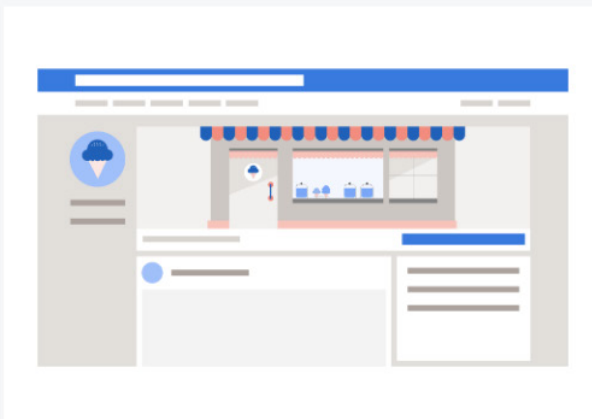
You may already have a Facebook profile. So why would you need a Facebook Page?  
Here are the differences between a Facebook Page and a Facebook profile.

## Facebook Page

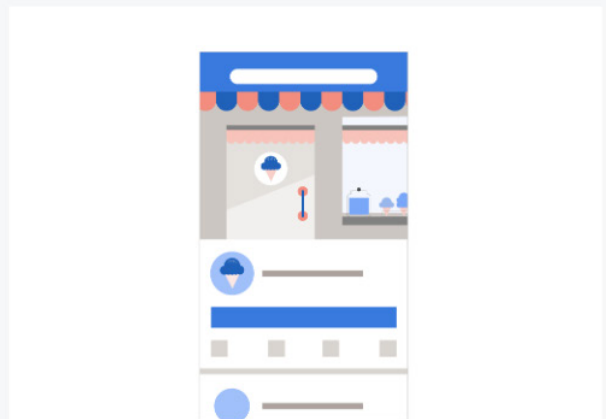


A Facebook Page is your business's digital presence on Facebook. A Page has tools to help you grow your business, connect with customers and see how people interact with it.

### Facebook Page



*Desktop version*



*Mobile version*

### Benefits:

- Support a digital shopfront for your business
- Connect with customers and people interested in your business
- Unlock business tools and advertising opportunities to grow your presence and reach your goals

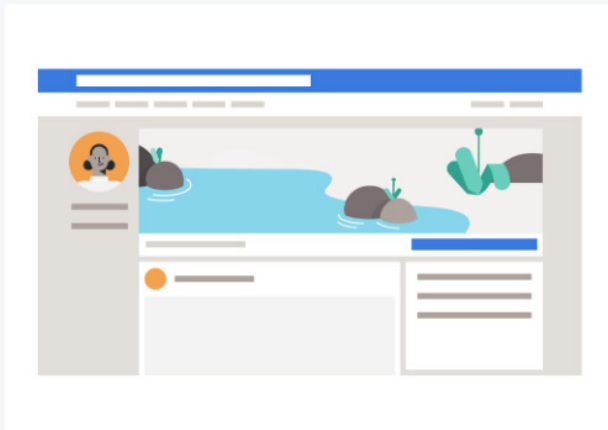
### Who's it for?

- Businesses
- Organizations
- Charities
- Public figures
- Facebook profile

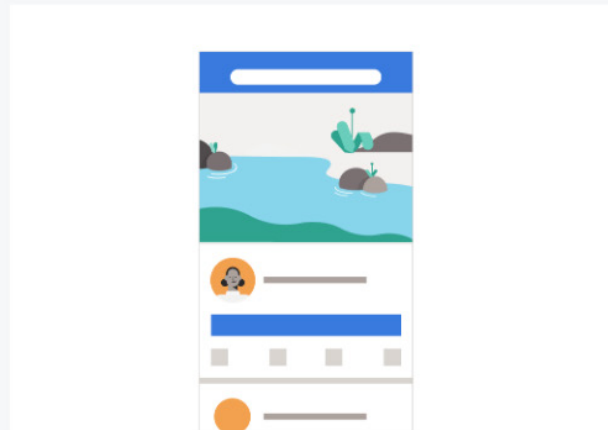
## Facebook Profile

This is your personal account on Facebook. It's where you tell people about yourself, add friends and share personal updates. When you first join Facebook, you start with a profile.

### Facebook profile



*Desktop version*



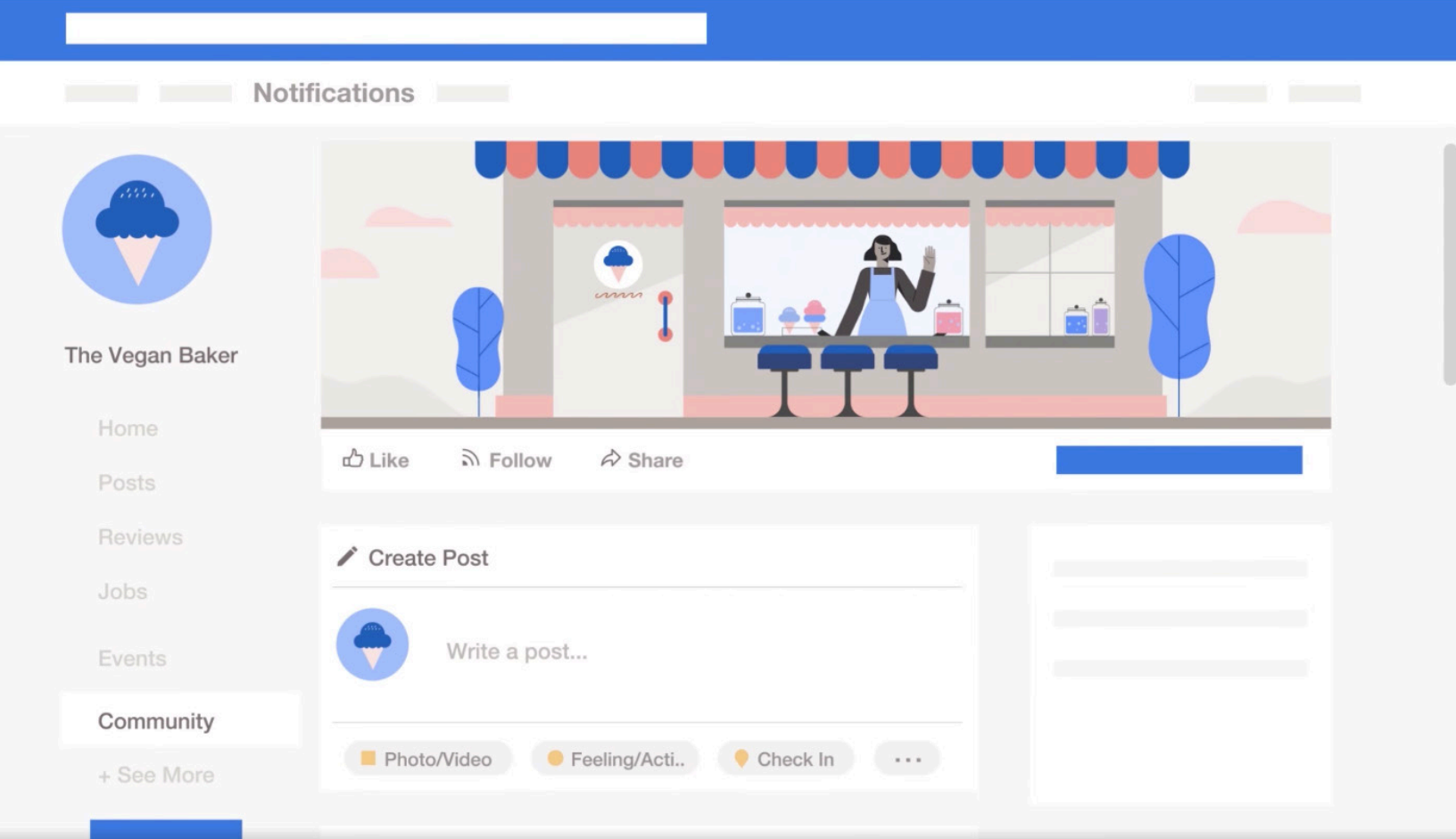
*Mobile version*

### Benefits:

- Share information and stories with your friends and family
- Follow and get updates on businesses and organizations that interest you
- Create posts, share photos and upload videos

### Who's it for?

- People who want to connect with their friends, family and organizations they like



# How to create a Facebook Page to grow your business

To establish your business presence on Facebook, set up, grow and manage your Facebook Page.



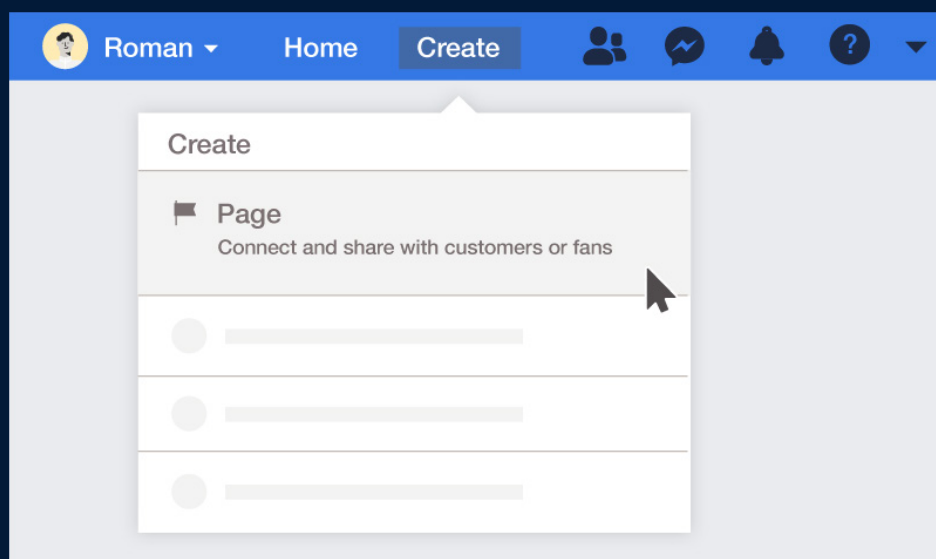
# Six steps to create a Facebook Page

Create a Facebook Page in a few steps.

**Note:** Before you create a Page for your business, you must have a Facebook profile.

## Desktop instructions: Create your Page

- 1 At the top of your Facebook home page, select **Create** and choose **Page**.
- 2 Give your Page a name. Businesses typically use their company name.
- 3 Add a category to describe your Page. This is a way for people to find you on Facebook when they search for a type of business.
- 4 Enter your business information, such as your address and contact information. Once you've finished, select **Continue**.
- 5 Add a profile photo for your Page. If you'd like to do this later, you can skip this step. However, we recommend that you add a profile photo so people recognize your business. When you've finished, select **Next** or **Skip**.
- 6 You can also add a cover photo for your Page. If you'd like to do this later, you can skip this step. However, we recommend that you add a cover photo as Pages with a cover photo tend to get more likes. When you've finished, select **Continue** to go to your new Page.

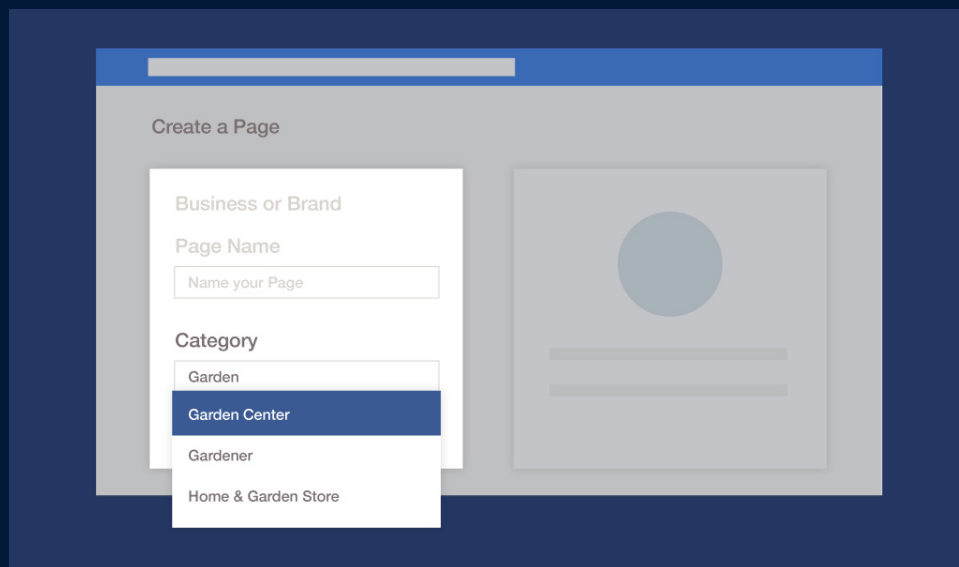


## Mobile instructions: Create your Page

- 1 From your News Feed, tap the **menu icon** in the bottom right
- 2 Tap **Create Page**
- 3 Tap **Get Started**
- 4 **Give your Page a name**

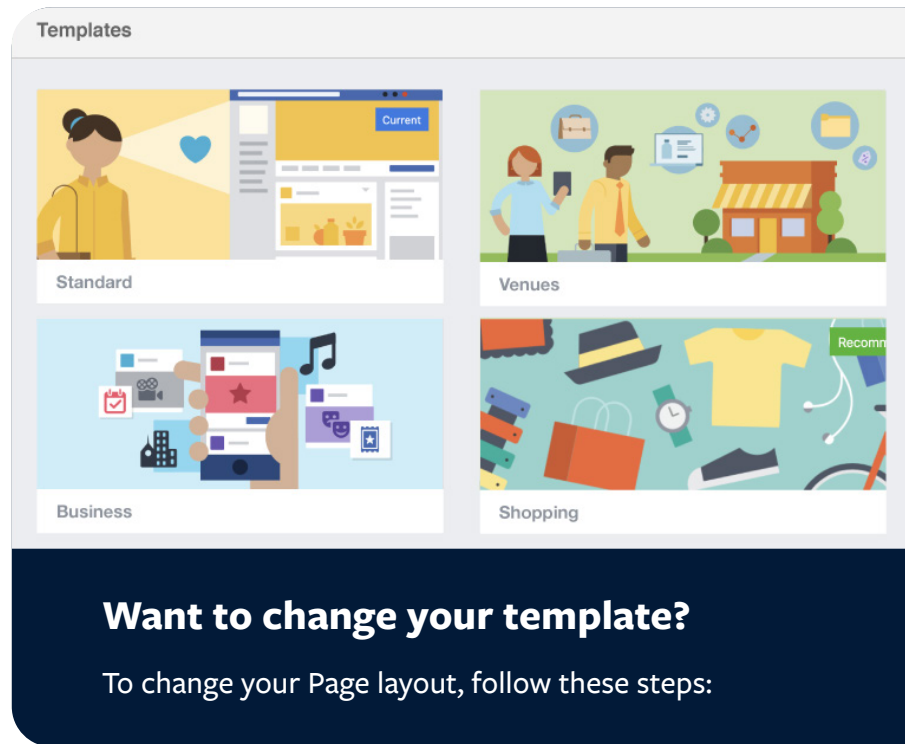
Businesses typically use their company name. When you've finished, tap Next.
- 5 **Add a category to describe your Page**

This is a way for people to find you on Facebook when they search for a type of business. When you've finished, tap **Next**.
- 6 **If you have a website**, you can add that here. If you don't have one, you can skip this step. When you've finished, tap Next or Skip.
- 7 You can **add a profile photo for your Page**. If you'd like to do this later, you can skip this step. However, we recommend that you add a profile photo so that people can recognise your business. When you've finished, tap **Next** or **Skip**.
- 8 You can also **add a cover photo for your Page**. If you'd like to do this later, you can skip this step. However, we recommend that you add a cover photo as Pages with a cover photo tend to get more likes.
- 9 When you've finished, tap **Visit Page** to go to your new Page



## Other features:

- ✓ **Edit your Page**  
Once you've created a Page, you can edit almost anything on it at any time, including your profile photo and contact information.
- ✓ **Page categories**  
When you first create a Page, you can choose one Page category. These categories help people find your Page, and visitors will see them in your Page's About section. If you're not sure which category to choose, don't worry. Once you've set up your Page and picked your first category, you can add two more.
- ✓ **Page templates**  
When you choose a category, Facebook suggests a template for your Page layout. These templates have tabs and sections designed for your business's needs. For instance, if you sell dresses online, your Page will use the shopping template by default.



- 1 From your News Feed, select the **menu icon** in the bottom right
- 2 **Select Templates and tabs**
- 3 In the Templates section, **select Edit**

For more information on the template, select **View details**. This will walk you through the unique parts of this template.

# Facebook Page features: What you need to know

## Page features

- Profile photo
- Cover photo
- Page username
- Call-to-action (CTA) button
- About section

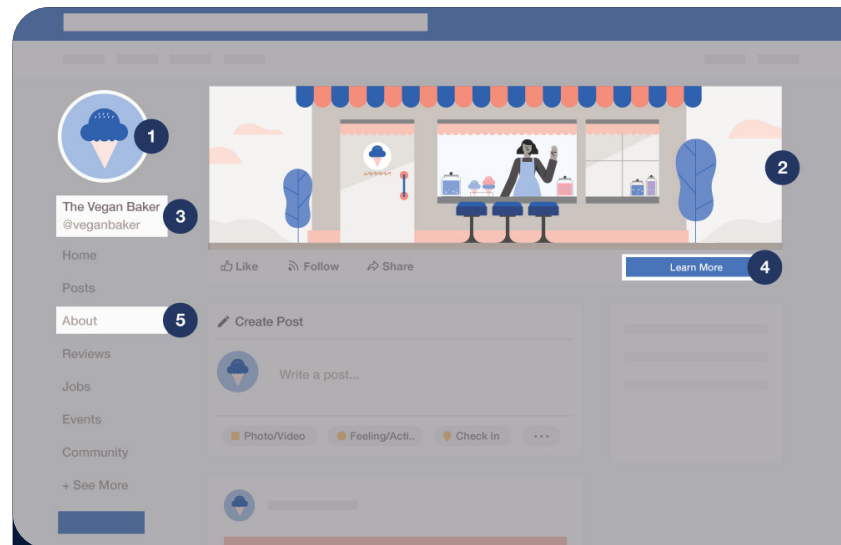
## Profile photo

Your profile photo represents your business on Facebook. Ideally, your profile photo is your business logo, so people can associate your Page with your business. Your profile photo appears on the top left of your Page and the top left of each post you create.

### To add a profile photo:

- 1 Go to your **Page**
- 2 Hover over the existing profile photo in the top left
- 3 Select **Update**
- 4 Select where you would like to import your profile photo from
- 5 Choose your profile photo and select **Save**

Remember when you choose your profile photo that it will appear inside a circle.



## Cover photo

Your cover photo represents your business on Facebook. We suggest a larger version of your logo or an image unique to your business. Your cover photo appears at the top of your Page.

### To add a cover photo:

- 1 Go to your **Page**
- 2 Hover over the existing cover
- 3 Select **Change Cover**
- 4 Select where you would like to import your cover photo from
- 5 Choose your cover photo and select **Save**

Pages with cover photos tend to get more likes.

## Page username

Every Page has a username. A simple and specific username will make it easier for people to find your business. People can type your username into the search bar after [www.facebook.com/](http://www.facebook.com/) to go directly to your Page. Your Page username appears below your profile picture and each time you post.

You can also add your Page username to any stickers or signs you may have for your business.

## Call-to-action button

A call-to-action (or CTA) button is a way to get people who visit your Page to take an action. For example, call-to-action buttons can encourage people to:

- Book appointments
- Contact your business directly by chat, email or phone
- Download an app
- Buy something

## When you create a username, remember:

- Only use letters, numbers and periods
- No special characters (\$%&)
- No generic extensions such as .com or .net
- Usernames must be at least five characters long
- Full stops and capital letters don't differentiate usernames

## About section

The About section of your Page allows you to share business details, such as contact information and opening hours, and to tell customers what you have to offer. This description will also appear in search results when people search for your business online.

# How to grow your Page following

Now that you've created a Page for your business, you want people to visit it. But how do you build and grow your Page following? It's important to build a following of people who are interested in your products or services or the content you share. There are several ways to create a following for your Page, but making people aware of it is the first step.

## Here are some ways you can grow your Page followers:

✓ **Add a cover photo**  
Pages with cover photos typically get more Page likes and visits.

✓ **Invite friends to like your Page**  
Once you've added a cover photo, you'll be prompted to invite your friends. You can skip this and come back to it any time.

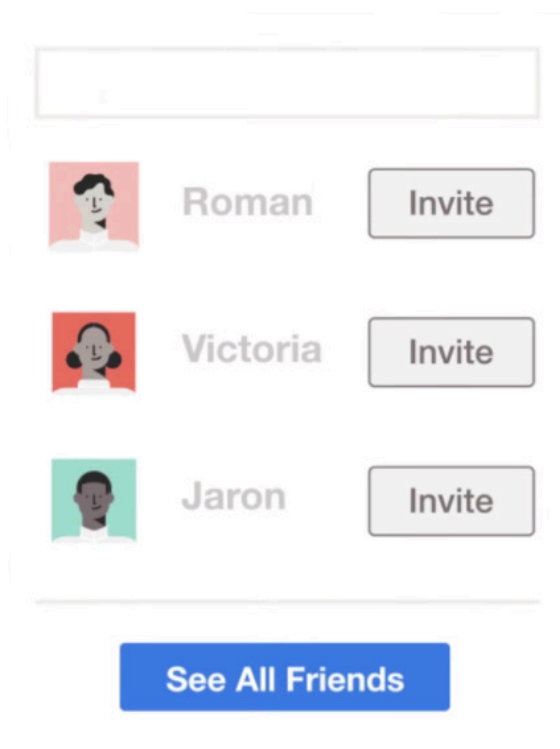
### How to invite friends to like your Page:

- 1 Go to your **Page**
- 2 Select **Community** in the left column
- 3 In the right column, locate the section to invite friends to like your Page
- 4 Enter a friend's name in the search box
- 5 Select **invite** next to their name. Or click through the list and invite

Inviting your friends to follow your business Page, even if they aren't your customers, is the most efficient way to start building a presence and increase awareness. Remember, your friends have friends, and they might be interested in following your business and your new Page.

✓ **Share your Page**  
You can announce your Page to all of your friends by selecting **Share** below the Page tab at the top or below the Notifications tab. If you have a website for your business, add a link to your Facebook Page there.

**Tip:** When you invite people to your Page, welcome them when they arrive. Create a welcome post and pin it to the top of your Page. Say something like, "Welcome to my new Page! I'm so excited to share the work I've been doing over the last year."





## Share your Page in your personal News Feed

Tell your friends and family about your Facebook Page. Ask them to like the Page and to share it with their friends and communities.

## Join or create relevant groups

By posting as your Page in relevant groups, you can reach people interested in what you do and increase your Page following. If you don't find any suitable groups, you can create your own to build a community and increase engagement with your business Page.

## Share your Page outside Facebook

Don't forget about other platforms. Share your Facebook Page on your website, in marketing materials and in blog posts to make sure that everyone who might want to follow your Page sees it.

## Advertise

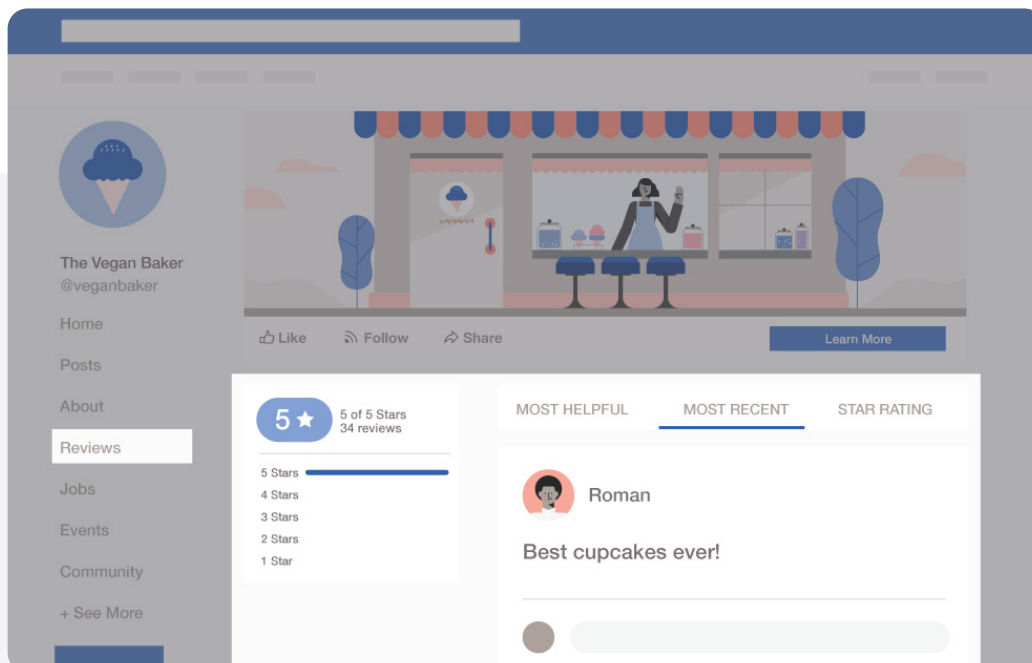
You can also grow your followers by advertising your Page on Facebook and Instagram. We'll go over how to do this in later lessons.

## Maintain an active community

If people come to your Page and see that it's active, they are more likely to like your Page and engage with the existing community. You can also use Page Insights to see when your followers are most active online and what kind of content attracts the most engagement.

## Gather feedback

Page ratings and reviews can help build trust and credibility for your business. When people write a review, they can choose whether or not to recommend your Page. When they publicly recommend you in a group or to their friends, it will appear on your Page where everyone can see it. When someone leaves feedback on your Page, you can comment back to thank them. When you respond to your Page visitors, they are more likely to recommend your Page to others.



# How to assign page roles on your Facebook Page

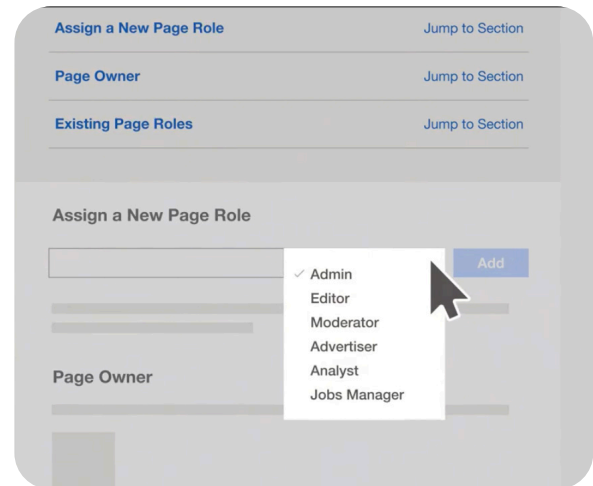
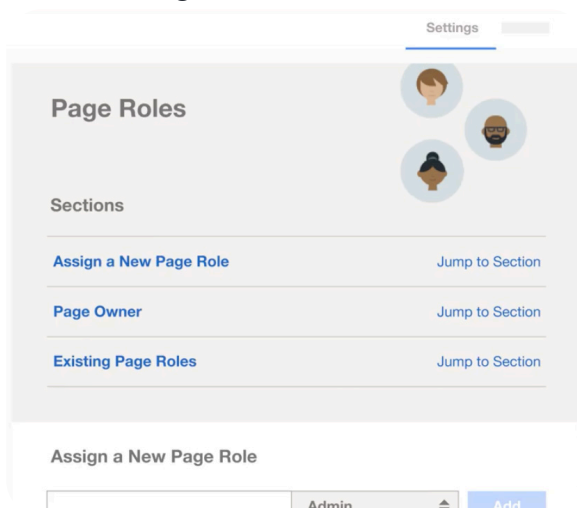
As your Page grows, you might need help maintaining it. Page roles allow you to add other people to help manage your Page. Each of these roles comes with specific access and permissions.

When you create a Page, you automatically become its admin. This means you have full access to all the features and settings on a Page and the ability to assign roles to others.

## Page Roles

When you're ready to assign a Page role to someone, you have six options with varying degrees of access.

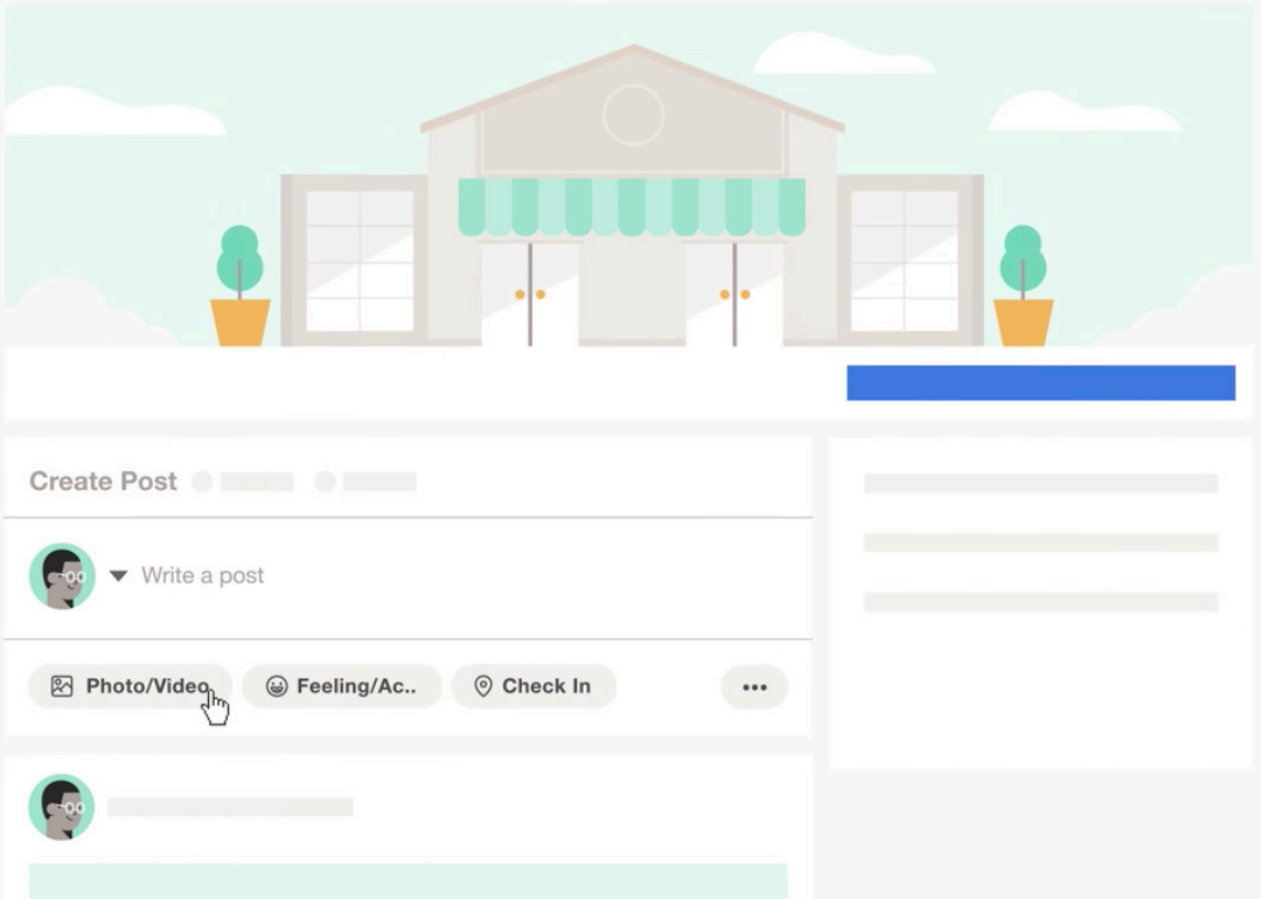
- ✓ **Admin**  
Has total access to make changes to your Page
- ✓ **Editor**  
Can do everything but manage Page roles and settings
- ✓ **Moderator**  
Can send messages and respond to comments as the Page
- ✓ **Jobs Manager**  
Can post job openings and manage applications on behalf of your business
- ✓ **Advertiser**  
Can only create ads and view insights
- ✓ **Analyst**  
Can see insights and who's published on a Page



## To assign Page roles:

- 1 Go to your **Page**
- 2 Select **Settings** at the top of your Page
- 3 Select **Page Roles** in the left column
- 4 Type a name or email in the box and select the person from the list that appears
- 5 Select **Editor** and choose a role from the dropdown menu
- 6 Select **Add** and enter your password to confirm

**Note:** If you don't have other employees, then Page roles may not apply to your Page. Remember, the person you add will need to accept the role before they can help you manage your Page.



# The essential guide to Facebook Page posts

Connect with customers by sharing updates, photos and videos in your Page Posts.

# Top reasons why Facebook posts matter

What is a Facebook post? Why are they valuable?

Posts are little bits of content, such as photos, videos or updates, that you share on your business's Facebook Page for others to see.

 **Create Post**    **Live**    **Event**    **Offer**    **Job**

 **Write a post...**

## Benefits of posts:

- Free to use
- Show that your business is solid and active
- Appear on your Page and in search results
- Help you reach more people

For example, if you own a bakery and have a brand new line of cupcakes, you can post about it.

## Best practices for posting on your Page

**Post frequently:** New and frequent posts tell your fans and followers that you're active, legitimate and care about them as customers. Old or expired posts could imply that your business is closed or isn't invested in its customers. Use post scheduling to create posts in advance so your Page remains fresh, even when you're away.

**Post content that your followers will care about:** The more relatable your content is, the more you'll be able to connect with your audience. Potential customers who see content that matters to them may be more likely to become fans of your Page or trust your business.

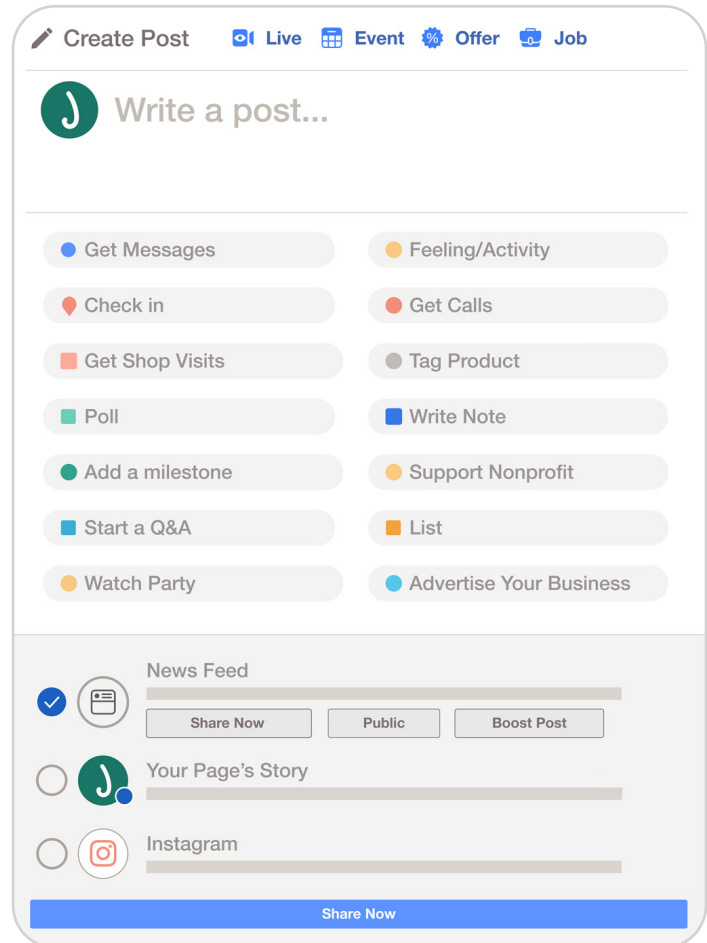
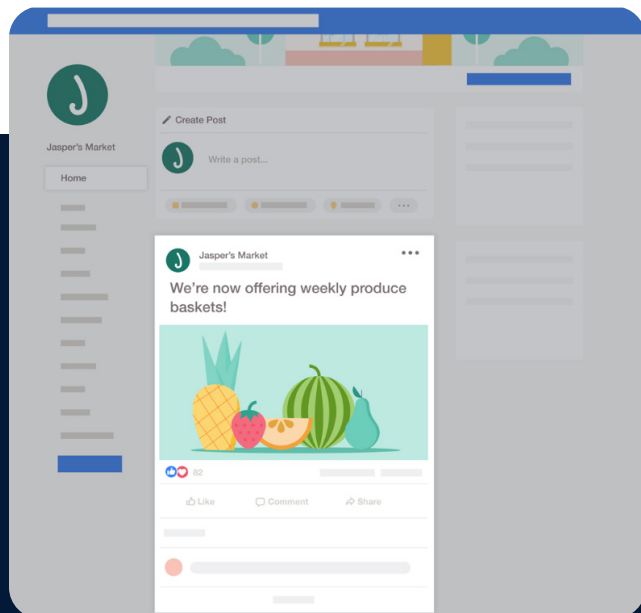
**Before you post:** When you post something on your Page, your followers may see your post in their News Feed and visit your Page. So before you post, make sure that your Page is up to date and ready for visitors. A complete Page will show people that you're active and engaged.

# Facebook posts: What you need to know

A **Page post** is a message you share from your Page.

## Page post features:

- 1 Content box**  
This is where you add text to a post.  
For example, you can introduce a new product or get your customers excited about an upcoming event.
- 2 Post options**  
Choose different content types to add to your post.
- 3 Sharing options**  
Choose where, when and to whom your post will appear.



## Where are posts published?

Your post will appear on your Page's timeline. It may also appear in the News Feed of people who like or follow your Page.

# How to post on your Facebook Business Page

Once you've created your Page, write your first post to engage with your Page visitors.

## Here's how:

- 1 Go to your Page.
- 2 Enter your text in the **Write a post** section.
- 3 Once you're finished, select **Share Now**.

## Here are some ideas for first posts:

### Write a welcome post

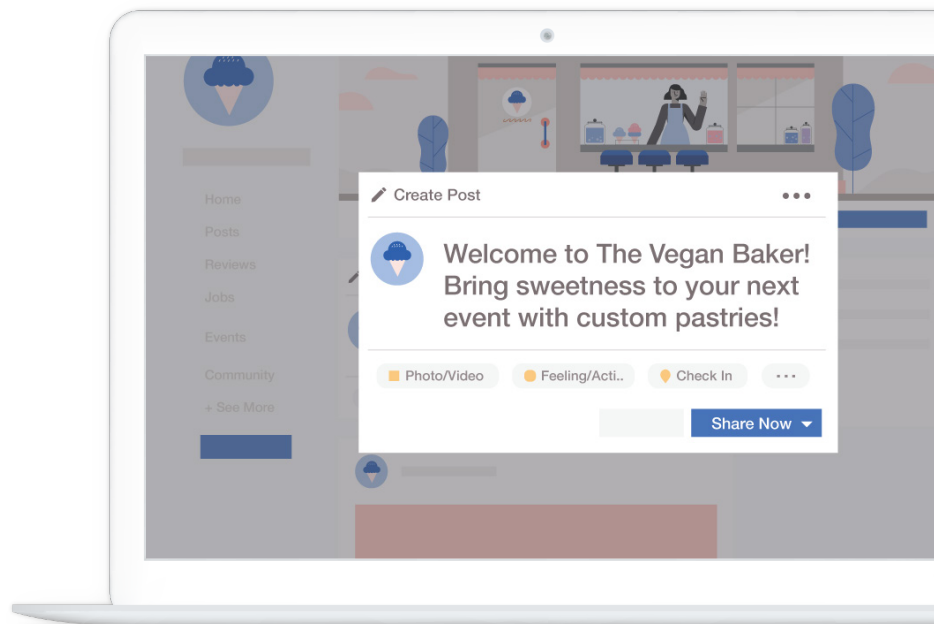
Create a welcome post for your Page that includes details about your business and why people should like your Page. Provide information about what you'll share on your Page, such as special offers, updates and more.

### Share meaningful content

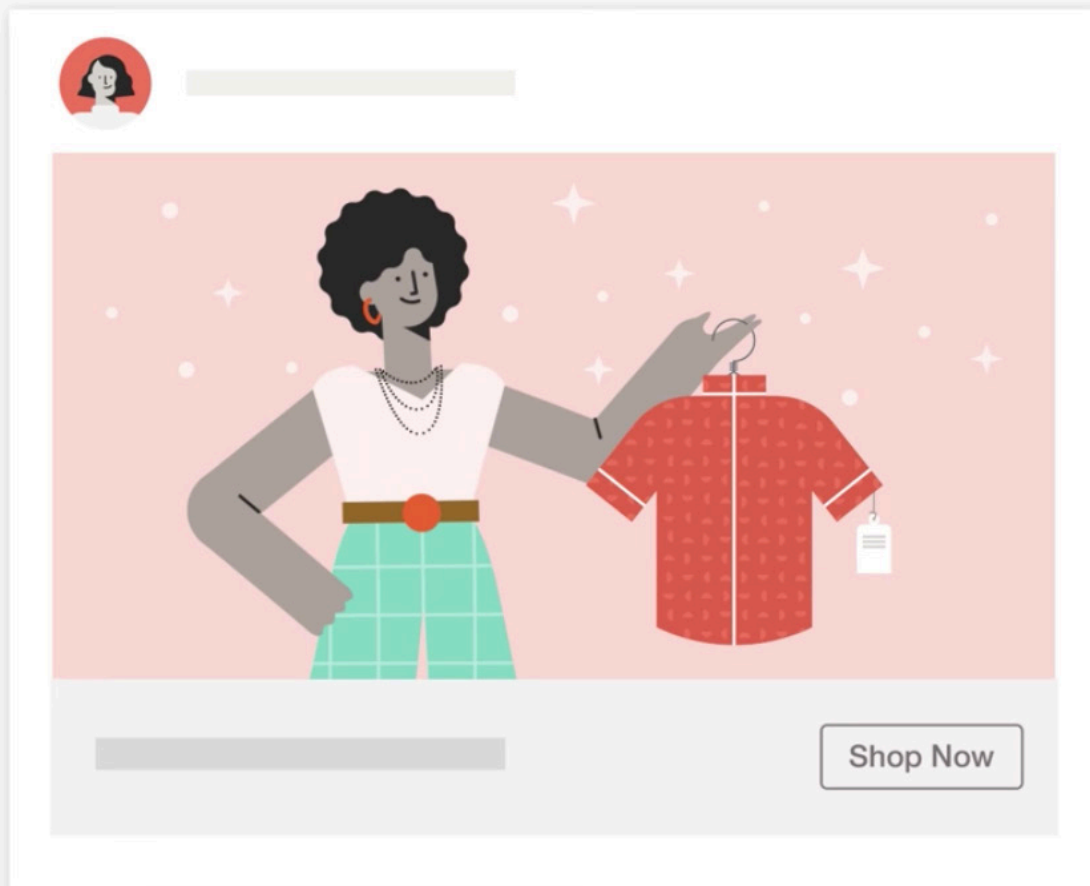
Share posts that will engage people and make them want to follow your business.

### What kinds of posts can you create?

- Engaging posts with images and video
- Posts about a contest or giveaway
- Questions for your audience, like asking what kinds of products they want to see on the shelves
- Pinned posts that share important information or announcements at the top of your Page







# How to create a memorable post with a photo or video

You can attraction attention with a good photo or video in your Facebook posts. These types of posts are free!

You can even use the photos or videos that you take on your phone, no professionals required.

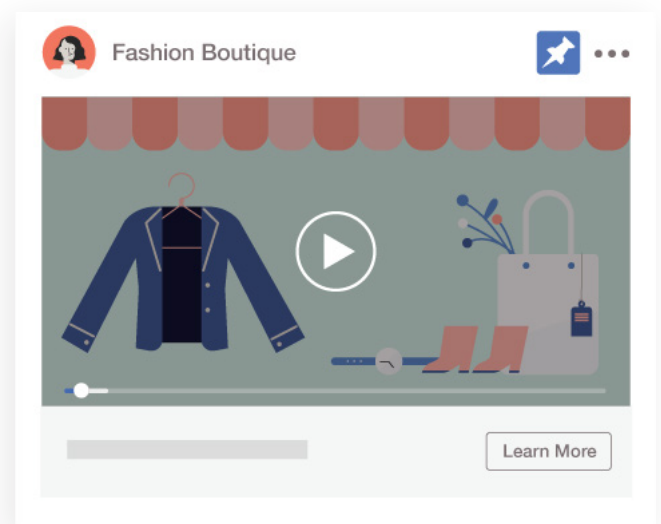
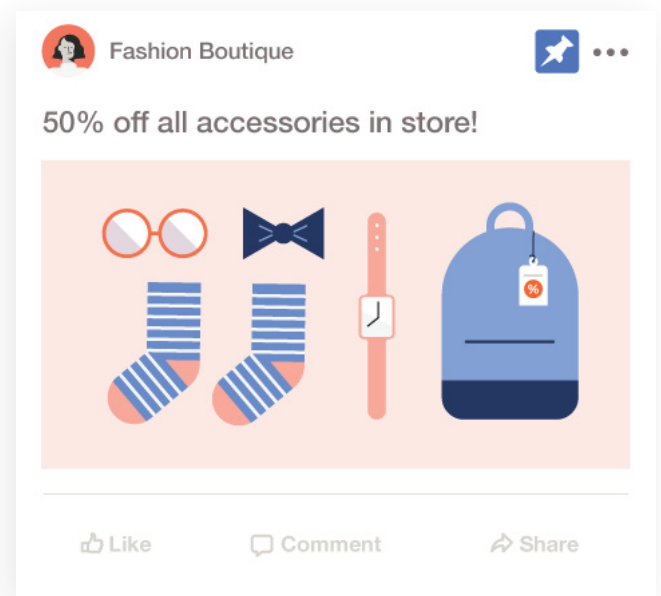
# How to create a memorable post

Make sure that no matter what photo or video you use, you also include **commentary in your own voice**. You can make that commentary meaningful, personal or funny. Whatever works best for you.

If you own a shop that sells vintage clothes, show off your incredible merchandise with photos or videos. But make sure that you include a description, plus the price or other relevant info.

## How to post a photo or video on your Page:

- 1 Go to your Facebook **Page**. There's a **shortcuts** bar on the left or a **dropdown menu** that says **Pages** on the right.
- 2 In the **Write a post** section, there's an option to **add photo** or **video** posts. Select it to see more options.
- 3 Select Photo or Video. Upload the photo or video of your choice.
- 4 Add your text.
- 5 When you're ready, select **Share Now**.



# Six powerful ideas for Facebook posts

Before you post, think about what matters to your Page followers and what you'd like to tell or show them:

- Who is your ideal customer or audience?
- Why might they be visiting your Page?
- How can you provide value to them?

## Six powerful ideas for your posts:

- 1 Showcase products**  
Use photos to highlight your products. If you have new products, post photos of them to get people interested.
- 2 Feature your employees**  
Introduce your employees to your community. Employee stories can humanize your business.
- 3 Go behind the scenes**  
Show people a side of your business that they don't normally see, such as a behind-the-scenes look at the work that goes into your product or service.
- 4 Ask a question**  
Encourage people to interact with your business by asking them a question. This gives people a chance to communicate with you and with each other.
- 5 Share an article or story**  
Entertain or inform people with relevant content from the web.
- 6 Celebrate a holiday**  
Recognize relevant holidays with timely, thoughtful posts.



# How to comment on Page posts

Communication is key. When you post on your Page, you open a line of communication with your customers and invite them to interact with you, through Likes, comments, reactions and shares.

When you respond to people's interactions on your Page, it shows that you care about what they have to say and will encourage them to continue to interact with your business.

## How to comment on posts

There are two ways to comment back to people: on your Page timeline and from your Page Inbox.

### On your timeline

Whenever you post on your Page, it appears on your Page timeline and may appear in your followers' News Feed. When someone comments on your post, you'll see it just below the post. To reply to a comment, select **Reply**.

### In your Inbox

You can also reply to people's comments from your Page's Inbox. Your Inbox keeps track of all the comments your posts receive and puts them in one place. Select the post in your Page's Inbox, find the comment and select **Reply**.

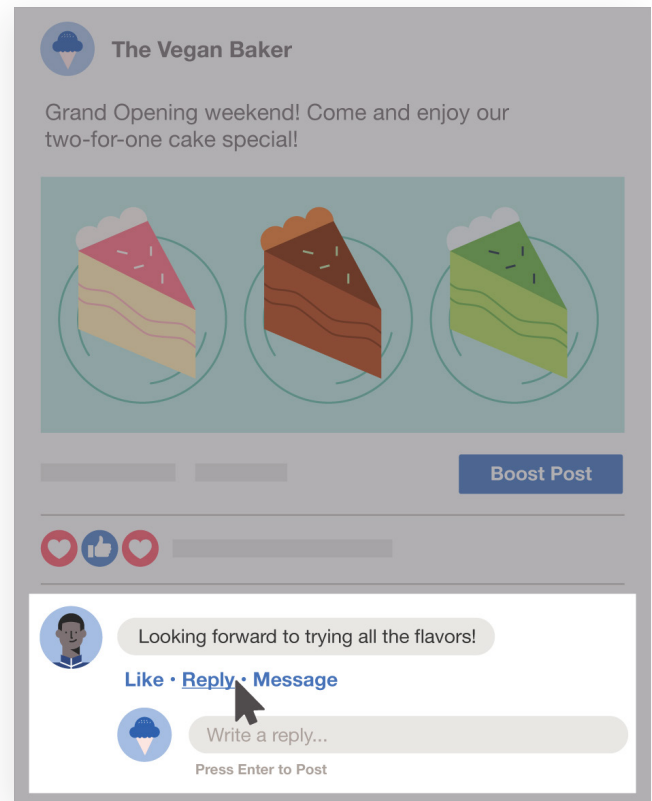
## Moderate comments

Encourage people to interact with your Page and posts, but if you notice that a comment thread has become hostile or inappropriate, you can **hide** or **delete** specific comments.

### You can also:

- Give trusted employees access to moderate or delete comments.
- Prevent future inappropriate comments by sending a private message to the person or removing them from the Page.

Your Page's admin, moderator and editor can control what people say and see in a comment thread.





# How to use Facebook tools to communicate with your customers

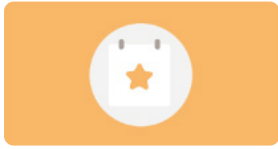
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Enhance your Page and grow your community with various Facebook and WhatsApp tools.



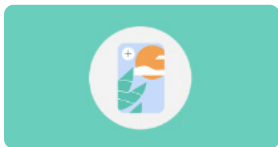
# Five essential tools for your Facebook Page

Once you set up your Facebook business Page, you can use free business tools to enhance your Page and further engage your followers. You can use these tools by themselves or mix and match them for a specific purpose.



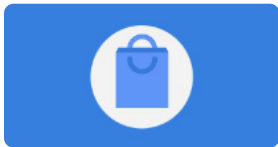
## Events

Events give people an opportunity to engage with your business in person. Use them to promote a seasonal sale, announce a new shop opening or demonstrate your product or service. You can sell tickets, collect RSVPs, put events on people's calendars and communicate with all attendees from one place.



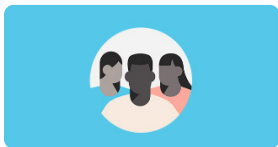
## Stories

Stories allow you to create and share full-screen mobile photos and videos that you can enhance with text, stickers, animations and fun effects. The photos and videos you add will be visible for 24 hours, so they often start spontaneous and quick conversations.



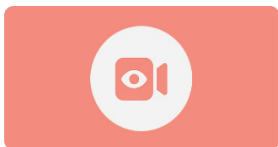
## Shop

The Facebook shop tool can help you share your products or services, whether or not you sell them online. You can display and sell your products directly on your Page, making it easy for people to buy directly from their computer or phone.



## Groups

Groups provide a space for people to communicate about shared interests. They're useful to start discussion forums and to chat about specific topics, events or the products and services you offer. You can also join a group as your Page to engage in communities and increase awareness of your business. You can assign other people to help manage your group to share the responsibility as your Page following grows.



## Facebook Live

Facebook Live is an interactive way to connect with people through live video. Broadcast live from your business Page to get more exposure and engage with people in real time. You can give your audience a behind-the-scenes look at your business, or you can host a 'question and answer' session. During your broadcast, you can answer your followers' questions, hear their opinions and see their reactions. You can even ask your audience to subscribe to your Live notifications so they never miss a broadcast.

# Facebook Page inbox: What you need to know

As more people visit your Page, there'll be more opportunities to connect with them directly. Your Page Inbox is a great tool to help you keep track of comments, conversations and interactions.

Through the Page Inbox, you can read and respond to messages that your business receives through Messenger or Instagram Direct, as well as comments on your Facebook and Instagram posts.

## Your Inbox is organized into three categories:

### 1 Messages

Where you will find the conversations you have with people using Messenger and Instagram Direct. Messenger is Facebook's chat feature, which allows you to have one-on-one communication with people. Instagram Direct is a similar chat tool for your Instagram business account.

### 2 Comments and more

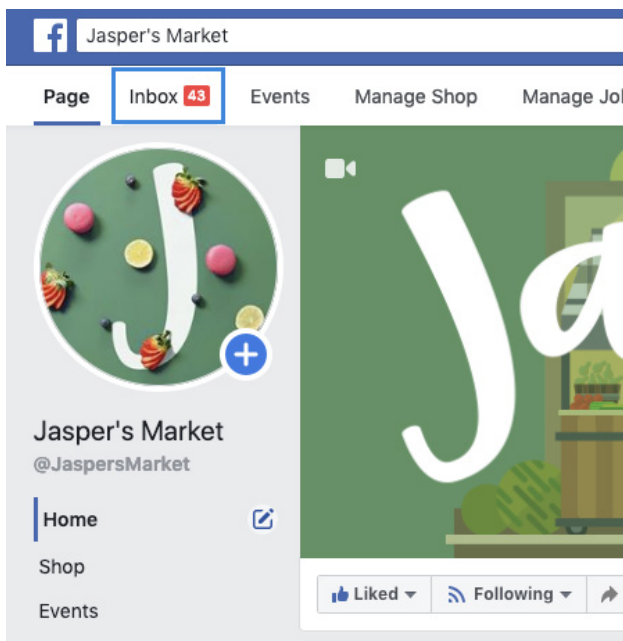
See all the comments on your Facebook and Instagram posts and respond to them in one place.

### 3 Automated responses

Automatic responses help you maintain communication as the number of your Page visitors grows. You can set up automatic responses for people to see when they begin their conversation with you.

*Some Examples:*

- **Greet customers**  
Welcome customers automatically, even when you're away from your Inbox.
- **Respond to feedback**  
Send a message after someone publicly shares that they do or do not recommend your Page. You can customize the message when it's sent.
- **Communicate about jobs**  
If you have job applications set up on your Page, you can respond to applicants. You can customize the message when it's sent.



## How does WhatsApp for Business work?

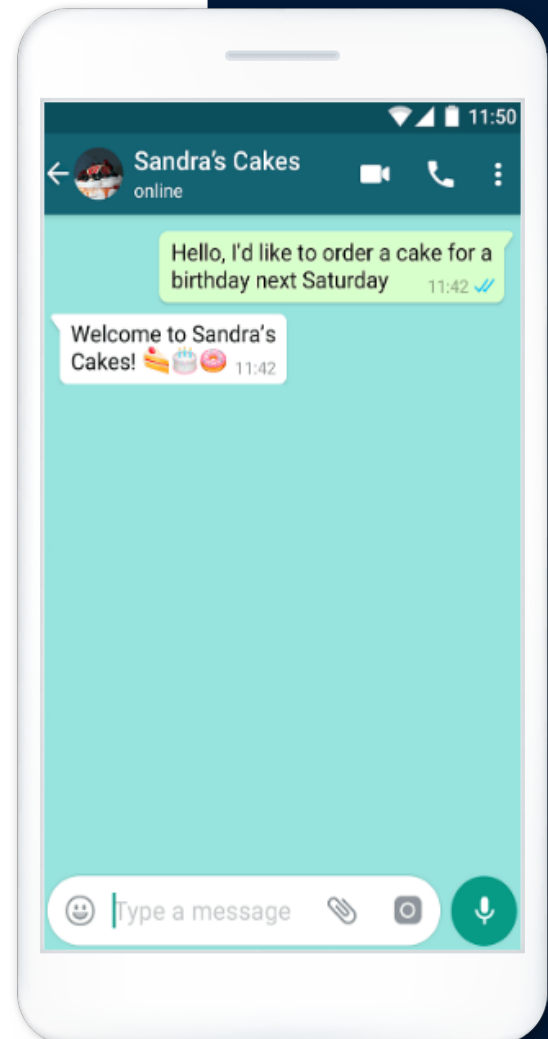
**WhatsApp** is a fast, simple, secure messaging and calling app for mobile and desktop.

Similar to Messenger, WhatsApp is a private way for people to share messages, photos, videos and important information with each other. It's also a useful messaging tool for people in low-connectivity areas.

### WhatsApp features:

- **WhatsApp on mobile and desktop**  
You can seamlessly sync all of your chats on mobile and desktop.
- **Communication**  
WhatsApp offers features that help people stay in touch. You can chat, call or share photos and documents through the app. All of these features are free, and messages are encrypted to protect privacy.

You can also create a business profile on WhatsApp to connect with people who are interested in your business. You can do this through the **WhatsApp Business app**.





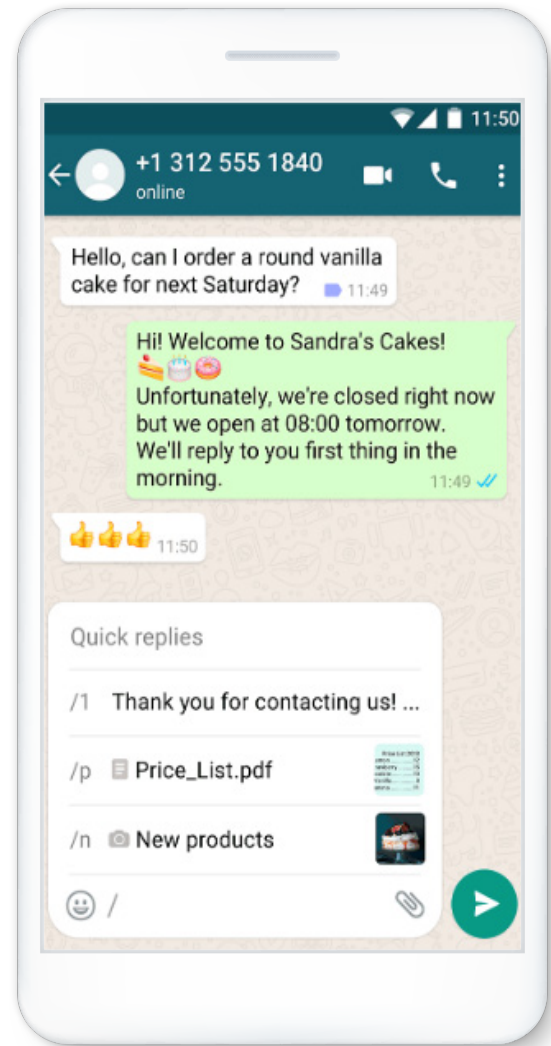
You can create a WhatsApp Business account to establish a presence on WhatsApp for your business. Similar to a Facebook Page, you can add your website, contact information and a description of what your business does. When you have a WhatsApp Business account, you can interact with customers over chat and use all the features that WhatsApp offers for your business.

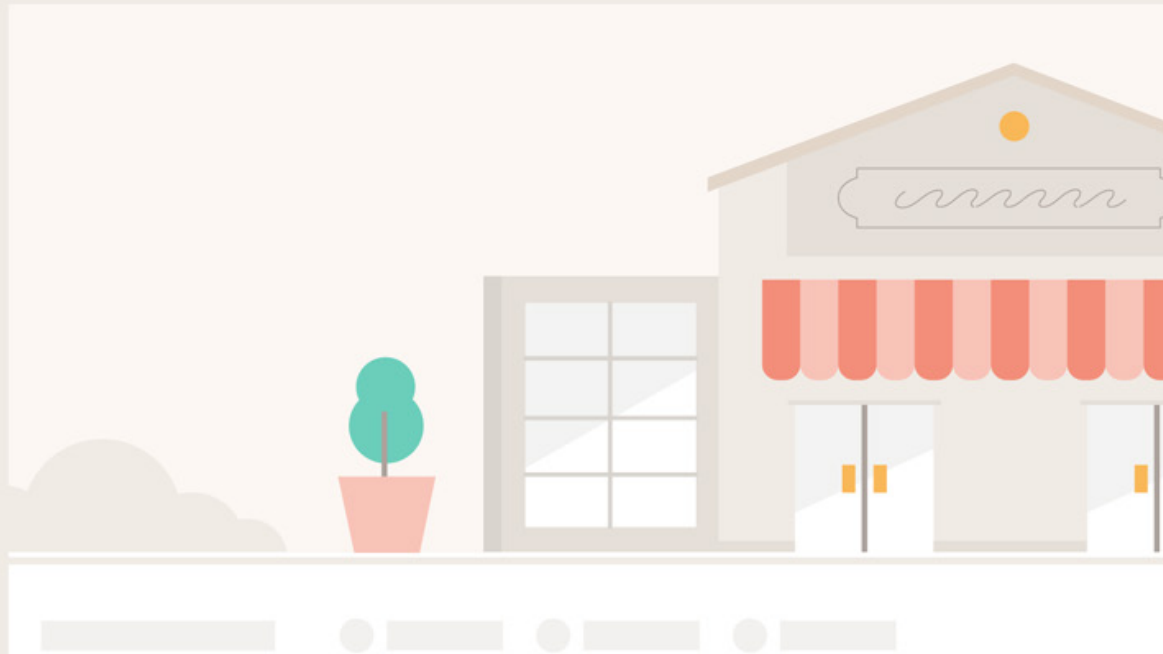
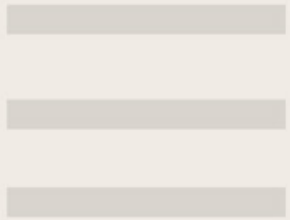
## Features of the WhatsApp Business app:

- **Greeting**  
Create a greeting to introduce people to your business. This will appear when someone starts a conversation with you.
- **Labels**  
Organize your contacts or chats with labels so you can find them.
- **Quick replies**  
Save and reuse answers to common questions with quick replies.
- **Automated messages**  
Set an away message when you're unable to answer so people know when to expect a response.

## Follow these steps to create a WhatsApp Business account:

- 1 Download WhatsApp Business for mobile from the Google Play Store or Apple App Store.
- 2 Verify your business phone number. This is the number you want to use to talk to customers.
- 3 If you have an existing personal WhatsApp account, you can migrate your chat history to your new WhatsApp Business account. We recommend that you make a manual backup first.
- 4 Add your business name.
- 5 Build out your profile. Tap **More Options > Settings > Business Settings > Profile**.





# How to evaluate your Page's performance

Use Insights to discover how to optimize your Page and your posts to improve your presence on Facebook.



Use the Insights tool on Facebook to see useful metrics and see how your Page is doing. Page Insights are most useful for Pages that have at least 100 likes.

To access Page Insights, follow these steps:

## Desktop instructions

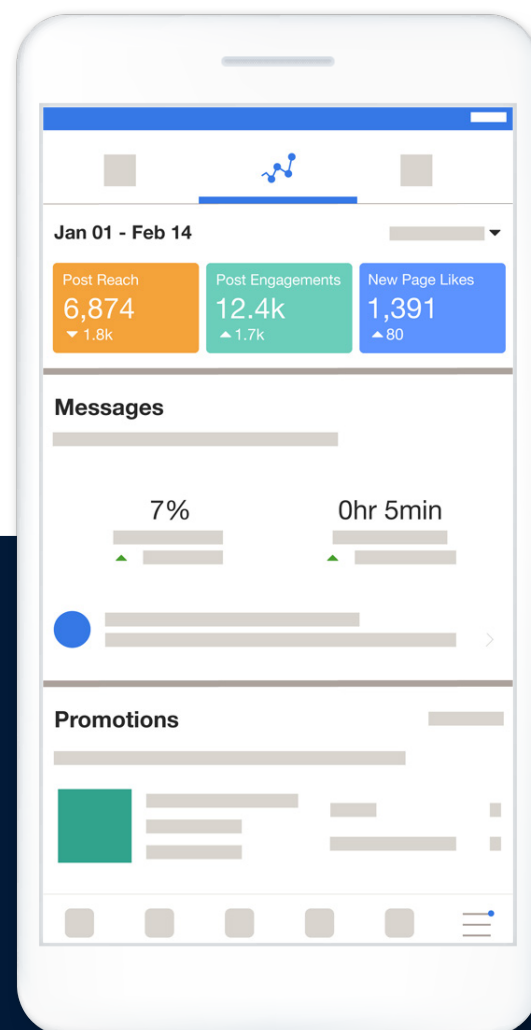
- 1 Go to your business Page and select **Insights**.  
*Note: Insights may be below the **More** tab. The tab you see depends on what features you use on your Page.*
- 2 The **Overview** tab shows your **Page Summary**. This summary gives you a high-level look at all the metrics on your Page.
- 3 Click into each box, such as **Page Views** or **Post Reach**, for a deeper look into specific metrics.

## Mobile instructions

- 1 Go to your business Page and tap the **Insights** icon.



Your **Page summary** will look like this:



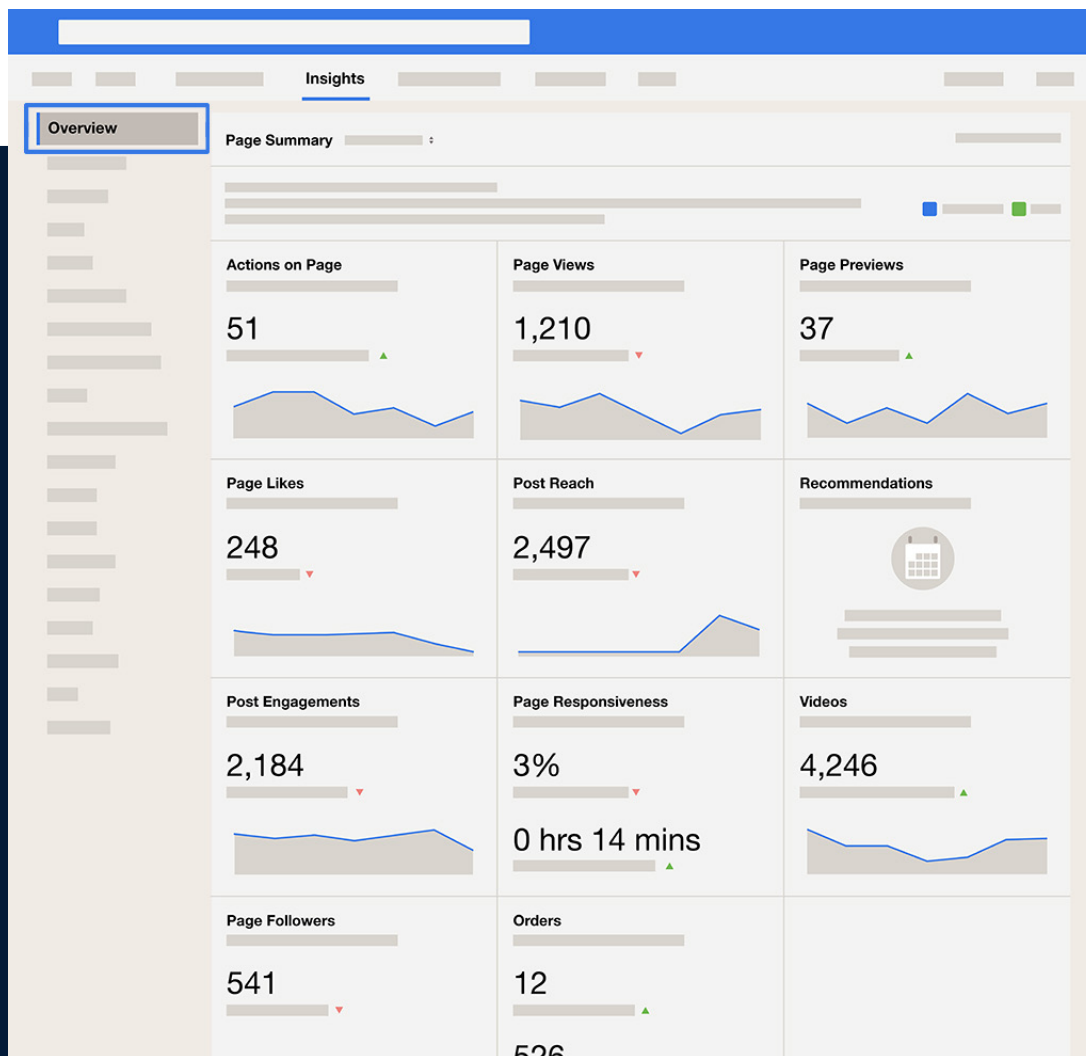
It will tell you how your Page performs in different areas. Each metric is split up into sections so you can focus on the ones you care about.

## Here are some of the metrics you can see using the Insights tool:

- **Page Likes**  
Number of likes a Page has and number of new likes a Page gets every day.
- **Recent posts**  
Latest posts and comments and the number of likes on recent posts.
- **Reach**  
The number of people who saw a particular post.
- **All posts published**  
The success of every post from your Page.
- **Region Engagement**  
Who saw the post, as well as the total number of likes, shares and comments.
- **Positive Engagement**  
Which post got the most likes. Use this information to create similar posts and reach more customers.

- **Poor Engagement**  
Which posts didn't receive positive responses from the community. Find out if people who see your posts are hiding or reporting them as spam. If too many people report or hide your post, it may negatively affect your reach.
- **Time of posts**  
When you tend to post on your Page and when your audience is most active.

Page Insights become more valuable as you gain likes and followers, while your engagement metrics become more valuable the more often you post. You can use this information to compare how different posts perform and create future posts accordingly.



# How to evaluate the success of your Page posts

With Page Insights, you can measure the success of your posts and receive valuable information about what you’ve published to your Page. Find this information in the Posts section of Page Insights.

## Available metrics in the Posts section:

### All posts published

Here, you can get high-level metrics about your individual posts. The Reach column shows you how many people saw the post.

In the Engagement column, you’ll see how many clicks and reactions (likes, comments and shares) a post generated. This information can tell you what types of posts resonate best with people.

### When your fans are online

Your Page followers may live in many different time zones and will probably be online at different times. Knowing when your fans are online can help you figure out the best times to share posts.




### Post types

This section shows the overall average reach and engagement for certain types of posts, such as posts with images or videos.

### Top posts from Pages you watch

If you follow other Pages, this section shows you how their posts performed and the engagement their most recent posts received.

These insights can help you decide what to post next. For example, you may find that posts with videos tend to have more engagement than posts with images. Or, you may find that posts about what happens behind the scenes at your business generate a lot of likes and comments.

All Posts Published									
Published	Post	Type	Targeting	Reach	Engagement	Promote			
									
									
									

All posts published

# People section

You'll also want to understand who sees and interacts with the posts on your Page. The People section tells you the demographic information (age, gender, location and language) of people who like your Page.

## Your audience is split into four groups:

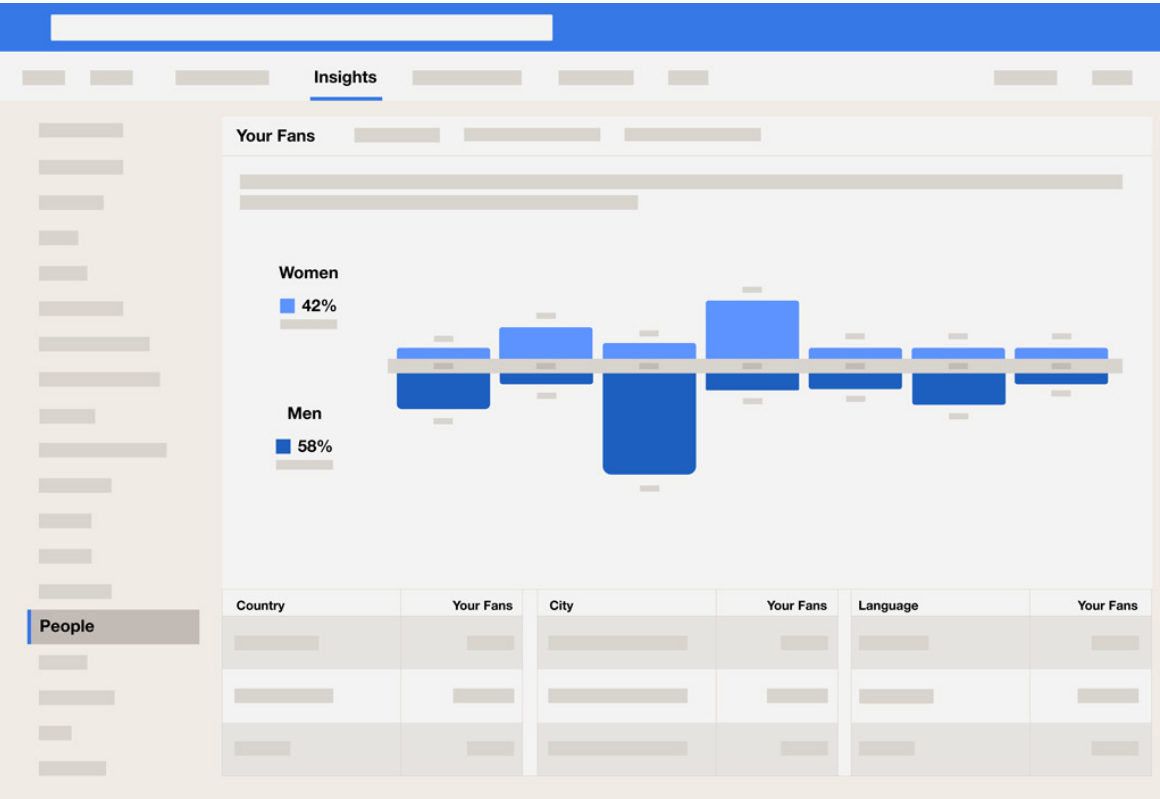
- 1

**Your fans**  
People who have liked your Page
- 2

**Your followers**  
People who follow your Page
- 3

**People reached**  
People who had any posts from your Page or about your Page appear in their News Feed
- 4

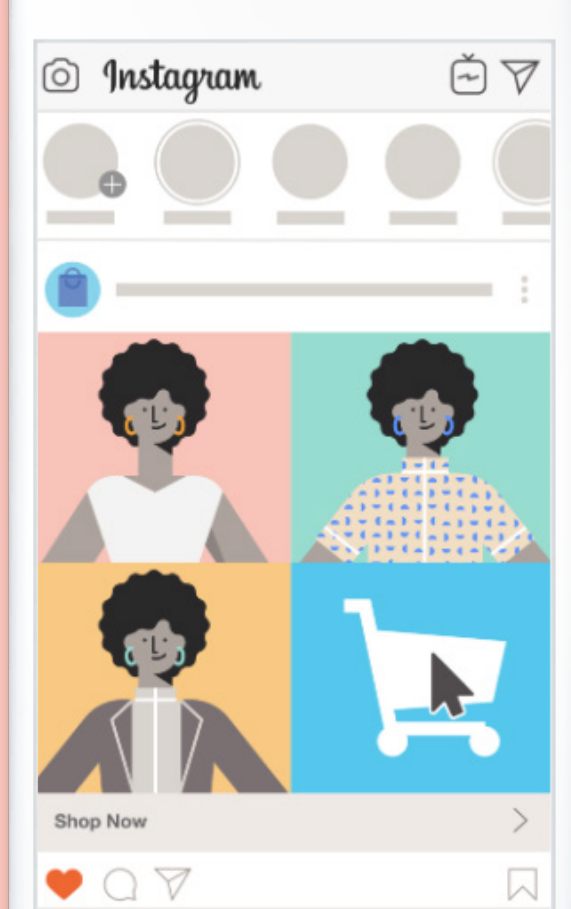
**People engaged**  
People talking about your Page



These metrics can help you figure out what types of people your Page and posts attract.

For example, if you find out that more women than men visit your Page, you might decide to post content that appeals to women.

Note: You can only access demographic information in Page Insights when you have 100 or more Page followers.



**Growing your business with Instagram**

# What you need to know

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Learn how to create an Instagram business account, differentiate it from your personal account and identify ways it can help your business.

# HOW INSTAGRAM CAN HELP YOUR BUSINESS

There are several ways Instagram can help you grow your business, no matter what type of business it is. Instagram is a way for you to engage with people who are interested in your specific business. Signing up is free.

Instagram is **mobile first**, which means it's a tool that lets people connect using their mobile devices. Hundreds of millions of people spend time on Instagram every day. It's a diverse and vibrant community where people and businesses share photos and videos and connect with each other. People come to Instagram to be inspired, and your business can be a part of that.

## INSTAGRAM CAN:

- Let people know about a new product line you just launched
- Get more people to visit your website
- Attract more customers

Say you own a bakery. There are pastry lovers around the world and in your local community who would love a behind-the-scenes look at how you bake your layered cakes or frost your cinnamon rolls.

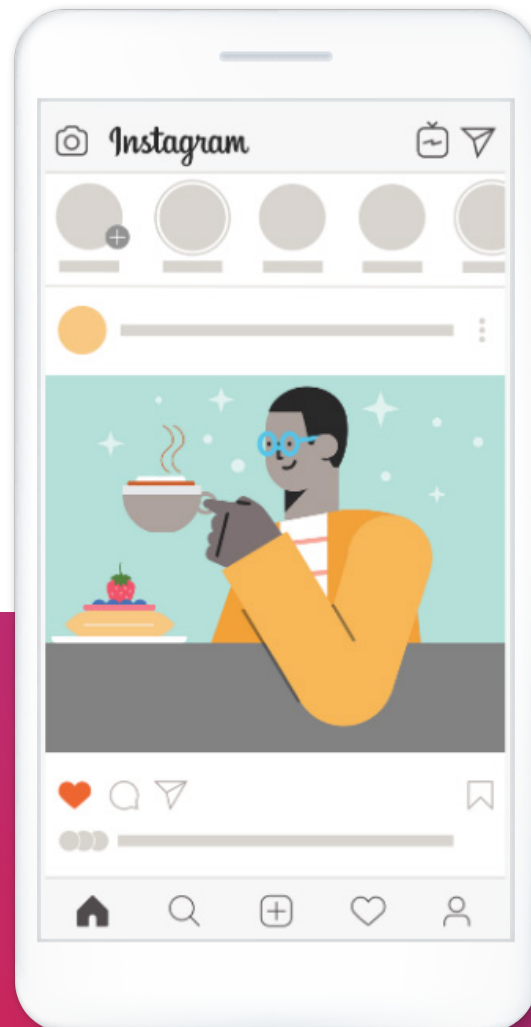
## INSTAGRAM CAN BENEFIT ALL TYPES OF BUSINESSES:

- **Brick and mortar businesses**

Brick and mortar businesses can use Instagram to notify customers of upcoming events and sales, share images of their location or show customers enjoying their products and services.

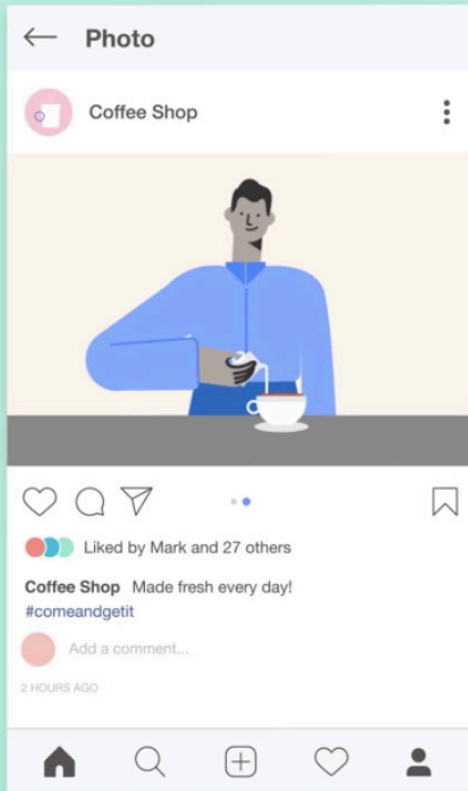
- **Online businesses**

Online businesses and retailers can use Instagram to notify customers of online events, like sales. Businesses can also use Instagram to help customers understand how a product might fit into their life.





# DIFFERENCES BETWEEN A PERSONAL AND A BUSINESS ACCOUNT ON INSTAGRAM



## Instagram personal account

Personal accounts belong to people. Many people share photos and videos from their everyday lives, and sometimes even focus on an interest such as hiking or street fashion.

But these people aren't on Instagram to sell a product or service. They're on Instagram to share their passion, explore new interests and connect.

## Instagram business account

A business account allows you to better connect with customers and has features that a personal account doesn't.

## WITH A BUSINESS ACCOUNT, YOU CAN:

- Add contact information
- Promote your products or services
- Gain insights into how people interact with your photos and videos
- Create ads for the Instagram community, even with a modest budget

Say you own a coffee shop and you have a business account. If you post a photo of your freshly stocked pastry case or a video of your barista pulling a shot of espresso, your followers will see it. And they can like it and comment right away, and may even realize they want a croissant and a latte.

An Instagram business account is a great way to connect with customers in a way you can't with a personal account.

In addition to all the organic features of personal Instagram accounts, business accounts have other benefits:

## PEOPLE CAN FIND YOUR BUSINESS AND LEARN MORE ABOUT WHAT YOU DO

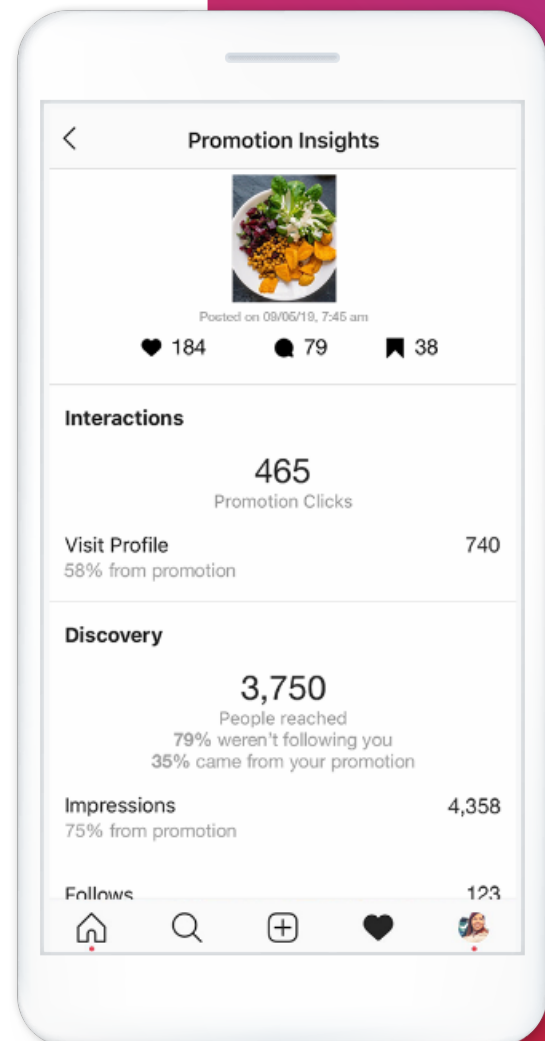
- Connect with a vibrant, diverse community of people interested in your project or company
- Add contact information for your company, like its business hours, location and phone number
- People can call, email or direct message your business from within the app, or visit your company's website

## YOU CAN USE INSTAGRAM INSIGHTS TO SEE HOW YOUR POSTS AND STORIES PERFORM

- Get insights on how your stories and promotions perform throughout the day
- Learn more about your followers and how they interact with your posts and Stories

## IF YOU DECIDE TO ADVERTISE ON INSTAGRAM, YOU HAVE SEVERAL OPTIONS

- Promote existing photo and video posts
- Create and manage promotions from within the Instagram app
- Create ads from Facebook specifically meant to run on Instagram, in both feed and Stories



# HOW TO CREATE AN INSTAGRAM BUSINESS ACCOUNT

Ready to create an Instagram Business account and start connecting with customers?

Take out your phone and follow these five steps:



**1 Download the app**  
Download the latest version of the Instagram app from the Apple App Store or Google Play.

**2 Create an Instagram account**  
You may already have a personal Instagram account, but you'll want to create a new account for your business. This account will be a digital storefront for your business on Instagram.

From your personal account, you can navigate from **Settings > Add Account** to add your business account. If you sign up this way, you'll be able to toggle between accounts.

**3 Add a profile photo**  
Once you've set up your new account, use an image of your company logo as the profile photo so people will recognize your business.

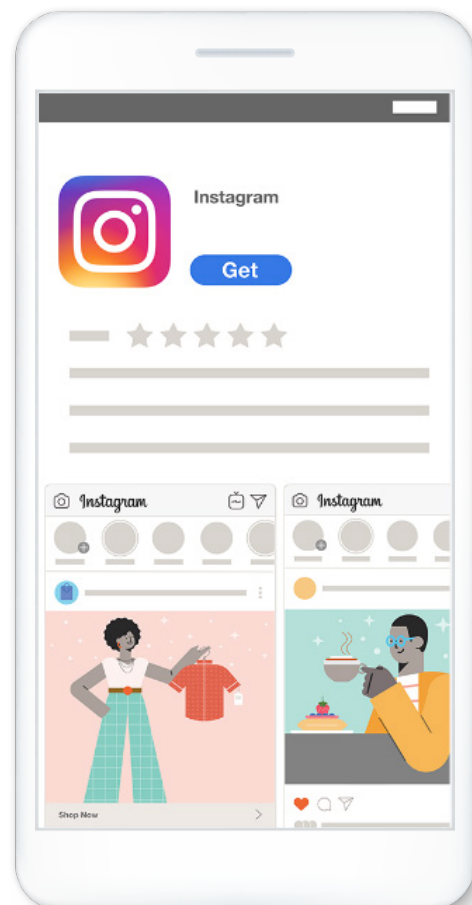
**4 Switch to a business account**

- Go to your profile and tap 
- Tap **Settings** 
- Tap **Account**
- Tap **Switch to Business Account**  
*Note: We recommend that you connect your business account to a Facebook Page that's associated with your business. This will make it easier to use all of the features available for businesses. At this time, you can connect only one Facebook Page to your business account. Add details such as your business or profile's category and contact information.*
- Tap **Done**

**5 Let new customers find your business**

Once your account is set up, people can follow your business. Your posts will appear in their Instagram feed and they'll be able to see your Stories.

*Note: While personal Instagram accounts can be public or private, business profiles are always public. This gives credibility to your business and lets current and potential customers see your content.*





# How to Connect With Customers on Instagram

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Hundreds of millions of people around the world love to share photos and videos on Instagram, through both posts and Stories. As a business, you can also share photos and videos to grow your business and connect with more people.

# HOW TO GET STARTED ON INSTAGRAM

Since more than half of people on Instagram share and view **Instagram Stories** and **posts** every day, it's a good idea for your business to share photos and videos on Instagram to connect with more people.

## INSTAGRAM POSTS

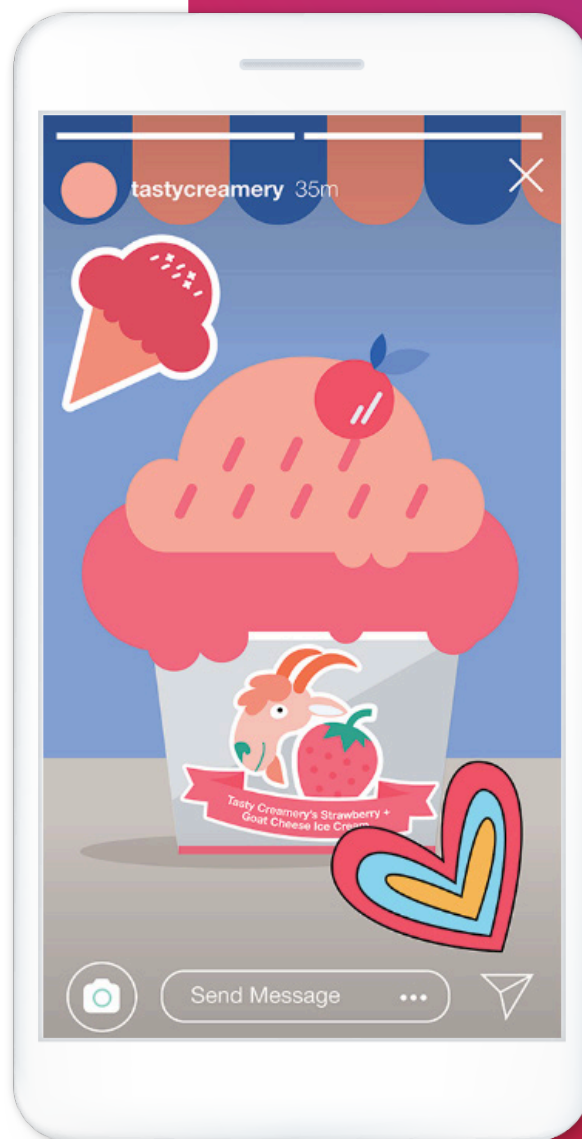
One way to share a photo or video is to create an **Instagram Post**. People who follow your business may see your posts in their personalized feed, where they can like and comment on them. People can always look at posts that appear in their feed, unless you delete a post.

## INSTAGRAM STORIES

Photos and videos shared on **Instagram Stories** are full screen and disappear within 24 hours unless you save or add them to your profile. You can enhance your Stories with playful creative tools, like stickers, emojis and GIFs. When you watch an Instagram story, it appears on screen for only a matter of seconds, then the next one appears. They're like very short episodes.

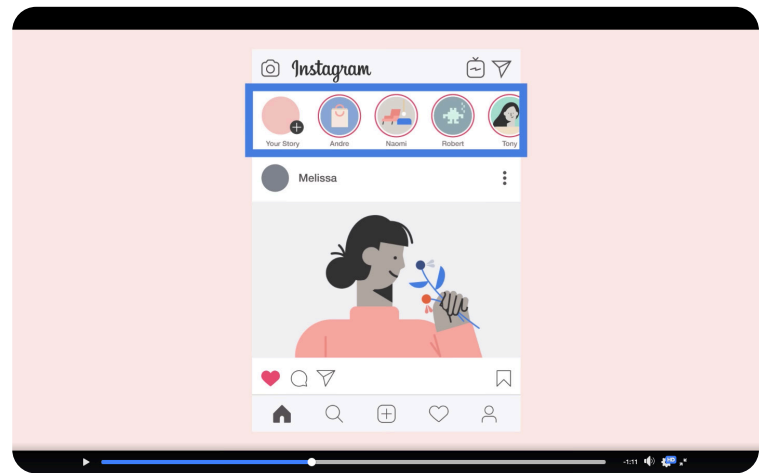
Stories allow people to express themselves creatively, experience moments outside of their everyday lives and feel connected to a larger part of the community. Your business can use Instagram Stories to show customers what's happening right now: a behind-the-scenes video of a live event or real-time look at a product being made.

**Note:** One important thing to know about Stories is that unlike your feed, people can only see your Stories for 24 hours after you post, then they disappear. After that, only you can see your Stories.



## HOW TO ACCESS STORIES

- 1 Go to the banner at the top of your Instagram feed.
- 2 Tap one of the circles to see a series of photos and videos from people and businesses you follow. Once you finish viewing one, you'll automatically move on to the next one.

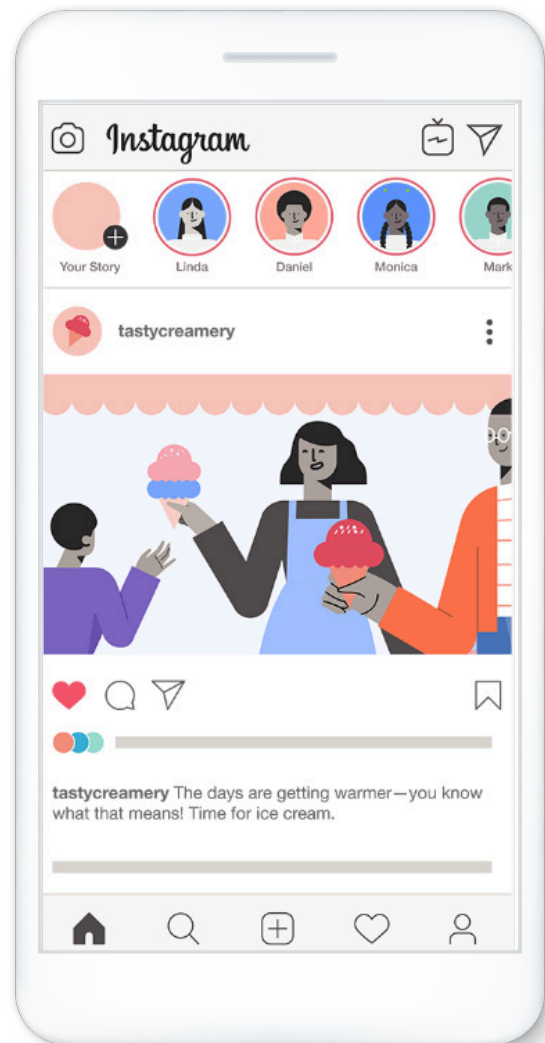


## INSTAGRAM FEED

**Instagram feed** is where people share pictures and videos. Pictures you share in your feed will appear in your followers' feeds, live on your profile (unless deleted) and can be edited with filters. Your Instagram feed is an extension of your digital storefront, where customers can discover your products or services and establish a connection with your business.

Say your business coordinates a farmers market in Cape Town. On Stories, you could post a behind-the-scenes video of vendors setting up their stalls. That could even be fun as a time-lapse video. Then you might post a photo of the market's colorful displays.

When you post to both feed and Stories, there's a better chance people will see what you've shared and interact with it.



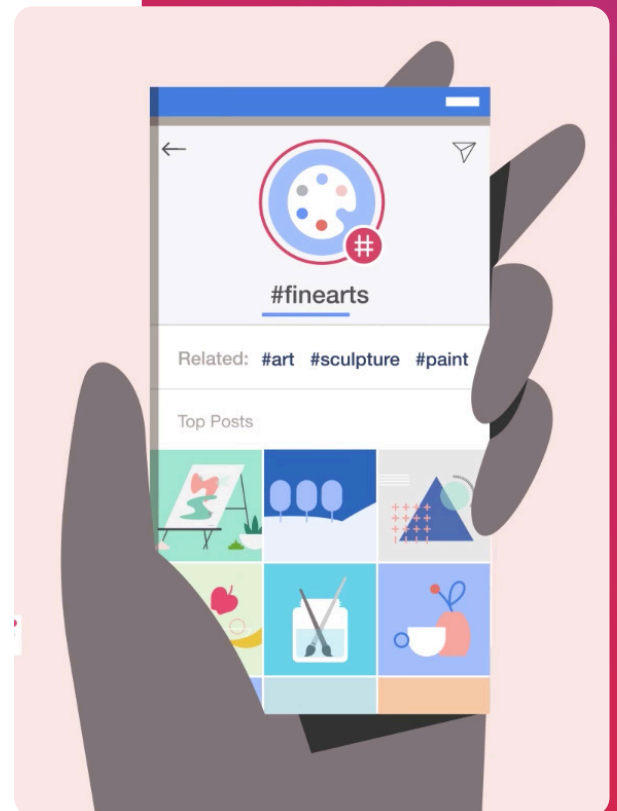


# HOW TO POST ON INSTAGRAM

Instagram is a diverse and vibrant community where people share photos and videos and connect with each other and their favorite businesses. Instagram is a feast for the eyes and ears.

## INSTAGRAM BASICS

- One way to share a photo or video is to make a **post**. Posts are the core of Instagram. If you think of your post as a meal, the picture or video is the main course.
- Below your picture or video is your **text**. Like a delicious side dish, you'll want it to go perfectly with your photo or video.
- Your post could also include a **hashtag**, a pound sign (#) followed by a word or phrase. Hashtags categorize what you share and link your post to other posts with the same hashtag.  
*If you own an art gallery, a post about a new painting might include a hashtag like #fineart or the artist's name. If an art lover searches Instagram for either of those hashtags, it might lead them to your post and may even help you connect.*
- You could include **Mentions** too. A Mention brings related people on Instagram into the conversation and makes it easy to visit their profiles. For example, in addition to a hashtag, you can include a Mention of the artist's Instagram handle and the handles of any organizations that have honored them.
- You can also add a **location**. That draws attention to a place you might want people to visit, like your business.



## WHAT'S IN AN INSTAGRAM POST?

- 1 Picture or video
- 2 Accompanying text
- 3 Hashtags! A hashtag is a word or phrase with a hash sign (#) in front of it. They are typically keywords related to what has been shared and are used in social media to help people connect to a specific topic.
- 4 Handles and @mentions
- 5 Location

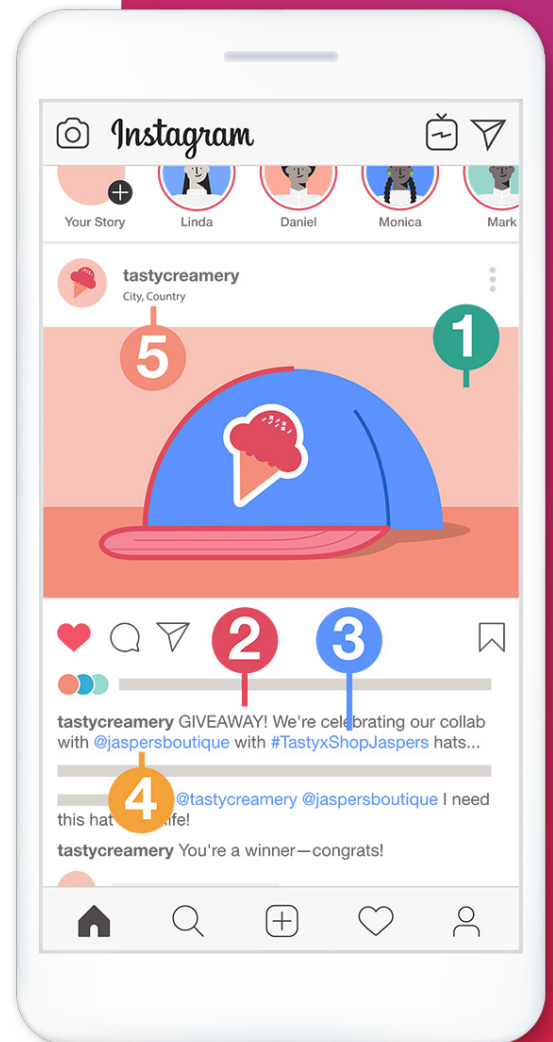
## HOW TO CREATE AN INSTAGRAM POST

- 1 Go to your Instagram profile. Tap the + sign.
- 2 Select your images or videos and tap **Next**.
- 3 You can choose to add filters or edit your images. When you're happy with them, tap **Next**.
- 4 Write your caption, add a location, add hashtags or tag other accounts.
- 5 If you have a Facebook Page or other social media linked to your Instagram account, select the toggle to automatically share your post there, too. Tap **Share**.

## THINGS TO KNOW ABOUT POSTING ON INSTAGRAM

**Instagram feed** is where people share pictures and videos. You can post to your Instagram feed to promote sales, show off new products or services, share photos of happy customers, share images of your location or document your creative process.

**Remember:** While personal accounts can be either public or private, business accounts can only be public.



# EIGHT INSTAGRAM BUSINESS TIPS

People use Instagram to connect with other people, explore new interests and discover new businesses and organizations, all through images and video. Posting in feed is a great way for your business to connect with the Instagram community, and your feed will often be the first impression a potential customer has of your business.

## 1 KNOW YOUR GOAL

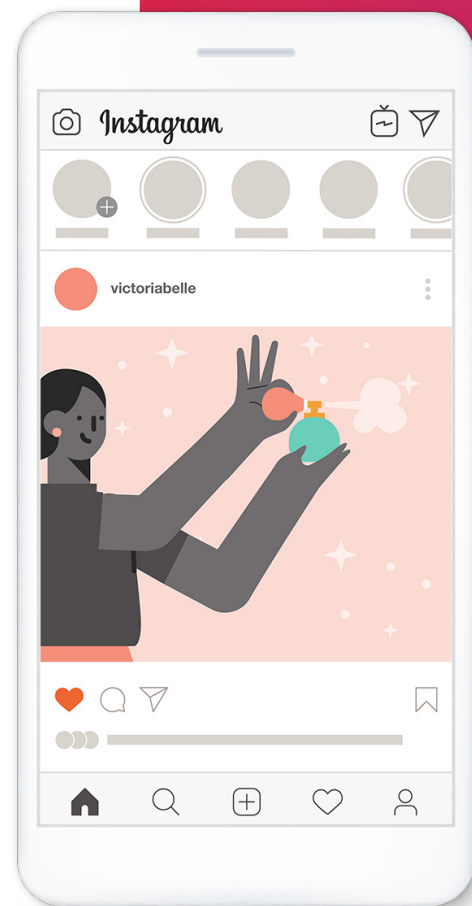
- What do you hope Instagram will do for your business?
- Do you want to share your products or services or be a community leader?
- Depending on your goal, your posts may differ from those of other businesses.
- Once you know what you want to achieve and what you want people to think of your business, you can plan your Instagram posts accordingly.
- Before you begin posting, you may want to spend some time thinking about your goals.

## 2 CONSIDER YOUR CUSTOMERS' NEEDS

- What problem does your business solve?
- Demonstrate a need for your business by illustrating how your products or services can make life easier.

## 3 LET YOUR POSTS TELL YOUR STORY

- Post what you want to be known for. When customers consider your business, what should come to mind?
- Select a couple of topics and organize your posts around them.
- Share posts that show people using your products or highlight the craftsmanship that went into making them.



#### 4 SHOWCASE YOUR PRODUCTS

- Show customers using your products, or images of your products with fun styling and placement.
- Share limited edition items your customers can buy, specialty products offered during holidays or different images of your product.

#### 5 BEHIND THE SCENES

- Give customers a behind-the-scenes look at how your business runs.
- Post sneak peeks of new products or post images of your team celebrating an anniversary or reaching important milestones, like customers served or followers gained

#### 6 ESTABLISH EXPERTISE

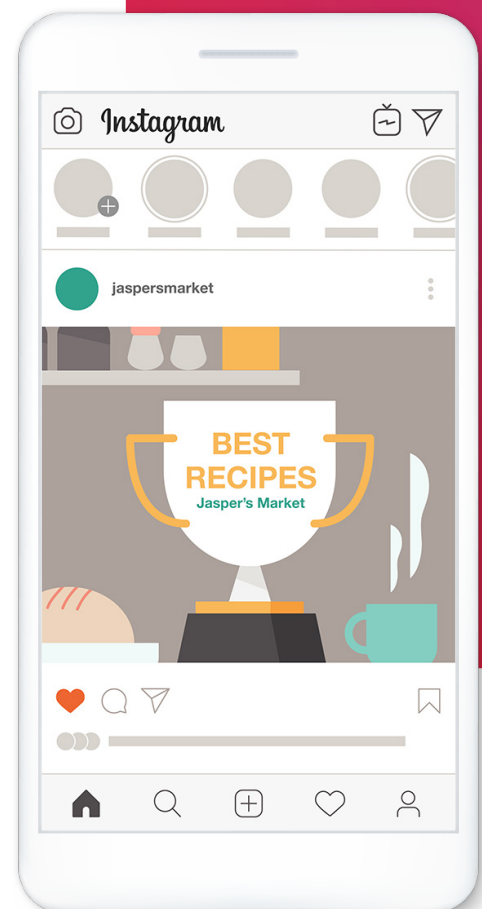
- Show your expertise with a post about how you are a master in your craft or tips to demonstrate how amazing your business is.
- Post about awards your business has won or how long you've been in business to boost your credibility as an expert.

#### 7 EVENTS AND SALES

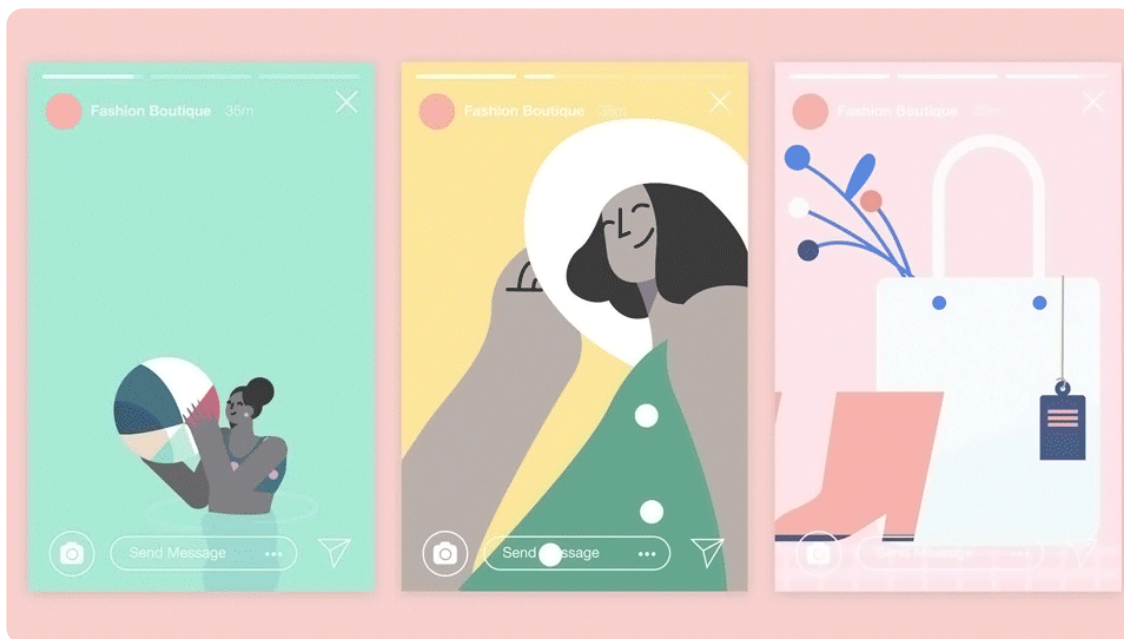
- Post about events, sales and specials to invite people to engage with your business.
- Some examples are giveaways to publicize a new product, a special holiday sale or an annual meet and greet event.

#### 8 LET CUSTOMERS KNOW YOU

- Connect with customers and tell them a little bit about the people behind your business.
- Share a picture of the founder along with a story about how the business began or a word about what you stand for as a company.
- Share employee appreciation with stories and photos of their amazing work.



# HOW TO CREATE INSTAGRAM STORIES FOR YOUR BUSINESS



**Instagram Stories** are a creative way to share full-screen photos and videos with your followers and potential customers.

## THINGS TO KNOW ABOUT INSTAGRAM STORIES

- Your followers can only see your Stories for 24 hours. After that they disappear and only you can see them.
- You can feature a photo or video from your Stories as a **highlight**, in which case it won't disappear, but will show up in a special section of your profile.
- Videos you post to your feed can be up to a minute long, but video Stories are never longer than 15 seconds. Photo Stories are even shorter.
- Stories are always vertical and play fullscreen.
- Stories can be a single photo or video or a series of photos and videos that play one after another.

- You can add stylized text to your Stories or playful images and animations called **stickers**.

Stories are a great way to showcase what's happening at your business right now, like a special event or a funny moment. Followers can like and comment on your Stories, too, so they're great for instant feedback on products and services.

Stories often have a more spontaneous, light-hearted feel. And because they happen in real time, they bring people into the moment, which is perfect for highlighting the human element of your business.



# HOW TO CREATE INSTAGRAM STORIES






- 1 Start with an image or video. Play with in-app video features like Boomerang and Superzoom.
- 2 Add text to help tell your story. Keep it light, fun and informative.
- 3 Add GIFs for an element of humor.
- 4 Use location stickers so customers can tag your store, studio or office. When someone taps a location sticker, they will see posts that other people have shared from the same location.
- 5 Add hashtags to give people another way to find your business. Hashtags are a pound sign followed by a key term that people can tap to find other related content.
- 6 Add filters to make your story unique or to better represent the style of your business.
- 7 Draw on your images in different colors just for fun, or to attract attention to something specific.

For example, say you own a pet supply store in Singapore. Instagram Stories would be a perfect place to feature pets that visit your shop. Did a bulldog named Danger come in and try on a neon pink sweater? That's a moment made for Stories. Film a few seconds of Danger looking in the mirror, add a sticker and a cheeky caption and share it to your Stories. You might get several likes and comments, or even a few online orders for the pink sweater.

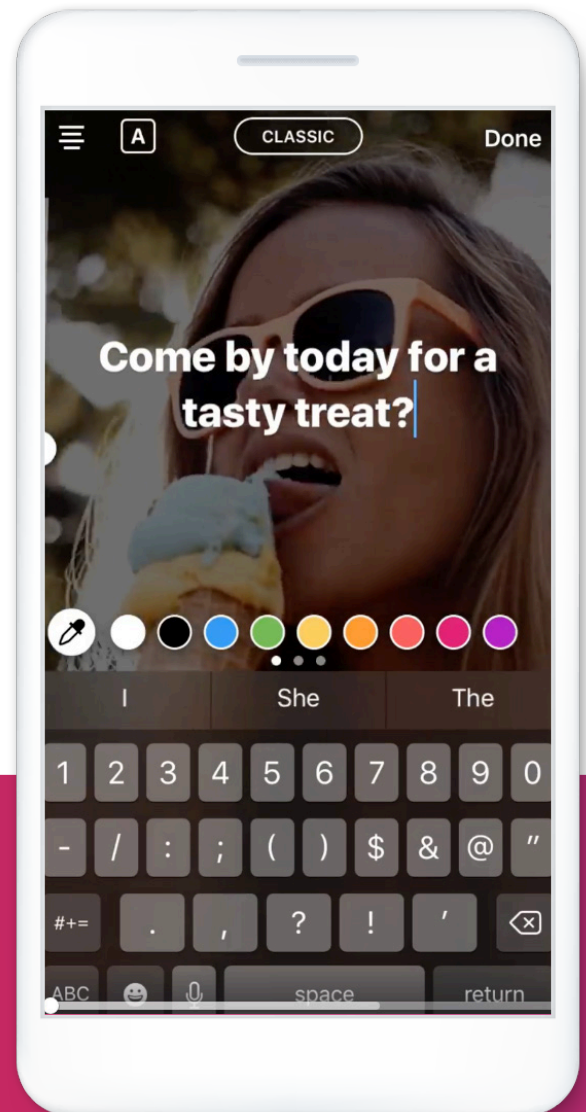




## TO SHARE A PHOTO OR VIDEO TO INSTAGRAM STORIES

- 1 Tap on the top left or swipe right from anywhere in the feed.
- 2 Tap at the bottom of the screen to take a photo, or tap and hold to record a video. To choose a photo from your phone's library or gallery, swipe up anywhere on the screen.
- 3 Tap , or  to draw,  add text or  a sticker to your photo or video. To remove text or a sticker, drag and drop it -on  -at the bottom of the screen.
- 4 When you're ready to share, tap **Your Story** in the bottom left.

**Note:** Stories disappear from your profile, feed and direct messages after 24 hours unless you add them to your profile as **highlights**.



# INSTAGRAM STORIES: WHAT YOU NEED TO KNOW

Instagram Stories are a great way to engage with current and future customers. You can use Stories to take your customers behind the scenes, show your business's everyday activities and connect with customers in an honest and authentic way.

## INSTAGRAM STORIES: SIX THINGS YOU NEED TO KNOW

### 1 TELL AN ACTUAL STORY

Stories are a great way to send a memorable message. You can use Stories like a slideshow to add a beginning, middle and end to your message. This will keep people engaged so that they view the entire thing. Keeping your story clear and simple makes it easier for people to remember.

### 2 BE AUTHENTIC

Many companies share highly produced and polished ads. These ads might look great, but they might also feel less authentic. Authentic content is honest, in both message and execution. That might mean it's imperfect, but it's real, which is something people trust.

### 3 INTERACTIVE

You can add questions, sliders and polls to your stories, which provide a unique way to engage with current and potential customers. They are a low-risk way for customers to share their thoughts with you. This can help you learn more about what your customers love and how you can improve.

### 4 SHORT FORM

Stories should be short and sweet. People aren't looking for long-form videos here, but they are willing to spend a few seconds learning about your business.

### 5 PLAYFUL

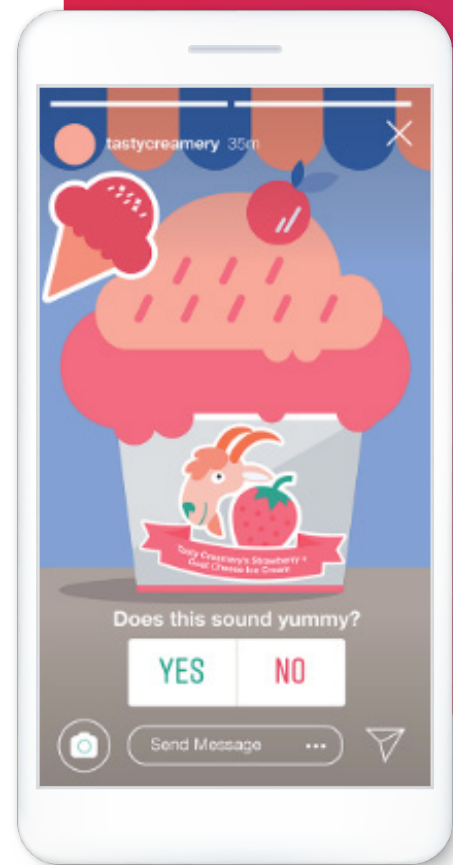
Stories should be fun. With a bunch of features like stickers and overlays, they can be an excellent place to share the more playful side of your business and products.

### 5 USE A CALL TO ACTION

A call to action is one of the most important elements of your story because it tells people what to do next.

As a business, the last thing you want your viewers to do is nothing.

You want people to engage with your content, to like it, share it and comment. Or maybe you want people to take a more committed action, like making a purchase. Whatever it is, it's more likely to happen if you ask for it explicitly, either in the caption or the post itself.



# CREATIVE CONSIDERATIONS FOR STORIES:

## 1 LOOK AND FEEL

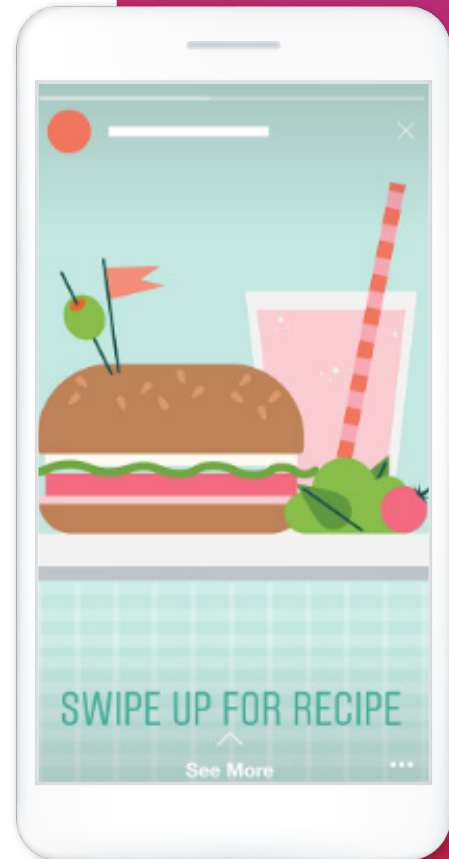
- Keep your customers' attention with short stories
- Enhance your stories with sound
- Use text overlay with images and videos
- Avoid unnecessary stickers

## 2 PRODUCT

- Keep your product or service at the center
- Remember your goal
- Call your audience to act

## 3 FORMAT

- Split your stories into scenes
- Mix and match video and still images



# CREATIVE WAYS TO USE INSTAGRAM STORIES FOR YOUR BUSINESS

Here are some creative ways to use Instagram Stories to grow your business and connect with current and potential customers:

## 1 SHARE ANNOUNCEMENTS

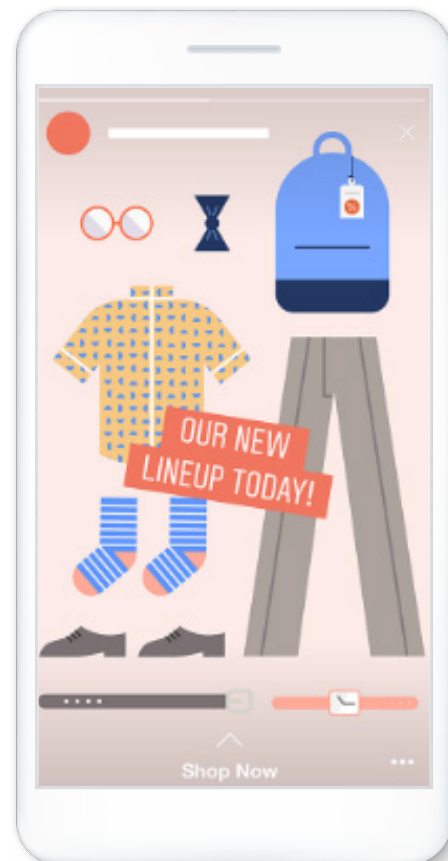
- Instagram Stories are instant, so they're a great way to share company announcements, like sales.
- Share images of limited edition items your customers can buy.
- Keep your customers aware of your latest products and offerings.
- Share images and videos of your newest products or services.

## 2 SHOW YOUR PRODUCT IN ACTION

- Use Stories to promote a specific product.
- Give people ideas for using your product, or show them what they can do or create with the product if they buy it.
- Share images and videos of customers using your product in all its colors and styles.
- Share images and videos of your product in stylish or exciting settings.

## 3 BEHIND THE SCENES

- Many stories happen in the moment, allowing brands to take their followers along for the ride while attending public events, industry conferences and so on.
- Share stories about events happening in-store or online, after an active day or when you're at an event and want to encourage people to join.
- Show the real side of your business: the work of setting up, accidents or funny mishaps or even different staff members interacting during the event.
- Post behind-the-scenes footage of your company that wouldn't necessarily earn a spot on your main profile.



## 4 A DAY IN THE LIFE

You can use both images and videos to create your Instagram Stories throughout the day. Your videos don't have to be high quality. In fact, videos can be a great way to show your audience a unique view of the everyday happenings at your business. Have an employee or a guest walk them through the day, an event or rehearsal.

## 5 HOW-TOS AND TUTORIALS

Instagram Stories are sequential by nature, which makes them perfect for how-to style content. From recipes to beauty tutorials, short content that teaches your customers something is a fun alternative to traditional videos or blog posts.

## 6 HOST Q&AS

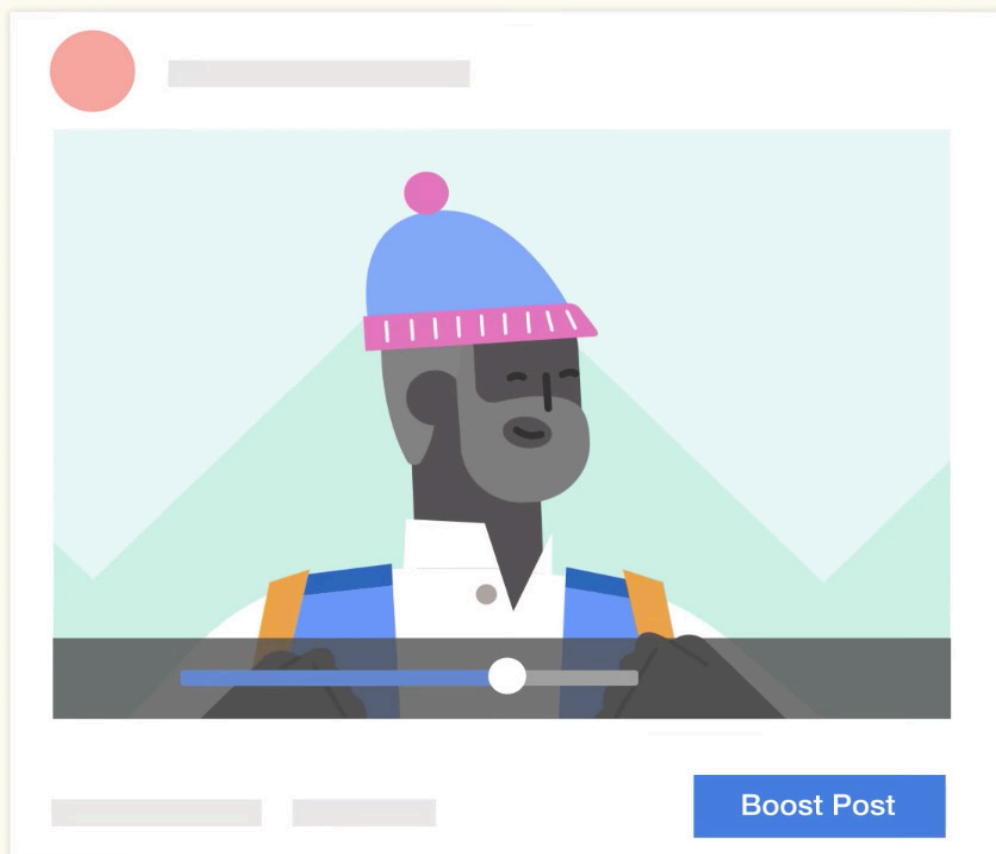
Ask your customers questions about their experiences with your products through Instagram Stories.

Q&A Instagram Stories are great for starting a conversation or creating an engaging experience for your customers. During a Q&A, your business can interact directly with fans and customers, who can direct message their questions.

## 7 RECOGNIZE FANS AND FOLLOWERS

Connect with customers by giving them some real-time recognition. Everyone loves being recognized by the people and businesses they care about. So the next time a customer tags your business in one of their posts or Stories, say thanks in a story of your own.





# The essential guide to Facebook ads

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Learn what you need to know to grow your business with Facebook ads.



# When to advertise on Facebook and Instagram

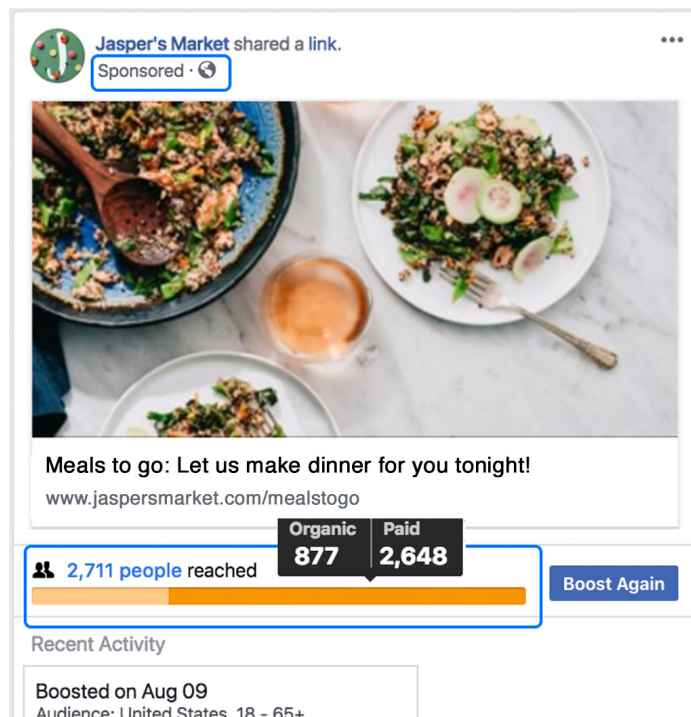
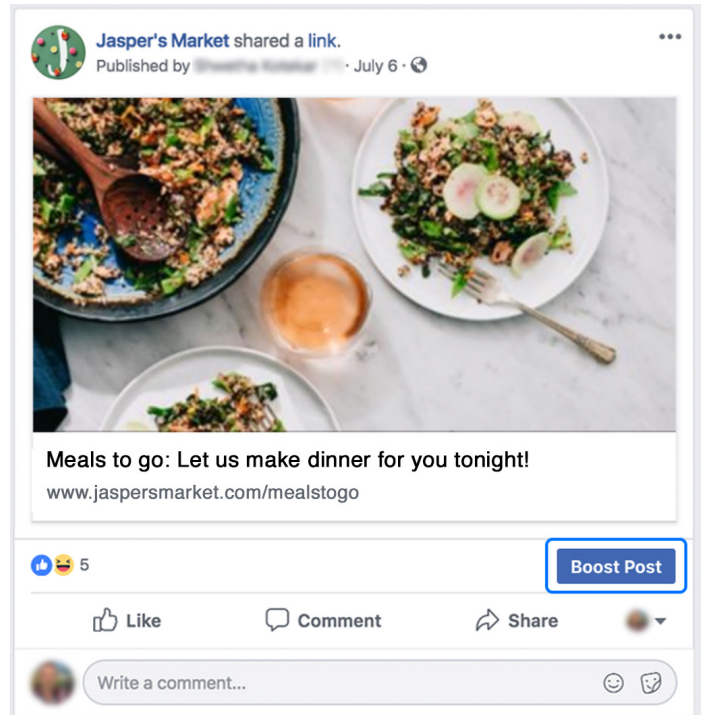
Now that you've set up your Page and are posting content, you can keep people who have followed or liked your Page informed through regular posts of everything happening in your business, such as sales, events, promotions or information about your products or services.

We recommend posting at least once a week, but depending on your business and your goals, you may want to post as often as daily.

## Organic reach

When you post on your Facebook business Page and your Instagram account, people who've liked or followed you can see the post. People may like, comment or share this content if they wish. This type of reach is called **organic**, which is another way to say that it's free. You create a post and it spreads organically, from people who engage with your content to their friends and so on.

This process is an important part of increasing your Page followers, but it may not grow your audience as quickly as you'd like.



## Expand your reach

To expand your audience and help grow your business, you can turn organic content into **paid** content through boosted posts and other types of Page promotions.

You may want to advertise on Facebook when you want your message to reach an audience beyond the people who've liked or engaged with your Page.

## Paid reach

These are some ways that Facebook ads can expand your reach and help grow your business:

### Increase your Page followers

Promote your Page to reach more people, increase engagement and get more Likes, comments and shares.

### Market your goods and services

Create and boost a post to showcase your business's products and services to interest shoppers and turn them into customers.

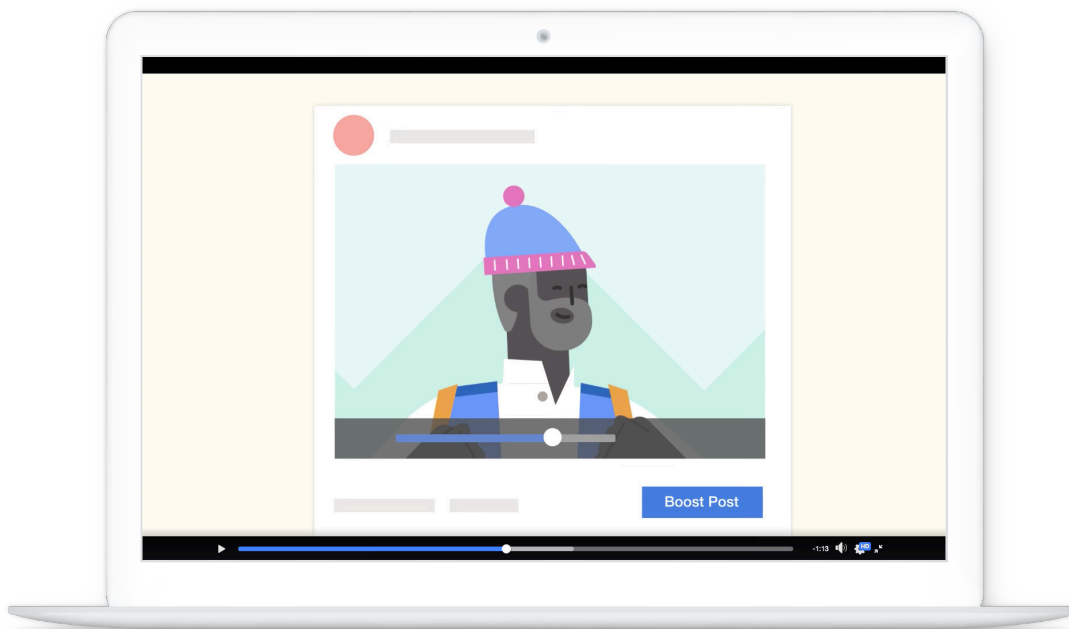
### Drive customers to your local business

Make it easier for people who live nearby or are visiting to find your physical place of business.

### Promote your website

If you have invested in a great website, use your Facebook Page to help increase traffic to it. This is useful for ecommerce businesses.

Facebook and Instagram posts are a great way to keep in touch with the people who care about what your business is doing: current customers, future customers and fans of your work or products. These posts are **organic content** and they're free, so post often and post well. But if you want to reach new people on Facebook and Instagram, you might want to think about advertising. On Facebook and Instagram, even modest budgets can get results.



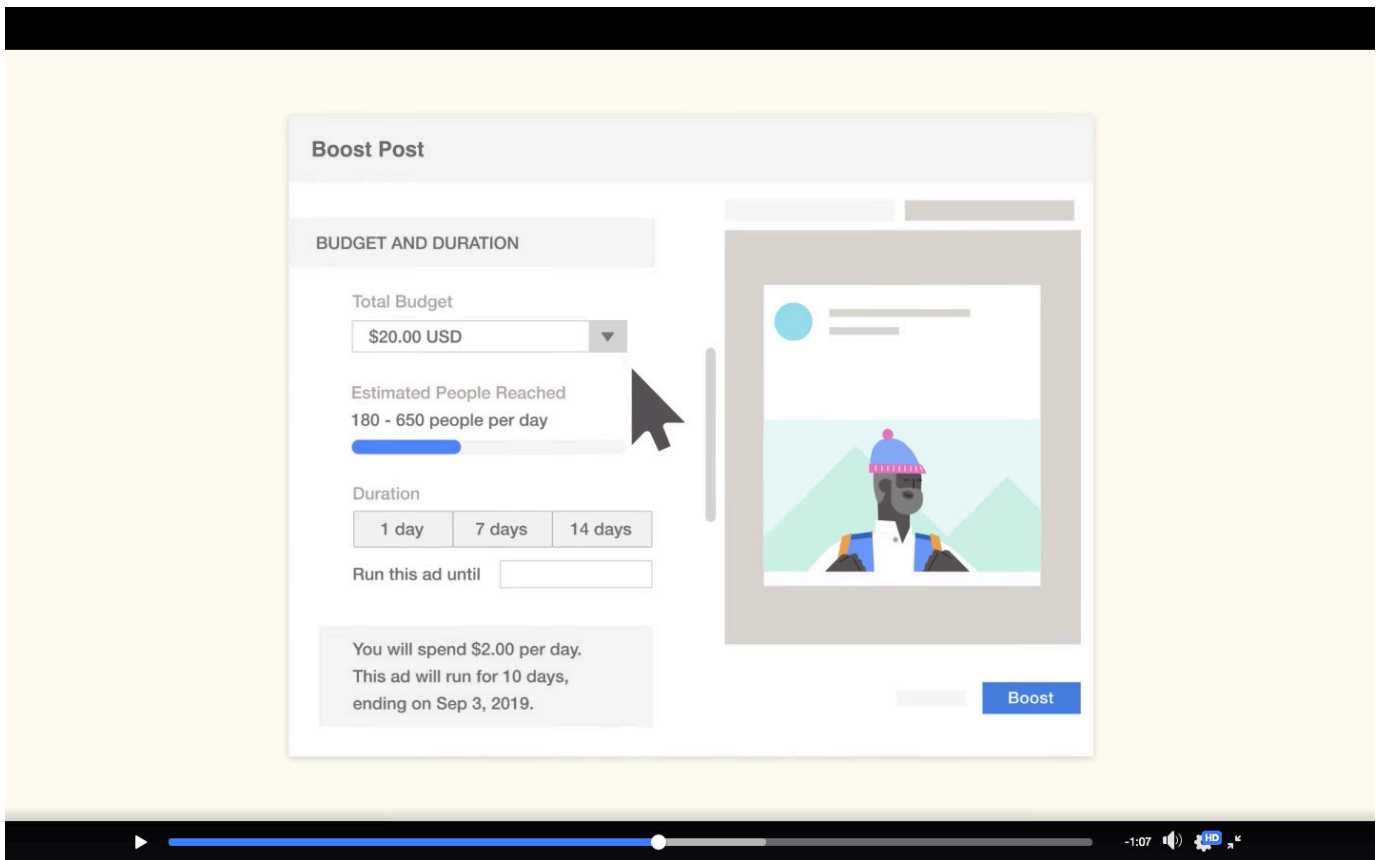
Imagine you own a sporting goods store, and you post a video of a hiking trip you took to the Andes on your Facebook Page. The video features gear you sell at your store so that people can see your products in action. And it gets a lot of Likes and comments from your Facebook Page followers. That's terrific! But why stop there?

- 1 At the bottom right of your post is a button that says **Boost Post**.
- 2 Select it, then choose how much you want to spend.

Your organic content is now paid content and will be shown to people you may not have reached before. When you boost a post, your regular post effectively becomes an ad. You didn't have to do anything fancy or hire a big ad agency. And in the example we just used, your post got a lot of positive feedback from people who already follow your business, so there's a good chance other hikers will like it, too.

## Reach the right people

The main goal of advertising is to reach people who are likely to become customers. With Facebook, you can get your message out to just those people who may have an interest in your product. You can spend as little or as much as you like, depending on your goals and budget.

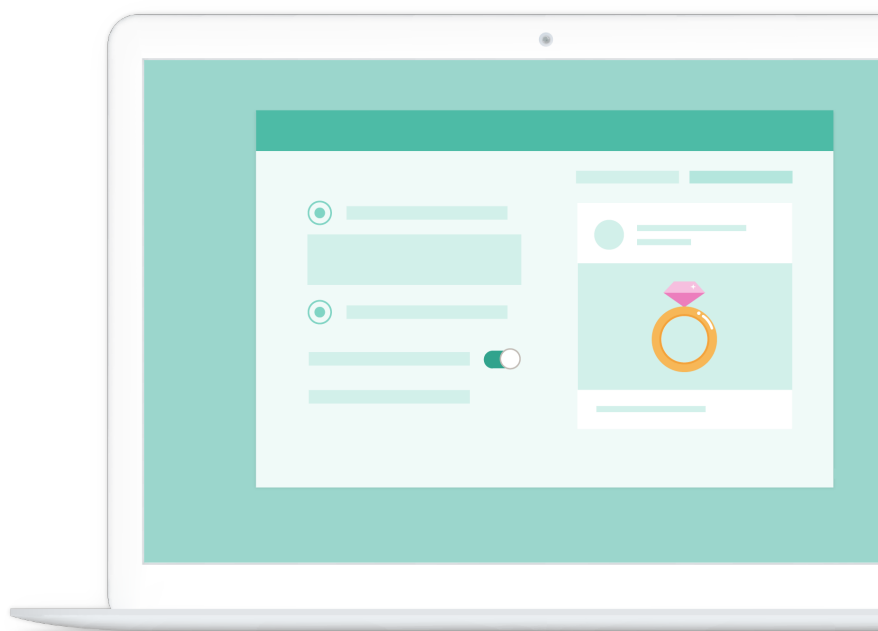


# Quick guide to Facebook Page ads

Facebook ads are designed to help you reach business goals and connect with customers. You can spend whatever fits your budget, get in touch with new potential customers and even get specific about which people you reach.

## Five steps to create a Facebook ad from your Page

- 1** Open your business Page from your computer, and click the blue button on the lower left. Then choose what you want your ad to help you do.  
  
Let's say you're a jeweler and you want to get more people to look at the latest ring designs on your website. You'd pick Get More Website Visitors.
- 2** Add images and text for your ad. Facebook might suggest an image and text, but you can change them. Your text should be short, simple and catchy.  
  
For your jewelry store, a photo of one of the new ring designs would likely be better, for example, than a photo of your storefront.
- 3** Create your audience. Identify who you want to reach by age, location and so on. People between the ages of 18 and 40 who were recently engaged might make a good audience for those new ring designs.  
  
If you have a physical store, maybe you'll want to reach people within 10 miles of your location. If your business is more online-oriented, maybe you'll want to reach out to a wider audience, like a whole city.
- 4** Choose your budget. With Facebook ads, even a modest budget can get results. Tell Facebook how long you want your ad to run and how much you'd like to spend. You'll never be charged more than the budget you choose, and you can even see an estimate of how many people your ad may reach. Then, pick how you want to pay.
- 5** Once you complete your ad, it'll go through a review process to check that it doesn't violate any of our ad policies. If it's approved, it should start running right away. Once you see how your ad is performing, if you're not happy with the results, you may be able to edit it or pause it.



## Where Can People See Your Facebook Ads?

A **placement** is where your ad appears. When you create an ad from your Facebook Page, people will be able to see that ad in several different placements. We automatically adjust your ads to fit each placement and mark them as sponsored.

It's important to note that not every placement will be available for every ad objective. For instance, **Get More Leads** is only available for **mobile feed** placements.

### Examples and descriptions of ad placement locations:

#### 1 Facebook News Feed (mobile)

Your ads appear in the mobile News Feed for people using the Facebook app on mobile devices or accessing the Facebook website through a mobile browser.

#### 2 Facebook News Feed (desktop)

Your ads appear in the desktop News Feed for people accessing the Facebook website on their computers.

#### 3 Facebook right column (desktop)

Your ads appear in the right column on Facebook on a computer.

#### 4 Instagram feed

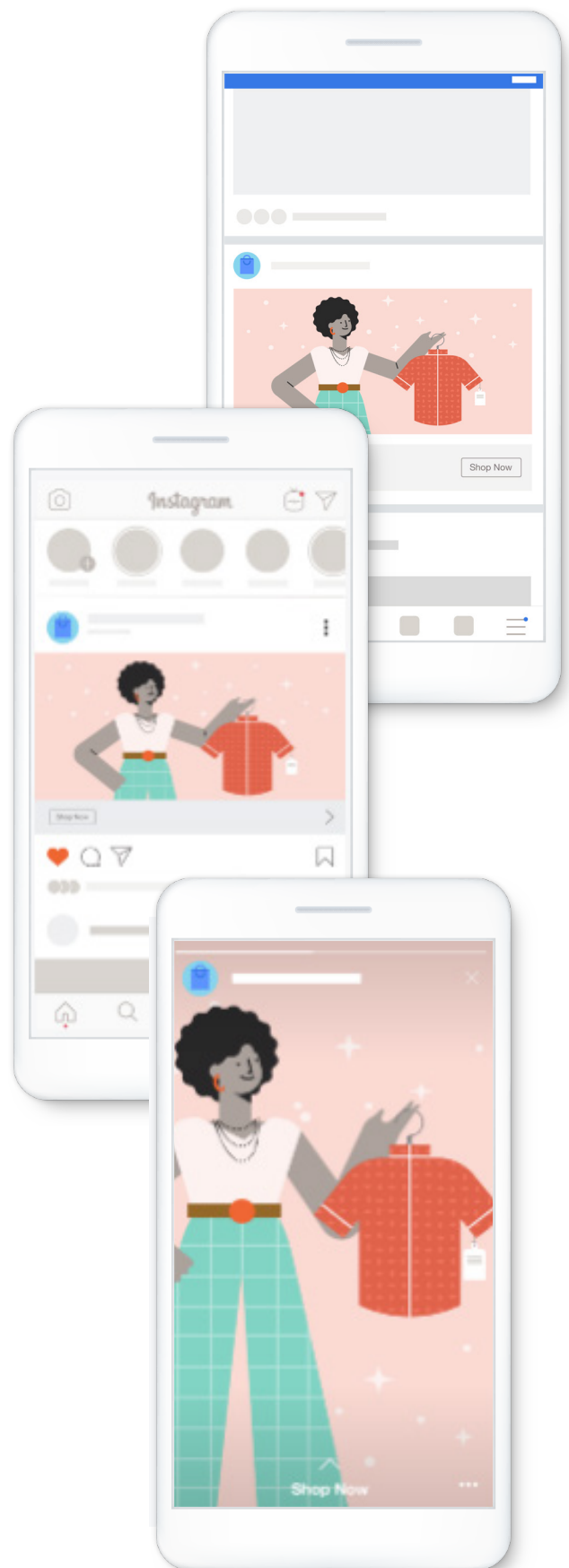
Your ads appear in the desktop feed (for people accessing the Instagram website on their laptops or desktop computers) and your feed on mobile (for people using the Instagram app on mobile devices or accessing the Instagram website through a mobile browser).

#### 4 Instagram Stories

Your ads appear to people browsing stories on Instagram.

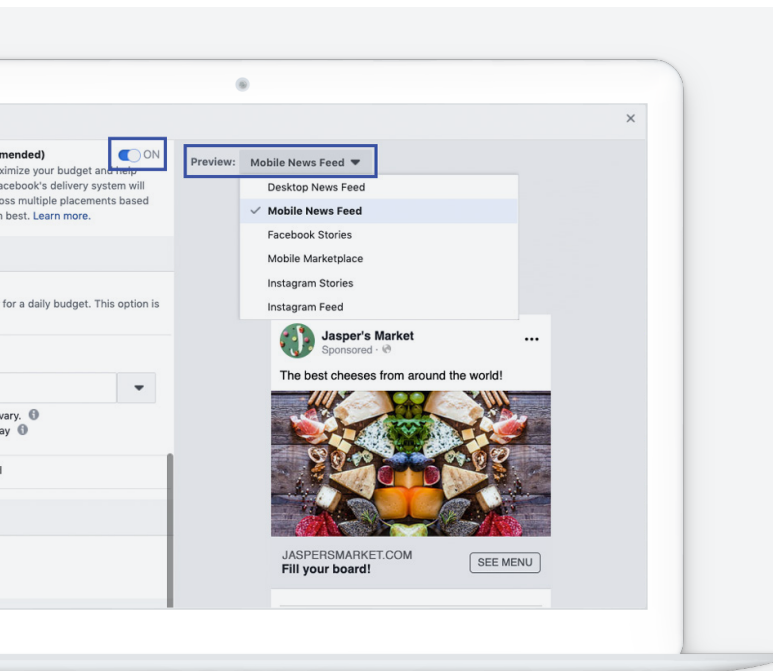
#### 5 Messenger Inbox

Your ads appear in the Home tab of Messenger.

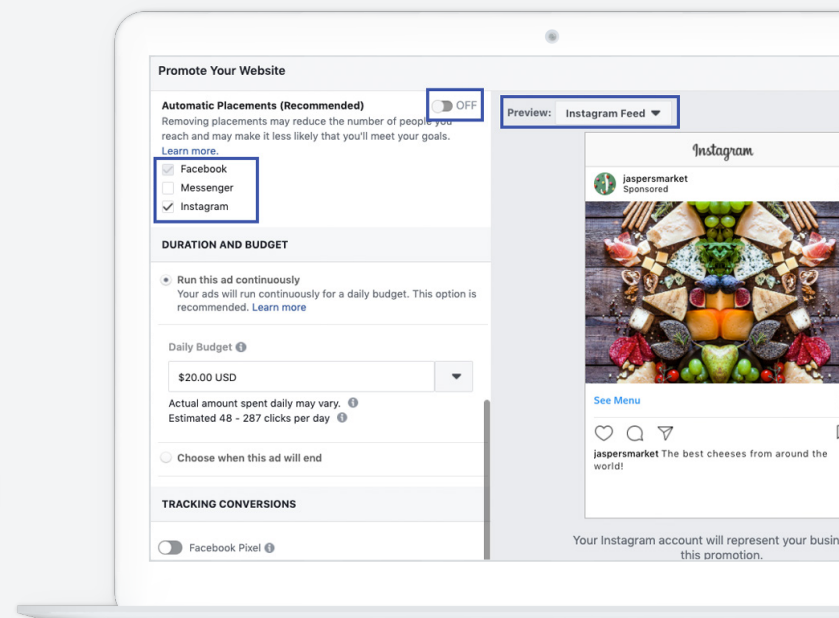


## Choosing placements

We generally recommend that you keep **automatic placements** turned on. This allows our ad delivery system to optimize ad placement. However, there may be times when you want to control where your ad will run. In those cases, toggle the button next to Automatic Placements from 'on' to 'off,' then unselect any placements where you don't want your ad to appear. You can see what your ad will look like by choosing each placement type from the **Preview** dropdown menu, as shown here:



Automatic placements on



Automatic placements off

## Facebook Advertising Tools: What You Need to Know

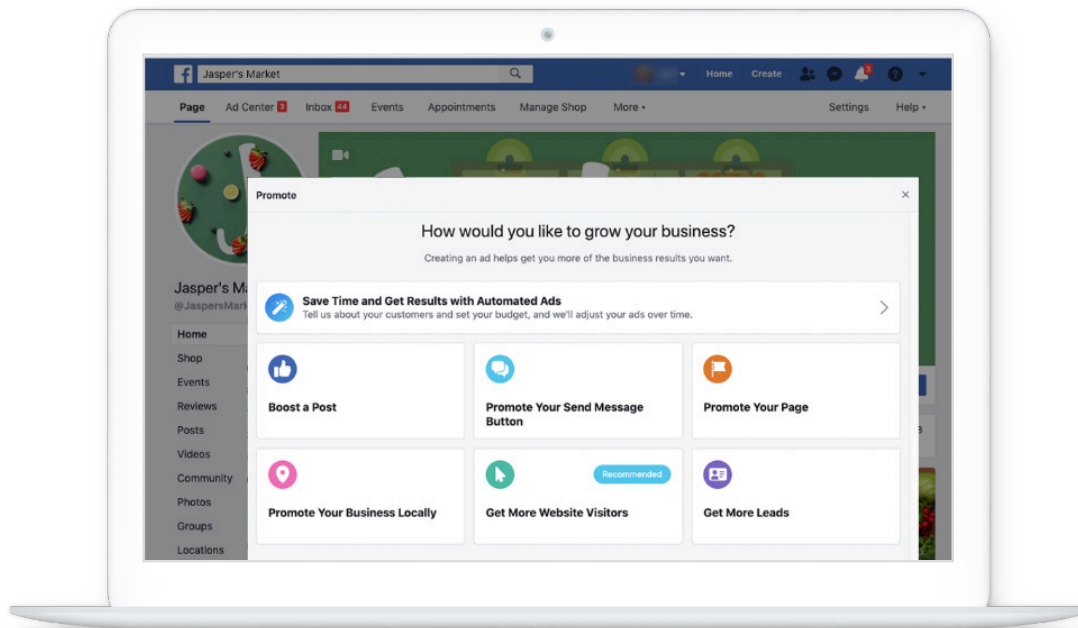
If you're new to advertising on Facebook, we recommend creating ads from your Page. When you create ads from your Page, you can:

- 1 Access the simplest way to create ads on Facebook
- 2 Edit or create ads from the Facebook app on your phone
- 3 See results for your ads

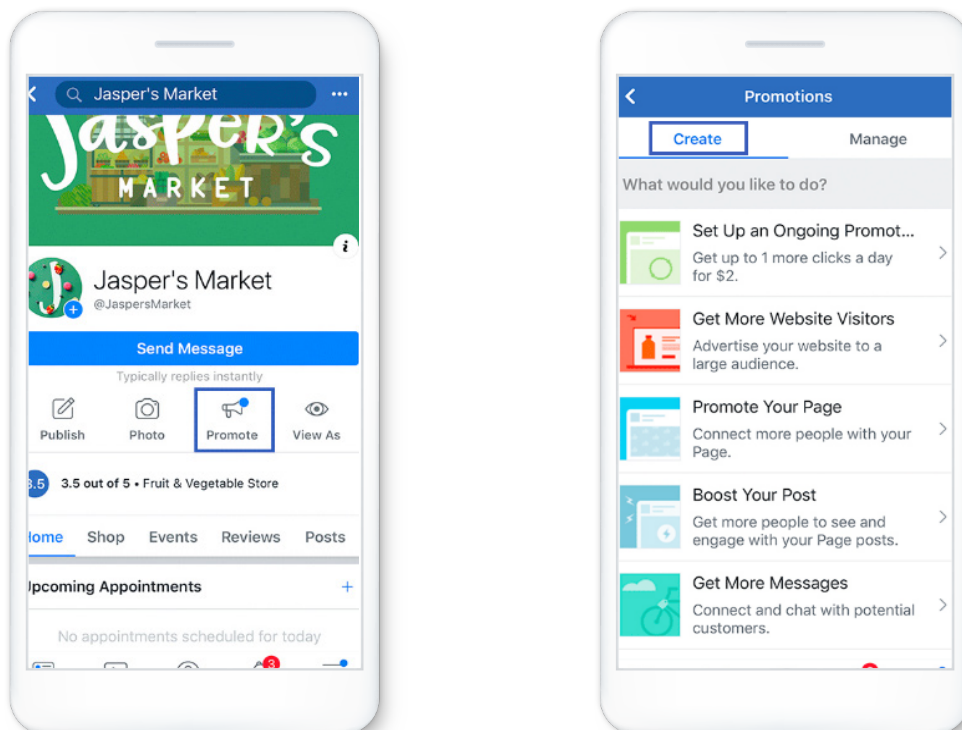
When you create ads from your Page, you'll have fewer options for the types of ads you can create and where you can show your ads, but advertising from your Page is a great way to learn the basics of advertising on Facebook.



## Create ads from your Page on your desktop



## Create ads from your Page on your Facebook mobile app





## Advertise from the Ads Manager App

If you want to edit or create ads from your phone, download the Ads Manager App.

### With Ads Manager App, you can:

- Create and manage ads from your mobile device (available for iOS and Android)
- Manage ads you've created elsewhere (from your Page or Ads Manager)
- See results for your ads
- Duplicate existing ads or create new ads and save them as drafts
- Manage ads for all of your Pages (if you have more than one) in a single place

## Advertise from Ads Manager

If you're familiar with digital advertising and have experience creating ads from your Page, you may want to try out Ads Manager.

### When you create ads from Ads Manager, you can:

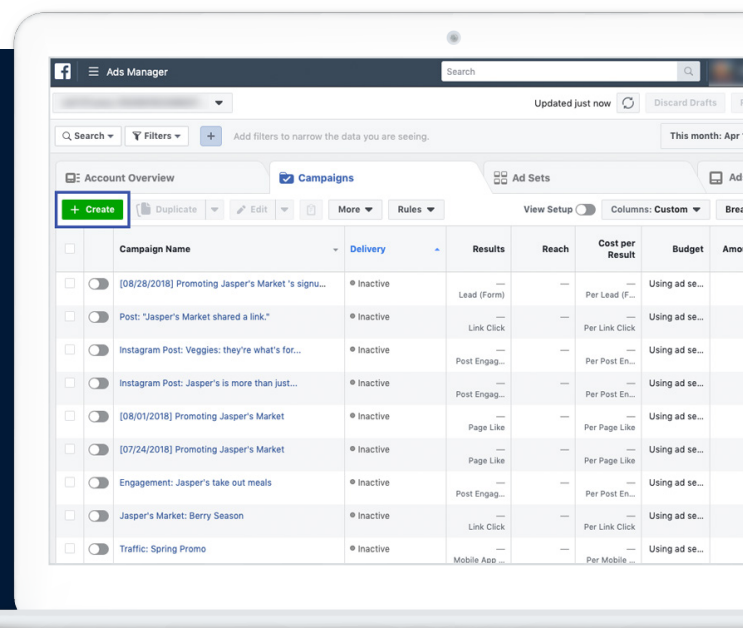
- Create, manage and view ad results in one place
- Unlock all of Facebook's ad features and tools, including the Facebook pixel, advanced audience targeting, measurement, testing and more
- Choose from all available ad types, ad formats and placements
- Duplicate existing ads or create new ads and save them as drafts

## Ads Manager dashboard

There's no right or wrong tool to create ads on Facebook. Many advertisers use multiple tools to create and manage their ads. But if you're new to digital advertising, you might want to try advertising from your Page first. Once you become more familiar with ads, or if you need access to more features, you may want to try Ads Manager. **Ads Manager gives you a wide range of ad objectives.**

## How Ad Objectives Impact Ad Creation

When you create ads from your Facebook Page, one of the first things you'll do is select Promote and choose an ad objective. Then, select your creative, audience, budget, duration and payment method. Depending on the ad objective you choose, you may see additional steps or options. That's because we customize ad objectives to help you get the results you want.



# How ad objectives impact ad creation

When you create ads from your Facebook Page, select **Promote** and choose an ad objective. Then, select your creative, audience, budget, duration and payment method. Depending on the ad objective you choose, you may see additional steps or options. That's because we customize ad objectives to help you get the results you want.

Below are some examples of how ads vary depending on the ad objective you choose.

## 1 Ad objective: Get more leads

Create a short form where people can choose to fill in their name, phone number, email address and other details. Use this information to reach out to potential new customers.

## 2 Ad objective: Get more website visitors

When someone clicks on your ad, they'll be directed to your website. You'll need to include your URL so we know where to send people.

## 3 Ad objective: Promote your business locally

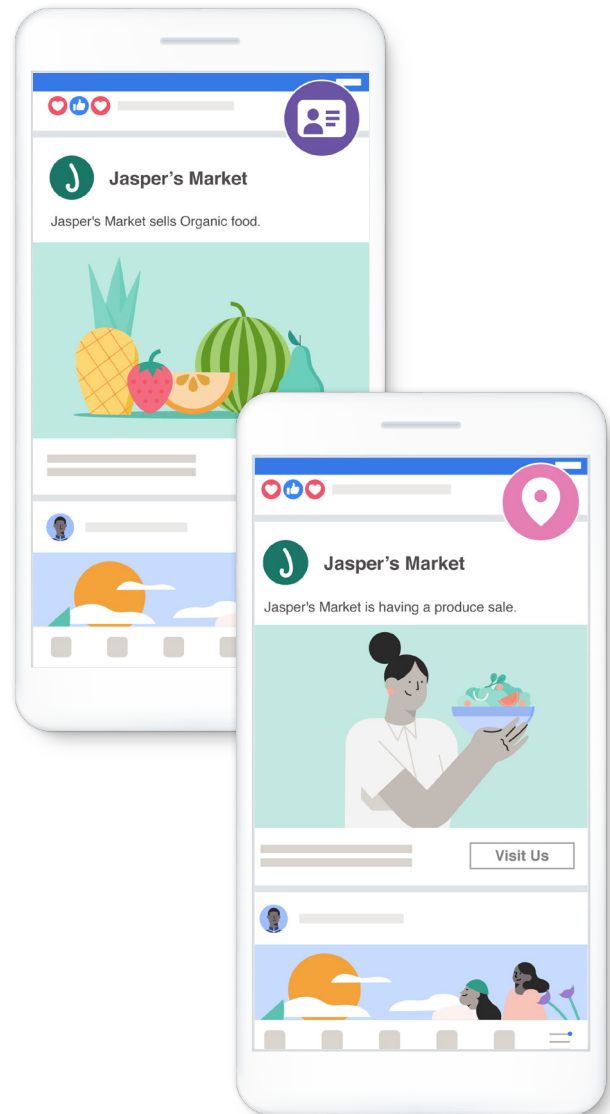
If you promote your business locally, you'll need to set a radius of two to 50 miles around your business. Your ad will reach people nearby.

## 4 Ad objective: Boost your event

If you boost an event, you'll have two options:

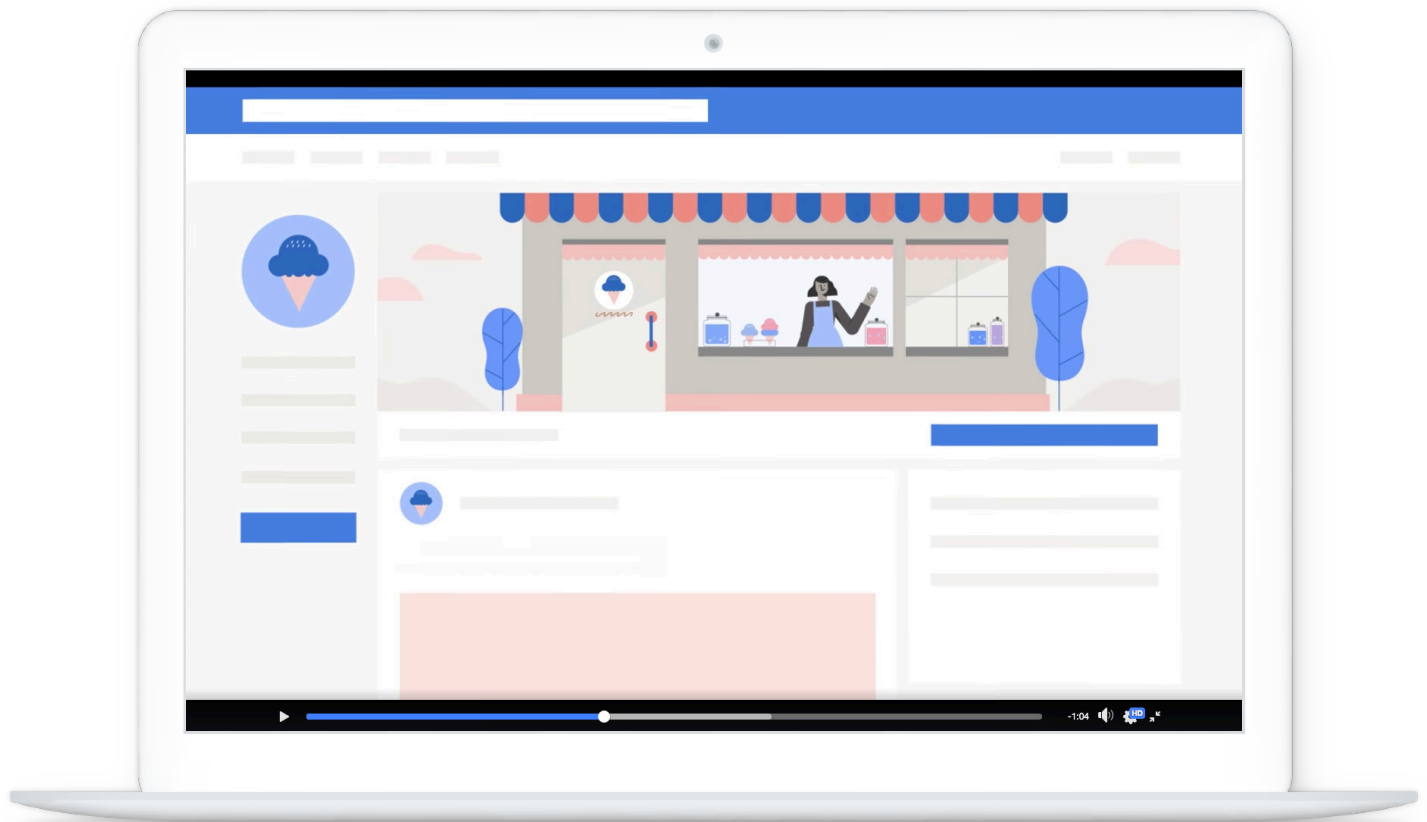
**Sell Tickets** optimizes your ad to get more people to attend your event. This adds a **Get Tickets** call-to-action (CTA) button. To use this option, your event must include a URL to take people to a location where they can buy tickets.

**Increase Awareness** optimizes your ad to get more people interested in your event. This adds an **Interested** CTA button.



# How to select the right ad objective for your business

Facebook offers different advertising objectives, also called promotion types, to help you meet your business goals. Learn how to choose the right one for your business.



## Facebook ads and your business goals

Facebook ads can help you reach your business goals. It's helpful to know some of the things you'd like to accomplish in the near future with your business and then tailor your ads on Facebook accordingly.

The first step is to establish your immediate business goal. Some examples are:

- Increase sales
- Send more traffic to website
- Promote a special event

Afterwards, you can create your Facebook ad. When you create a new ad, Facebook lets you choose what kind of promotion makes the most sense for your specific goal.

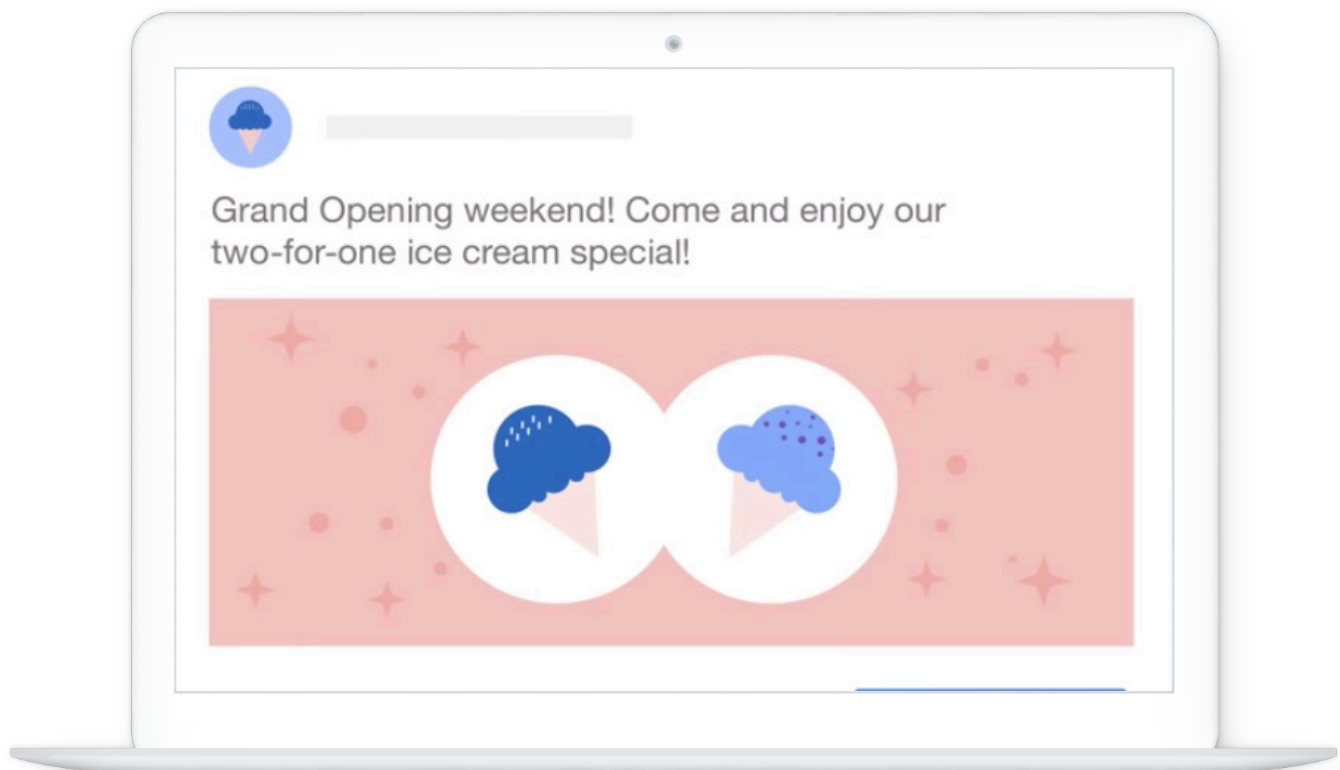
Let's say you open an ice cream shop and need to tell the neighborhood. The goal is simple: attract new

customers. To do this, you might run a special such as "All weekend, ice cream cones are buy one, get one free."

You'd create a post about that on your business Page, which surely many of your followers would like, because who doesn't want free ice cream? But, you'd want people who weren't already following to see the post as well. So, you might choose the objective **Boost a Post**. That way, a lot more people will see the post, like it, learn that you're giving away free ice cream and visit your ice cream shop over the weekend.

### Get specific about your immediate goal

- 1 Go to your Facebook Page for your business
- 2 Select the blue button on the bottom left of the Page and explore options
- 3 Find an ad objective that matches your business goal



# Types of Facebook ads you can create from your Page

When you create ads from your Facebook Page, you can select the ad objectives that best match your business goals. Facebook tailors the ad objective options that appear based on things you've added to your Facebook Page and what will be most useful for your business.

For example, if you've linked an app to your ad account, you'll see the ad objective Promote Your App. If you haven't, you won't see that option.

## Ad objectives:

### 1 **Boost a Post**

Use this objective if your goal is to get additional engagement (likes, shares and comments) on a post you've already created.

### 2 **Promote Your Page**

Use this objective if your goal is to get more likes on your Facebook Page.

### 3 **Get More Leads**

Use this objective if your goal is to get more customer contacts and find new customers.

### 4 **Get More Website Visitors**

Use this objective if your goal is to get people to visit your website.

### 5 **Promote Your Business Locally**

Use this objective if your goal is to increase awareness of your local business near your shopfront.

### 6 **Promote Your Call-to-Action Button**

Use this objective if your goal is to get people to click your Page's call-to-action button.

**Tip:** You'll need a call-to-action button set up on your Page before you'll see this option.

### 7 **Get More Website Purchases**

Use this objective if your goal is to get people to purchase your products online.

**Tip:** This is only available for advertisers who have set up a Facebook pixel. If you haven't, try Get More Website Visitors instead.

### 8 **Promote Your App**

Use this objective if your goal is to encourage people to download your business's app.

**Tip:** This is only available for advertisers who have linked an app to their ad account.

### 9 **Get a Custom Advertising Plan**

If you need help figuring out your business goal and the corresponding ad objective, try this option. Take a quiz, and we'll recommend an ad objective.

# How to choose the right Facebook ad objective for your goal

After you've set a specific goal that you'd like your Facebook ad to help you achieve, the next step is to choose the promotion or ad objective that best matches your business goal.

Facebook offers several different categories of ad objectives to choose from such as: Increase website visitors, Increase Page likes, Increase RSVPs for an event you're hosting and more.

Imagine Jasper's Market is hoping to get more visitors to its website where people can learn about its great products. Jasper's will want to create a Facebook ad and select Get More Website Visitors as the ad objective. But if Jasper's Market wants to hear from more customers directly, it would first set up its Send Message call-to-action button on its Facebook Page, and then choose to promote its Send Message button.

**What were the business goals in this scenario?**

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**What were the corresponding Facebook ad objectives?**

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Imagine you open a yoga studio and your goal is to get people to come and see your business Page. In this case, Promote Your Page is the obvious choice. But, if you want to get more local yogis to learn about your studio, and maybe even come take a class, Promote Your Business Locally would be the best choice to promote your business.

**What were the business goals in this scenario?**

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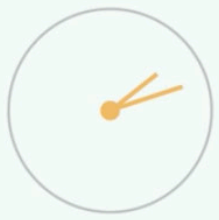
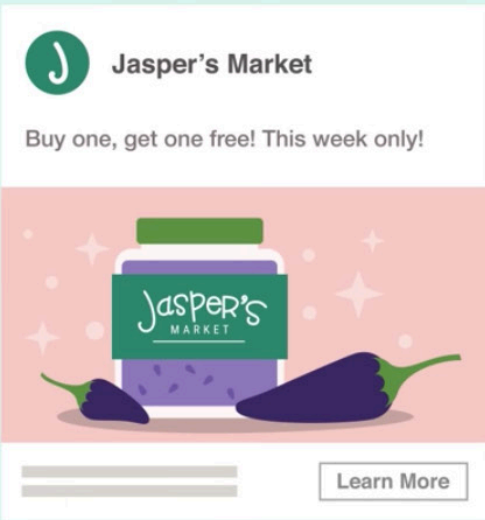
**What were the corresponding Facebook ad objectives?**

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# How to create an ad on Facebook

You can create ads from your Facebook Page. Just select **Promote** and choose an ad objective, or promotion, to get started.

# Three key elements of a Facebook ad

You've got a specific goal for your business, and you've paired it with the right Facebook ad objective. Now it's time to create your ad.

## The three important elements of your ad:

### 1 Image

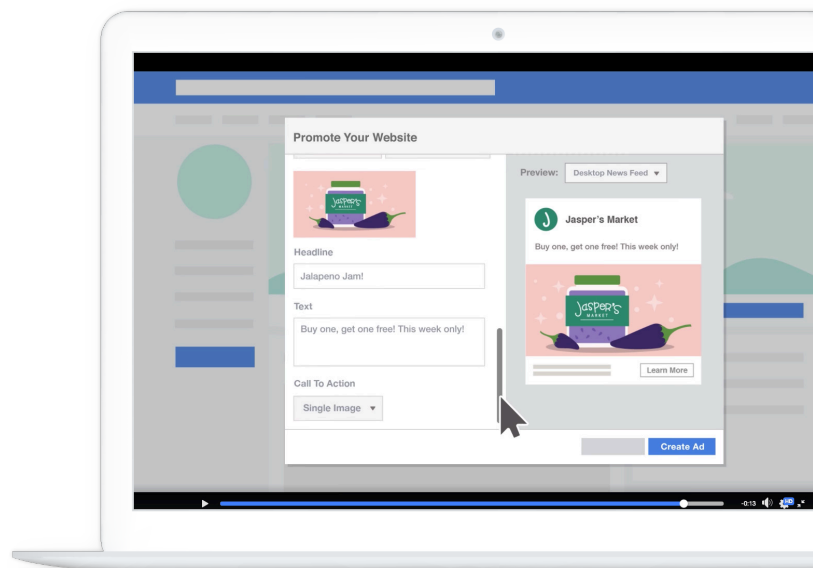
- The visual aspect of your ad
- An eye-catching photo or must-watch video to make people want to stop and spend some time with your ad
- Use a great image that says something important about your business or product

### 2 Text

- Get straight to the point in as few words as possible
- Text should complement the image
- Remember: people often skim-read their screens

### 3 Call-to-action

- A button at the bottom of the ad that tells people what to do next after seeing your ad
- Facebook gives suggestions for your call-to-action such as **Learn More** or **Sign Up**. You can pick and choose which fits better with your ad.
- Remember: not all ads have a call-to-action button. If yours doesn't, you can skip this step.



The call-to-action button worked really well for Jasper's Market. It created a Facebook ad to promote a new line of jams. First, it took a great photo of its purple jalapeno jam. Next, it added a few well-chosen words: "Buy one, get one free! This week only!" And see there at the bottom? Jasper's chose the Learn More button. One click or tap, and people go straight to Jasper's site where they can learn more.

Every step of the way, you'll see a preview of what your ad will look like. So when you're ready to make an ad, go to your business Page and select the blue button in the bottom left. Think about how the right combination of image, text and a call to action can help you achieve your business goal.

## Quick guide to Facebook ad formats on Pages

When creating ads from your Facebook Page, you'll add creative (such as images and videos) to those ads. However, the available creative formats that you can use may vary based on the ad objective you choose.

Consult the table to see which creative formats are available for each ad objective.

AD OBJECTIVE	SINGLE IMAGE	VIDEO	CAROUSEL	SLIDESHOW
Boost a Post	✓	✓	✓	✓
Promote a Page	✓	✓		✓
Get more leads	✓	✓		✓
Get more website visitors	✓	✓		✓
Promote your business locally	✓			
Promote your CTA button	✓	✓		✓
Get more website purchases	✓	✓	✓	✓
Promote your app	✓	✓	✓	✓

**You can also find the available formats by following these instructions:**

### Desktop instructions:

- 1 Go to your Page.
- 2 Select the blue **Promote** button below your profile picture.
- 3 Select an ad objective. You'll see a section called **Ad creative** with a dropdown menu that lists the available formats.

### Mobile instructions:

- 1 Go to your Page.
- 2 Below your cover photo, tap **Promote**.
- 3 Tap on an ad objective that you're interested in seeing the creative formats for.
- 4 In the Ad preview section, tap **Edit**.
- 5 You should now see what creative assets you can use.

# Creative options for Facebook ads

When you create ads from your Page, you can use images, videos or a combination of both. Look at the list below to see creative formats and what they look like.

## 1 Single image

A single image is a stand-alone image that appears on your ad. Use single images to offer a clean, simple format that features engaging imagery and text surrounding the image.

## 2 Video

A video allows you to show off your product, service or business through moving visuals and sound. Use videos to grab people's attention with motion, show what your business offers and bring your message to life.

## 3 Carousel

A carousel lets you show two or more images and videos, headlines, links or calls to action in a single ad. Use a carousel to create a compelling visual story about your business that customers can click through.

## 4 Slideshow

A slideshow allows you to turn images into eye-catching animated ads that play like a video without the time and money that might be required to produce an actual video. You can use multiple images, videos, text and sound in your slideshow.



# Tips for great ad creative

Here are a few tips to help you choose the right ad creative:



## Consider your budget

If your resources are limited, that's OK. You can create great images and videos on your mobile device. Additionally, if you have creative that you've used for other projects, consider using that in your ads.



## Use images and videos

If you have both images and videos, create different ads with each. Using different creative assets in your ads will help you learn what resonates best with your audience.



## Combine creative using Facebook's tools

You can get creative with your images and video when you create an ad on Facebook. For example, you can combine multiple images into a slideshow to create a video, or add multiple product images to a carousel that people can click through.



## Use little-to-no text in your images or video thumbnails

We've found that ad images with less than 20% text perform better.

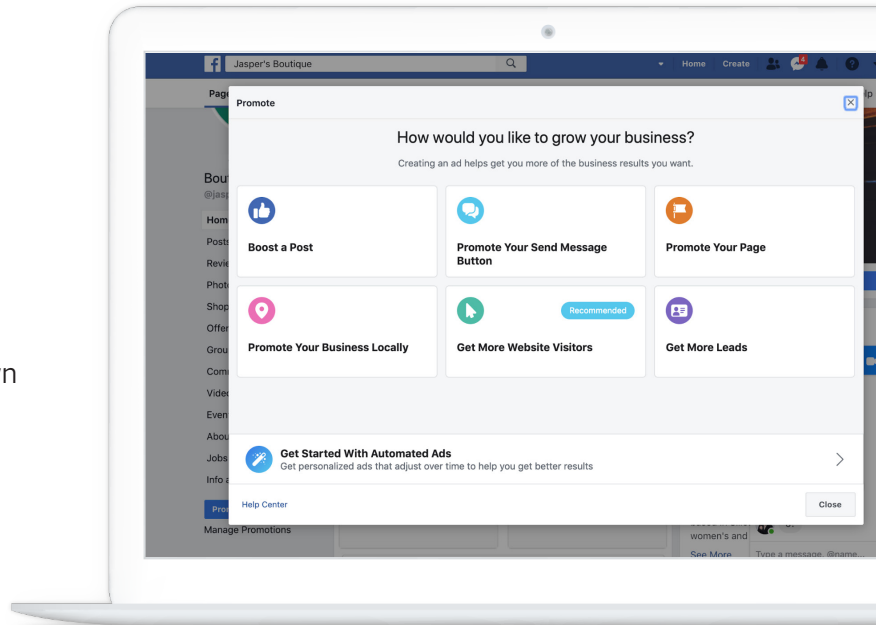
If you don't have images or videos of your own, Facebook offers high-quality stock images that you can use. You'll see stock images as an option when you create your ads. To create your own assets, we offer a resource called **Mobile Studio**. On Mobile Studio, we provide recommendations for mobile apps you can use to turn photos into videos, remix existing videos and more.

# How to upload images for your Facebook ads

After you've set your advertising goals and found the ad objectives that align to those goals, you can start creating ads. One of the first things you'll need to do is decide on the creative you want to use. If you want to use images, follow the steps below to get started.

## Desktop instructions: Upload ad images

- 1 Go to your Facebook Page.
- 2 Select the blue **Promote** button.
- 3 Select the ad objective you want to use.
- 4 In the Ad creative section, look for the dropdown menu below Format. Choose **Single image**.
- 5 Below Single image, select **Browse Library**.
- 6 Choose an image.



## In the Image assets window, you'll see several options for selecting images:

- **Account:** Select this tab if you want to choose from images that you've already uploaded to Facebook. You'll also see an **Upload Images** button. Select this button to upload images directly from your computer.
  - **Stock:** Select this tab if you want to choose from Facebook's high-quality stock images. Type a keyword to search for images. For example, if you sell fresh produce, try typing "fruit" or "vegetable" into the search box. Stock images are free to use in your Facebook ads.
  - **Page:** Select this tab if you want to search for images on the Facebook Page that you're creating your ad from.
  - **Instagram:** If your Instagram account is connected to your Facebook Page, you'll see an Instagram tab and can select images from your Instagram account.
- 7 After choosing an image, select **Continue**.



## Mobile instructions: Upload ad images

- 1 Go to your Facebook Page.
- 2 Tap **Promote**.
- 3 Select the ad objective you want to use.
- 4 Next to Ad preview, tap **Edit**.
- 5 Tap **Images**.
- 6 Facebook may automatically select an image for you, but we encourage you to select your own image. Tap the X on the selected image to unselect it.
- 7 Tap the box with the + sign in it.
- 8 Tap on the image you'd like to choose.
- 9 Tap **Done**.

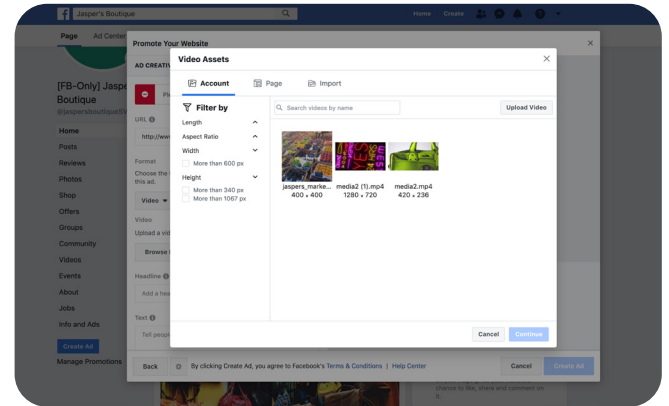
**If you followed these steps, you've successfully uploaded an image for your Facebook ad. You can continue to create the ad or select Cancel to exit the creation process.**

# How to upload videos for your Facebook ads

If you chose to use video in your ads, follow the steps below to get started.

## Desktop instructions: Upload a video to your ad

- 1 Go to your Facebook Page.
- 2 Select the blue **Promote** button.
- 3 Select the ad objective you want to create.
- 4 In the Ad creative section, look for the dropdown menu below Format. Choose **Video**.
- 5 Below Video, select **Browse Library**.
- 6 Select a video



### In the Video Assets window, you'll see several options for selecting videos.

- **Account:** Select this tab if you want to choose from videos that you previously uploaded. In this section, you'll also see an **Upload Video** button. Select this button to upload videos directly from your computer.
- **Page:** Select this tab if you want to search for videos only on the Facebook Page that you're creating your ad from.
- **Import:** Select this tab if you'd like to upload a video using a direct download link.

- 7 After selecting a video, click **Continue**.

## Mobile instructions: Upload a video to your ad

- 1 Go to your Facebook Page.
- 2 Tap **Promote**.
- 3 Select the ad objective you want to use.
- 4 Next to Ad preview, tap **Edit**.
- 5 Tap **Video**.
- 6 Tap the box with the + sign in it.
- 7 Tap on the video you'd like to use.
- 8 Tap **Done**.

If you completed these steps, you successfully uploaded ad creative. You can continue to create the ad or select **Cancel** to exit the creation process.

# How to write a Facebook ad

**Copy** is the text that you include around the image, video or other creative asset that you use in your ad. Your image or video may be what first catches people's eyes, but your ad copy can clarify your message and any actions that you want people to take.

The copy of your Facebook ad can make a big difference between a message people hear and one they ignore.

## The words you choose should:

1 **Showcase what your business does best**

2 **Encourage people to take action**

For example, "Summer sale, this weekend only, half off everything!"

The best copy to use in your ad is copy that matches the overall message that you're trying to convey. If your ad says summer sale, the image probably shouldn't show children building a snowman.

The words in your ad can also extend your message or add context. For example, the image for the summer sale might only show some of what you have to offer, but the text tells people that absolutely everything is on sale.

## Call to action:

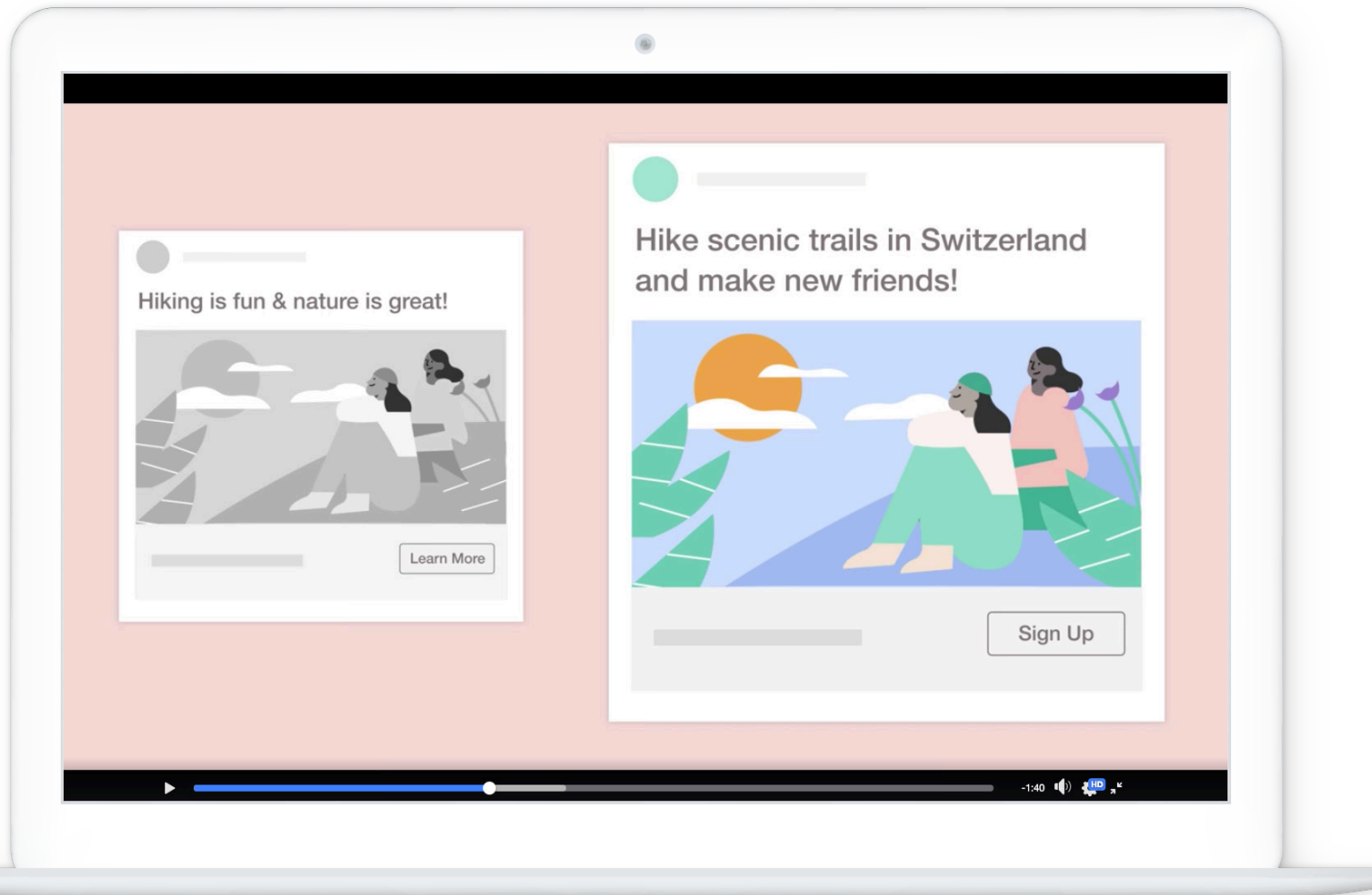
A **call to action** is what you want people to do after they read your ad. Facebook has options that include **Book Now**, **Contact Us**, **Shop Now**, **Learn More**.

Not every ad has a call to action option, and that's OK. But when you do have the option, take advantage.

Choose the call-to-action button that is best suited for your advertising objective.

To review, great ad copy lets people know what you have to offer, and the right call to action encourages people to engage with you. When you choose clear, specific text and the right call to action, you're more likely to catch people's attention.

Here are two examples of Facebook ads from the same hiking group in the Swiss Alps. Their goal is to get more people to attend their events:



The first says, **“Hiking is fun and nature is great! Learn More.”**

The second says, **“Hike scenic trails in Switzerland and make new friends! Sign Up.”**

The first example is short and sweet, but it’s also pretty vague. The second example gets a bit more specific. The trails are scenic and you won’t be out there all alone. You’re going to want to make friends. The call to action is more specific, too. “Sign up, lets the reader know what to do if they’re interested.

# Tips for writing great Facebook ad copy

The image, video or other creative asset that you use on your ad may attract your audience's attention, but it may not convey the entire message, action or story. Here are some tips for writing your ad:



## **Tie text to your visual**

Your written message and image should each tell your story but also complement each other.



## **Create different ads for different people**

Tailor your message to different people by creating separate ads.



## **Speak to your audience**

Decide on a person who characterizes your audience and write like you're speaking to them.



## **Be recognizable**

Use the same tone across all of your ads so that people recognize your message no matter where they read it.



## **Keep it short**

Decide on the one thing you want people to know and say that.



## **Stick to one call to action**

“Show Now” or “Learn More.” Not “Shop now! Connect here! Learn more!”



## **Mention price (when appropriate)**

Price listings can motivate people to buy.

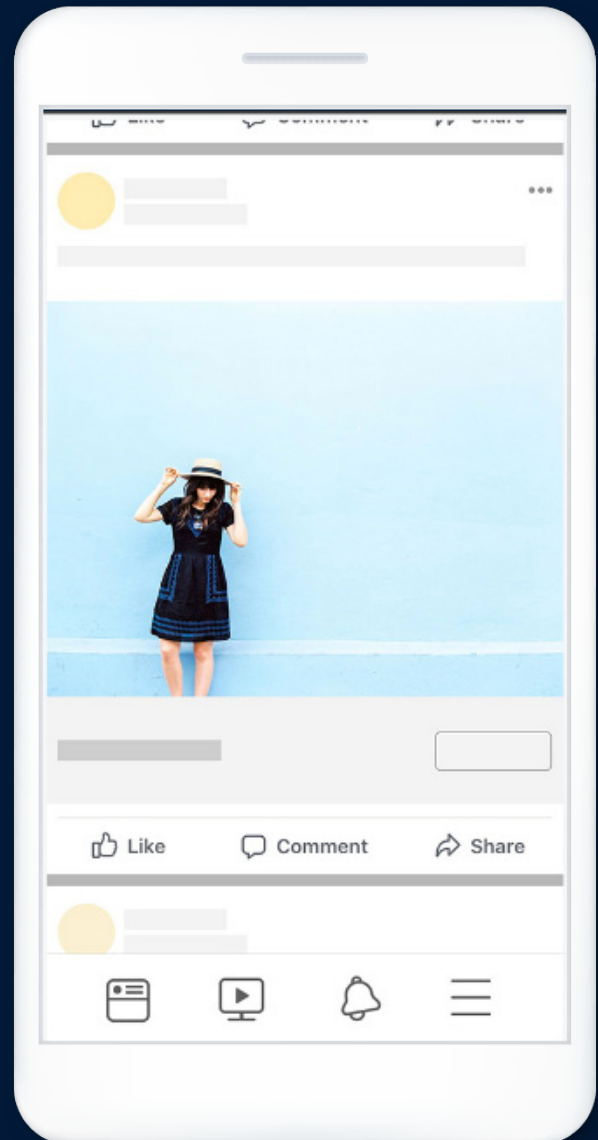


## **Include a time frame**

Using words and phrases that indicate time, such as “today,” “now” or “this week” can add a sense of urgency.

# The essential guide to finding visuals for your ads

Create ads that grab people's attention. Learn about the available ad formats and how to create eye-catching images, videos and more.





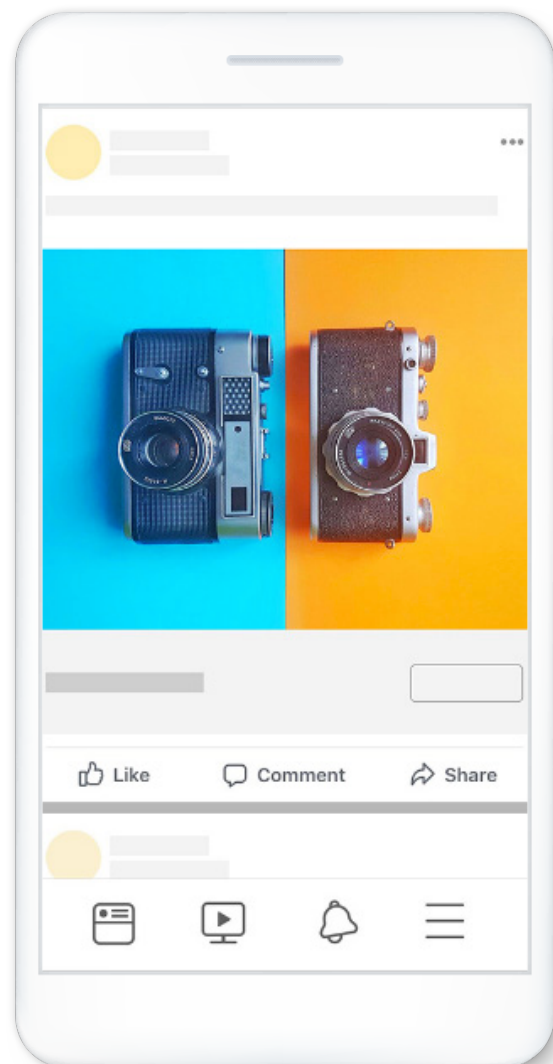
## Tips for visually amazing ads

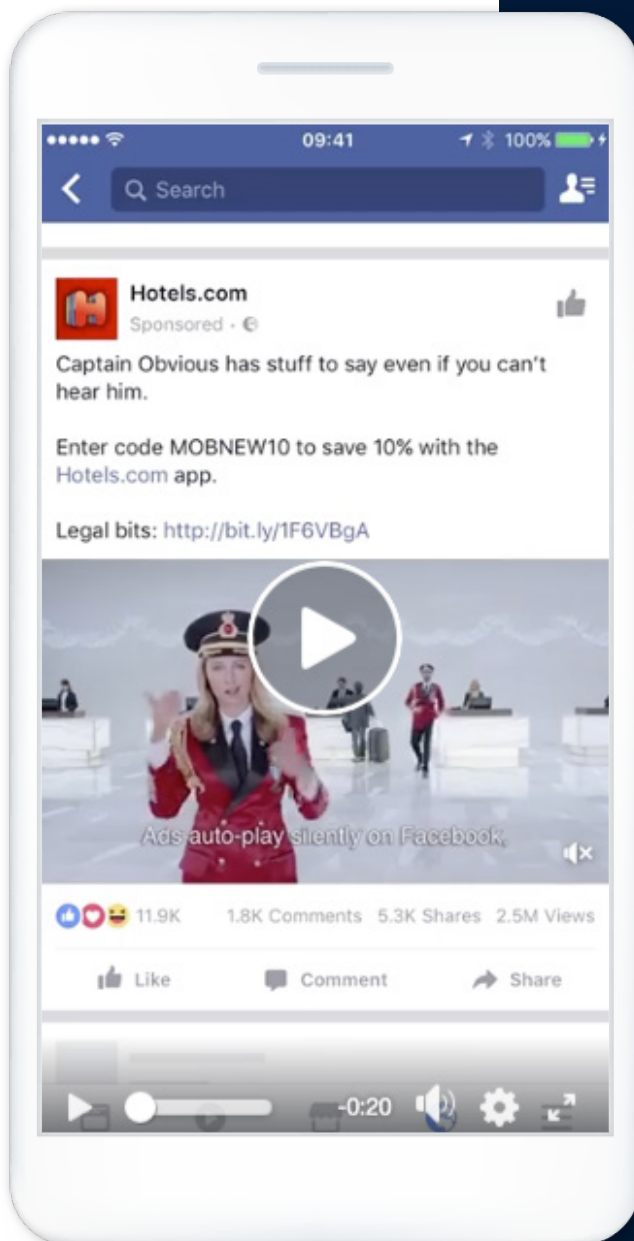
There's no recipe for great ad creative, but one of the most important things to remember is that people will probably see your Facebook ad on their phones. So use videos and pictures that engage them quickly and don't take long to consume.

# Think mobile-first. Designing for mobile is key.

### If you're using single images or the carousel format, read these tips:

- **Use high-resolution images**  
Blurry images or images with poor lighting may cause people to skim straight past your ad or have a poor experience with it.
- **Focus on a single focal point in your image**  
If there's too much going on in your image, it may be tough for someone to understand the message you're trying to convey.
- **Try using color contrast**  
Contrasting colors may cause people to pause while scrolling and take a closer look at your ad.
- **Test a variety of images**  
When creating new images, try taking multiple versions of the same object from different angles and perspectives. Try out these different versions in your ads to see what resonates best with your audience.





## If you're using videos in your ads, read these tips:

- **Keep videos short**  
Your videos should be 15 seconds or shorter so that people are more likely to watch until the end.
- **Capture attention quickly**  
Put the most compelling part of your video at the beginning to grab interest. We suggest you do this within the first three seconds.
- **Use vertical or square video**  
Most people hold their phones vertically, so choose a vertical or square ratio to cover the most screen area. Try 4:5 vertical video ads.
- **Feature your product or business message early**  
Showcase your product or business immediately so that people see and remember it
- **Design for sound off**  
People choose to watch videos with sound off in many situations, such as in public places. Use text, graphics and captions whenever possible.

# How to create an image for your Facebook ad

A photo that stands out gets people to stop and spend some time with you and your ad. You don't need to spend a fortune on a photo shoot or a film crew. A great image for your ad might be on your desktop or in your phone's camera right now.

Images of your business and your unique products or services are often the perfect way to show the world what you do best.

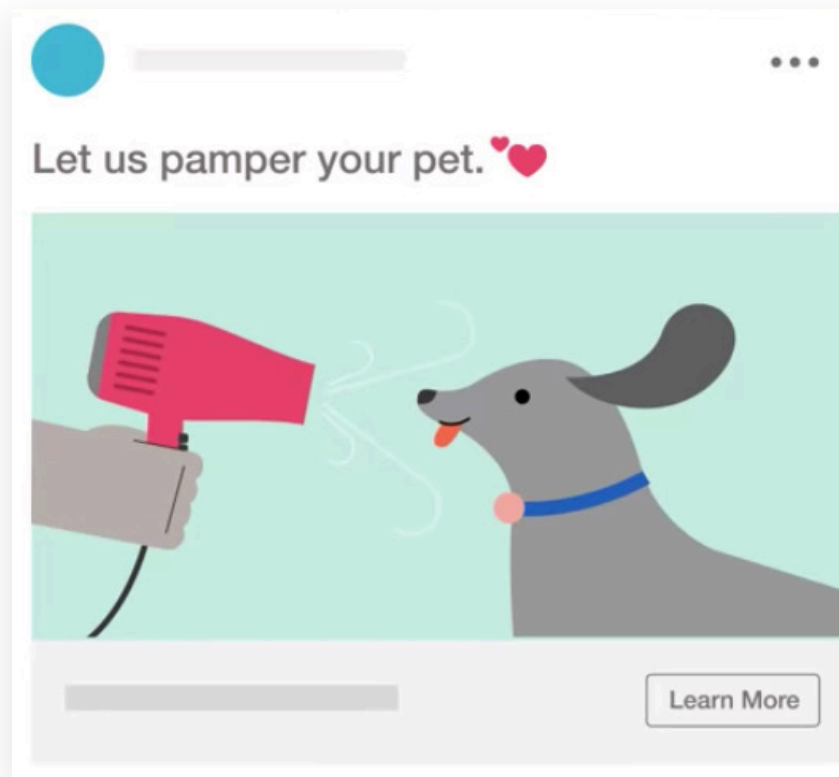
Are you a pet groomer? Show a photo of a puppy in the middle of the best blow dry of its life.

Facebook also has a library of high-quality stock images that you can use in your ad for free. Between your photos and Facebook stock images, you've got some great options.

When you create an ad, Facebook might suggest that you use a photo already on your Page. If it's the right photo for what you want to advertise, perfect! Facebook just saved you a step. But if it doesn't make sense with what you're promoting, just change it.

Say that you own a bridal shop and you want everyone to know about some new dresses that just came in. A great photo of the dresses, lots of light, good composition and an uncluttered background would be ideal. People will see exactly what's for sale. If the dresses haven't arrived yet but you want to promote them now, a Facebook stock image of wedding dresses might work, too.

When your ad grabs people's attention, it could lead to new customers and sales. A great image, and the time and attention it earns from your audience, can help you get there.



## Tip:

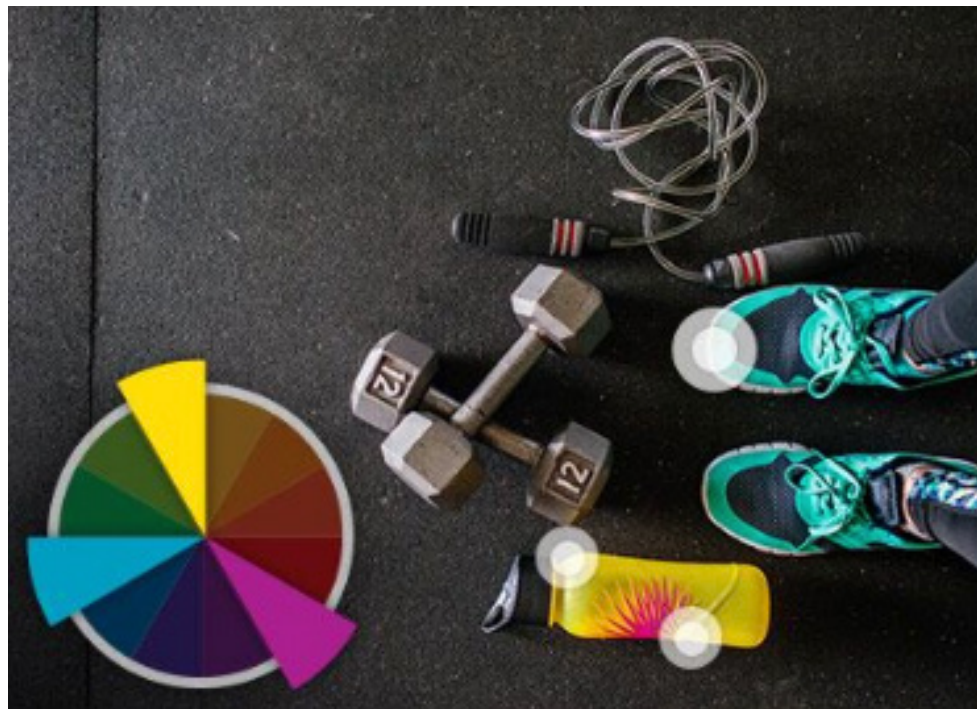
Your image should make sense with what you're advertising. People want to know what your business does and what you have to offer. For example, if your restaurant serves Chinese food, make sure that your image isn't of Italian food.

## Eight photography tips for ads

Taking your own images can feel daunting, but it doesn't have to be. You can create great ad images directly from your phone or camera. Don't be afraid to experiment or take multiple images of the same object or background until you find what looks best.

- 1 Think mobile-first**  
Look at your images on a mobile device and make sure that the main subject is clear and any text is legible.
- 2 Keep it simple**  
You don't need a ton of props or complicated staging to create a compelling image.
- 3 Follow the rule of thirds**  
Don't center your subject. Instead, your subject should be closer to either side or along the top or bottom of your image. Exception: Faces can be anywhere in the frame and bigger is often better.
- 4 Try varied perspectives and watch your edges**  
Mix big and small things and try different perspectives to create contrast.
- 5 Use interesting layouts**  
Consider organizing multiple objects neatly to create an appealing design and photograph the display from above.
- 6 Add a focal point and varied textures**  
Make sure that you have a clear subject in the image and play with texture to create an interesting contrast.
- 7 Light and shadow create a nice contrast**  
Bright light and deep shadows create a stark contrast that can make your photos more interesting.
- 8 Use attractive color combinations**  
Keep a color wheel handy and use it to create interesting color combinations when selecting subjects for a photo.

There are also plenty of tools and apps you can use to create high-quality images. Try out [Mobile Studio](#) to find a list of apps that can help you edit and improve your videos.



# How to create a video for your Facebook ad

If you have a business or product and you're advertising it on Facebook, video can be a powerful, attention-grabbing tool. You don't need a fancy film crew to film videos for your ads. You can do it straight from your phone.

## Here are some things to remember when creating video for your ad:

- **Vertical videos** are preferable because they use more of the screen and most people hold their phones vertically.
- **Keep it short.** 15 seconds maximum, though usually you have only about three seconds or less to grab people's attention. Show what's most important immediately so that people will watch the whole thing.
- **Design for sound off.** When people scroll online on their phones, videos are usually muted and you can't assume people will tap your video to hear the sound. So make sure your video makes sense even with the sound off. The sound should improve your video, not detract from it. Remember: you can always use captions.

Take a video of a marriage proposal as an example. Just about everybody understands what it means to get down on one knee. If the viewer loves what they see, they might tap and hopefully hear, "Yes, of course I'll marry you!"

If you're a wedding jeweller, this is exactly the kind of moment that could transport people. It might also be exactly the thing that makes them stop and watch your ad, or makes them think that your shop might be the perfect place to pick up an engagement ring.

The content of your video matters much more than your production budget. Your video should be rich in imagery and say something authentic about your business or product. And, in as little time as possible.



# How to use slideshows in your Facebook ads

Besides a compelling photo or video, you can also create a **slideshow ad** to help your business accomplish its goals and get people to stop and look at what you have to offer.

A **slideshow ad** is a nice compromise between a photo and a video. You pick 3–10 photos that will play like a short animated video in any order you choose. You can use your own images or stock images from Facebook’s free image library.

You can also add music, change how long images stay on the screen or even add a fade effect between pictures. All for free.

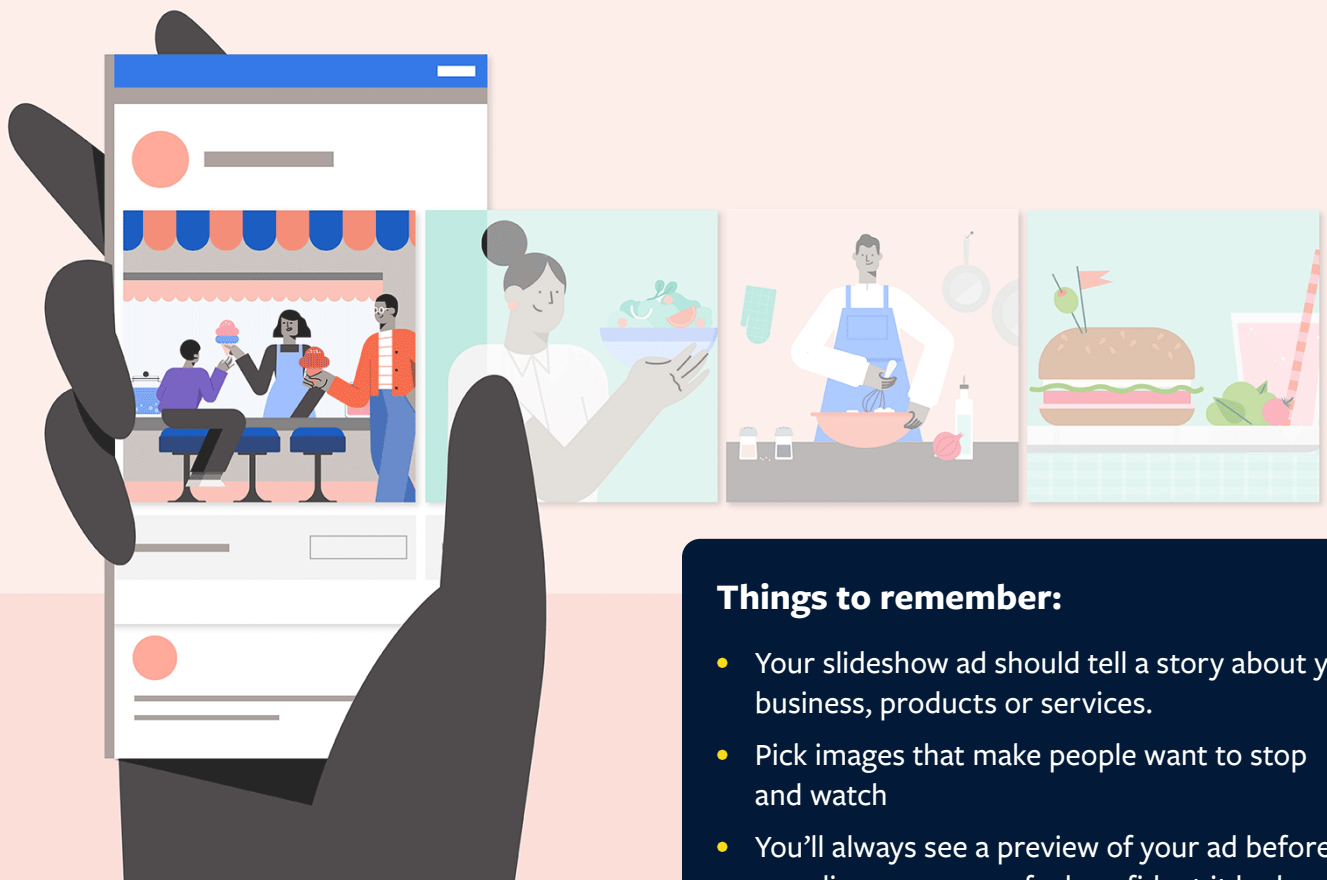
One benefit to a slideshow ad? They load quickly on mobile devices, so they usually play well at any connection speed.

Imagine you run a charity that places rescue puppies with families and you decide to run a slideshow ad on Facebook. It might look something like this:

First picture: a puppy named Luna with big green eyes and soft little paws.

Second picture: a little boy who just adopted Luna and is holding her as she licks him.

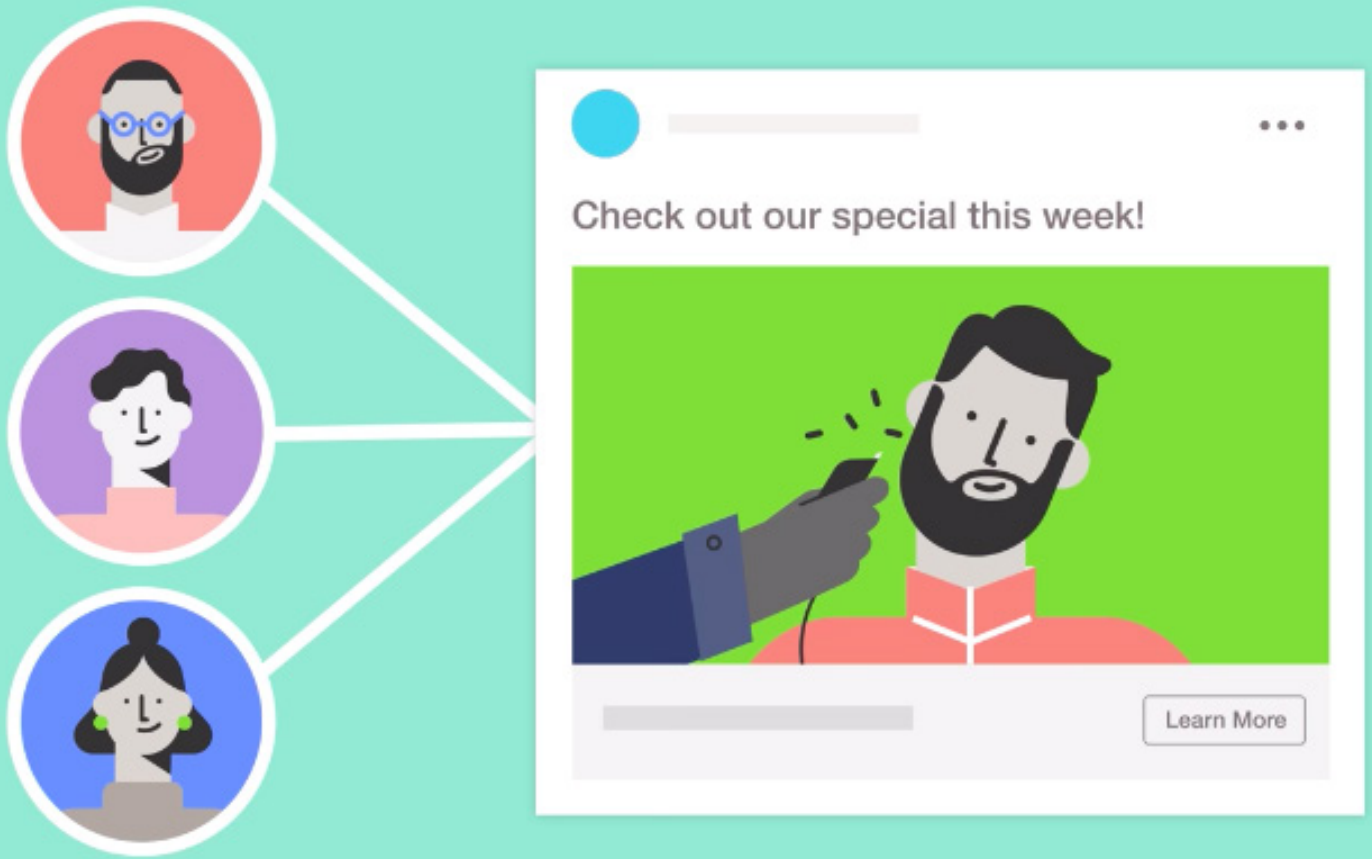
Your final picture is your big pitch: a colorful title card that reads, “Open house, meet our pups Friday from 5 ‘til 10.”



## Things to remember:

- Your slideshow ad should tell a story about your business, products or services.
- Pick images that make people want to stop and watch
- You’ll always see a preview of your ad before it goes live, so you can feel confident it looks exactly the way you want to.





# The do's and don'ts of Facebook advertising

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Facebook's Advertising Policies help ensure people and advertisers have a high-quality experience. All ads on Facebook should adhere to these policies.



## Facebook Ad Policies: What you need to know

When you create ads, you'll need to remember Facebook's Advertising Policies. Our Advertising Policies provide guidance on what types of ad content are allowed. When advertisers create ads, those ads are reviewed against these policies, which can be accessed [here](#).

### Headline and body text use in ads

#### Personal characteristics

Ads can't assert or imply, directly or indirectly, that you know a person's personal characteristics. This includes a person's name, race, ethnic origin, sexual orientation, physical or mental disability or medical condition, financial status and more. You also can't call attention to perceived imperfections.

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#### Vulgar language

Don't use vulgar, profane or insulting language. Ad text should never be rude, offensive or bullying.

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#### Deceptive claims

Your Facebook and Instagram ads can't contain false, fraudulent or misleading claims or content. Any claims that you make have to be adequately substantiated.

# How to adhere to Facebook's Ad Policies: Landing pages

Our Advertising Policies provide guidance on what's allowed. When you create ads, you'll need to make sure they adhere to Facebook's Advertising Policies. Listed here are policies related to the content that appears on **landing pages** (sites or web pages that you direct people to when they click on your ad).

## Landing page destinations in ads

**Landing pages** are the sites that people are redirected to when they click on your ad. Any landing page must clearly represent the company, product, service or brand that's being advertised.

Your ad may not be approved if the landing page content isn't fully functional, doesn't match the product or service promoted in your ad or doesn't fully comply with our Advertising Policies.

## Here are some do's and don'ts for creating ads:

### DO

- Present the content up front and clearly. Make sure that the page is easy to navigate.
- Ensure that the content on your landing page is relevant to your ad. Directing people to irrelevant content or an unexpected landing page can create a confusing and negative experience.
- Clearly connect the branding (the look, feel and style) in your ad with what people will experience when they land on your site.

### DON'T

- Direct ads to landing pages with minimal original content, low-quality content or content that is difficult to access.
- Distract from your landing page's original content with excessive embedded or pop-up ads.
- Bait people into clicking on ads by using overly cropped ad images, or shocking or sexual ad copy.
- Attempt to monetize Facebook ad views. For example, Facebook ads shouldn't link to a destination page that requires people to click through other ads to access the site's content.
- Use low-quality advertisements, or shocking or sexual ad imagery.

# How to adhere to Facebook's Ad Policies: Creative

When you create ads, you'll need to remember Facebook's Advertising Policies. Our Advertising Policies provide guidance on what types of ad content are allowed. When advertisers create ads, those ads are reviewed against these policies.

Below are some common policies related to creative assets for ads.

## Misleading buttons

Images that mislead a person into thinking your ad features some functionality it doesn't (such as a video play button on a still image) aren't allowed.

## Before and after images

You can't use "before and after" images or images of unexpected or unlikely results, such as a side-by-side comparison showing dramatic weight loss.

## Sexually suggestive

Ads can't be overly sexual, imply nudity, show excessive amounts of skin or cleavage or focus unnecessarily on body parts (even if portrayed for artistic or education reasons).

## Shock and scare images

Images that are scary, gory or sensationalized aren't allowed. We don't allow these images because they may shock or elicit a negative response from your audience.

## Brand assets

Your ad can't contain an altered or outdated version of the Facebook or Instagram logo. It also can't use trademarks, names, domain names, logos or other content that imitates or could be confused with Facebook. Also, by using the Facebook or Instagram logo, you shouldn't be implying a partnership with Facebook.



# How to adhere to Facebook's Ad Policies: Text in images

We've found that images with less than 20% text perform better. When you create new ads, those ads are subject to a review process that looks at the amount of image text in your ads. Based on this review, ads with higher amounts of images text may get less reach or not be shown at all.

## Image text: OK

Your ad's image contains little or no text. This is the preferred image style.



## Image text: Low

Your ad's reach may be slightly lower.

You may reach fewer people because there's too much text in the ad image. Ad images with little or no text are preferred. Try an image with less text, a smaller font size or without text-based logos.



## Image text: Medium

Your ad's reach may be much lower.

You may reach fewer people because there's too much text in the ad image. Ad images with little or no text are preferred. Try an image with less text, a smaller font size or without text-based logos.



## Image text: High

Your ad may not run.

You may not reach your audience because there's too much text in the ad image. Ad images with little or no text are preferred. Unless you qualify for an exception, try an image with less text, a smaller font size or without text-based logos.



If you're not sure what percent of text your ad image contains, you can use our [image text check](#) tool before you submit your ad. While the accuracy of the tool may not be perfect, you should use the tool as a guide to help you create and submit ads that are more likely to comply with our image text guidelines. How to avoid text in your ad images:

- Make sure that most of the text that you use is in the body text instead of directly in the ad's image.
- If you need to include text in your image, use fewer words or reduce the font size of your text. Remember that if your text is too small, it may be difficult to read.
- Avoid spreading text all over the image.

We understand that sometimes, you'll need to use an image with essential text in your ad. For this reason, your image may qualify for an exception. Images of calligraphy, infographics and film posters are common examples.

You can find other examples in our article, [about text in ad images](#).



# How to find your customers on Facebook

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When you create an ad from your Facebook Page, you'll build an audience. Facebook offers different options to help you reach the right people.

## Reach relevant people with Facebook ads

When you advertise on Facebook, you have the ability to create an audience. When thinking about your audience and how to build it, consider the types of people who are most likely to be interested in what you're sharing.

Or, if there's an action you're asking people to take, what kind of person would be most likely to take that action? You can create different audiences for each ad you create or save audiences to use in future ads



Before you create an audience on Facebook, you'll want to think about who your current customers are and use that information to create an audience for your Facebook ad. This will help you to reach the people likely to be interested in your business. It will also help you spend your advertising money efficiently by not showing ads to people who aren't likely to be interested in your business.

When you create your Facebook ad, you'll notice a section called Audience. That's where you can get specific about who you want to reach with your ad.



## Here are some categories available for your Audience:

### 1 Gender

You can choose to reach out to only men or only women. If you want to reach all genders, including people who haven't specified one, you can choose all.

If you have a bridal dress shop, women might be a better audience for you. But if you have a shaving and beard grooming business, maybe you'll want to reach out to men.

### 2 Age group

You can also reach people by age group, from age 13 to 65 plus. Some restrictions might apply based on what your business offers.

If you're a winemaker, for example, there might be a minimum age for people you can reach out to.

### 3 Location

You can also reach people by global region, country, state/county/region, city or postcode.

### 4 Interests, behaviors & more

You can get pretty detailed about who you want to reach by choosing people in particular demographics or with specific interests and behaviors. You can also reach out to people based on their purchases, device usage and more.

You can reach people who went to certain schools, for example, or who've had recent life events, such as an engagement.

If your business makes wedding cakes, those recently engaged would probably be a relevant audience for you.

Your audience options don't stop there. You can connect with people who like your Page and their friends.

# How to choose an audience for your Facebook ad

It's important for business owners to know what kind of person likes their products or services because other, similar people could be great customers too. When you get in touch with those people, you may have a better chance of building a relationship, increasing sales or accomplishing whatever business goal you're trying to achieve.

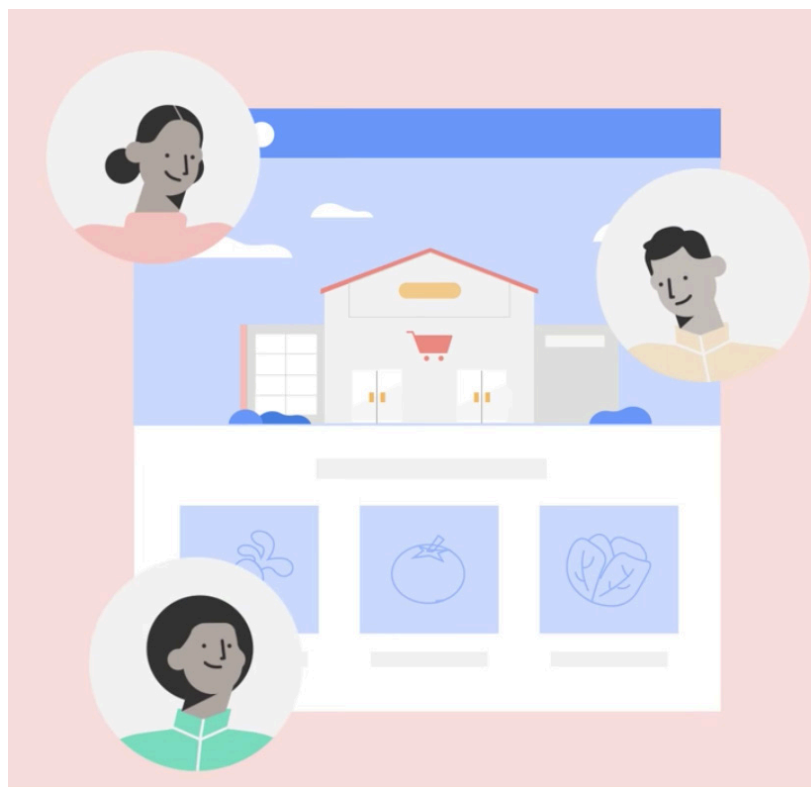
With Facebook ads, you can define the best possible audience for your ad and get in touch with them. We call this creating an audience.

For example, Jasper's Market has an incredible selection of fresh organic fruits. Over time, it's learned that many of its customers live in Redwood City, California, are interested in health and fitness and like to cook. When it makes an ad, Jasper's Market chooses or creates an audience in California with similar interests. When it reaches these people, it sees better results from its ads: more web visits, online sales and newsletter sign ups.

Your instinct might be to reach a wide audience all at once. However, when you don't reach out to your ideal audience first, you're likely spending ad money on people who won't find your ad relevant.

For example, imagine that you own a surf shop. Someone who lives 1,000 miles from your surf shop will be less interested, most likely, than someone who lives near your shop, has active hobbies or names surfing as an interest.

Over time, as you learn more about your customers, you can incorporate that information into future audience choices, which may help you see better results from your ads. When you create a Facebook ad, think about the kind of people who are most often attracted to your business, product or services. Try to identify what they have in common. Use that information to create an audience of other people like them.



## Four tips for selecting your ad audience

Each ad you create from your Page needs an audience. You can build audiences based on locations, interests, demographics and other characteristics. When you create an audience, think about the characteristics of people most likely to be interested in your product, service or business, and how broad or narrow your audience is..

### 1 Consider your current customer base (if you have one).

Think about what they like, how old they are and the interests they have. This can help you identify audience options that will help you reach people like them on Facebook

#### Examples:

- If the majority of your current customers are women, it might be a good idea to set your audience to reach women and exclude men.
- If a specific group of people use your product, such as parents with young children, look to see if Facebook offers that option under demographics.
- Think about what interests your audience might have. If your company makes running shoes, for example, you might look for interests related to running, cross country, fitness, wellness and other similar activities. Don't just look for people interested in shoes.

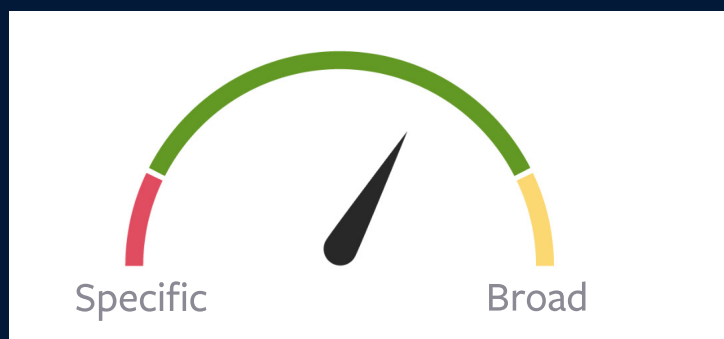
### 2 Audiences can be specific or broad.

There are pros and cons to both, so watch the size of your audience as you're creating it. If it gets too broad, add additional audience options. If it's too narrow, try removing some.

#### Examples:

- A specific, or narrow, audience may be more interested in what you're advertising than a larger and broader audience. Just be careful. If you use too many audience options at once, your audience may be too small and specific to be effective.

- With a broad audience, you're going to rely more on Facebook to find the best people for your ads. This approach may help you find potential customers you never would have thought to reach otherwise. A broad audience can be a good approach if you're new to creating audiences on Facebook and aren't sure what options to use.

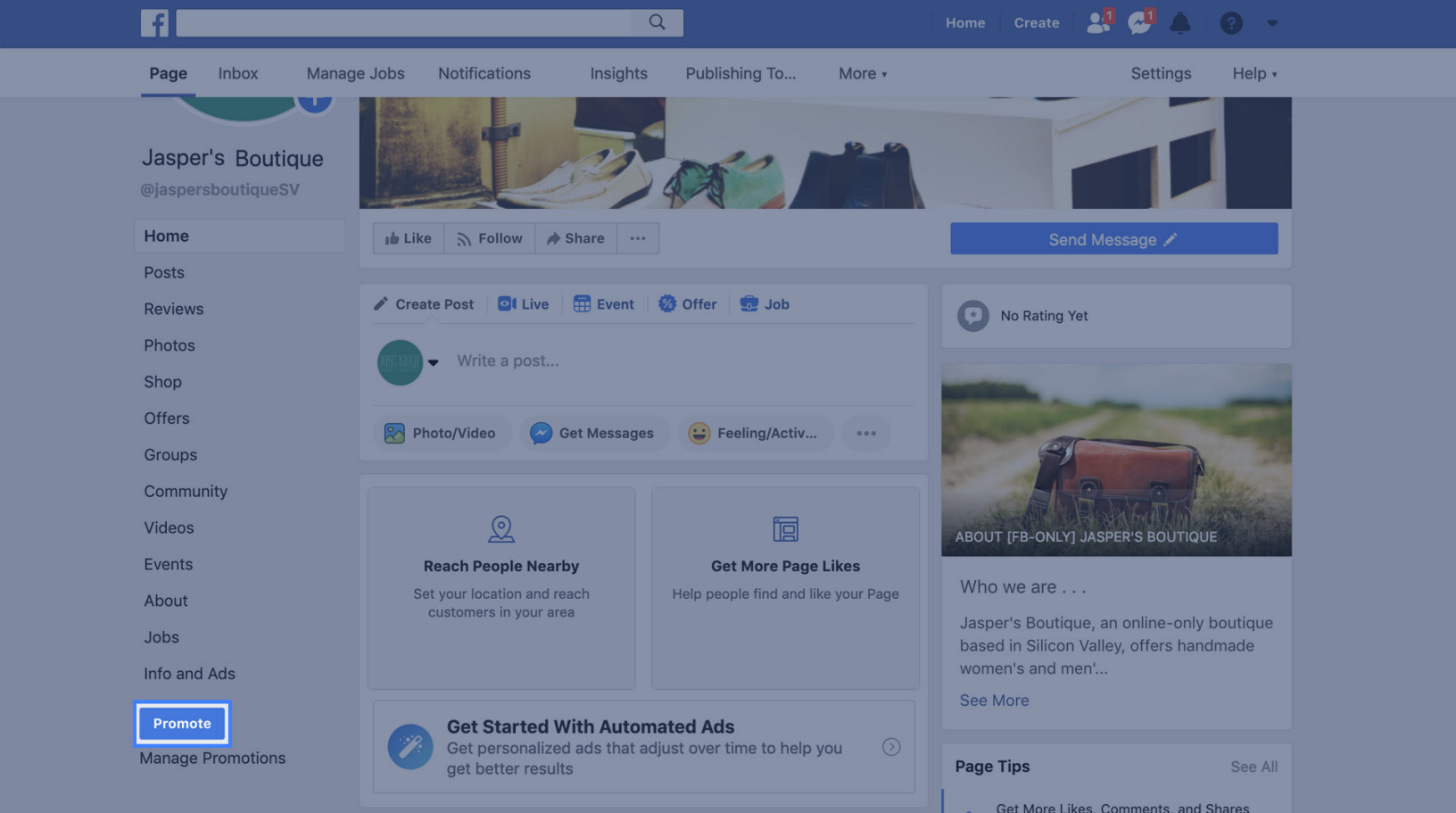


### 3 Watch the audience meter to see whether your audience is too specific or broad

- If the indicator needle is in the red section of the dial, consider making your audience broader.
- If the indicator needle is in the yellow section, be aware that a large budget may be required to reach a significant portion of your audience.

### 4 Test and iterate.

There's no one solution to building audiences. Create one specific audience and another that's more broad and see how that affects your ad results. Adjust and try again as needed. And remember to save your audiences for later use.



# How to set a budget and schedule for your Facebook ads

When you create ads, or promotions, on Facebook, you'll need to set a budget (how much you want to spend) and a schedule (how long you want your ad to run).

# How to set the budget for your Facebook ad

When you create an ad from your Page, you'll set your creative, your audience and your budget. You'll never spend more than the budget you set, and you'll see a few different options for setting it up.

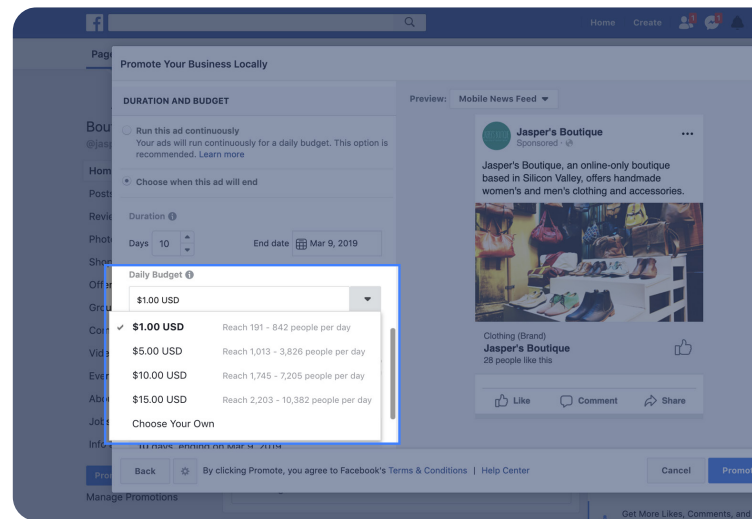
## There are two types of budgets:

- **Total budget:** A total budget is the maximum amount you'll spend on an ad until it stops running. For example, if you set a total budget of USD 25, you'll be charged up to USD 25.
- **Daily budget:** A daily budget is the average amount you'll spend on your ad each day. For example, if you set a daily budget of USD 5 over the course of five days, you'll be charged up to USD 25 total.


We charge your account each time we deliver an ad to someone (even if that person doesn't click or tap it). Watch your ad as it's running. If it's not getting the results you'd like, you may want to edit it or start over with a brand new ad.

## Desktop instructions: Set your ad budget

- 1 Go to your Facebook Page.
- 2 Select the blue **Promote** button.
- 3 Select the ad objective you want to use.
- 4 Add your creative, select your audience and then find the **Budget and Duration** section.
- 5 You may see an option to choose either a daily budget or a total budget for your ad. The option you see depends on the ad objective you chose. You can choose a suggested option from the dropdown menu or select **Choose your own** to set a custom budget.



## Mobile instructions: Set your ad budget

- 1 Go to your Facebook Page
- 2 Tap **Promote**
- 3 Select the ad objective you want to use
- 4 In the **Budget** section tap 
- 5 Enter your budget
- 6 Tap **Done**

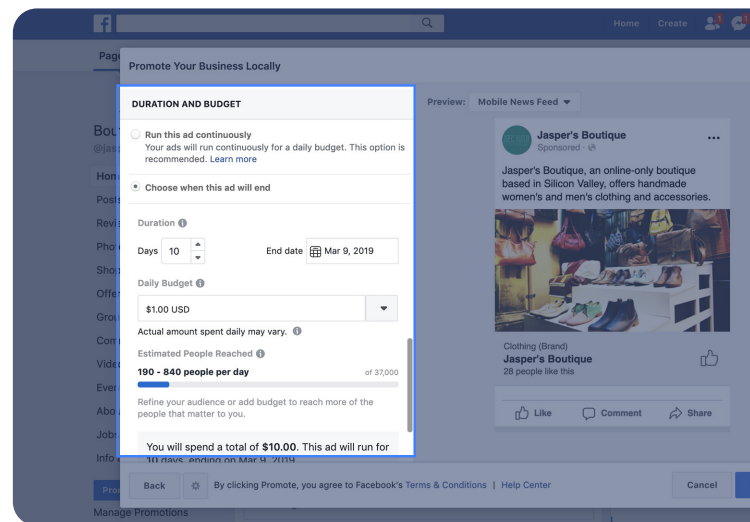
# How to set the duration for your Facebook ad

When you create an ad, you'll tell Facebook how long the ad should run. Facebook calls this your ad's duration. There are two options for selecting your ad duration: create a custom duration or select one of the pre-populated durations Facebook provides.

The choice is up to you, but one thing you'll want to remember when selecting a duration is your budget. For example, if you set your duration for five days and have a total budget of USD 20, your ad will try to spend USD 4 per day. If your daily budget is too low, your ad may struggle to run or get the results you want. Watch how your ad is performing and try adjusting your budget, duration or both until you see the results you want.

## Desktop instructions: Set your ad budget

- 1 Go to your Facebook Page.
- 2 Select the blue **Promote** button.
- 3 Select the ad objective you want to use.
- 4 Add your creative, select your audience and then find the Budget and Duration section.
- 5 You may see an option to choose either a daily budget or a total budget for your ad. The option you see depends on the ad objective you chose. You can choose a suggested option from the dropdown menu or select **Choose your own** to set a custom budget.



## Mobile instructions: Set your ad budget

- 1 Go to your Facebook Page.
- 2 Tap **Promote**.
- 3 Select the ad objective you want to use.
- 4 In the Budget section, tap
- 5 Enter your budget.
- 6 Tap **Done**.

If you followed these steps, you've successfully set up an ad budget. You can continue to create the ad or exit the creation process.

## When you get charged for your Facebook ads

When you create ads from your Page, you'll set a budget for each ad and you'll never spend more than the budget you set. But how you're charged for ads depends on several factors, including what country you reside in. To see which payment option applies to you, review our article on [accepted payments by country](#).

### There are two ways you may be charged for ads:



#### Automatic payments

Many advertisers have what's called **automatic payments**. With automatic payments, we'll automatically charge you whenever you spend a certain amount, which is known as a billing threshold. You'll be charged each time you hit your billing threshold and again on your monthly bill date for any leftover charges.

If you're using PayPal, a credit card or a debit card to purchase ads, this is usually how you'll pay.



#### Manual payments

Some advertisers have what's called **manual payments**. With manual payments, you'll add money to your account before your ads run. After that, we'll typically deduct from that amount up to once a day as your ads run. For smaller budgets, we may wait until the charges reach the amount of USD 25 or until seven days pass before we invoice your account. With manual payments, you won't have a billing threshold.



# How to set a spending limit for your Facebook ads

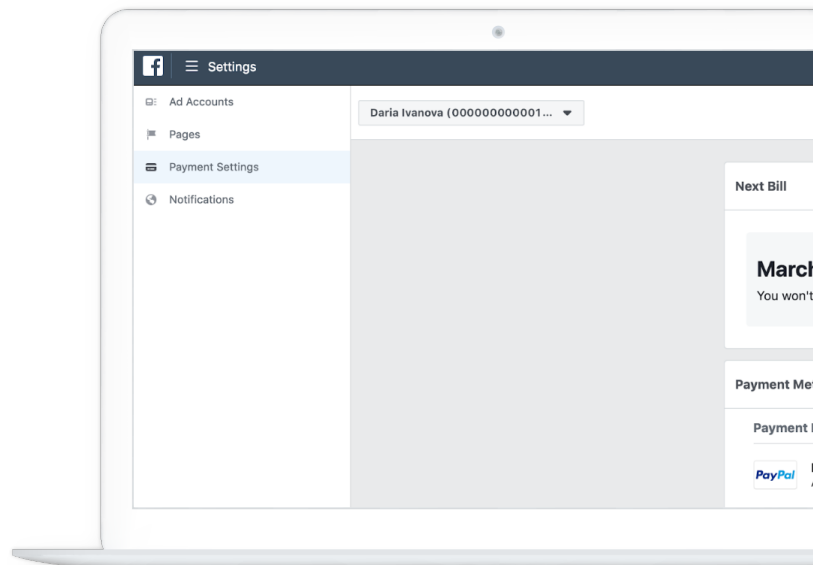
One of the first things you should do after creating your first Facebook ad is set an account spending limit. An **account spending limit** is an adjustable lifetime limit on the amount your Facebook ad account can spend across all the ads you run from the time when the limit is set.

For example, if you set an account spending limit of USD 50, your account won't spend more than USD 50. This is true even if you run ads and set an ad budget higher than USD 50.

An account spending limit helps control your costs so you don't spend more on ads than you want to. We recommend setting an account spending limit that reflects your overall advertising budget so that you can achieve the best results for your business. You can always adjust your account spending limit.

## To create an account spending limit:

- 1 Go to the [Payment settings](#) in Ads Manager.
- 2 In the “Set your account spending limit” section, select **Set account spending limit**.
- 3 Enter the limit you'd like to use, and select **Set limit**.
- 4 Once you've created an account spending limit, you can track your spending in your Payment settings.



Although your account spending limit won't affect the delivery of your ads, when the amount spent reaches your current limit, we'll pause your ads and you'll stop spending money.

When you're ready to change, reset or remove your account spending limit, any ads running before you reached your limit will resume immediately.

**Note:** If your ad account is set up for manual payments, you won't be able to set an account spending limit.

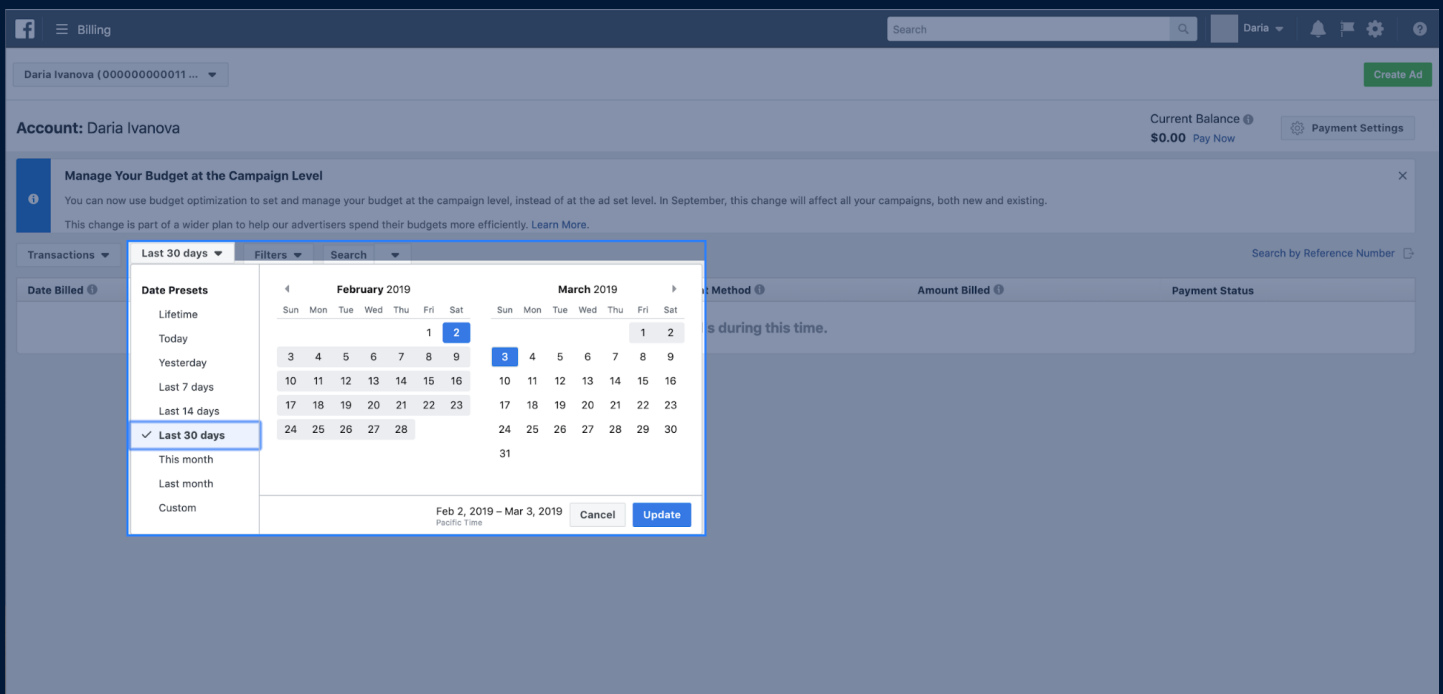
# How to find your billing and payment info in Ads Manager

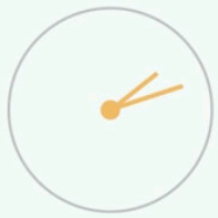
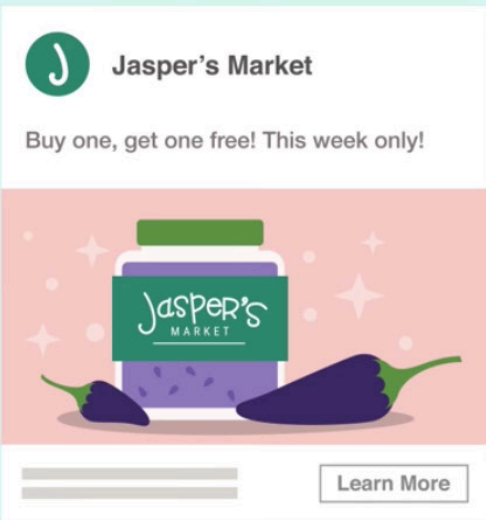
To view your Facebook ad charges and payment history, you'll need to use a tool called Ads Manager. Ads Manager includes a Billing section where you can access your payment history and see specific charges, such as when you made a payment, how much you paid, the reason you were charged and which ads you spend money on.

To access this information go to the **Billing** section in Ads Manager.

From there, you can take a few different actions:

- To filter transactions for a specific time frame, select the date dropdown menu and choose a date range.
- To learn more about a specific charge, select the **Transaction ID**.
- To view your payment information, select **Payment settings**.





# How Facebook's ad review process works

After you create an ad on Facebook, it'll be reviewed against the Facebook Advertising Policies. If approved, your ad will begin to run.

# How the Facebook ad review process works

When you create ads on Facebook, they'll be subject to a review process to see if they comply with our Advertising Policies. We'll check your ad's images, text, audience and positioning, and the content on your ad's landing page.

## Your ad may not be approved if the landing page:

- 1 Isn't fully functional
- 3 Doesn't match the product or service promoted in your ad
- 4 Doesn't fully comply with our Advertising Policies

The ad review process may begin as soon as you finish creating your ad and click Promote. It can take up to 24 hours. Remember that by clicking Promote, you agree to the [Facebook Terms of Service](#) and are obligated to comply with the Self-Serve Ad Terms in the Facebook Advertising Policies.

If your ad is found to be in breach of any Facebook Advertising Policies, it will be subject to disapproval. If that happens, we'll send a Facebook notification and email to the address associated with your ad account. You can use the information from the email to figure out how to make your ad compliant with our Advertising Policies.

## If your Facebook ad isn't approved

If your ad isn't approved due to an Advertising Policy issue, you have a few options.

### Option one: Edit your ad

You may be able to edit your ad and fix the issue.

#### Desktop instructions to edit your ad

- 1 Go to your Facebook Page
- 2 Select **Ad Center**
- 3 Find the ad that wasn't approved and select **View results**
- 4 Select **Edit ad**
- 5 Make changes to your ad and select **Save changes**

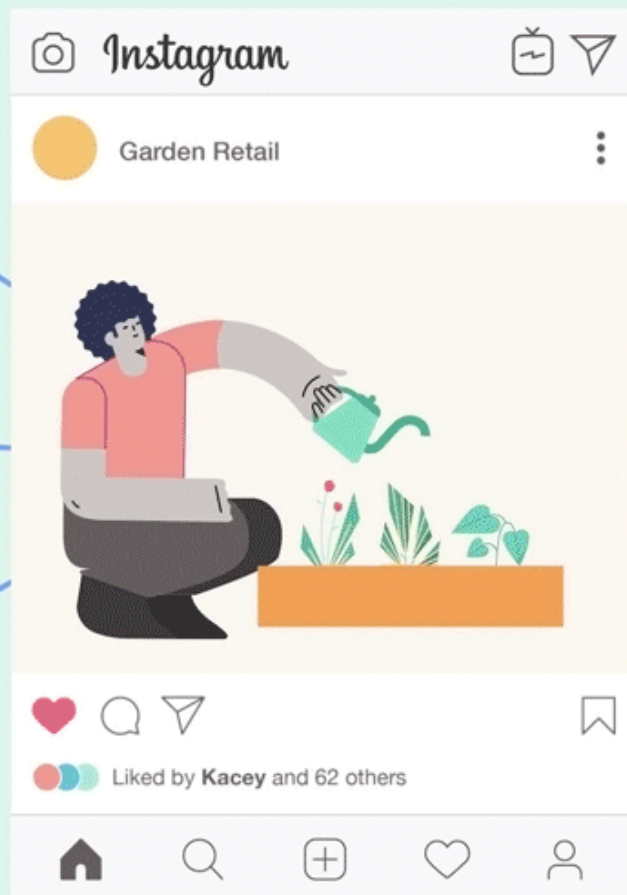
#### Mobile instructions to edit your ad

- 1 Go to your Facebook Page
- 2 Tap **Promote**
- 3 Tap **Manage**
- 4 Find the ad that wasn't approved and tap **View results**
- 5 Edit your ad and tap **Confirm**

Your ad will go through the ad review process again. If it's approved, it will begin running.

### Option two: Appeal the decision

If you can't edit your ad or feel that the decision not to approve the ad was a mistake, you can appeal the decision using [this form](#).



# How to advertise on Instagram

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Create quality Instagram ads that help you reach the people who matter most to your business

# HOW INSTAGRAM ADS CAN HELP YOUR BUSINESS

Businesses with an Instagram account can become part of the vast community of hundreds of millions of people around the world who use Instagram. Through this app, you can reach people who have interests related to your business.

Instagram can help you accomplish even more specific business goals like increasing awareness of your company, connecting to new and existing customers or increasing sales. Advertising on Instagram can help you achieve these goals and more.

Once you've created an Instagram business account, there are two ways to start advertising:

## OPTION ONE:

### **Promote one of your existing posts**

By clicking on the blue Promote button at the bottom of one of the photos or videos you've already posted, you can transform your post into an ad. When you promote something you've shared, more people get the opportunity to see it.

Your promoted post will appear alongside other posts and Stories. At the top of your promoted post, people will also see a label that lets them know you've sponsored the post because you want to reach out to them and invite them to learn more about what you do.

**Tip:** If you look at what you've already shared on Instagram, a post that got a lot of attention might be perfect to promote. Since your post was popular with your followers, it might be popular with the type of people who'd also be interested in what you have to offer.

## OPTION TWO:

### **Create an ad from your Facebook Page**

You can do this even if you don't have an Instagram account.

For example, imagine you own a shop that sells socks in Mumbai. You already have many followers on your Instagram business account, but you notice a few of your posts received a lot of likes. You want to expand your reach on Instagram and find new customers, so you promote your post about your new pizza socks.



# HOW TO CREATE ADS ON INSTAGRAM WITH THE PROMOTE FEATURE

If you have a business account on Instagram, you can use the Promote feature to build an ad using an existing post or story. These ads can help people outside your followers discover your business. Reach people who are likely to interact with your business based on their location, interests and more.

Before you can promote a post or story on Instagram:

**1 Create a business account on Instagram.**

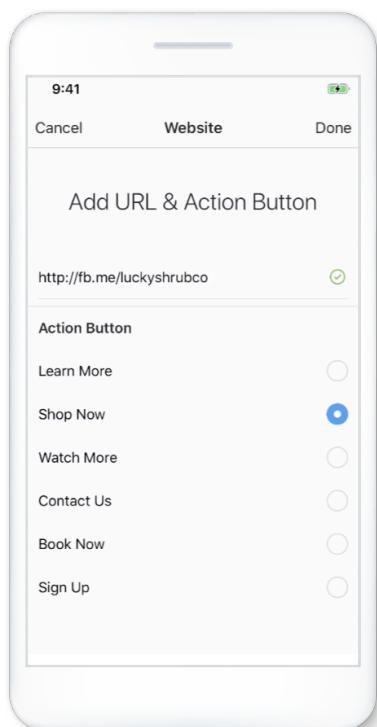
Learn how in our Help Center article, [Set Up a Business Account on Instagram](#).

**2 Set up or update your payment method.**

In your Instagram app, go to Settings > Business > Promotion payments to change your payment method.

**3 We also recommend that you link your business account to your Facebook Page.**

Learn how in our Help Center article, [Add a Facebook Page to Your Instagram Business Account](#).



## USE THE PROMOTE FEATURE TO CREATE AN AD WITH AN EXISTING POST OR STORY

Once you've set up a business account and payment method, there are a few ways you can turn an existing post or story into an ad on Instagram.

Use the Promote button on an existing post:

### To promote your Instagram post:

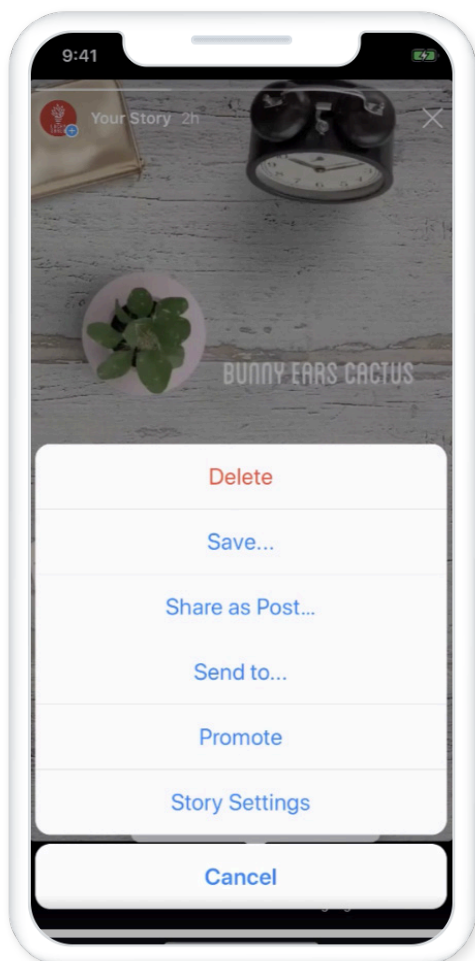
- 1 Go to your profile
- 2 Tap the post you'd like to promote.
- 3 Below the post's image, tap **Promote**.
- 4 Fill in the details of your promotion by setting things such as **Destination** (where you want your ad to send people to), **Audience** (who you want to reach), **Budget** (how much you want to spend) and **Duration** (how long you want your promotion to run). Tap **Next**.
- 5 Tap **Create promotion**.

# USE THE PROMOTE BUTTON ON A CURRENT STORY OR A STORY FROM YOUR ARCHIVE

You can promote active stories and stories that have been featured in your highlights or archived.

## To promote an active story:

- 1 Go to your profile.
- 2 Tap your profile picture to access your story.
- 3 At the bottom of the story's image or video, tap **More**. Then, tap **Promote**.
- 4 Fill in the details of your promotion by setting things such as **Destination** (how long you want your promotion to run). Tap **Next**.
- 5 Tap **Create promotion**.



## USE THE PROMOTIONS BUTTON ON YOUR BUSINESS PROFILE

Use the Promotions button on your business profile to create an ad with an existing post or a promotion you've run in the past.

## To create an ad from Instagram with the Promotions button:

- 1 Go to your profile.
- 2 Tap **Promotions**.
- 3 To promote an existing post, tap Create promotions and choose the post you'd like to promote.
- 4 To create a promotion with an ad you've run in the past, tap **Inactive** and tap **Promote again**.
- 5 Fill in the details of your promotion by setting things such as **Destination** (where you want your ad to send people to), **Audience** (who you want to reach), **Budget** (how much you want to spend) and **Duration** (how long you want your promotion to run). Tap **Next**.
- 6 Tap **Create promotion**.

Your ad will be submitted for review to make sure that it meets our Advertising Policies. Your promotion will begin running once it's been reviewed and approved. After submitting your ad, you can use the **Promotions** button to view insights on how it's performing.

# CREATIVE TIPS TO ENGAGE CUSTOMERS ON INSTAGRAM

People on Instagram discover and connect with businesses that reflect their interests and values. Make an impression with quality photos and videos that represent your business and highlight what makes it unique.

## MAKE ENGAGING, ORIGINAL CONTENT THAT REPRESENTS YOUR BUSINESS

Consider these tips when you create a post or story on Instagram:

- Take your images and videos in places with good, natural lighting.
- Tell a story about your business with interesting visuals and minimal text.
- Put the focus on your subject so it's clear what your photo or video's message is about.
- Keep captions short and playful so people read them.
- Use props that relate to your business or capture different angles of your product to make your photos attractive and eye-catching.

Here are some creative ideas to help you get started:

### 1 Share photos of new products.

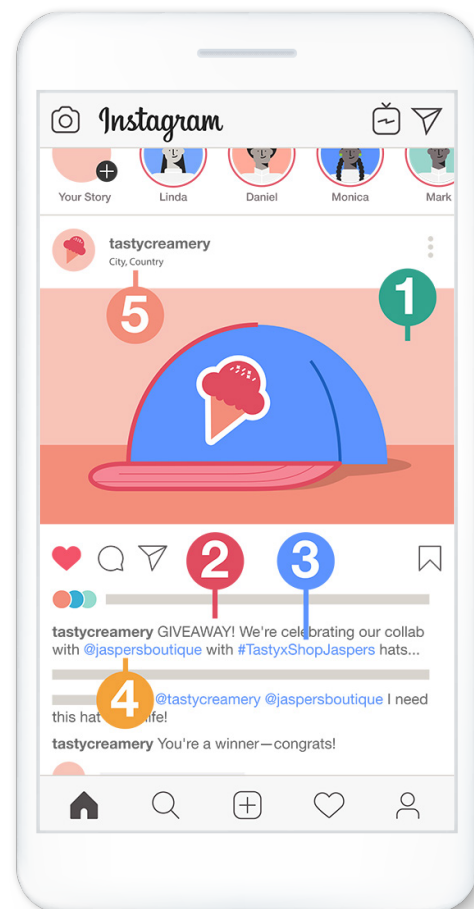
Use Instagram to share exclusive announcements or sneak peeks of new products to help keep your audience active and engaged with your content.

### 2 Announce seasonal sales and promotions.

Encourage people to comment and let you know what kind of sales and promotions they'd like to see.

### 3 Hold contests or giveaways.

Encourage people to share photos of themselves using your product or service. Provide a custom hashtag so you can track and reward participants. For example, you can feature them on your profile or provide discounted services/goods.



## 4 CREATIVE TIPS FOR POSTS:

### 1 Get your profile started with nine posts

It's important that your Instagram business profile doesn't look empty. Publish nine posts to build the initial grid.

### 2 Post regularly

Keep your followers engaged so they can look forward to your next post. You can republish content you already have on other sites or think of new, imaginative ways to show your product or service.

### 3 Use an instant video template from a third-party app

Video content performs well on mobile. But people swipe quickly through their feeds, so it's important to create posts that can grab attention within the first few seconds.

### 4 Use a custom hashtag for your business or event

Hashtags can encourage your followers to participate in a contest or event, and let you track the photos and videos they share.

## PROMOTE POSTS AND STORIES THAT PERFORM WELL

When a post or Story is liked, commented on or saved a lot, it may perform well as an ad. Use the Promote feature on Instagram to get content that your audience loves to a new, larger group of people.

## 4 CREATIVE TIPS FOR STORIES:

### 1 Keep your story playful

Engage followers and collect feedback from your community by using Instagram poll stickers.

### 2 Bring products to life

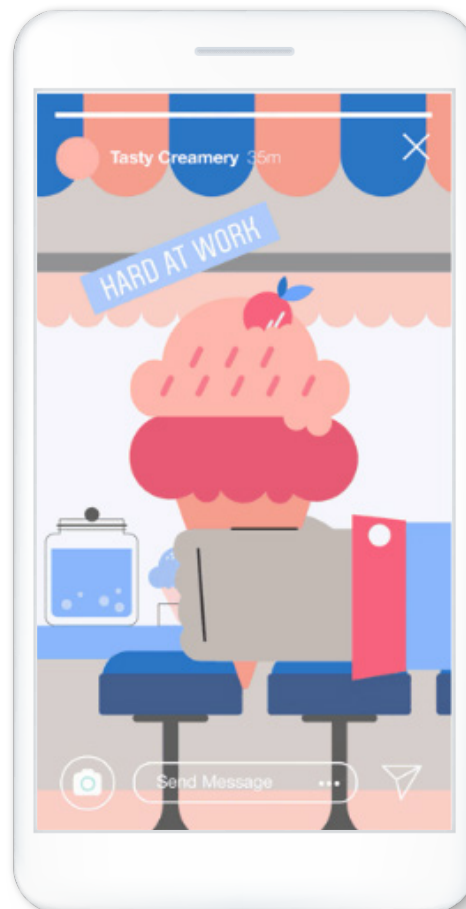
Play with Instagram's creative tools, such as Boomerang, Rewind and Superzoom.

### 3 Share what's happening behind the scenes

Use the ephemeral, candid nature of Stories to make your audience feel like they're invited to see your business in an authentic way.

### 4 Use original content for promoted stories

Promoted Stories can't include emojis, GIFs or stickers.




# HOW TO USE INSTAGRAM INSIGHTS TO ACHIEVE YOUR BUSINESS GOALS

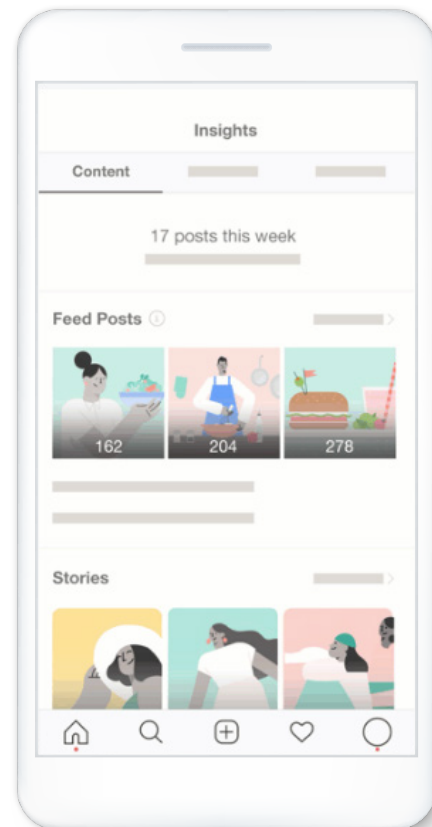
You can learn about your audience and see how your content is performing through Instagram Insights. Instagram Insights is a free tool on Instagram that provides information about your audience and the content they're most interested in. Insights can help you learn about your audience so that you can tailor your content and achieve your business goals.

## ACCESS INSTAGRAM INSIGHTS

To see your Instagram Insights, make sure that you have an Instagram business account. Then follow these steps:

- 1 Go to your profile
- 2 Tap 
- 3 Tap **Insights**
- 4 Select specific posts, Stories or promotions you'd like to view insights on. You can also learn more about your audience.

Instagram Insights gives you information about your followers, categorized into three sections: **Activity**, **content** and **audience**.



## CONTENT METRICS

**Learn how your posts, Stories and promotions are performing.**

You can filter out metrics by content type, date range and type of metric.

**Use content metrics to see which posting formats work best for your followers.**

If you see that your Stories are getting more engagement than your posts or promoted posts (ads) on certain days, it may be worth posting more Stories on those days.

## ACTIVITY METRICS

Learn what actions people take on your profile and how many people have seen your content.

### Interactions gives you information on:

- **Profile visits:** the number of times your business profile was viewed.
- **Website clicks:** the number of times someone tapped on the website link in your business profile description.
- **Get directions:** the number of times someone tapped to get directions to your business.

### Discovery gives you information on:

- **Reach:** the number of people (counted by unique Instagram accounts) who have viewed your posts and Stories.
- **Impressions:** the total number of times your posts and Stories have been seen.

### Use this information to tailor your posting schedule.

If you reach more people on Tuesdays, your followers might be more active on that day. By posting messages related to your business goals on Tuesdays, you can increase opportunities for followers to see your content and engage with your business.

## AUDIENCE METRICS

### Learn about the types of followers that your business profile attracts.

Get information on the top cities and countries, age ranges and gender of your followers. You'll also be able to see when your followers are typically on Instagram and days of the week they're most active.

Your Instagram business account must have at least 100 followers before you can view demographic metrics such as age range and gender.

### Use audience metrics to craft content that caters to your followers.

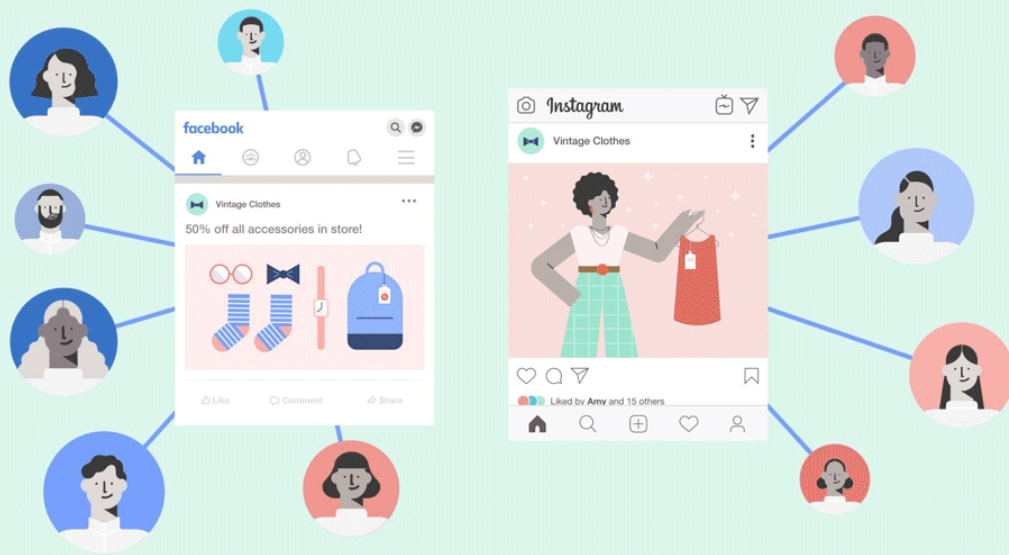
If you see that the majority of your followers are between the ages of 25 and 34, you may want to create content that's more appropriate for that audience.





# How to advertise on Facebook and Instagram through your Facebook business page

Even if you don't have an Instagram account, it is still possible to advertise on Instagram using your Facebook business Page. With your Page, you're already set to advertise on both Facebook and Instagram.



When you create an ad on your Facebook business Page, you get to choose who you want to reach, where they live, what they like and much more. Advertising on either Facebook or Instagram is a great way to get in touch with customers, but when you show your ads on both, you may connect with that many more people. Ads that do well on Facebook also tend to do well on Instagram. So when you advertise on Facebook and Instagram, you don't have to create a whole new ad.

## To create your ad:

- 1 Go to your business Page and select the blue button on the bottom left.
- 2 Choose your business goal, for example, **Get More Website Visitors**.
- 3 Choose a photo and create text for your ad, then choose **Automatic Placements**. This means that Facebook will automatically place your ad wherever people you want to reach spend their time, whether on Facebook or Instagram.

Even if you don't have an Instagram account, you can advertise on both Facebook and Instagram from your Facebook business Page. It's a smart way to connect with more of the people you want to reach. But remember, it doesn't take long to set up an Instagram business account, and it's free.

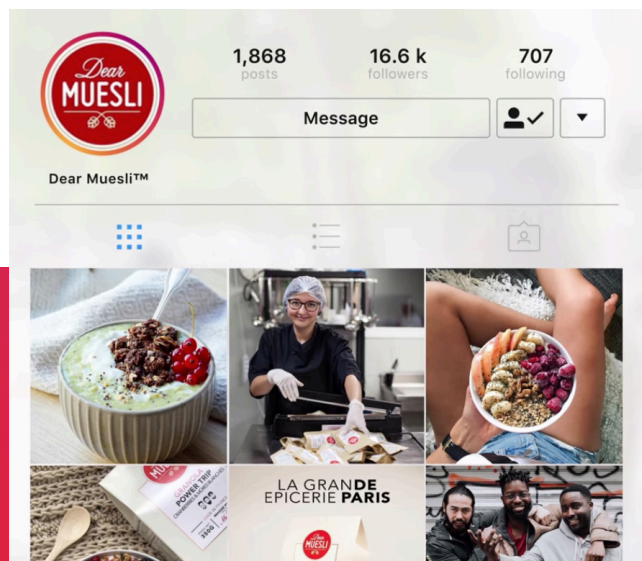


# SEE HOW BUSINESSES USE INSTAGRAM TO SUCCEED

Here are some examples of how local businesses such as Dear Muesli, Port Blue and Cansei De Ser Gato use Instagram to grow.

## 1 DEAR MUESLI

Dear Muesli in Paris organizes its Instagram feed to reflect its brand and share new information with customers. Dear Muesli focuses on the first six pictures on their feed, so people can see who they are in just a thumb scroll. It makes it easier to make a direct connection with people who follow them.



## 2 PORT BLUE

Indonesian shoe shop Port Blue uses Instagram Insights to see which photos have the highest engagement rates. Port Blue's target market enjoys visual content that vividly showcases the product: something mature, simple, minimalistic. Through Instagram, Port Blue can learn more about its customers, which makes it easier to reach its target audience.



## CANSEI DE SER GATO

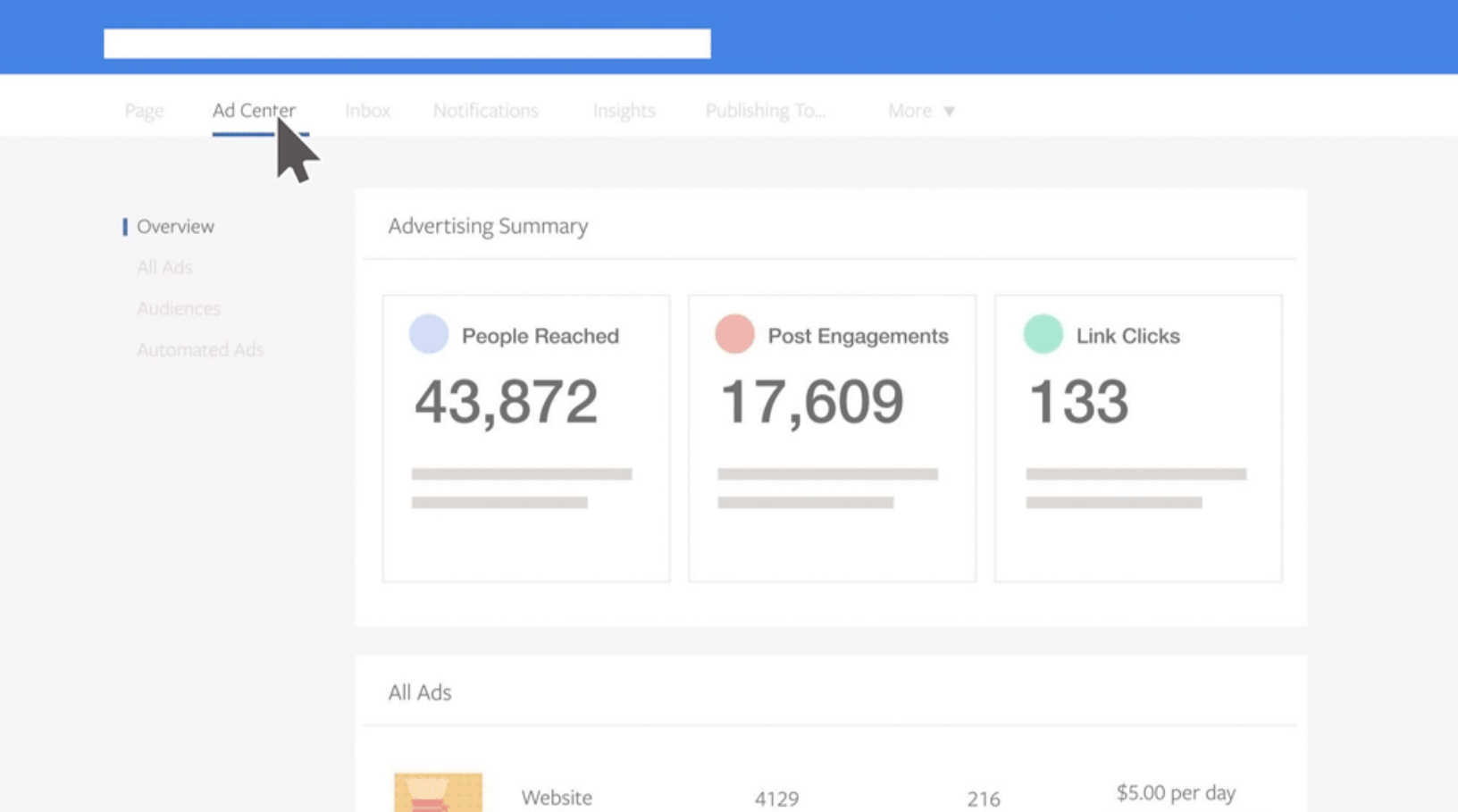
São Paulo-based Cansei de Ser Gato posts to both Facebook and Instagram to connect with its followers. It uses Stories to showcase its products and increase sales. Cansei de Ser Gato started as a humorous page and Chico, who is the main cat, became famous. It created two profiles for Cansei de Ser Gato at the same time on Facebook and Instagram.

On Facebook, it posts more humorous content. And on Instagram, more visually beautiful content where it can show its products using Stories. When they show Chico's experience with the products on Instagram Stories, they find they sell more products.



As you continue to build your business presence on Instagram, remember to:

- 1 **Share your business's unique story.** Photos and videos are a fun and powerful way to tell a compelling story.
- 2 **Connect with people who care about what you do.** People on Instagram are looking to explore their interests. You can reach people who have interests related to your business and start building awareness.
- 3 **Communicate with customers and other businesses.** Comments and direct messages allow you to answer customer questions and connect with customers and other businesses.
- 4 **Expand your reach by promoting posts and Stories.** Advertising on Instagram gives you the ability to reach people that could become new customers.



# How to edit and improve your Facebook Ads

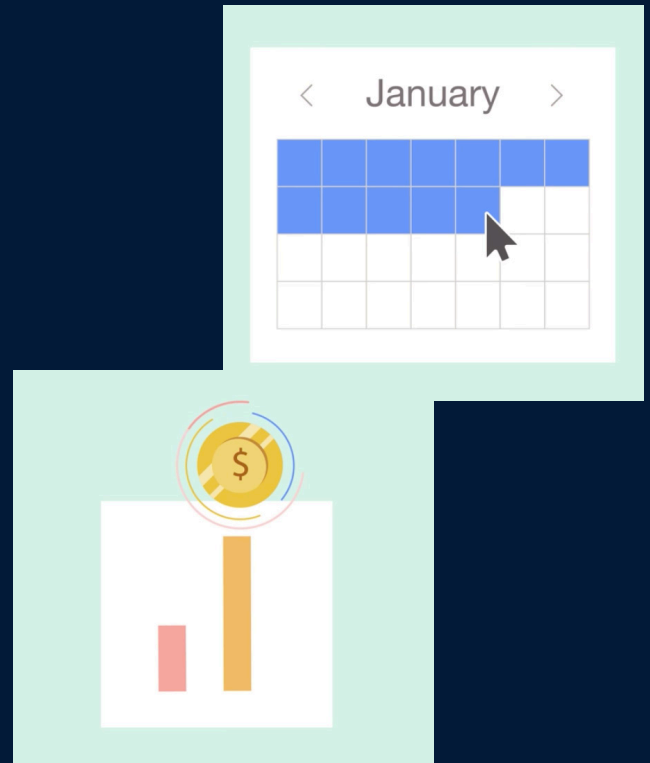
Once your ads start running, they generate data for you to review and analyze. In this course, you'll use Ad Center to interpret those results, improve your strategies and revise your ads to achieve your business goals.

# An essential guide to changing Facebook ads

You can edit and improve the ads you've created from your Facebook Page at any time.

Say you create an ad and after a few days, it receives a lot of attention. To capitalize on your ad's momentum, you might want to increase your budget or extend how long it'll run.

Or maybe you run an ad for a few days, but don't see the response you'd hoped for. Then you realize the text in your ad wasn't as clear as you'd thought or that it has a typo. Luckily, when you create ads from your business Page, you can improve and edit them any time.



## Three things to know about your ads:

- 1 **After you edit your ad, it goes through another review process.** Some reviews take up to 24 hours, so don't worry if your ad changes don't appear instantly.
- 2 **If you boost a post, you won't be able to edit the creative, such as your text or image.** You can edit things such as your audience, budget and duration, but if you really need to edit your creative, you can always recreate it as a new post and then boost that post.
- 3 **You can always pause, resume or delete an ad.** Pausing immediately stops the ad spend.

Imagine you have a coffee shop in Berlin. You create an ad to showcase your new dark roast beans, and after a few days, you see a bunch of people commenting on and sharing your ad. Because your ad worked well, you decide to extend its duration.

### How to extend the duration of an ad:

- 1 From your Facebook business Page, select the **Ad Center** tab at the top of your Page.
- 2 Once you see your ad, select **View Results** on the right.
- 3 On the **Edit** screen, you can extend the length of time your ad will run.

# See how your ads perform

You can see how your ads are performing in Ad Center.

After you've created an ad, it goes through our approval process, which usually takes less than 24 hours. You can edit your ad during this time, but it may need to go through the approval process again. See our [Ad Policies](#) to learn more about the approval process.

Results for your ad campaign will come in after your ad has run for a while. Here's how to see those results:

## Ad Center

To view Ad Center from your business Page, select the **Ad Center** tab at the top.

When you first select the Ad Center tab, you'll see a brief summary of your recent ad activity. You may not have much data yet, but as your advertisements reach your customers, you'll see these numbers change.

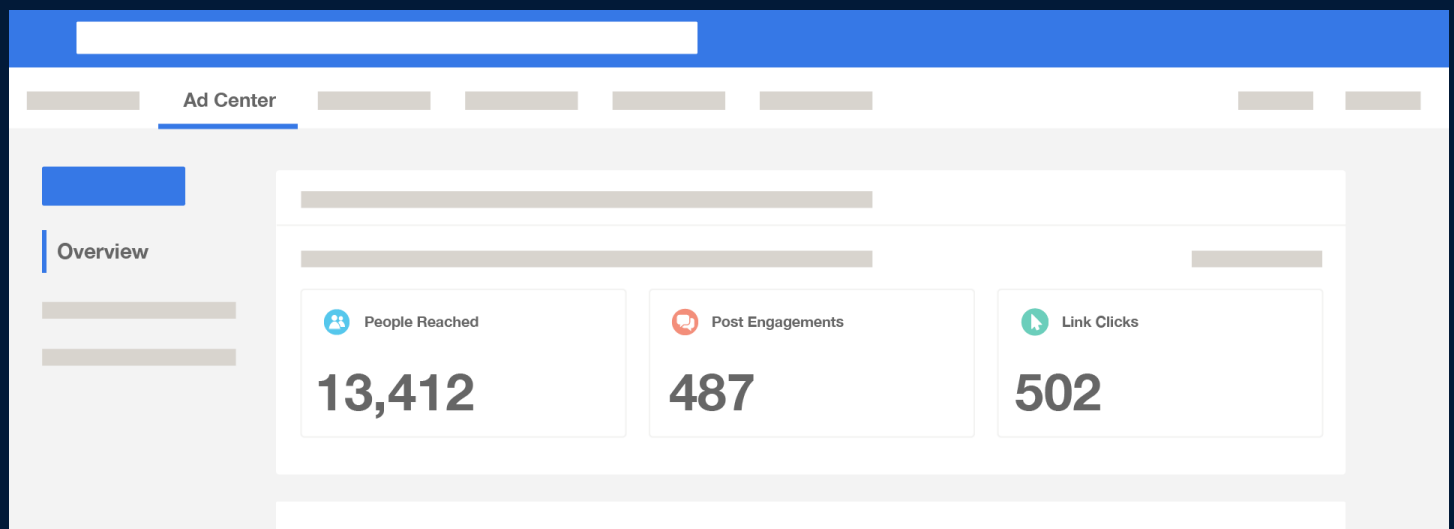
**People reached** is the number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.

**Post engagement** is the total number of actions that people take involving your ads, such as sharing or commenting.

**Link clicks** is the number of clicks on links within the ad that led to destinations or experiences, on or off Facebook. For ads promoting Instagram profile views, link clicks include clicks on the ad header or comments that led to the advertiser's profile.

Below the summary are a few of your ads, sorted by most recent. In each entry, you can see the ad status, results and people reached. If the ad you'd like to view is listed, you can select **View Results**.

If the ad you want to view isn't visible, select either **All ads** in the left menu or **See all** at the bottom of the summary list.



# The View Results screen

Let's look a little deeper into your ad metrics. Select the **View Results** button next to the ad you want to review. From the View results overview (the default), you can view several metrics.

**Note:** The **View Results** screen will vary based on the ad objective you chose when you created your ad.

- **Performance**

In Performance, you can view key metrics such as link clicks, people reached, cost per click and activity. Your view may be different, depending on what campaign objective you chose.

- **Details**

Details show your ad's status, objective and daily budget.

- **Preview**

In Preview, you can see your ad as it appears to your audience.

- **Audience, people**

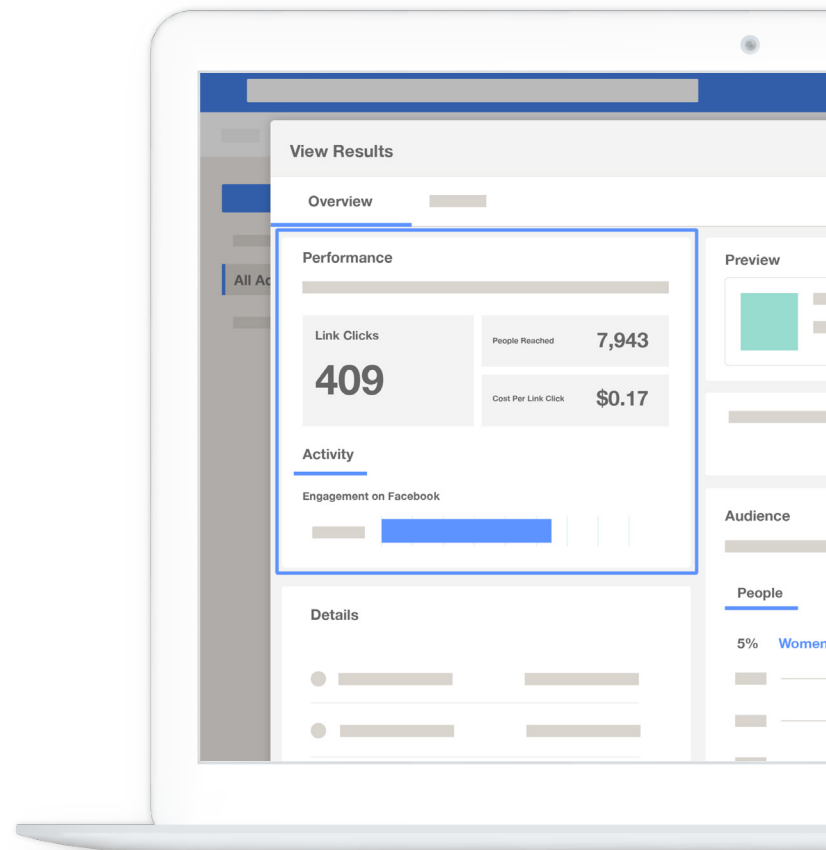
Audience provides you with data visualizations of your audience demographics. The People tab is a breakdown of your audience by gender and age.

- **Audience and placements**

The Placements tab shows you where your ad appears across our products.

- **Audience and locations**

Locations shows you which country, city or region your audience is coming from.



# How to interpret your Facebook ad results

This lesson covers how to evaluate ad metrics against advertising objectives and identify ways to improve your ad's performance.

At first, all of these metrics can seem overwhelming. The key is connecting metrics to what you want your ad to do.

Depending on your ad objective, you should look for the following results:

AD OBJECTIVE	SINGLE IMAGE	VIDEO	CAROUSEL	SLIDESHOW
Boost a Post	✓	✓	✓	✓
Promote a Page	✓	✓		✓
Get more leads	✓	✓		✓
Get more website visitors	✓	✓		✓
Promote your business locally	✓			
Promote your CTA button	✓	✓		✓
Get more website purchases	✓	✓	✓	✓
Promote your app	✓	✓	✓	✓

How you measure an ad's performance will vary, as each objective will help you accomplish a different goal. Similarly, factors such as duration, budget, audience and creative can influence your ad's success.

After your ad campaign has run for a while, examine your goals. Is your ad helping you achieve them? If not, think of what you can change.



# How to edit your Facebook ad

You can change parts of your ad, such as the text, call-to-action button or creative.

## Ad Center

Ad Center is the hub for all of your business's advertising. You can use Ad Center to manage audiences, make changes to your ads and monitor their performance.

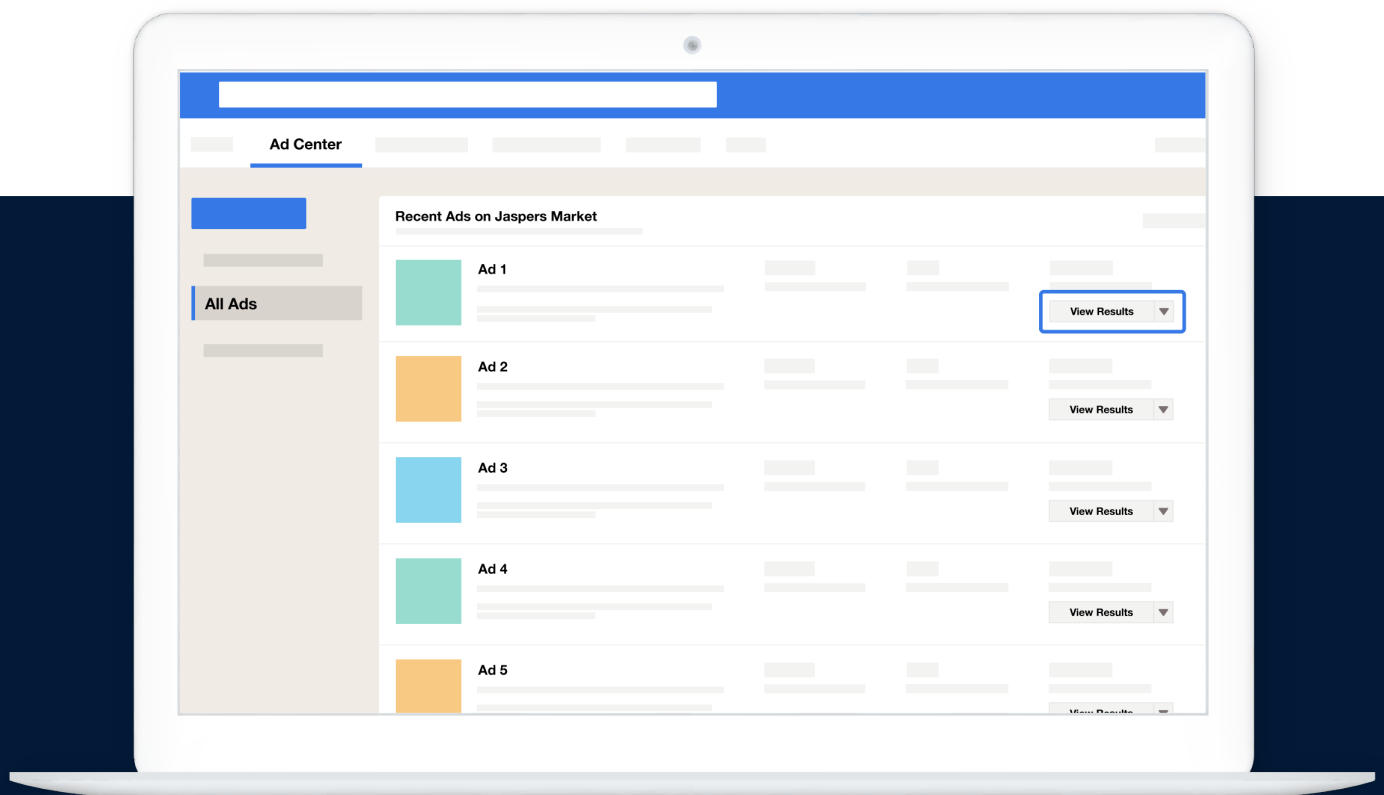
To view Ad Center from your business Page, select the Ad Center tab.

When you first select Ad Center, you'll see a brief summary of your ad activity. You may not have much data yet, but as your advertisements reach your customers, you'll see these numbers change.

Below the summary are a few of your ads, sorted by most recent. If the ad you'd like to edit is listed, you can select **View Results**.

If the ad you want to edit isn't visible, select either **All ads** in the left menu or **See all** at the bottom of the summary list.

Select **View Results** next to the ad you want to review.



# The View Results screen

From the **View Results** screen, select the **Edit** tab.

Your available options may vary, depending on what ad objective you chose when you created your ad.

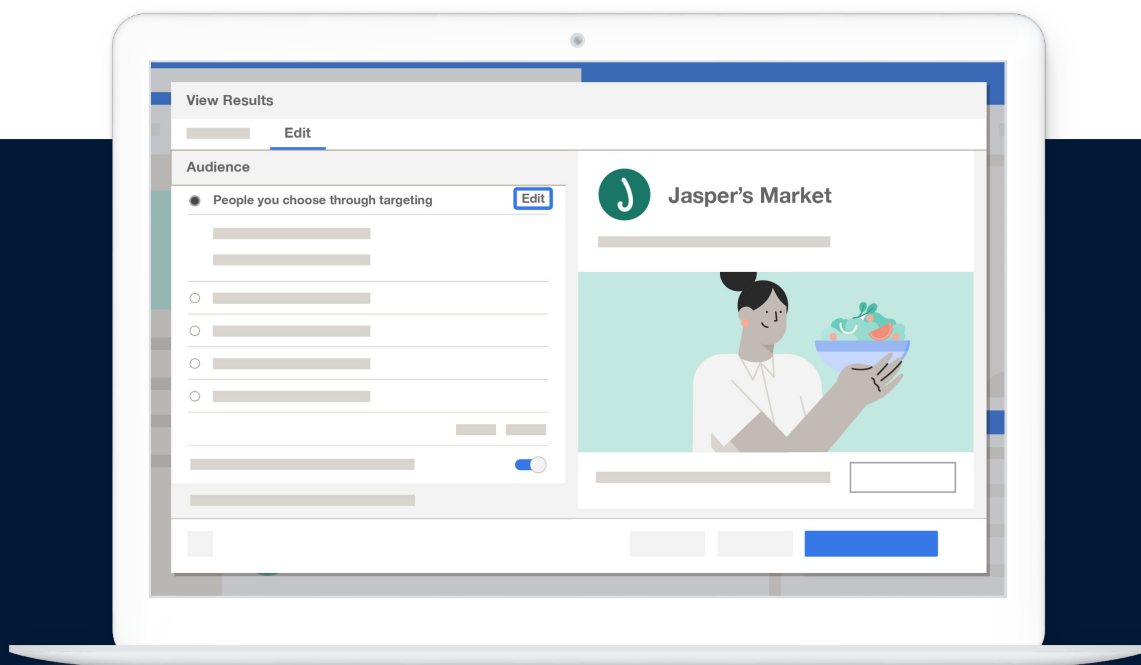
We'll cover a few options below:

- 1 Audience**  
To edit the audience for your ad, choose from the available suggestions or select **Edit**.
- 2 Budget and duration**  
You can adjust both how much you want to spend and how long you want the ad to run. For some ad objectives, you can select automatic extensions and increases.
- 3 Ad creative**  
You can change your image or video, headline or text. **Note:** You can't change the creative for a boosted post. If you want to change the creative, you'll need to create a post with the new creative, then boost the new post.
- 4 Objective-specific choices**

Depending on the ad objective you chose when you created your ad, you may have some additional options you can edit. For example, if you selected the Website Visitors ad objective, you can edit the URL you want your audience to see.

After you have made your edits, select **Save Changes**. If you want to discard your change, select **Cancel**.

**WARNING:** Editing your ad will start the review process again. Most reviews take less than 24 hours, but your ad will not appear during that time.



# How to pause, resume or delete your Facebook ad

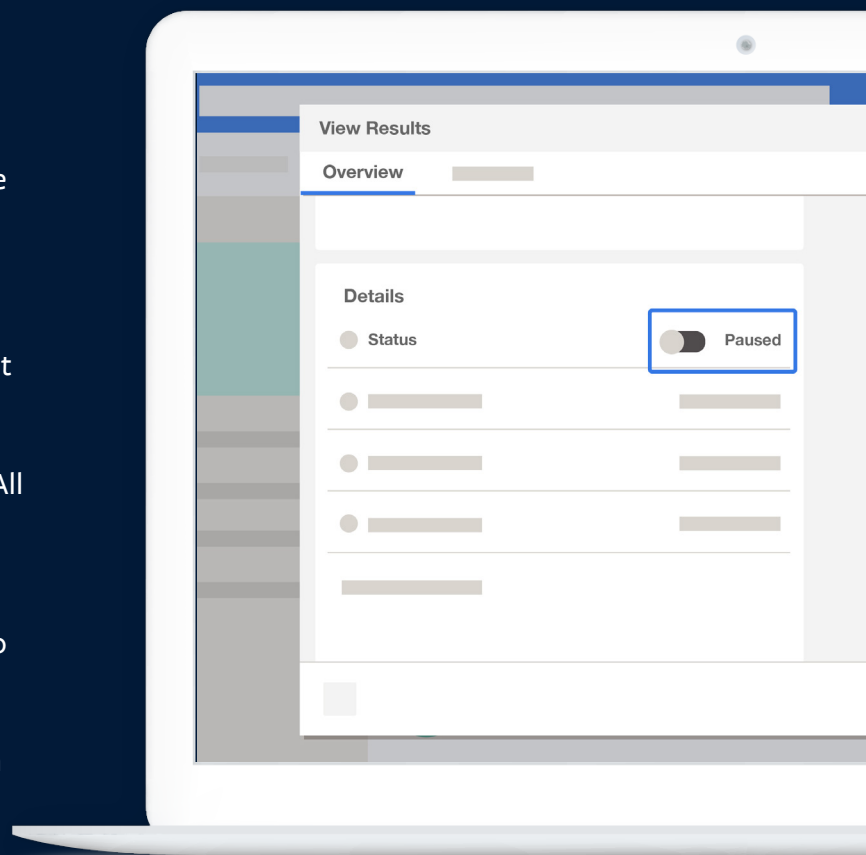
You can pause, resume or delete an ad campaign using Ad Center.

First, you'll need an ad that's been through our approval process.

- **To view Ad Center from your business Page,** select the Ad Center tab.
- **When you first select Ad Center,** you'll see a brief summary of your ad campaigns. You may not have much data yet, but as your advertisements reach your customers, you'll see these numbers change.  
  
Below the summary are a few of your ads, sorted by most recent. If the ad you want to pause, resume or delete is listed, you can select **View Results**.
- **If the ad you want isn't visible,** select either All ads in the left menu or See all at the bottom of the summary list.
- **Select View Results** next to the ad you want to pause, resume or delete.
- **To pause your ad campaign,** toggle the switch next to your ad status. To resume your ad campaign, select the switch.

Note: If you edit your ad while it is paused, it may need to go through the review process before resuming.

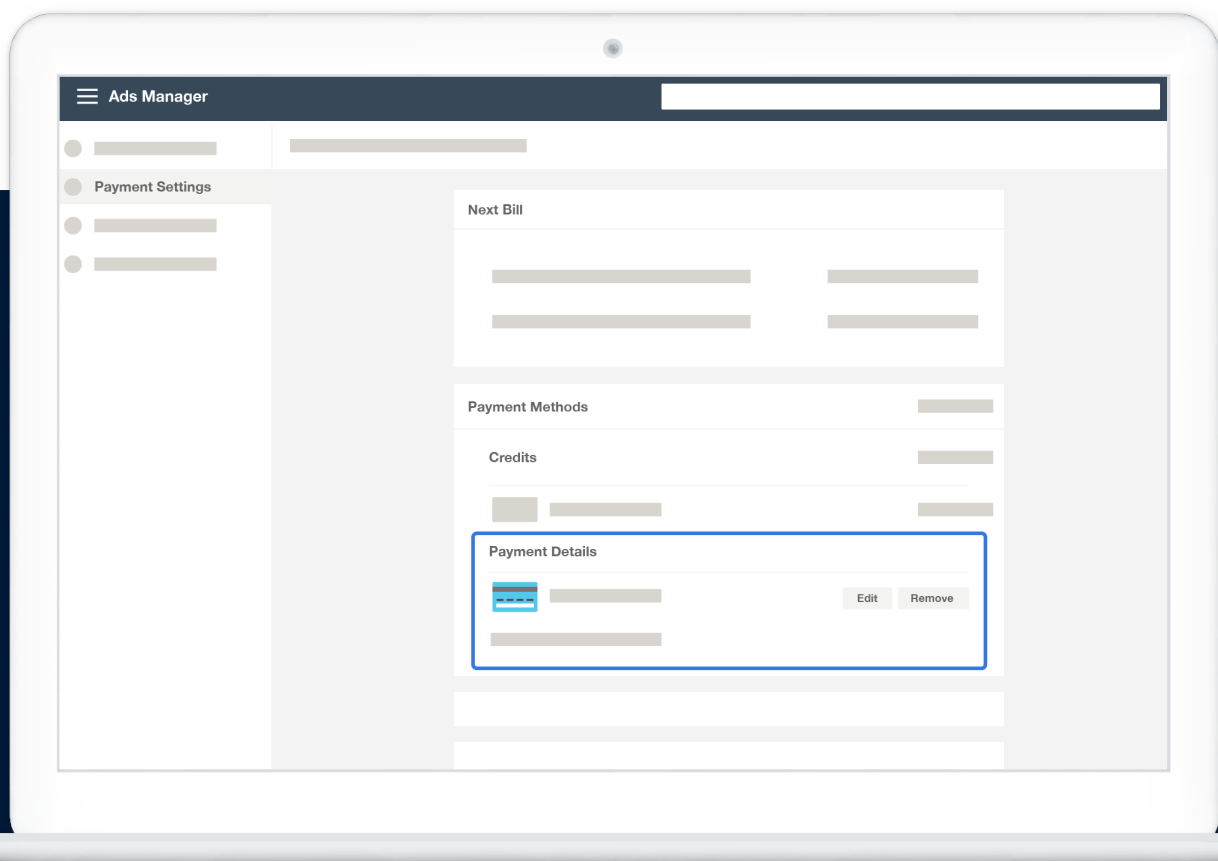
- **To delete your ad,** select the Settings icon in the bottom left of the View results screen, then choose Delete Ad from the menu.



# How to change your Facebook ad payment method

You can always edit your payment methods for your ads. Although payment settings are in Ad Manager, we'll show you how to find them through your Ad Center.

- 1 From your business Page, select the **Ad Center** tab.
- 2 Below the summary are a few of your ads, sorted by most recent. Select **View Results** next to one of your ads.
- 3 In the “View results” screen, find the Payment section. Below “Payment method,” select **Change**.
- 4 From here, you can **Edit**, **Add** or **Remove** a payment method.



# GLOSSARY

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Term	Definition
<b>Account spending limit</b>	An adjustable lifetime limit on the amount your Facebook ad account can spend across all the ads you run from the time you set the limit. This helps control your costs so you don't spend more on ads than you want to.
<b>Activity metrics (Instagram Insights)</b>	Metrics on what actions people take on your Page and how many people have seen your content.
<b>Ad Center</b>	Where you can see how your ads are performing. Includes a summary of your recent ad activity.
<b>Admin (Page role)</b>	Gives people total access to make changes to your Page.
<b>Ad objective</b>	The goal you want to achieve with your ad.
<b>Ads Manager App</b>	A mobile app that allows you to create, manage and view ad results in one place from your mobile device.
<b>Advertiser (Page role)</b>	Can only create ads and view insights.
<b>All posts published (Facebook Insights)</b>	The success of every post from your Page.
<b>Analyst (Page role)</b>	Can only see insights and who's published on a Page.
<b>Audience</b>	Who you want to reach with your ad. Categories include gender, age group, location, interests, behavior and more.
<b>Audience, people (Ad Center)</b>	Provides you with data visualizations of your audience demographics. The People tab is a breakdown of your audience by gender and age.
<b>Audience and locations (Ad Center)</b>	Shows you which country, city or region your audience is coming from.
<b>Audience and placements (Ad Center)</b>	Shows you where your ad appears across our products.
<b>Automated responses</b>	Automatic responses help you maintain communication as the number of your Page visitors grows. You can set up automatic responses for people to see when they begin their conversation with you. Includes automatic greetings, responses to feedback, response to job applications and so on.
<b>Automatic payments</b>	Advertisers will be automatically charged whenever they spend a certain amount. If you're using PayPal, a credit card or a debit card to purchase ads, this is usually how you'll pay.
<b>Automatic placements</b>	Allows the ad delivery system to choose and optimize ad placement. May be switched on or off.

Term	Definition
<b>Billing threshold</b>	The amount you need to spend on your ads to be automatically charged. You will be charged each time you hit your billing threshold and again on your monthly bill date for any leftover charges.
<b>Boost a post (ad objective)</b>	Get additional engagement (Likes, shares and comments) on a post you've already created.
<b>Boost post</b>	The button at the bottom right of your post that turns your organic content into paid content and shows it to people who you may not have reached before. This is a way to make your post into an ad.
<b>Boost your event (ad objective)</b>	You can sell tickets and/or increase awareness about your event.
<b>Call-to-action button (CTA)</b>	A way to get people who visit your Page to take an action, such as book appointments, contact your business directly, download an app or buy something.
<b>Carousel ad</b>	Two or more images and videos, headlines, links or calls-to-action in a single ad.
<b>Comments &amp; more (of Facebook Page Inbox)</b>	All the comments on your Facebook and Instagram posts.
<b>Content box of a Page post</b>	This is where you add text to a post.
<b>Content metrics (Instagram Insights)</b>	Metrics on how your posts, Stories and promotions are performing and which posting formats work best for your followers.
<b>Copy</b>	The text that you include around the image, video or other creative asset that you use in your ad. Your image or video may be what first attracts attention, but your ad copy can clarify your message and any actions that you want people to take.
<b>Creating an audience</b>	When you define the best possible audience for your ad.
<b>Daily budget</b>	The average amount you'll spend on your ad each day.
<b>Details (Ad Center)</b>	Shows your ad's status, objective and daily budget.
<b>Discover (Instagram Insights)</b>	Information on your Reach and Impressions.
<b>Duration (of an ad)</b>	How long you want your ad to run. There are two main options for selecting your ad duration: create a custom duration or select one of the prepopulated durations provided by Facebook.
<b>Editor (Page role)</b>	Can do everything but manage Page roles and settings.



Term	Definition
<b>Events</b>	Events give people an opportunity to engage with your business in person. Use them to promote a seasonal sale, announce a new shop opening, or demonstrate your product or service. You can sell tickets, collect RSVPs, put events on people's calendars and communicate with all attendees from one place.
<b>Facebook</b>	A way for people to stay connected, share what matters to them and discover what's going on in the world. A way for people to keep in touch with friends, family and businesses. With a Facebook account, you can share updates and photos, connect with friends and family, join communities that are relevant to your interests and follow Pages of celebrities, organizations and businesses.
<b>Facebook About section</b>	Allows you to share business details, such as contact information and opening hours, and to tell customers what you have to offer. This description will also appear in search results when people search for your business online.
<b>Facebook cover photo</b>	An image that represents your business on Facebook, such as a larger version of your logo or an image unique to your business. Your cover photo appears at the top of your Page.
<b>Facebook Live</b>	An interactive way to connect with people through live video. Broadcast live to people from your business Page to get more exposure and engage with them in real time.
<b>Facebook News Feed (desktop) ad placement</b>	Your ads appear in the desktop News Feed for people accessing the Facebook website on their computers.
<b>Facebook News Feed (mobile) ad placement</b>	Your ads appear in the mobile News Feed for people using the Facebook app on mobile devices or accessing the Facebook website through a mobile browser.
<b>Facebook Page</b>	A business's digital presence on Facebook. A Page has tools to help you grow your business, connect with customers and see how people interact with it.
<b>Facebook Page roles</b>	Allow you to add other people to help manage your Page. Each role comes with specific access and permissions.
<b>Facebook Page summary</b>	A summary of metrics that will tell you how your Page performs in different areas. Each metric is split up into sections so you can focus on the ones you care about.
<b>Facebook Page username</b>	Every Page has a username. A simple and specific username will make it easier for people to find your business. People can type your username into the search bar after <a href="http://www.facebook.com/">www.facebook.com/</a> to go directly to your Page. Your Page username appears below your profile picture and each time you post.
<b>Facebook profile</b>	A personal account on Facebook where you tell people about yourself, add friends and share personal updates. When you first join Facebook, you start with a profile.
<b>Facebook profile photo</b>	An image that represents your business on Facebook. Ideally, your profile photo is your business logo, so people can associate your Page with your business. Your profile photo appears on the top left of your Page and the top left of each post you create.
<b>Facebook right column (desktop) ad placement</b>	Your ads appear in the right column on Facebook on a computer.

Term	Definition
<b>Fans</b>	People who have liked your Page.
<b>Followers</b>	People who follow your Page.
<b>Get directions (Instagram Insights)</b>	The number of times someone tapped to get directions to your business.
<b>Get More Leads (ad objective)</b>	A short form where people can choose to fill in their name, phone number, email address and other details. Use this information to reach out to potential new customers.
<b>Get More Website Purchases (ad objective)</b>	Get people to purchase your products online. This is only available for advertisers who have set up a Facebook pixel.
<b>Get More Website Visitors (ad objective)</b>	When someone clicks on your ad, they'll be directed to your website. You'll need to include your URL, so we know where to send people.
<b>Groups</b>	Provide a space for people to communicate about shared interests. They're useful to start discussion forums and to chat about specific topics, events or the products and services you offer.
<b>Hashtag</b>	A pound sign (#) followed by a word or phrase. Hashtags are a way to categorize what you share and link your post to other posts with the same hashtag.
<b>Highlight (Instagram Stories)</b>	A photo or video from your Stories that you have chosen to feature in a special section of your profile. It will not disappear.
<b>Impressions (Instagram Insights)</b>	The total number of times your posts and Stories have been seen (may include multiple views of your ads by the same people).
<b>Increase Awareness/Interested (CTA for Events)</b>	Optimizes your ad to get more people interested in your event. This adds an Interested CTA button.
<b>Insights</b>	A tool on Facebook to see useful metrics and gauge how your Page is doing.
<b>Instagram</b>	A free photo and video sharing app that people use to get inspiration, explore interests and create connections through shared experiences.
<b>Instagram business account</b>	Allows you to better connect with customers. With a business account, you can add contact information, promote your products or services, gain insights into how people interact with your photos and videos and create ads for the Instagram community. Instagram business accounts are always public.
<b>Instagram Direct</b>	A chat feature for your Instagram business account.

Term	Definition
<b>Instagram feed</b>	Where people share pictures and videos. Pictures you share in your feed will appear in your followers' feeds, live on your profile (unless deleted) and can be edited with filters. Your Instagram feed is an extension of your digital storefront, where customers can discover your products or services and establish a connection with your business.
<b>Instagram feed ad placement</b>	Your ads appear in the desktop feed (for people accessing the Instagram website on their laptops or desktop computers) and your feed on mobile (for people using the Instagram app on mobile devices or accessing the Instagram website through a mobile browser).
<b>Instagram Insights</b>	Provides information about your Instagram followers, categorized into three sections: activity, content and audience.
<b>Instagram personal account</b>	An account that belongs to an individual person, which may be public or private. Many people share photos and videos from their everyday lives, and sometimes even focus on an interest such as hiking or street fashion. But these people aren't on Instagram to sell a product or service. They're on Instagram to share their passion, explore new interests and connect.
<b>Instagram post</b>	One way to share a photo or video on Instagram. People who follow your business may see your posts in their personalized feed, where they can like and comment on them. People can always look at posts that appear in their feed, unless you delete a post.
<b>Instagram Stories</b>	Fullscreen photos and videos that are shared and disappear within 24 hours unless saved or added to your profile. They can be enhanced with playful creative tools, like stickers, emojis and GIFs. When you watch Instagram Stories, they appear on screen for seconds, then move automatically onto the next one. They're like very short episodes.
<b>Instagram Stories ad placement</b>	Your ads will appear to people browsing stories on Instagram.
<b>Instagram text</b>	The written content below your picture or video in your post.
<b>Jobs Manager (Page role)</b>	Can post job openings and manage applications on behalf of your business.
<b>Landing pages</b>	The web pages that people are redirected to when they click on your ad. Any landing page must clearly represent the company, product, service or brand that's being advertised.
<b>Link clicks (Ad Center)</b>	The number of clicks on links within the ad that led to destinations or experiences, on or off Facebook. For ads promoting Instagram profile views, link clicks include clicks on the ad header or comments that led to the advertiser's profile.
<b>Location (Instagram)</b>	A way to identify a particular place and draw attention to where you might want people to visit, like your business.
<b>Manual payments</b>	You'll add money to your account before your ads run, then money will be deducted from that amount up to once a day as your ads run. For smaller budgets, we may wait until the charges reach USD 25 or until seven days pass before we invoice your account. With manual payments, you won't have a billing threshold.

Term	Definition
<b>Mentions (Instagram)</b>	Brings related people who use Instagram into the conversation and makes it easy to visit their profiles.
<b>Messages (of Facebook Page Inbox)</b>	Where you will find the conversations, you have with people using Messenger and Instagram Direct.
<b>Messenger</b>	A messaging app and web platform integrated into Facebook. People use it to communicate and build relationships through conversation.
<b>Messenger Inbox ad placement</b>	Your ads appear in the Home tab of Messenger.
<b>Mobile first</b>	A tool that lets people connect using their mobile devices, such as Instagram.
<b>Mobile Studio</b>	A resource to create your own assets. Recommends mobile apps you can use to turn photos into videos, remix existing videos and more.
<b>Moderate comments</b>	You can hide or delete specific comments if you notice that a comment thread has become hostile or inappropriate.
<b>Moderator</b>	Can send messages and respond to comments as the Page.
<b>Organic reach/content</b>	A free way for your business to connect with people, such as through a Facebook post your followers see and like. You create a post and it spreads naturally (or organically) from people who engage with your content to their friends and so on, without you paying for it.
<b>Page Inbox</b>	Helps you keep track of the different comments, conversations and interactions you have with your customers. Through the Page Inbox, you can read and respond to messages that your business receives through Messenger or Instagram Direct, as well as comments on your Facebook and Instagram posts.
<b>Page Likes (Insights)</b>	The number of likes a Page has and number of new likes a Page gets every day.
<b>Paid reach/content</b>	Advertising on Facebook to expand your audience and help grow your business beyond those who have liked or followed your Page. With any sort of budget, you may turn organic content into paid content through boosted posts or other types of Page promotions.
<b>People engaged (Insights)</b>	People talking about your Page.
<b>People reached (Ad Center)</b>	The number of people who saw your ads at least once.
<b>People reached (Insights)</b>	People who had any posts from your Page or about your Page appear in their News Feed.

Term	Definition
<b>People section (Insights)</b>	Who sees and interacts with the posts on your Page, including demographic information (age, gender, location and language) of the people who like your Page.
<b>Performance (Ad Center)</b>	Key metrics such as link clicks, people reached, cost per click and activity. Your view may be different, depending on what campaign objective you chose.
<b>Placement (Facebook ad Placement)</b>	Where your ad appears. When you create an ad from your Facebook Page, people will be able to see that ad in several different places.
<b>Poor Engagement (Insights)</b>	Which posts didn't receive positive responses from the community. Find out if people who see your posts are hiding or reporting them as spam. If too many people report or hide your post, it may negatively affect your reach.
<b>Positive engagement (Insights)</b>	Which post got the most likes. This enables you create similar posts to increase engagement and reach more customers.
<b>Post (Facebook Page Post)</b>	Content, such as photos, videos or updates, that you share on your business's Facebook Page for others to see. A message you share from your Page.
<b>Post engagement (Ad Center)</b>	The total number of actions that people take involving your ads, such as sharing or commenting.
<b>Post types (Insights)</b>	The overall average reach and engagement for certain types of posts, such as posts with images or videos.
<b>Preview (Ad Center)</b>	In Preview, you can see your ad as it appears to your audience.
<b>Profile visits (Instagram Insights)</b>	The number of times your business profile was viewed.
<b>Promote Your App (ad objective)</b>	Encourage people to download your business's app. This is only available for advertisers who have linked an app to their ad account.
<b>Promote Your Business Locally (ad objective)</b>	Increase awareness of your local business near your shopfront. Set a radius of 2 to 50 miles around your business. Your ad will reach people nearby.
<b>Promote Your Call-to-Action Button (ad objective)</b>	Get people to click your Page's call-to-action button.
<b>Promote Your Page (ad objective)</b>	Get more likes on your Facebook Page.
<b>Reach Insights</b>	The number of people who saw a particular post.
<b>Reach (Instagram Insights)</b>	The number of people (counted by unique Instagram accounts) who have viewed your posts and Stories.

Term	Definition
<b>Recent posts Insights</b>	The latest posts and people's comments and the number of likes on recent posts.
<b>Region engagement Insights</b>	Who saw the post, as well as the total number of likes, shares and comments.
<b>Sell Tickets/Get Tickets</b>	Optimizes your ad to get more people to attend your event. This adds a Get Tickets call-to-action (CTA) button. To use this option, your event must include a URL to take people to a location where they can buy tickets.
<b>Sharing options of a Page post</b>	Choose where, when and to whom your post will be shown.
<b>Shop (Call-to-action button)</b>	Helps you share your products or services, whether or not you sell them online. You can display and sell your products directly on your Page, making it easy for people to buy directly from their computer or phone.
<b>Single image ad</b>	A stand-alone image that appears on your ad. Use single images to offer a clean, simple format that features engaging imagery and text surrounding the image.
<b>Slideshow ad</b>	Free animated ads that play like a video. You can use 3-10 images, videos, text and sound in your slideshow. You can add music, change how long images stay on the screen or even add a fade effect between pictures.
<b>Stickers</b>	Stylized text or playful images and animations you can add to your Stories.
<b>Stock images</b>	Facebook offers free high-quality images that you can use when you create your ads if you don't have images or videos of your own.
<b>Stories</b>	Fullscreen mobile photos and videos that you can create and share as they happen. The photos and videos you add will be visible for 24 hours, so they often spark spontaneous and quick conversations.
<b>Time of posts (Insights)</b>	When you tend to post on your Page and when your audience is most active.
<b>Top posts from Pages you watch (Insights)</b>	How the posts of other Pages you follow performed and the engagement their most recent posts received.
<b>Total budget</b>	The maximum amount you'll spend on an ad until it stops running.
<b>Video ad</b>	A way to show off your product, service or business through moving visuals and sound.
<b>Website clicks (Instagram Insights)</b>	The number of times someone tapped on the website link in your business profile description.

Term	Definition
<b>WhatsApp</b>	A fast, simple, secure messaging and calling app for mobile and desktop. Similar to Messenger, WhatsApp is an easy and private way for people to share messages, photos, videos and important information with each other. It's also a useful messaging tool for people in low-connectivity areas.
<b>WhatsApp Business</b>	A presence on WhatsApp for your business. Similar to a Facebook Page, you can input your website, contact information and a description of what your business does. You can interact with customers over chat and use all the features that WhatsApp offers for your business, such as greetings, labels, quick replies and automated messages.
<b>When fans are online (Insights)</b>	When your Page fans are online, even if they live in different time zones and are online at different times. This can help you figure out the best times to share posts.



A smiling woman with short dark hair, wearing a dark blue long-sleeved shirt and a red and white striped apron, is sitting at a wooden desk in what appears to be a cafe or office setting. She is looking down at a laptop in front of her. The background is slightly blurred, showing shelves with various items and a plant. The overall tone is warm and professional.

# THE ESSENTIAL GUIDE TO ADVERTISING WITH FACEBOOK ADS MANAGER

[facebook.com/blueprint](https://facebook.com/blueprint)

January 2020 Version

FACEBOOK

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Boost Post

# How to get started with Facebook Ads Manager

Ads Manager gives you more robust features to manage multiple ads, ad sets and campaigns. This course will introduce you to the Ads Manager interface and walk through how to set up an ad account.

# Two ways to advertise on Facebook

Facebook lets you connect with people interested in your product or service. There are two ways to create ads on Facebook: from your business Page or by using Ads Manager.

## 1 Create ads from your business Page

### Boost Post

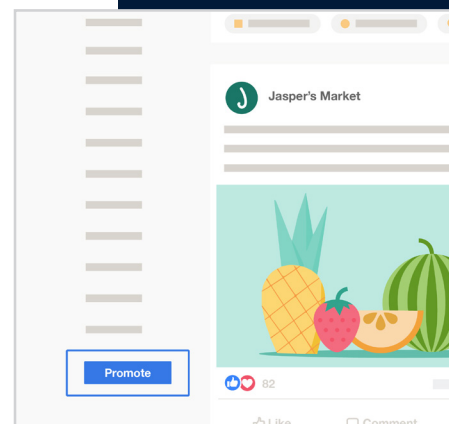
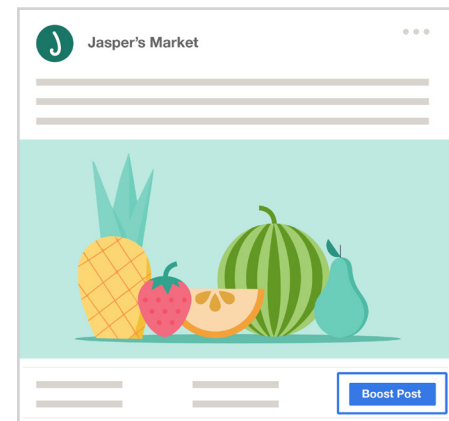
You can create several types of Facebook ads from your business Page; One way is to boost a post.

### Promote

You can also promote your business locally, increase traffic to your website and more. Select the **Promote** button at the bottom left of your business Page, and we'll guide you through the ad creation process.

From your business Page, you can create one ad at a time. Facebook will make suggestions about the audience, text and images.

When you use Ads Manager, you can create larger, more coordinated advertising campaigns. Both can help you reach the people most likely to care about your business, but Ads Manager gives you more options and more control.



## 2 Advertise using Ads Manager

Facebook Ads Manager is a tool designed to give you full control of the types of ads you run, their format and the audiences they reach. Additionally, it allows for more granular settings for scheduling and budgeting.

The Ads Manager interface is connected to your Facebook account. You can navigate to Ads Manager from your home page.

In the bottom left menu, you'll see a link for Ads Manager. You may need to select **View More** before you can see it. Then, select **Ads Manager**.

## Ad Objectives

Understanding your business goals will help you choose the ad objective most likely to achieve the desired outcome for your campaign. Creating ads from your Page allows you to boost posts, encourage website purchases and generate leads. With Ads Manager, you can choose objectives that lead people to take valuable actions on your website or app. You can also promote your inventory with catalog sales.

## Advanced targeting capabilities

Creating ads from your Page lets you choose the interests, age and gender of your audience.

Ads Manager lets you choose those characteristics in addition to more advanced targeting tools, such as Custom Audiences and Lookalike Audiences.

## Creative options

With Ads Manager, you can create collection ads, choose visuals specific to each ad placement and use templates to build videos with the Video Creation Kit. These are only a few of the extra choices you'll find in Ads Manager.

## Ad placements

Placements are where your ads will appear, and Facebook offers several ways to reach your audiences where they are most likely to be. For example, when you create ads from your Page, you can place them on Instagram and Facebook. Using Ads Manager gives you those placement options, plus placements in the Audience Network.

The screenshot shows the 'Create Audience' form in Facebook Ads Manager. It includes fields for Name, Gender (All, Men, Women), Age (18 to 65+), and Locations. There is also a section for Detailed Targeting and a progress indicator at the bottom showing 'Specific' and 'Broad' targeting options.

## Available ad placements:



Facebook

- Feed
- Right column
- Instant Articles
- In-stream videos
- Stories



Instagram

- Feed
- Stories



Messenger

- Inbox
- Sponsored messages
- Stories

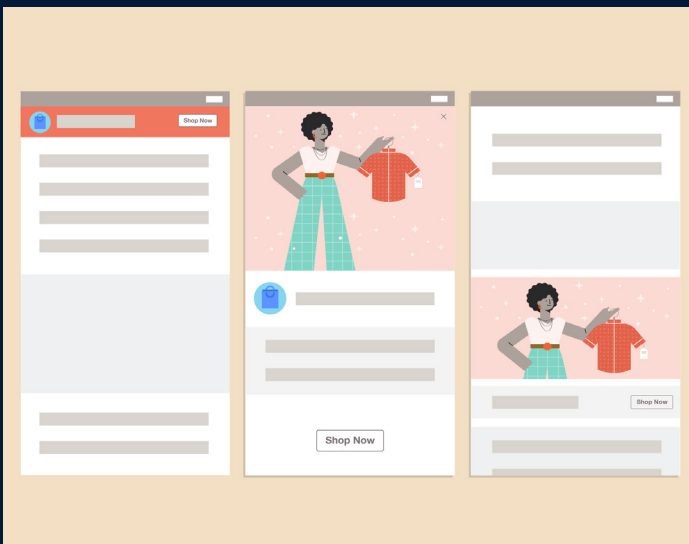


## Audience Network

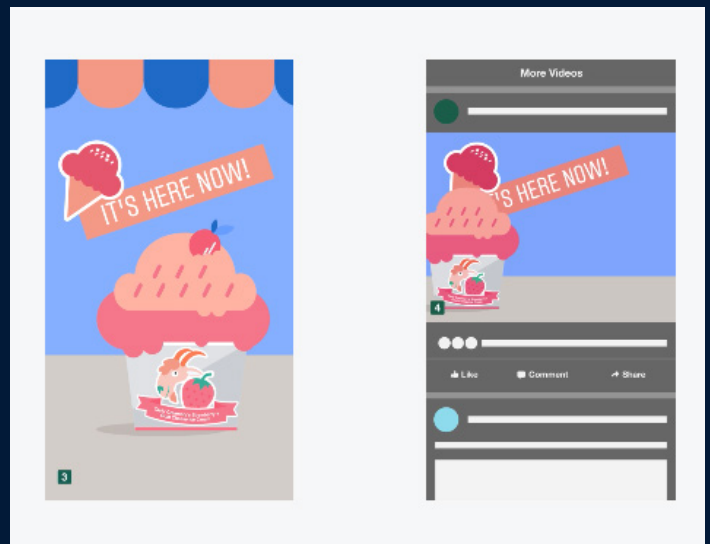
While people spend a lot of their time on Facebook and Instagram, they also spend time on other apps and websites. Audience Network helps you reach more of the people you care about in those other places.

With Audience Network, you can extend your Facebook and Instagram campaigns to thousands of websites and apps. Audience Network Ads use the same targeting, auction, delivery and measurement systems as Facebook ads.

### Banner, interstitial and native



### Rewarded video and in-stream video



Creating ads from your Page gives you tools to expand your audience, and Ads Manager offers even more ways to reach people interested in your goods or services.

# How to set up your Ads Manager account

Here you will learn how to set up your Facebook Ads Manager account, including how to change your time zone, currency, payment methods and spending limit.

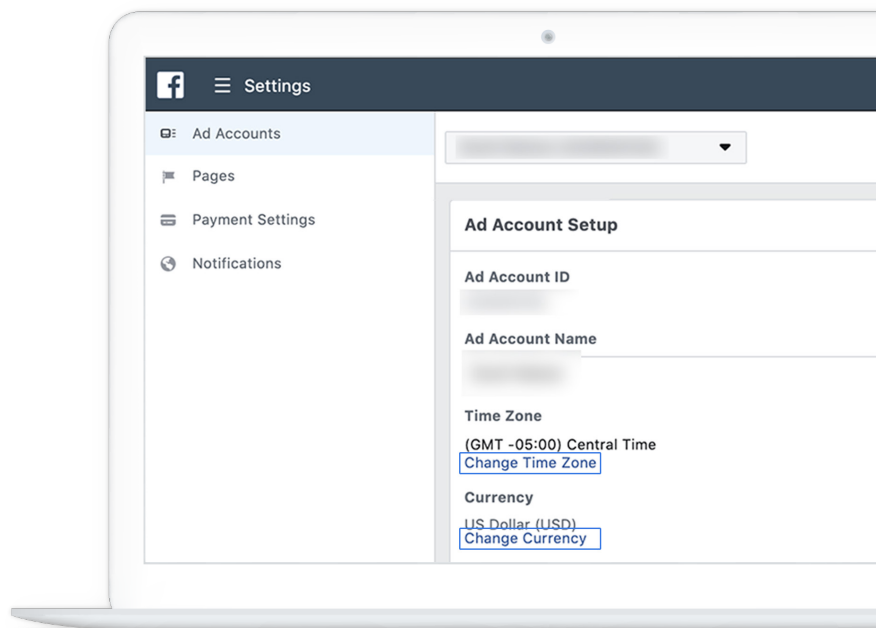
Before you get started in Ads Manager, you'll need a Facebook business Page. You don't need to create an Ads Manager account because it's created automatically when you set up your Page. You can always access Ads Manager from your Facebook Page. You can access many of the following options through the Settings button in the top right.

## Confirm your ad account information

You can access your ad account information in the [ad account settings](#).

When you first navigate to your Ads Manager settings, you'll be presented with the ad account setup.

We automatically assign you a random account ID number and set your currency and time zone based on your location.



You may want to change these settings in the future. For example, you may relocate your business or start doing transactions in a different currency. Or maybe you set up your Facebook business account while traveling and need to change your timezone. The Settings menu is where you can change these options.



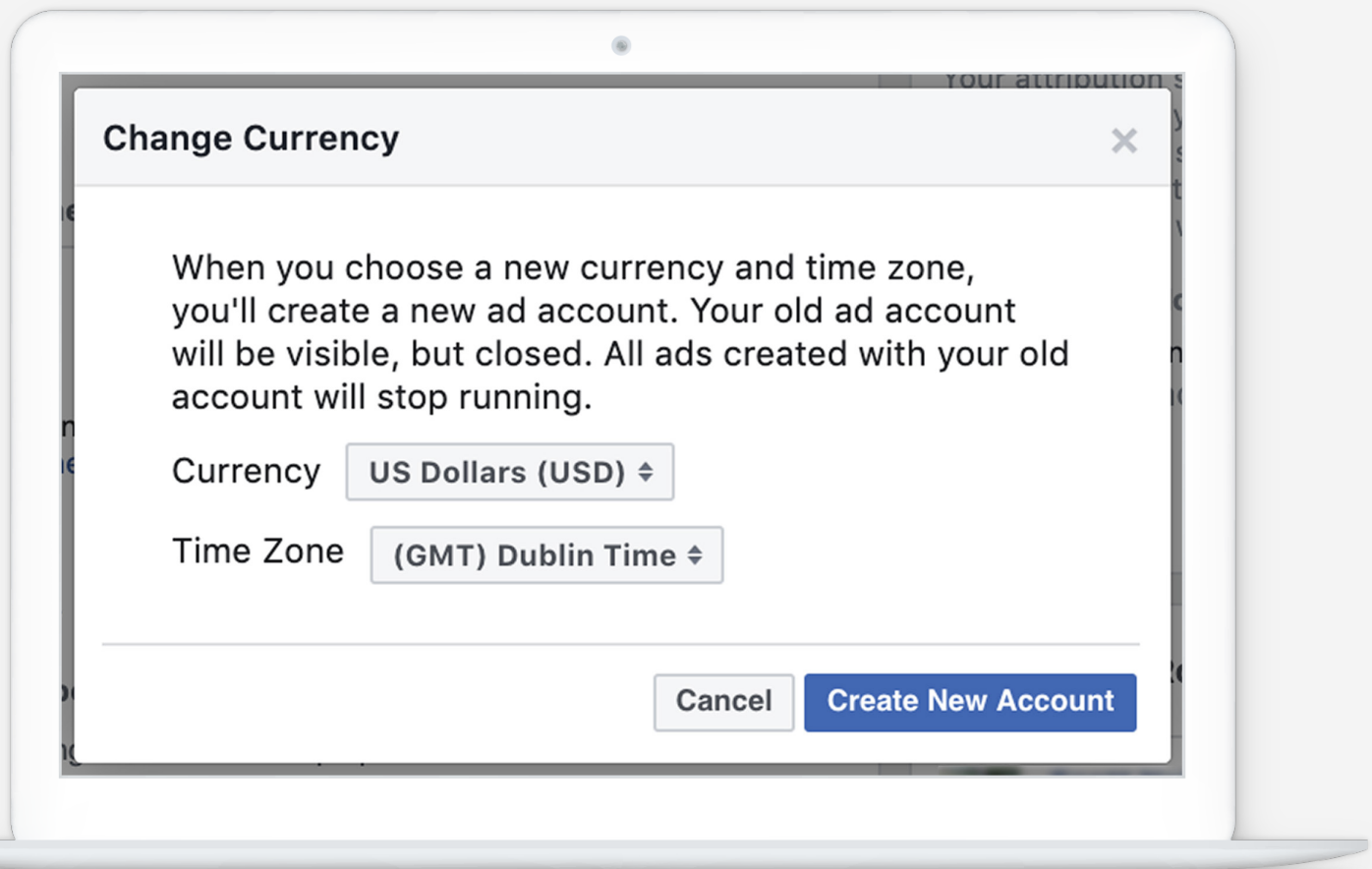
Select **Change Time Zone** or **Change Currency**.

When you change your currency or time zone, you will automatically create a new ad account.

Your old ad account will close, but you can still see it. All of the ads you created in that account will stop running.

If your currency and timezone are correct, then you don't need to create a new account. To change your currency or timezone, use the dropdown menus to choose the correct options. Then, select **Create New Account** to return to your settings.

In Settings, enter your business information and advertising purpose. These questions are for legal reasons because there may be restrictions on certain types of advertising in your region. After you finish entering your information, select **Save Changes**.

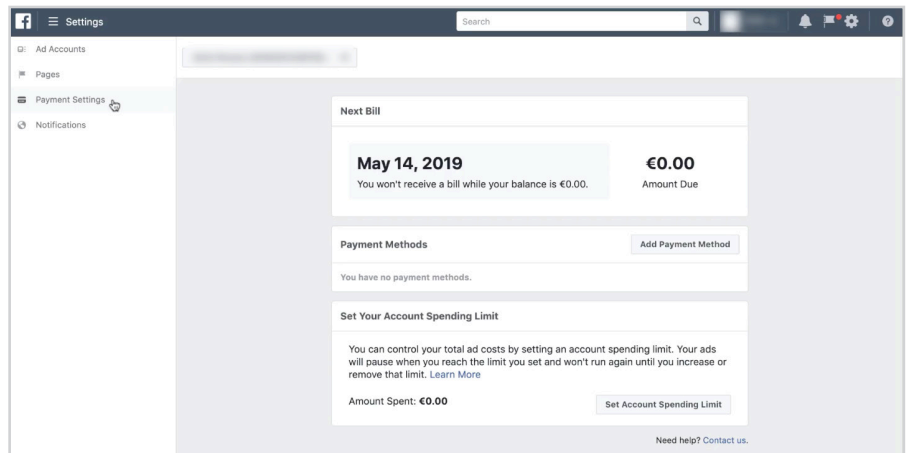


## Set up your payment method

You must set up a payment method before you can run ads. You will find your ad account information on the Settings page.

1 To set up your payment method, select **Payment settings** in the left column. Once you have your payment method set up, you can find an overview of your pending balance, update payment methods and set your spending limit.

2 Because there is currently no payment method, you must add one. Below Payment methods, select **Add Payment Method**. You can choose to pay with a credit or debit card, PayPal, online banking or a Facebook ad coupon. You can add more than one payment method.



3 Once you have entered your payment information, select **Continue**. Depending on what payment method you chose, you may be asked for more information.

4 Once you have added your payment method, you will return to the Payment settings page. You can always edit or remove it on the Payment settings page under Settings in Ads Manager.

5 Under Payment methods, you can also set your **account spending limit**. An account spending limit will help control your total ad costs by pausing your ads when you reach the limit. Your ads will stay paused until you change this limit.

6 Select **Set account spending limit**. Here, you have the option to change, remove or reset your account spending limit. Once you are finished, click **Set Limit**.

You have now set your payment method and account spending limit. Remember, you can change any of your Ads Manager settings at any time by selecting **Settings** from the menu in the top right of Ads Manager.

# Facebook Ads Manager: What you need to know

Ads Manager provides the most robust features for advertising with Facebook products. Use the following link to go directly to your [Ads Manager](#).

## Features of Ad Manager

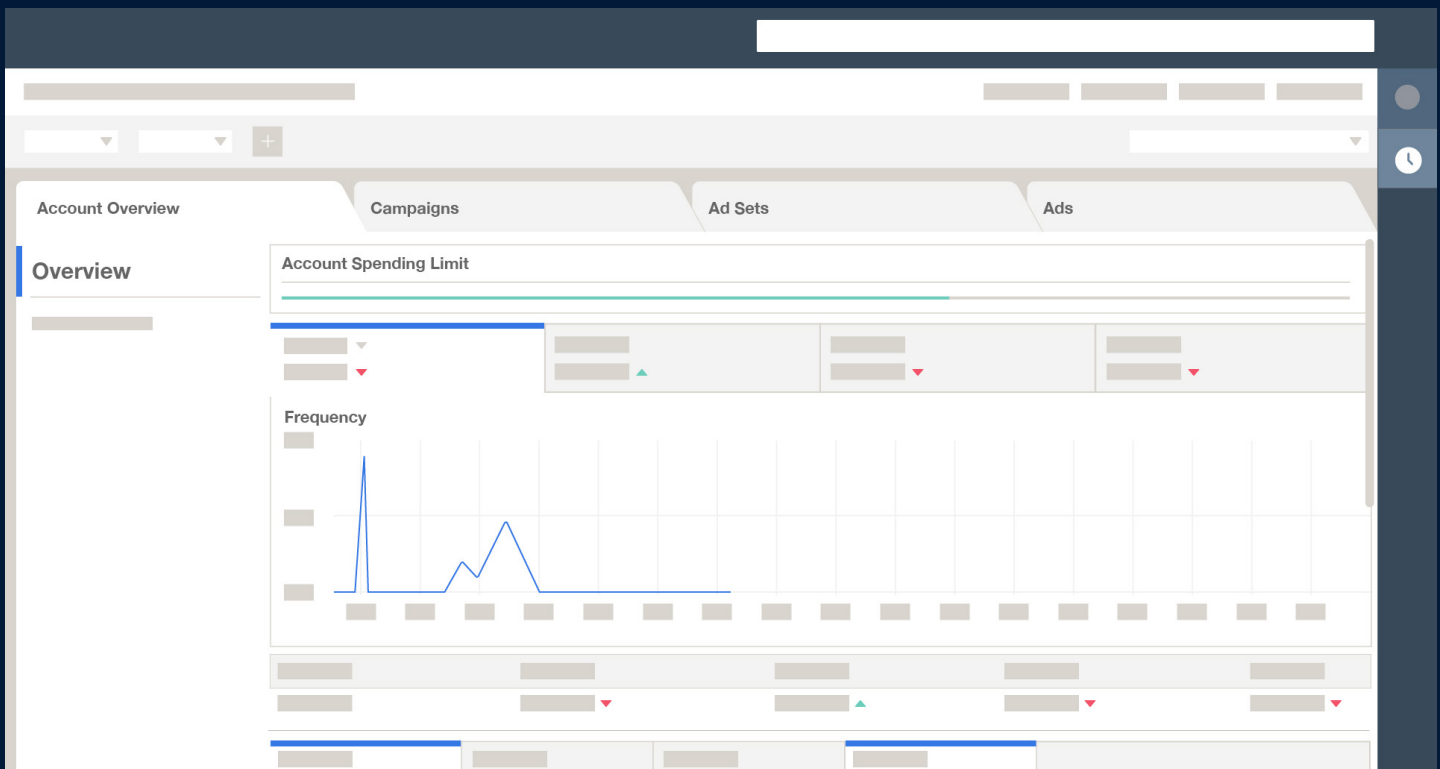
### Top navigation

Several navigation links are located at the top of Ads Manager. From here, you can navigate to other Facebook products, switch between ad accounts and access notifications, settings and help.

### Account overview

Once you start running ads, you will see a summary of those currently running, as well as ads you've run in the past. You can search and filter through your backlog of campaigns or create new ones.

If you have multiple ad accounts, you can choose which one to view from the dropdown at the top left.

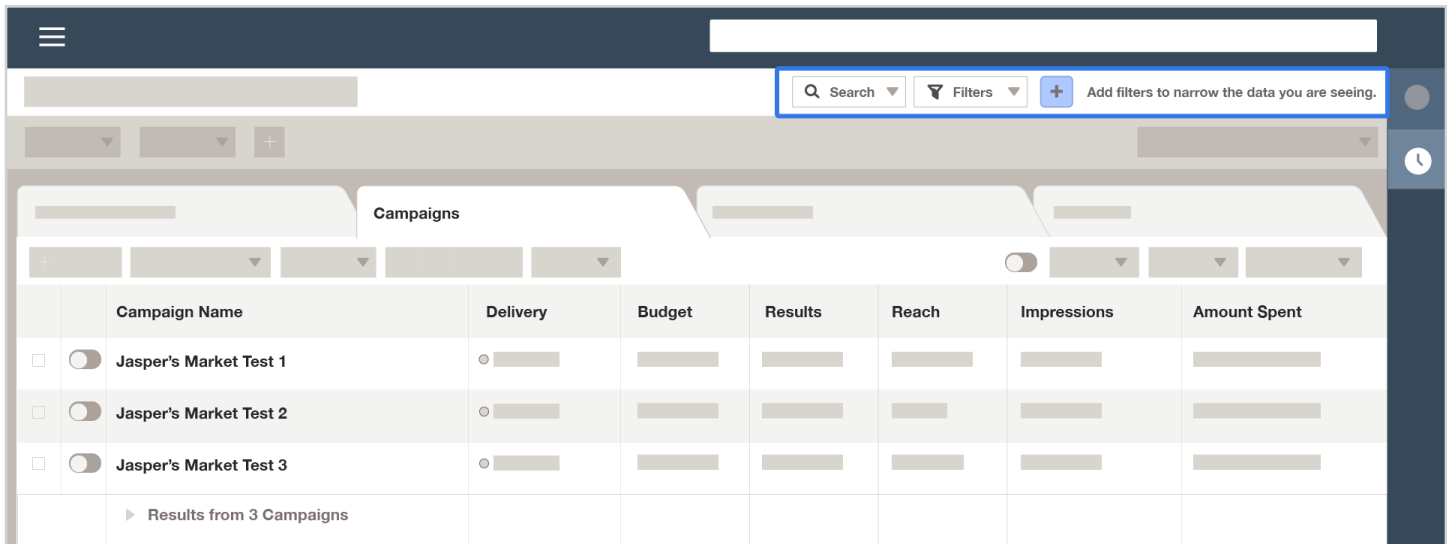


## Delivery column

The delivery column displays the status of your campaigns, ad sets or individual ads, depending on which navigation tab you select.

## Search and filter

You can search or use filters to find specific campaigns, ad sets or ads and customize the results you see in Ads Manager. You can choose from preset filters or create as many custom filters as you like.



## Time horizon

Search for campaigns by time frame. You can select a default date range or create a custom date range.

## Create button

When you select **Create** in Ads Manager, you have the option of guided creation or quick creation. Guided creation is helpful if you are new to creating ad campaigns. It will walk you through the ad creation process.

Quick creation gives you more flexibility in building your campaigns. You can also reuse campaigns, ad sets or ads.

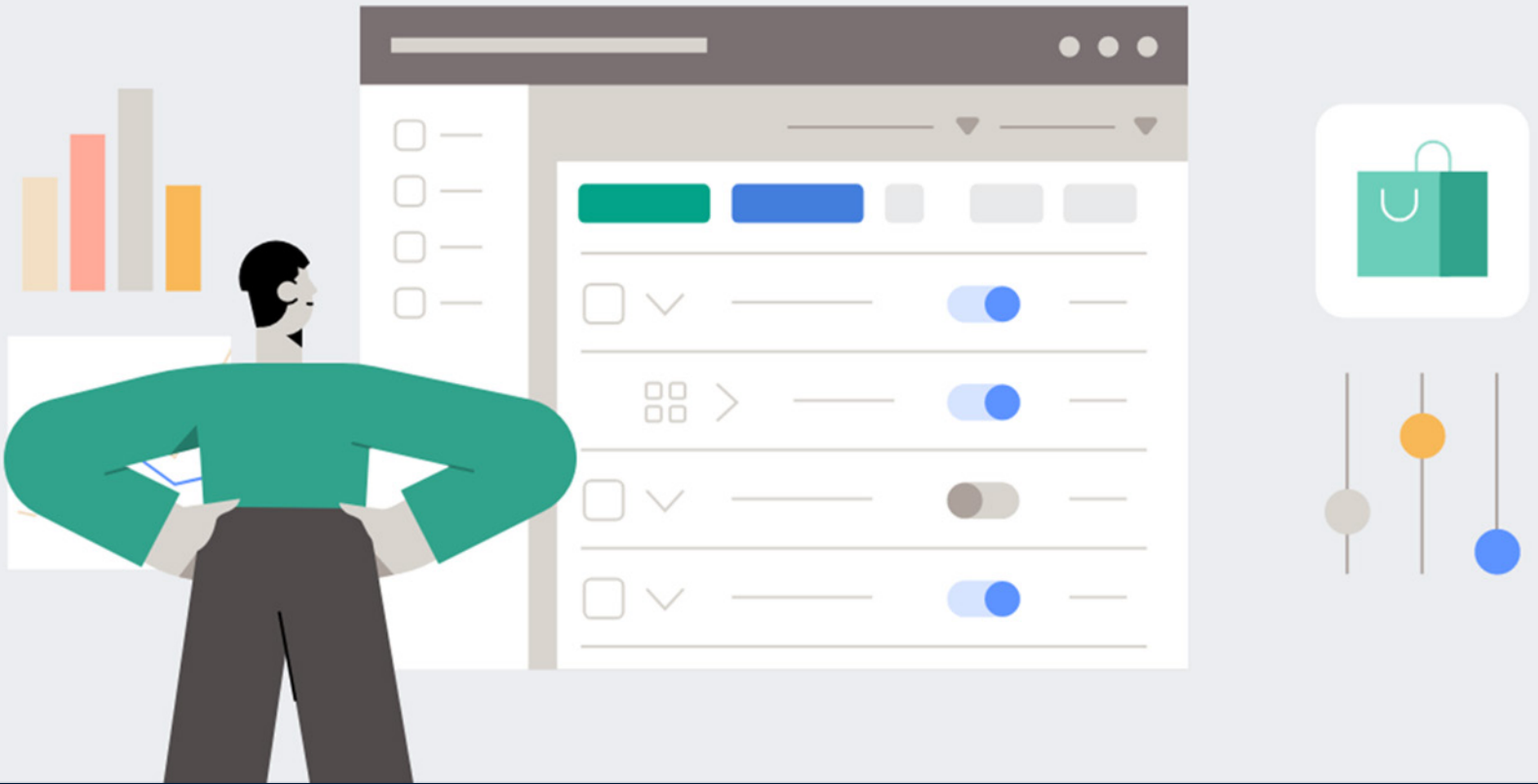
## Ads Manager App

The Facebook Ads Manager App gives similar functionality to Ads Manager, but on your mobile device. To download the Ads Manager App, choose either the Google Play button or App Store button to the right.

**Note:** Ads Manager offers more ad objectives than the Ads Manager App.

App options include:

- Create ads
- Edit existing ads
- Edit ad budgets and schedules
- Track ad performance
- Receive push notifications



# How to structure campaigns in Ads Manager

Facebook structures advertisements into campaigns, ad sets and ads. In this course, we'll outline these structures and demonstrate with a sample campaign.

# The essential guide to Facebook's Ad Campaign structure

Ads you create in Facebook Ads Manager have three parts: ads, ad sets and campaigns. Collectively, this is called the **campaign structure**. Knowing how the parts work together will help you run your ads the way you want to and get them to the right people.

## Three Levels of Campaign Structure --

- **Campaign level:**

To run ads on Facebook, you'll need to choose an objective. An **objective** is what you want to accomplish with your ads, such as promoting your app or building awareness of your business. Choosing an objective creates a campaign. That's the first level.

- **Ad set level:**

The next level, **ad set**, is where you'll choose your audiences, your ad schedule, where your ads appear and how much you'll pay.

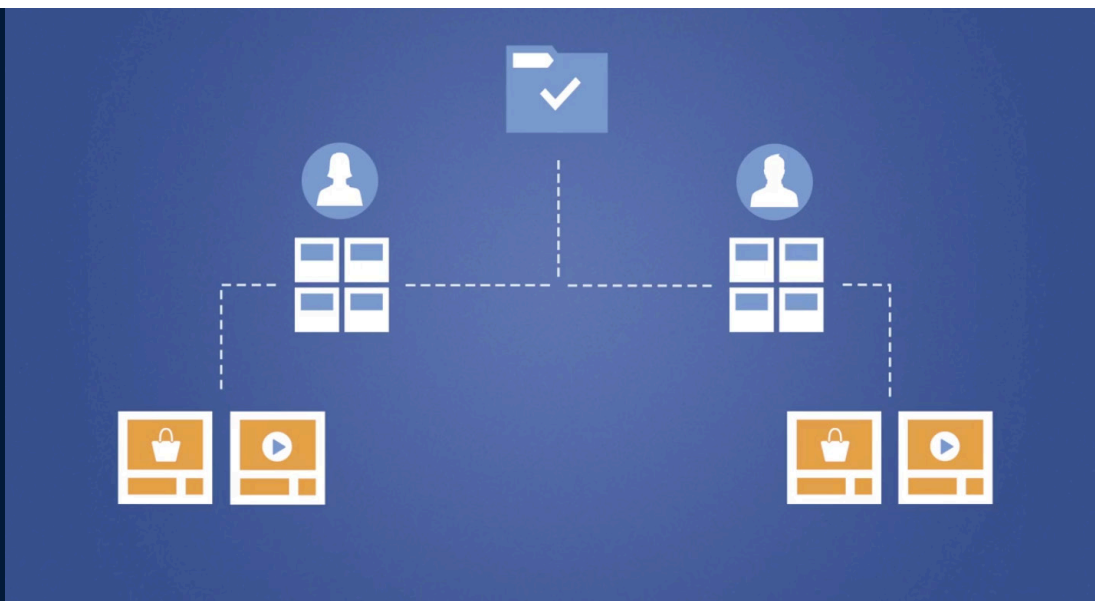
- **Ad level:**

At the **ad level**, it's all about what people will see and what will resonate with them. This is where you define your creative, or what appears in your ads: photos, videos, copy, links and more. It's a simple structure, and you can make adjustments to test which ads perform better.

For example, if you run a campaign to get more people to your website, you could test the responsiveness of different audiences at the ad set level, and different photos, videos and messages at the ad level.

With our ads reporting tools, you'll be able to see which audiences respond most and which ads perform better, so you can make better marketing choices. For example, increasing budget at the ad set level when audiences respond well and pausing or revising ads to improve performance.

This simple structure allows you to optimize and measure your progress with all your audiences so you can continue to reach your business goals.



# The campaign level: What you need to know

## Ad campaign structure

- A **campaign** is a series of ad sets and ads that aim to accomplish a single objective, such as generating leads or increasing the number of app installs.
- Campaigns contain one or more ad sets. Ad sets contain one or more ads.
- At the campaign level, you'll choose an ad objective to define your goals. Your objective is your purpose for advertising and you can only choose one for each campaign.
- For example, if you choose the Traffic objective, your ad will be optimized to get people to visit a destination on or off Facebook, such as a website, app or Messenger conversation.
- You will be asked to make the following choices at the campaign level (your selections will automatically apply to all of the ads in that campaign):

Create New Campaign

Campaign: \_\_\_\_\_

What's your marketing objective?

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Catalog Sales
	App Installs	Store Traffic
	Video Views	
	Lead Generation	
	Messages	

1

Select your objective

Reach

Campaign Name: Campaign 1

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2

Name your campaign



3

## You can choose to optimize your budget

(This will distribute your budget across ad sets to get you better results. If you turn this feature on, you will set your lifetime or daily budget next.)

4

## Select a campaign bid strategy

5

## (Optional) Create a split test

# The ad set level: What you need to know

## Ad set options

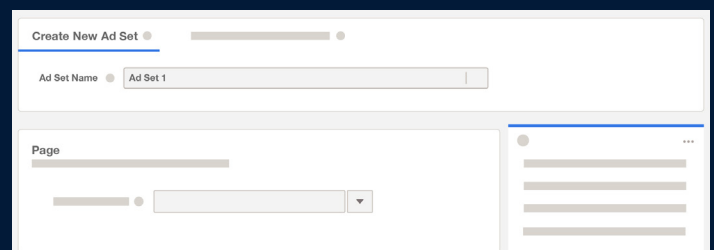
Ad campaigns are made up of ad sets. Ad sets are groups of ads that share settings for how, when and where to run. When you create an ad set, the choices you make at the ad set level automatically apply to all of the ads in the set.

You'll use ad set level options to choose audience characteristics such as location, gender and age. You can also create a budget, set a schedule and choose your placements.

## Overview of ad set options in Ads Manager:

1

**Name your ad set**

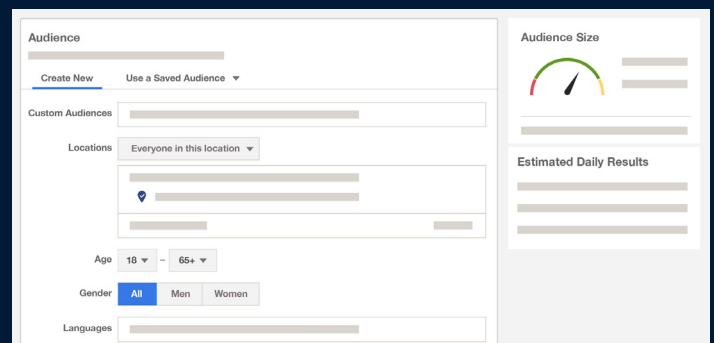
A screenshot of the 'Create New Ad Set' form in Facebook Ads Manager. The form has a title 'Create New Ad Set' with a plus icon. Below it is a text input field for 'Ad Set Name' with the placeholder text 'Ad Set 1'. Underneath is a 'Page' section with a dropdown menu and a plus icon. To the right of the form is a sidebar with a plus icon and several horizontal lines representing additional options.

2

**Select the Facebook Page you want to promote**

3

**Create or select your audience**

A screenshot of the 'Audience' selection form in Facebook Ads Manager. The form has a title 'Audience' and two tabs: 'Create New' (selected) and 'Use a Saved Audience'. Below the tabs is a 'Custom Audiences' section with a text input field. Underneath is a 'Locations' section with a dropdown menu set to 'Everyone in this location' and a map input field. Below the map is an 'Age' section with a range selector from '18' to '65+'. Underneath is a 'Gender' section with three buttons: 'All' (selected), 'Men', and 'Women'. At the bottom is a 'Languages' section with a text input field. To the right of the form is a sidebar with a 'Audience Size' section showing a gauge and a 'Estimated Daily Results' section with several horizontal lines.

4

**Select your placements manually or turn on automatic placements**

## Select your optimization event for ad delivery

## Set a cost control

**Note:** Customization is dependent on the campaign bid strategy you select at the campaign level

Budget & Schedule

Optimization for Ad Delivery

Reach

Bid Control (optional)

Budget and Schedule

Daily Budget

6.24

**Set a schedule for how long you want ads in the ad set to run**

You can choose to run them continuously or only for a specific date range.

### Budget & Schedule

Optimization for Ad Delivery ●

Reach ▾

Bid Control (optional) ●

Budget and Schedule ●

Daily Budget ▾

6.24

## Set ad set spend limits

## Choose when you get charged

## Choose the hours and days of the week your ads will run

## Choose delivery type

**You can choose standard or accelerated.**

Frequency Cap

1

7

When You Get Charged

Ad Scheduling

☒

Delivery Type

# The ad level: What you need to know

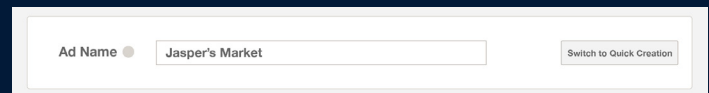
## Ad level options

**Ads** are the media you create for your audience. When you create a Facebook ad, you'll choose its creative media (images or videos), text, links and call-to-action button.

Below are the choices you need to make at the ad level in Ads Manager:

1

### Name your ad

A screenshot of the 'Ad Name' field in Facebook Ads Manager. The field is labeled 'Ad Name' and contains the text 'Jasper's Market'. To the right of the field is a button labeled 'Switch to Quick Creation'.

2

### Choose your identity.

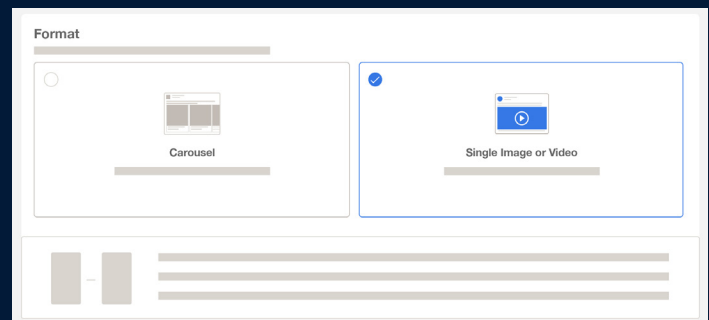
This is the Facebook Page or Instagram profile your ad will represent.

3

### Select the format of your ad.

Options include carousel, slideshow, collection, single image or video.

**Note:** Some format options are restricted by your choice of ad objective.

A screenshot of the 'Format' selection screen in Facebook Ads Manager. It shows two options: 'Carousel' and 'Single Image or Video'. The 'Single Image or Video' option is selected, indicated by a blue checkmark and a blue border. Below the options are icons for 'Image' and 'Video'.

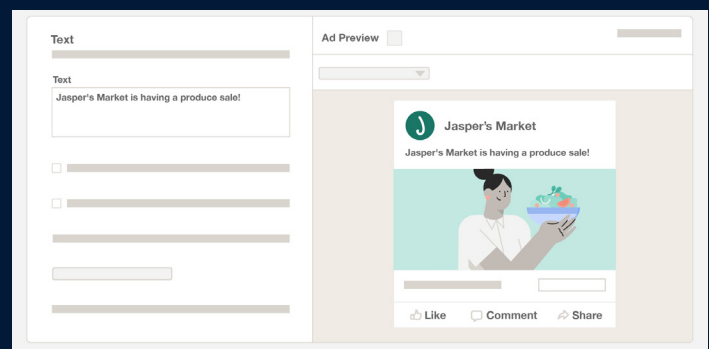
4

### Select your image(s) or video

5

### Create your text

Some marketing ad objectives let you show your ad in multiple languages, add a website URL or add a call-to-action button.

A screenshot of the 'Text' and 'Ad Preview' sections in Facebook Ads Manager. The 'Text' section on the left has a text area with the text 'Jasper's Market is having a produce sale!'. The 'Ad Preview' section on the right shows a preview of the ad with the same text and a background image of a person holding a basket of produce. Below the preview are buttons for 'Like', 'Comment', and 'Share'.

6

### Explore advanced ad options

We also offer tools for conversion tracking.  
To explore further, take a look at [Facebook pixel](#), [App Events](#) or [offline events](#).

## Example of a complete ad campaign

So far, we've outlined the levels of the campaign structure in Ads Manager and discussed the choices you need to make at each level. Now let's take a look at an example.

**Note:** The following data is for illustrative purposes only.

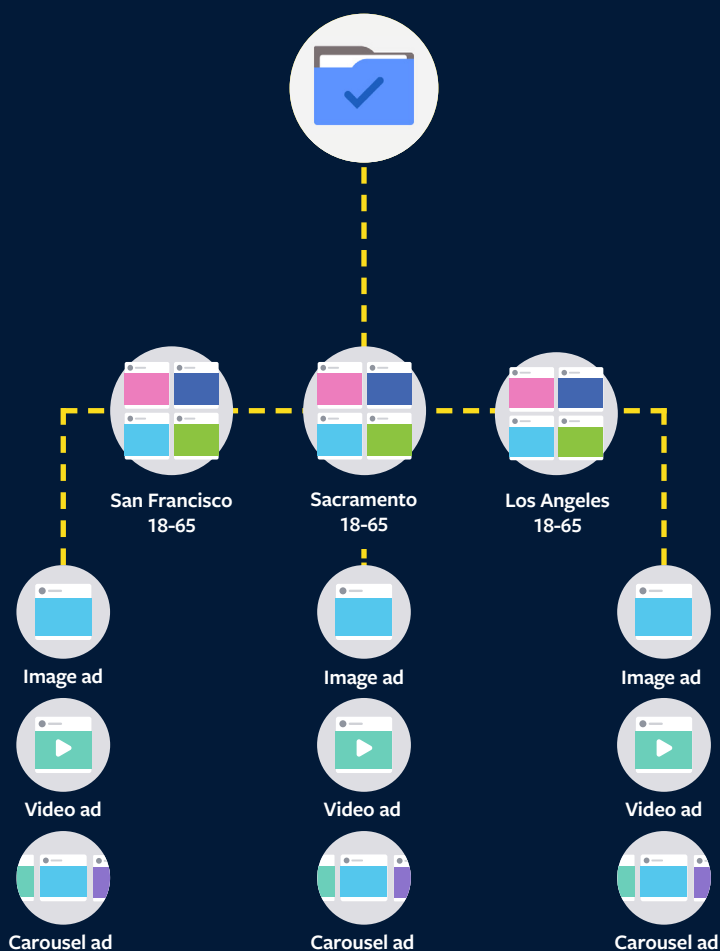
Jasper's Market, a chain of grocery shops in California, is launching a new website. Its goal is to encourage potential customers in metropolitan areas to visit its new site. Jasper's Market would launch a traffic campaign, which might look like this:

### Californian website traffic campaign

Jasper's decides to run a campaign with a Traffic objective.

Within that campaign, it creates three ad sets, each focused on a different city.

Within each ad set, it creates three different ads showcasing its fresh produce.



This is just one example of a possible ad campaign focused on increasing website traffic.



# How to choose a campaign objective in Ads Manager

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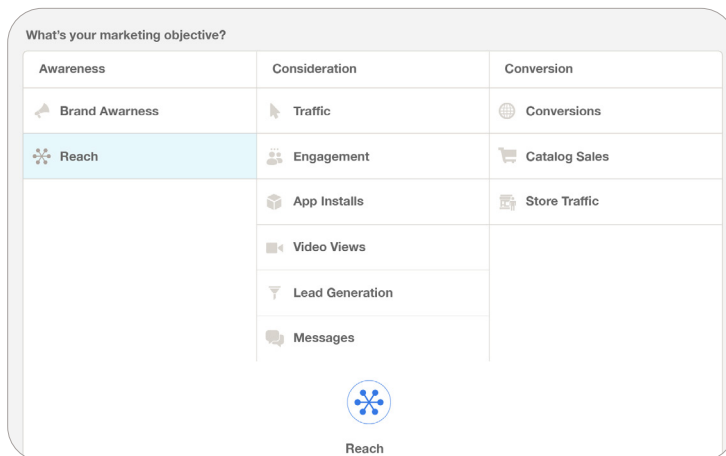
Your campaign objective guides the types of advertisements and placements you will choose. This course will help you align your business goals with campaign objectives to focus and improve your ad campaigns.

# How to connect your business goal to the right ad objective

To create a campaign, you'll need to select a **marketing objective**. You set objectives at the campaign level, meaning that you may create different ad sets and ads within your campaign, but they all focus on the same objective.

Marketing objectives are divided into three general categories. Use these to narrow down which objective best aligns with your overall business goals.

- **Awareness**  
Objectives that generate interest in your business, product or service.
- **Consideration**  
Objectives that encourage people to learn more about what your business offers.
- **Conversion**  
Objectives that encourage people who are interested in your business to purchase or use your product or service.



## Consider desired actions or results

Once you have narrowed your campaign's focus, decide which actions or results you would like your campaign to aim for. Once people have received your message (your advertisement), what do you want them to do? The objective that you choose will help Facebook reach the people who are most likely to take the actions that you want.

Look at the table to see which creative formats are available for each ad objective.

Ads Manager provides 11 overarching campaign objectives to choose from. Once you've decided on an objective, you'll need to determine what you define as a success.

AD OBJECTIVE	SINGLE IMAGE	VIDEO	CAROUSEL	SLIDESHOW
Boost a Post	✓	✓	✓	✓
Promote a Page	✓	✓		✓
Get more leads	✓	✓		✓
Get more website visitors	✓	✓		✓
Promote your business locally	✓			
Promote your CTA button	✓	✓		✓
Get more website purchases	✓	✓	✓	✓
Promote your app	✓	✓	✓	✓



# How to judge the success of your ad campaign

Your campaign objective tells Facebook Ads Manager which results matter to you. The correct objective will help Facebook better understand the results that you want to see and help you get the most out of your investment.

For example, if your goal is to sell your product, you might first consider the Reach objective. You may think that putting your product in front of as many people as possible will result in more sales. But that approach won't focus on people who are most likely to make a purchase.

Instead, you can choose the Conversions or Catalogue Sales objectives. These objectives can get your ads to people who have visited your website or shown an interest in your products and encourage them to take a desired action, such as completing a purchase.

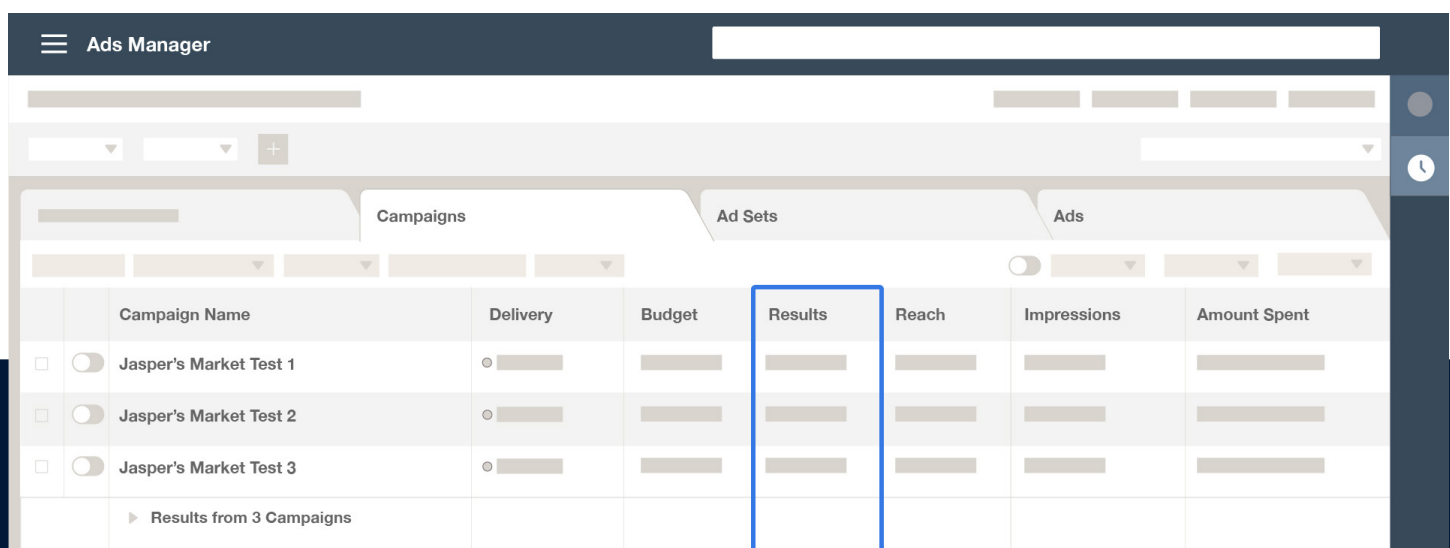
**Results** are the number of times that your ad achieved an outcome, based on the objective and settings that you selected. See our [Results](#) Ads Help Center article for more information.

**Cost per result** indicates how cost-efficiently you achieved the objectives that you set in your ad campaign. It is the ratio of total amount spent to number of results.

See our [Cost per result](#) Ads Help Center article for more information.

For example, if you chose the Engagement: Event Response objective, the cost per result is the cost per event response. Imagine you initially set a goal of 100 event responses. The next time you run a similar campaign, try setting your goal to a higher number of event responses or a lower cost per result for the same number of event responses.

Experiment with different ad objectives. Show your ad to a more specific audience or increase the number of placements. Your definition of a successful campaign will change depending on your ad objectives, but the key is to experiment and improve.



The screenshot shows the Facebook Ads Manager interface. At the top, there's a header with 'Ads Manager' and a search bar. Below the header, there are tabs for 'Campaigns', 'Ad Sets', and 'Ads'. The 'Campaigns' tab is selected. Below the tabs, there's a table with columns: Campaign Name, Delivery, Budget, Results, Reach, Impressions, and Amount Spent. The 'Results' column is highlighted with a blue box. The table contains three rows of data for 'Jasper's Market Test 1', 'Jasper's Market Test 2', and 'Jasper's Market Test 3'. Each row has a checkbox and a toggle switch in the first column. The 'Results' column shows a bar chart for each campaign. Below the table, there's a link to 'Results from 3 Campaigns'.

	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Amount Spent
<input type="checkbox"/>	<input type="checkbox"/> Jasper's Market Test 1						
<input type="checkbox"/>	<input type="checkbox"/> Jasper's Market Test 2						
<input type="checkbox"/>	<input type="checkbox"/> Jasper's Market Test 3						
<a href="#">Results from 3 Campaigns</a>							

# Setting goals and updating your ad for success

Learn how to set goals and change variables to get different campaign results. When you create your first campaign, it may be difficult to choose an objective. You don't have a frame of reference to judge the best goals for your business. As a guideline, make sure that your goals are **SMART**:

S

## Specific

Your business goals need definition. Vague goals such as more Page likes or more post shares don't necessarily lead to more customers, purchases or other goals that you care about. Instead, focus on specific goals that matter to your business. For example, increase new customers by a certain percentage or double the sales of a new product in a certain time frame.

M

## Measurable

Choose goals that you can measure to make informed decisions when you update or adjust your campaigns.

A

## Attainable

Set realistic marketing goals. As you reach your milestones, you'll see that slight changes can produce different results.

R

## Relevant

Choose goals that reflect your business's purpose and mission. Connect those goals to current conditions. Do they seem worthwhile?

T

## Time-bound

Deadlines give you boundaries to experiment with your goals. Set a target date to reassess your campaign.

## Variables

Campaigns have a number of variables that you can adjust to get different results:

Reach

Campaign Budget • Daily Budget 25.01

Placements

☒ Automatic Placements (Recommended)

☐ Edit Placements

Audience Size

Estimated Daily Results

Media

☒ Image ☐ Video/Slideshow

Add More Images

Crop Image

Browse Library Free Stock Images

### Budget

Adjust how much you spend to reach a larger audience.

### Number of placements

Change your placement options. Are the people you want to reach on a particular platform?

### Audience size

Alter your audience size. Examine how widening or narrowing your audience changes your results.

### Audience composition

Change your audience demographics to reach new people.

### Creative

Try a different format, text, image or video.

Remember these variables as you create campaigns. See what happens when you edit one or more of these variables and gain insight into realistic expectations for your ad campaign goals. We cover how to methodically test variables in a different lesson. Select [split testing](#) to go there now.

# Example campaigns for different ad objectives

Here are a few examples of how the right ad objective can help you achieve your business goals:



## Brand Awareness

Jasper's Market is going to launch a small regional chain of supermarkets. Using the Brand Awareness objective, it can create a campaign that highlights its produce to people in the local area.



## Traffic

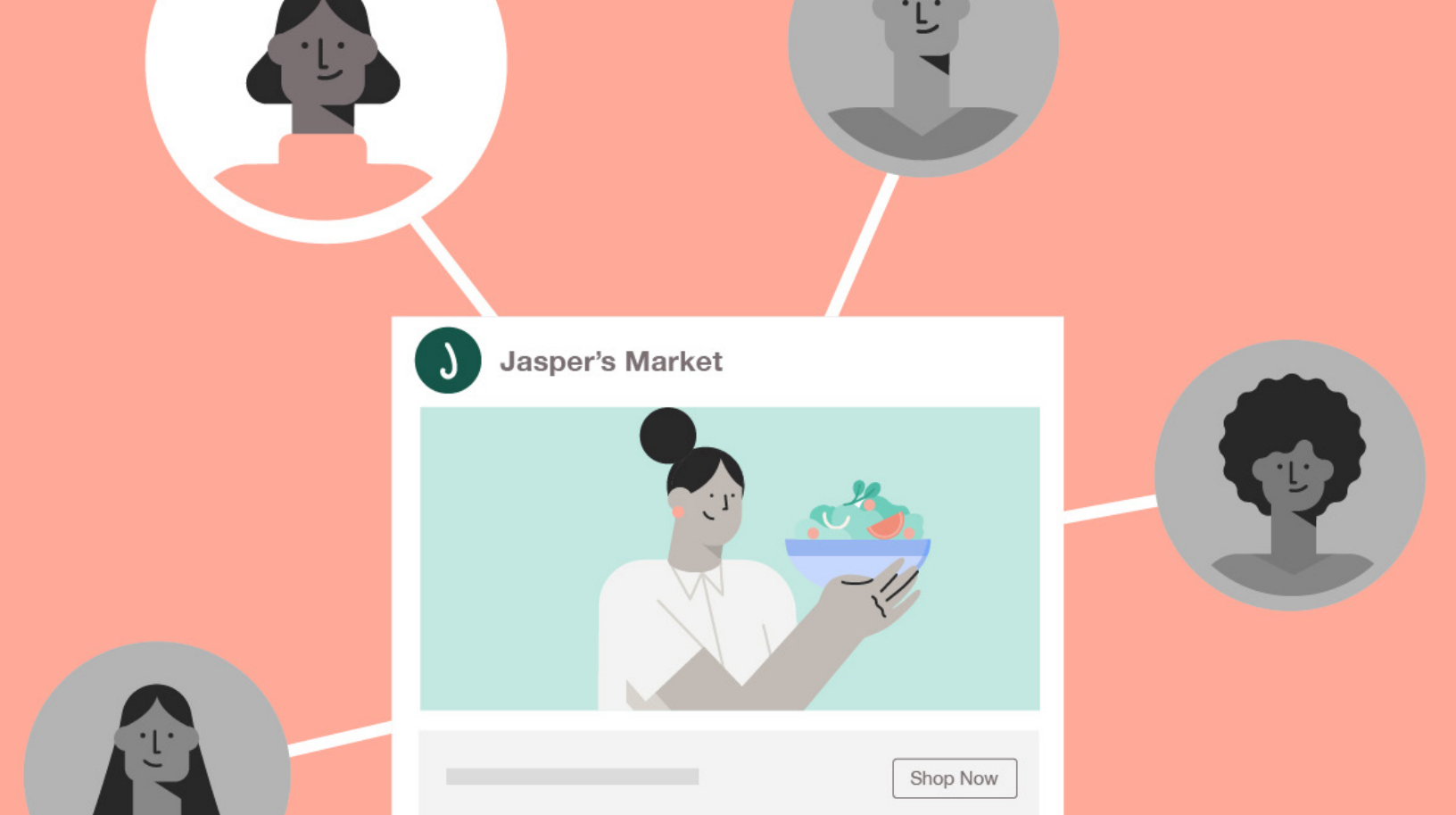
Jasper's Market wants more people to visit its website. If it chooses the Traffic objective, Facebook will show its ad to people who are likely to click through to its site. But if its goal is to make online sales, a Conversion objective would show its ad to people who are most likely to complete a purchase.



## Lead Generation

Jasper's Market wants potential customers to subscribe to its newsletter. With the Lead Generation objective, it can create a form where people can voluntarily enter their name, email address and other information. This ad will be served to people who have already shown an interest in Jasper's Market. It can even include personalized questions, such as "What products are you interested in?"

*Note:* These are fictitious examples used for illustrative purposes only. Your results will be dependent on business goals, advertising needs and variables.



# How to create your audience in Ads Manager

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Learn how to define and refine your audience to reach the people most likely to find value in your ads.

# The three types of ad audiences

When you create your ad set, it's important to choose the audience who will see your ads. Your choices will apply to all of the ads in your ad set. You don't choose specific people for an audience, but you do specify characteristics of people who are apt to be interested in your products, services or events. These are the people who are most likely to find value in your ad.

There are three types of audiences that you can create in Ads Manager:



## Core Audience

A **Core Audience** is the default selection in Ads Manager.

To create a Core Audience, specify characteristics such as location, demographics, interests and behaviors. Your ad will appear to people who match those characteristics.



## Custom Audience

A **Custom Audience** lets you find people on Facebook who are already aware of your business. You can create a Custom Audience from:

- **Customer files:** Files from your Customer Relationship Management (CRM) or Point of Sales (POS) systems, email address lists or other sources of customer information.
- **Website activity:** Reach existing customers and other people who have shown an interest in your business by visiting your website.
- **Mobile app activity:** Use Facebook ads to engage with people based on their interactions with your apps.
- **Facebook engagement:** Reach people who have interacted with your Page, videos, lead ads and fullscreen experiences on Facebook.

Your ad will only appear to people who match these characteristics.



## Lookalike Audience

When you create a **Lookalike Audience**, you choose a source audience (a Custom Audience created with your pixel information, your mobile app information or fans of your Facebook Page). Facebook will identify the common qualities of the people in it (for example, demographic information or interests) and find similar people.

You can use multiple Lookalike Audiences at the same time for a single ad set. The ad set will show your ads to people who are in any of the selected Lookalike Audiences.

# How to create a core audience in Ads Manager

When you start to create the audience for your ad set in Ads Manager, the default is Core Audience.

**To create your Core Audience, select characteristics from the categories below:**

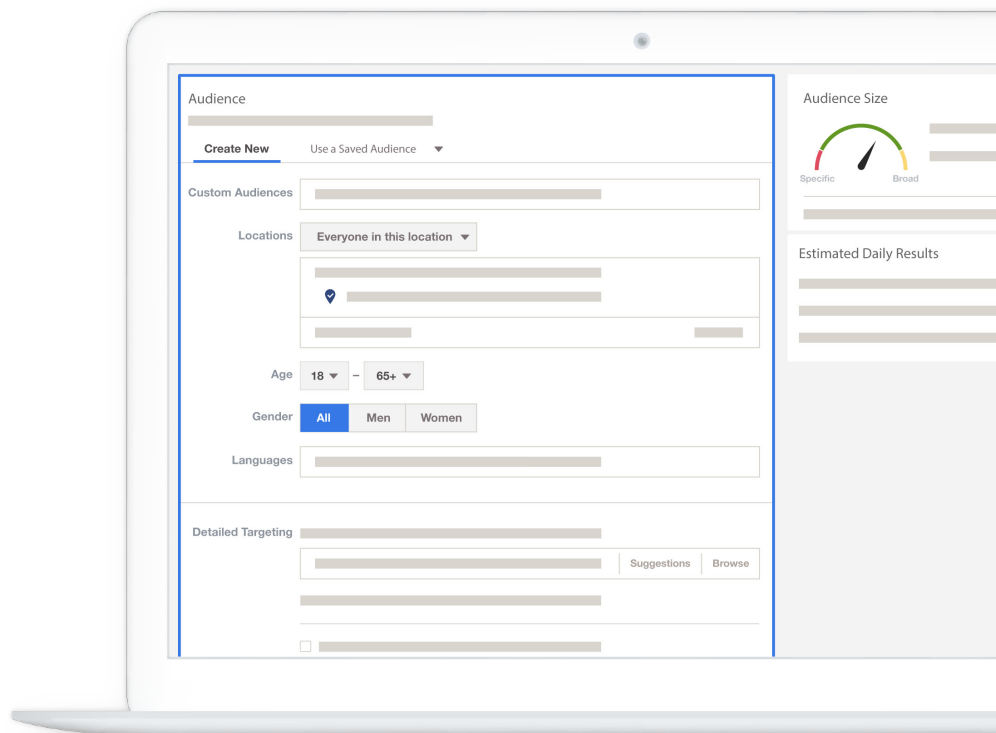
## Location

You can show your ad to people in a specific location. Options include country, county/region, town/city or postal code.

## Demographics

You can refine your audience by adding specifications for:

- **Age:** Upper and lower age range choices available.
- **Gender:** Men, women or all choices available.
- **Language:** The language spoken and read by the people you want to see your ad. You can leave this blank, unless the audience that you want to reach uses a language that is not common in the location that you've selected.

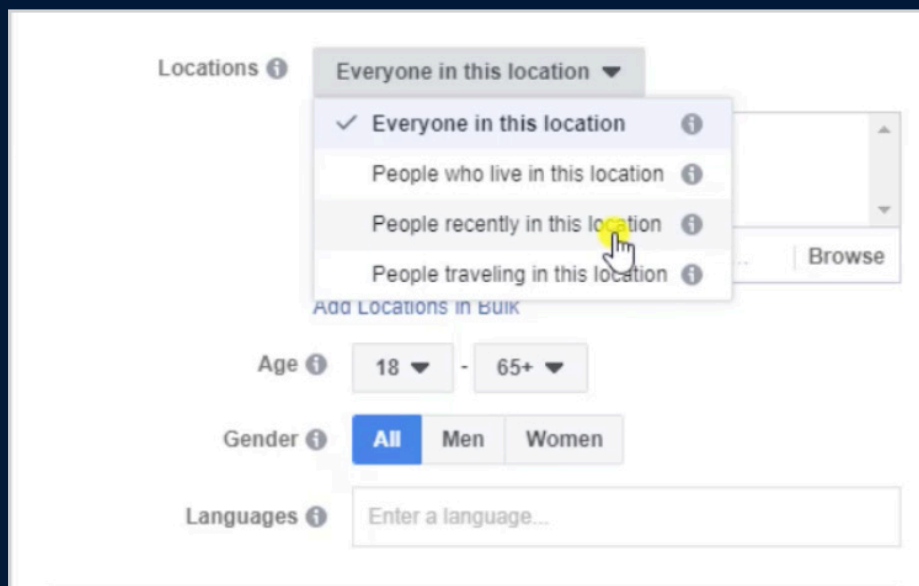


## Detailed targeting

You can also narrow your audience or exclude people to reach a smaller audience that is more likely to find your ad relevant. For example, if you are a pet supply shop looking for new customers, your detailed targeting may include people who are interested in dogs and who also recently moved.

Detailed targeting options may be based on: ads people click, activities they engage in both on and off Facebook (things such as their device usage, purchase behaviors or intents and travel preferences), their mobile device and the speed of their network connection.





### Steps to create a Core Audience:

- 1 Set the characteristics of your Core Audience under **Audience** in the Ad set section of Ads Manager. You can create a new audience or use a saved audience.
- 2 Define the location of your audience. Under **Locations**, select either “Everyone in this location”, “People who live in this location,” “People recently in this location” or “People traveling in this location.” To maximize reach, leave the default choice, **Everyone in this location**, selected.
- 3 To set your audience location, use the map or enter a town/city, urban area, county, country or region. Use the **radius slider** to increase or decrease your target area. For example, if you only want to include people in the city itself, select **Current city only**. You can choose to include additional locations. Exclude locations by selecting the **Exclude** option.
- 4 Specify the **age range** of the people you want to see your ad.
- 5 The default **gender** select is All, but you can also select only men or only women.
- 6 If your audience reads and speaks a language that’s different from the common language of the geographic location that you’ve specified, you can choose which language you’d like to use. Otherwise leave this field blank.
- 7 Include or exclude people with certain behaviors, interests and demographics. Add similar interests or select **Suggestions** and choose other relevant interests. You can also select **Browse** to see a list of demographics, interests, behaviors and other characteristics.
- 8 Use the **Potential reach** dial to give you an idea of your potential audience size. Generally, you want the dial to be in the green, so that the potential audience isn’t too specific or too broad. If you want to further focus your audience, select **Exclude people** and choose who to exclude, or select **Narrow audience** to add additional criteria. Note that these options may not be available for certain ad objectives.
- 9 When you’re satisfied with your choices, select **Save this Audience**. Give it a name. You can reuse it or change it later.

# How to create Custom or Lookalike Audiences in Ads Manager

A **Custom Audience** is an audience that lets you show ads to people who may already interact with your business. Maybe they’ve reacted to your Facebook Page posts, purchased products on your website, downloaded your app or visited your shop.

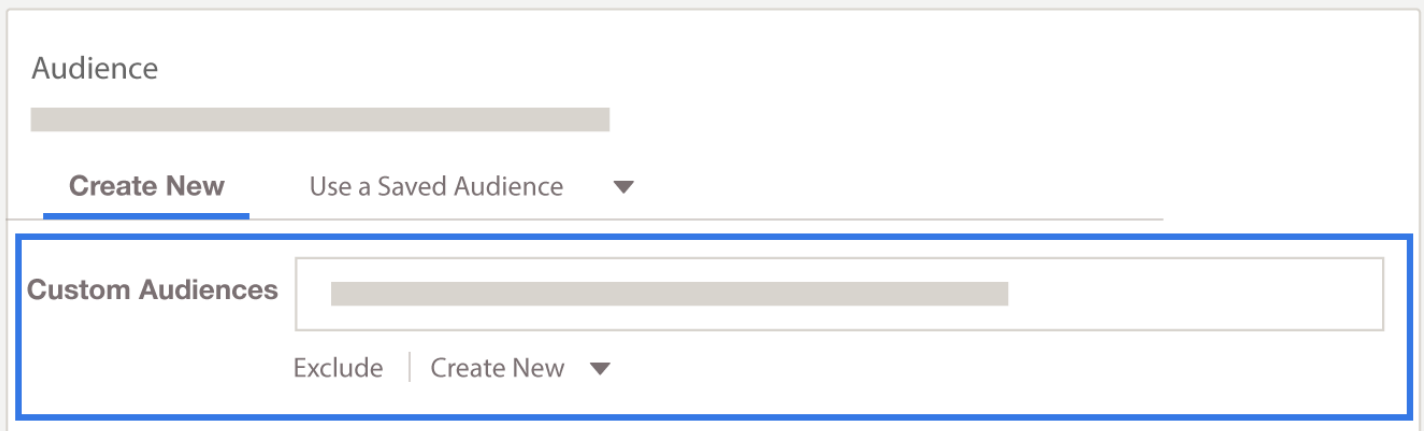
## Custom Audiences

You can create a Custom Audience from a customer list or based on people who’ve engaged with your business.

### How to create a custom audience:

- 1 In the Audience section, below Custom Audiences, select **Create new**.
- 2 Choose **Custom Audience** from the dropdown menu.
- 3 Select a source. All options are described in the carousel below.
- 4 Enter the criteria for your ad set’s Custom Audience. This will differ for each source.
- 5 Name your audience.
- 6 Select **Create Audience**.
- 7 Select **Done**.

It may take a few minutes for us to match your customers to people on Facebook. We’ll notify you when we’re finished. You can also check the status in [Audience Manager](#).



The screenshot shows the Facebook Ads Manager interface. At the top, there's a section labeled 'Audience' with a search bar. Below it, there are two buttons: 'Create New' and 'Use a Saved Audience'. The 'Create New' button is highlighted with a blue box. Below this, there's a section labeled 'Custom Audiences' with a search bar and two buttons: 'Exclude' and 'Create New'. The 'Custom Audiences' section is also highlighted with a blue box.

Here are the sources that you can use to create a Custom Audience:

## Website traffic

Create an audience of your website visitors. Use information that we receive from your Facebook pixel to reach people who’ve taken specific actions on your site, such as adding an item to their basket. You will need to install a Facebook pixel on your site before using this source.

## Customer file

Create an audience using your existing customer information. The information will be hashed before uploading and won't be stored afterward. You will need to upload it in CSV or TXT file format.

## App activity

Create an audience of people who've launched your app or game, or who've taken a specific action while using it, such as purchasing an item. You'll need to register your app, set up app events and use the Facebook Android or iOS SDK.

## Offline activity

Create an audience of people who have interacted with your business in-store, over the phone or via other offline channels. You will need to use offline events, Facebook's offline conversion measurement solution, to create an offline event set.

## Video

Create an audience of people who've watched one of your videos on Facebook or Instagram.

## Instagram business profile

Create an audience of people who've visited or interacted with your profile or ad on Instagram.

## Lead form

Create an audience of people who've opened or completed a form in one of your lead generation ads on Facebook or Instagram.

## Events

Create an audience of people who've interacted with one of your events on Facebook.

## Instant Experience

Create an audience of people who've opened your Instant Experience on Facebook or Instagram.

## Facebook Page

Create an audience of people who follow or have interacted with your Page.

Custom Audiences can help you reach your campaign objectives, but the security of the customer information that you use is critical. The customer information that you send is secured, but you also have a personal responsibility for the security of your customers' information.

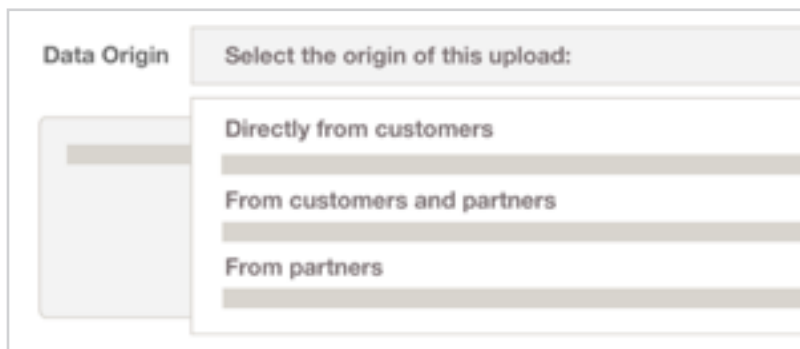
## Hashing

Information that you share with Facebook is hashed, that is, turned into short fingerprints that are impossible to reverse.

When you share your customer list, it's hashed locally in your browser before it's uploaded to Facebook. In addition to information that you provide, we can also hash pixel, SDK, CRM or transaction activity to match against a potential audience in our system.

You're responsible for the information that's uploaded and used to reach any Custom Audience that you create. You must have all of the necessary rights and permissions, as well as lawful basis, to use and disclose Custom Audience information in compliance with the Facebook Custom Audience Terms of Service.

When you upload audience information, you will be asked to provide details on how you obtained it.



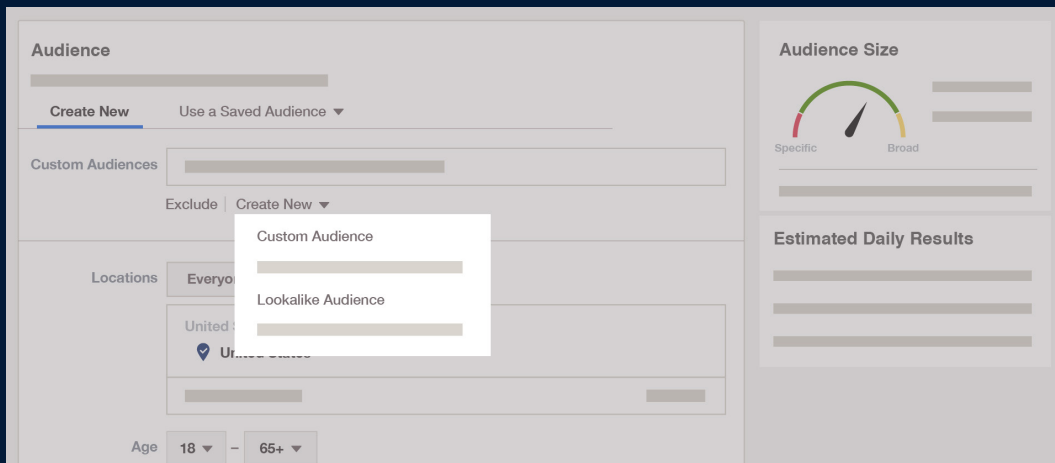
The screenshot shows a 'Data Origin' selection interface. On the left, there is a placeholder box for a logo or icon. To the right, a dropdown menu is open, displaying the title 'Select the origin of this upload:' and three options: 'Directly from customers', 'From customers and partners', and 'From partners'. Each option is preceded by a horizontal bar, likely representing a radio button or selection indicator.

## Lookalike Audiences

You can use your Custom Audiences to create another type of audience: a Lookalike Audience. Create a **Lookalike Audience** to reach new people who are likely to be interested in your business because they're similar to your best existing customers.

When you create a Lookalike Audience, you choose a **source audience** (a Custom Audience created with your pixel information, your mobile app information or fans of your Facebook Page). Facebook will identify the common qualities of the people in it (for example, demographic information or interests) and find similar people.

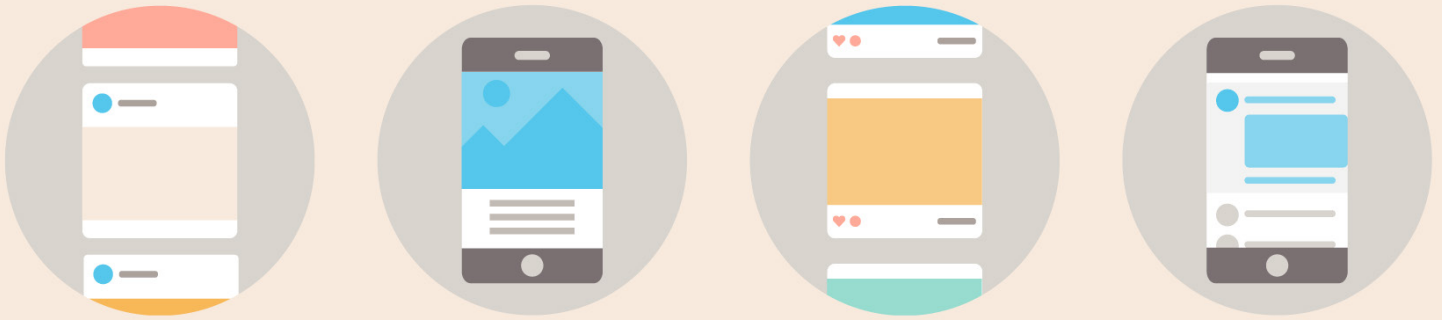
You can use multiple Lookalike Audiences at the same time for a single ad set. The ad set will show your ads to people who are in any of the selected Lookalike Audiences.



### How to create a Lookalike Audience:

- 1 In the Audience section, below Custom Audiences, select **Create new**.
- 2 Choose **Lookalike Audience** from the dropdown menu.
- 3 Choose your source
  - A source can be a Custom Audience that was created using your pixel data, mobile app data or fans of your Page.
  - Consider using a group of 1,000 to 50,000 of your best customers based on lifetime value, transaction value, total order size or engagement.
- 4 Choose the country or countries where you'd like to find a similar set of people.
- 5 Choose your desired audience size using the slider.
- 6 Select **Create Audience**.
- 7 Select **Done**.

It may take six to 24 hours to create your Lookalike Audience. After that, it will refresh every 3–7 days as long as it's being used in an active ad set. To check the status of your Lookalike Audience, go to [Audience Manager](#).



# How to choose a placement, set a budget and schedule your ads in Ads Manager

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The ad set level is where you set your schedule, budget, placement and more. Learn more about how to set up these features and get tips for optimizing your ad delivery.

# How to Choose Ad Placements in Ads Manager

When you create an ad in Ads Manager, it can appear in several places. You can manually choose where you show your ads or let Facebook show them in the places where they're likely to perform best (automatic placements). The placements you can choose will depend on the objective you set for your ad campaign.

## Ad Placements for respective platforms:

### Facebook



#### Feed

Your ads appear in the desktop News Feed or the mobile News Feed.

#### Right column

Your ads appear in the right column across Facebook. Right column ads only appear to people browsing Facebook on their computers.

#### Instant Articles

Your ads appear in Instant Articles within the Facebook mobile app and Messenger.

#### In-stream video

Your ads appear as short videos in both Facebook Live video and Video on Demand on Facebook.

#### Stories

Your ads appear to people browsing stories on Facebook and Instagram.

#### Marketplace

Your ads appear on the Marketplace home page or when someone browses Marketplace in the Facebook app on their phone.

### Audience Network



#### Banner, interstitial and native

Your ads appear in apps and on websites in the Audience Network. Audience Network supports banner ads, interstitial ads and native ads.

#### Rewarded video

Your ads appear as videos that people can watch in exchange for a reward in an app (such as in-app currency or items).

#### In-stream video

Your ads appear as short videos that run before, during a break or after video content (pre-roll, mid-roll, post-roll) in a video player on a website.

## Instagram



### Feed

Your ads appear in the desktop feed and the mobile feed.

### Stories

Your ads appear to people browsing Stories on Instagram.

## Messenger



### Inbox

Your ads appear in the Home tab of Messenger.

### Stories

Your ads appear in people's stories in Messenger.

### Sponsored messages

Your ads appear as messages delivered directly to people who have existing conversations with you in Messenger.

By default, your ads will appear across all platforms and placements, but you can edit this. You can choose whether your ads appear on desktop or mobile devices, and you can select the platforms where your ads appear.

## Steps for ad placement choices:

- 1 In the **Placement** section of Ads Manager, you will see two options: Automatic placements and edit placements.
- 2 If you select **Automatic placements**, your ad will run on all the Facebook platforms. If you select **Edit placements**, you can choose where your ad will appear on Facebook, Instagram, Messenger or WhatsApp, or any combination.
- 3 You can also choose whether your ad will appear on mobile devices, desktop devices or both. The default selection recommended by Facebook is **All devices**. If you leave this selection as it is, your ad will be shown on both mobile and desktop.
- 4 If you select automatic placements, Facebook will allocate your budget across multiple platforms. Automatic placements are typically the most efficient use of a budget because they provide Facebook with the flexibility to get the best results.



# How to Set Your Ad Set Budget in Ads Manager

A budget is the amount of money that you want to spend to show people your ads. It's also a cost control tool because it helps control your overall spend for an ad set or campaign. A budget is applied to the ad set as a whole, not per ad. The total amount you spend on a campaign depends on how much money you allocate towards each ad set. You can set your budget at either the ad set or campaign level.

When you create a budget at the ad set level, you will set both the amount you want to spend and the type of budget you want to establish. There are two types of ad budgets: daily and lifetime.



## Daily budget

A daily budget is the average amount you're willing to spend on an ad set or campaign every day.

Facebook will try to get you roughly your daily budget's worth of the result you optimized for every day. However, your budget won't be spent evenly across the life of your campaign because certain times will be better for connecting with your audience than others. At those times, up to 25% over your daily budget may be spent. For example, if your daily budget is GBP 10, Facebook may spend up to GBP 12.50 on a given day. This flexibility allows Facebook to deliver your ads and spend your budget as efficiently as possible.



## Lifetime budget

A lifetime budget is the amount that you're willing to spend over the entire run of your ad set or campaign.

You won't be charged more than your lifetime budget for your ad set's results. If you're using standard delivery (recommended for most advertisers), Facebook strives to spend your budget evenly over your ad set's lifetime. However, there is no guarantee that the same amount will be spent every day because Facebook may be able to get you better results on certain days.

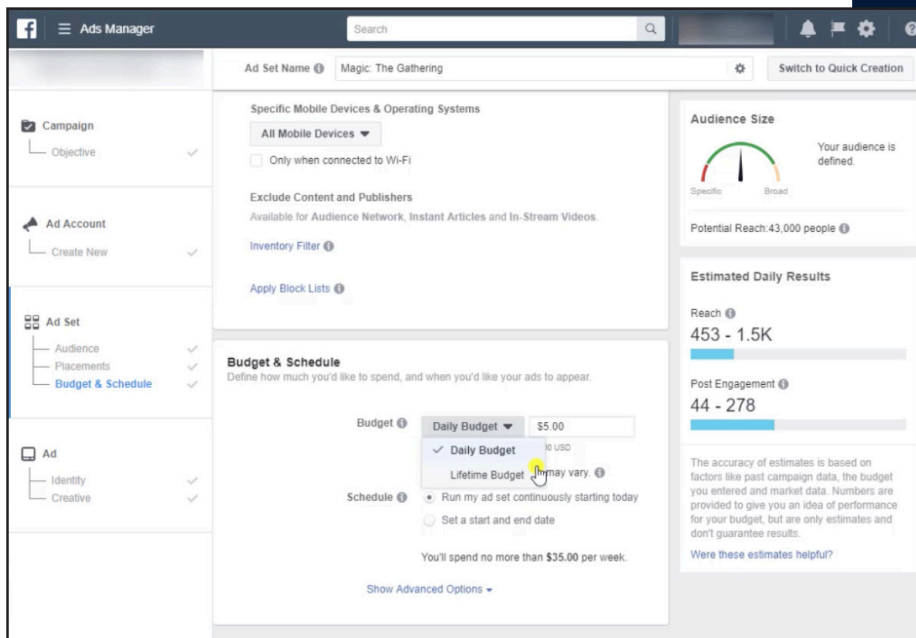
## Example

If your ad set is running for five days and has a GBP 250 lifetime budget, GBP 50 may be spent on each of the first two days. On the third day, if lots of results are available, Facebook may spend GBP 75. On the fourth day, if there aren't as many good opportunities, only GBP 25 may be spent. On the fifth day, GBP 50 is spent.

## Steps to set up a budget and a schedule for an ad set

Ads Manager is where you can set both the **budget** and the **schedule** for your ad set.

When you select budget and schedule, you can choose either a **daily budget** or a **lifetime budget** from the dropdown list. If you choose a daily budget, you will specify the amount you're willing to spend on an ad set each day. If you choose a lifetime budget, you will specify the amount you're willing to spend over the entire runtime of your ad set. A daily budget is the default selection.



You can also set the schedule. You can decide if you want Facebook to start running your ad set continuously starting right away, or if you want to set a different start date. If you want to set a different start and end date for the schedule, select **Set a start and end date**. You can use the calendar to select which dates you want.

You can also select the time of day you want your ad set to start and stop running. The default times are set according to the time of day you enter this information into Ads Manager, but you can change them.

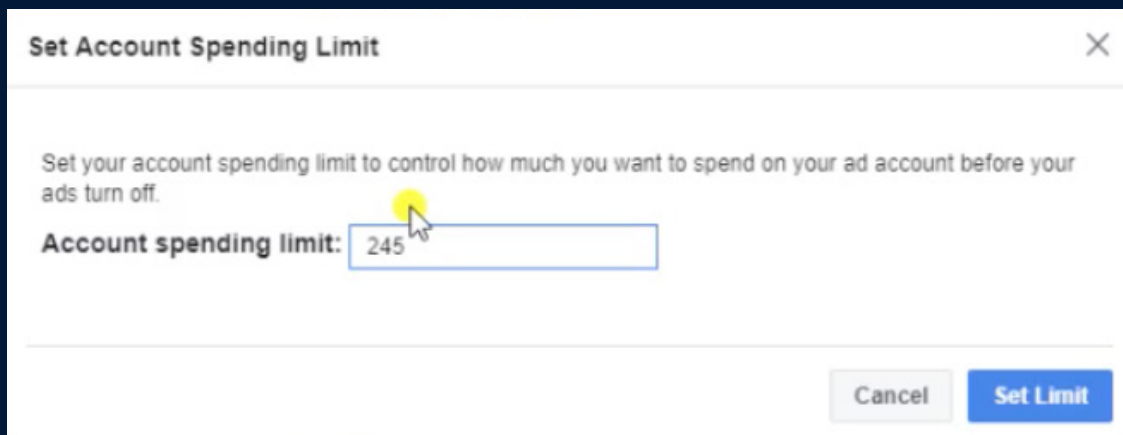
Once you finish, you can see the number of days your ad set will run and the maximum budget amount that will be spent based on the budget and dates you've selected.

If you choose a lifetime budget, the budget amount will show a larger figure, which is the total amount that you'll spend for the ad set based on the schedule settings. Because a lifetime budget provides you with another scheduling option, you will need to select **Show advanced options** to see it.

With a lifetime budget, you can further refine the ad set schedule. You can determine whether you want the ad set to run all the time or on a specific schedule. If you want your ad set to run on a specific schedule, you can use the chart to select specific times for each day of the week. You can also set the time zone. This could be your current time zone or the time zone where the people you want to see your ad are located. Once you've finished, select **Continue** to specify which ads should be included.

An **account spending limit** applies to all your campaigns over their lifetime. When the amount spent reaches your current limit, your ads pause and stop spending money. Your account spending limit will not automatically reset. To keep advertising after you've reached your limit, you can update your limit.

## How to set up and edit an ad spending limit in Ads Manager:



- 1 Select the Ads Manager menu icon in the top left. Select **Billing** in the Settings section of the menu.
- 2 On the screen, you will see your account billing information. Select **Payment settings** in the top right. You will see any amount due for your account, as well as your payment methods. This is also where you will set up your spending limit.
- 3 Select **Set account spending limit** in the bottom right. In the Account spending limit box, enter the spending limit you want. Once you've finished, select **Set limit**. It will take Facebook several minutes to complete the account spending limit setup. Once your account spending limit is set, your ads will stop running if your payments have reached that amount.
- 4 You can increase or decrease your spending limit at any time. Select the Ads Manager menu icon in the top left. Select **Billing** in the Settings section of the menu. Then select **Payment settings** in the top right. Then, select **Set account spending limit** in the bottom right and select **Change**. Enter the revised amount of your account spending limit and then select **Update limit**. It will take Facebook several minutes to complete the account spending limit update. The new spending limit will then be applied to your account.

# How to Schedule Your Ad Set in Ads Manager

If you want to run ads on a specific day or at a specific time, you can set up an ad schedule. This ensures that the ad appears at the most relevant times to meet your campaign objective.

For example, the owner of a restaurant wants to advertise a brunch special that's available from 9 AM to 11 AM each morning. She only wants to run ads during that time.

## How to schedule your ad set

- 1 Go to [Ads Manager](#).
- 2 Select **Create**, build a new campaign or use an existing campaign and then select **Continue**.
- 3 Define your ad set's audience and select your placements.
- 4 Scroll to the **Budget and schedule** section.
- 5 Choose **Lifetime budget** from the **Budget** dropdown.
- 6 Set a start and end date.
- 7 Select **Show advanced options**.
- 8 Select **Run ads on a schedule**.
- 9 In the calendar, select the blocks of time when you want your ad set to run.
- 10 Select **Continue** to create your ad. Your ad set is now scheduled.



### 3 Steps for Improving Ad Delivery

When you set the budget for your campaign, you can choose how you would like Ads Manager to optimize your ad delivery. You should choose one key action.

#### Budget & Schedule

Optimization for Ad Delivery ●

Reach ▼

The objective you pick at the campaign level will determine which optimization events you can choose from. Your optimization choice will help determine who we show your ads to.

- **Optimize for link clicks:** We'll show your ads primarily to people who are likely to click on them.
- **Optimize for impressions:** We'll show your ads as often as possible.
- **Optimize for audience reach:** We'll deliver your ads in a way that helps you reach as wide of an audience as possible.

Note: These are only a few of the optimization options you can choose from.

#### How to choose the optimization you want for your campaign

##### Optimization

In the **Budget and schedule** section of Ads Manager, you will choose your optimization from the **Optimization for ad delivery** dropdown menu.

##### Traffic

If you want to increase traffic to your website by showing your ads primarily to people who are likely to click on them, select the **Optimize for link clicks** option.

##### Reach

But if your campaign objective is to show your ad to the maximum number of people, you may want to select either **Impressions** or **Reach**.

If you would like to see a complete list of all the available optimizations, you can visit the [Ads Help Center](#).



# How to estimate your audience reach

As you create your audience, determine your budget and select ad placements for your ad set, Ads Manager provides audience summary information about the audience reach.

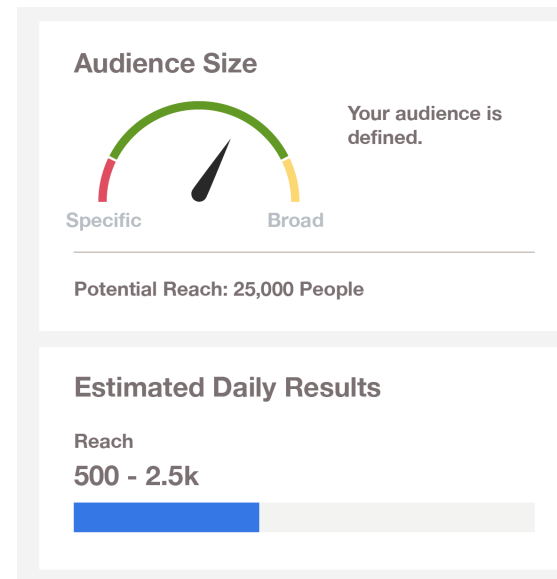
Estimates are based on past campaigns, the budget you entered and market information. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results. These estimates assume that your entire budget will be spent.

## How to estimate your audience reach:

### Audience size

Audience size indicates whether your audience may be too broad or too specific. Ideally, your audience should be defined, meaning it's:

- Specific enough to reach the people most likely to be interested in your ad.
- Not so specific that your audience is difficult to reach.



### Potential reach

Potential reach is an estimate of how many people are in an ad set's audience. This estimate updates as you make selections for your ad set. This information can help you understand how your audience and placement choices may affect the number of people you could reach.

### Estimated daily results

Depending on your campaign's objective, you may see a daily reach estimate and a daily results estimate. These estimates assume that your entire budget will be spent and show you how much you may need to increase your budget to get the number of results you want (for example, conversions). The predictions are a way to understand the results you could get without spending money. The numbers are only estimates and don't guarantee results.

**Daily reach estimate:** The number of people that we estimate you'll reach in your audience, based on factors such as your bid and budget. The higher your budget, the higher your potential reach. Daily reach is different from potential reach, which estimates how many people you could reach based on factors such as audience and placement.

**Daily results estimate:** This estimate is based on your campaign objective. For example, if your objective is Conversions, we'll estimate the number of conversions you can achieve based on your campaign performance and estimated daily reach. You'll also see conversions listed below reach. Daily reach and results estimates may vary based on several factors. Try the following tips to optimize your estimates:

- **Increase your audience**  
Narrow audiences can be expensive to reach. If the estimate is low, you can widen your audience's age, location or interest parameters to include more people.
- **Increase your budget**  
The larger your budget, the higher these estimates will be, assuming the same audience.



# How to create ads with Ads Manager

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Facebook ads combine creative elements like images, videos and text to convey your business's message. This course will help you understand your options and their benefits so you can build an effective ad.



## Ad formats: An essential guide

Once you've created the audience, budget and schedule for your ad campaign, you're ready to create the ad itself in Ads Manager. First, select the ad format you want. Your options will be based on the objectives and placement that you select for the campaign.

Ads Manager offers a wide range of ad formats for you to choose from, including:

### Image

A still image is an easy and effective way to showcase your business or product. Combining images with memorable copy can make a real impact.

### Video

Videos are a great way to grab attention using motion and sound. Use either short, feed-based ads or tell a story with longer videos.

### Slideshow

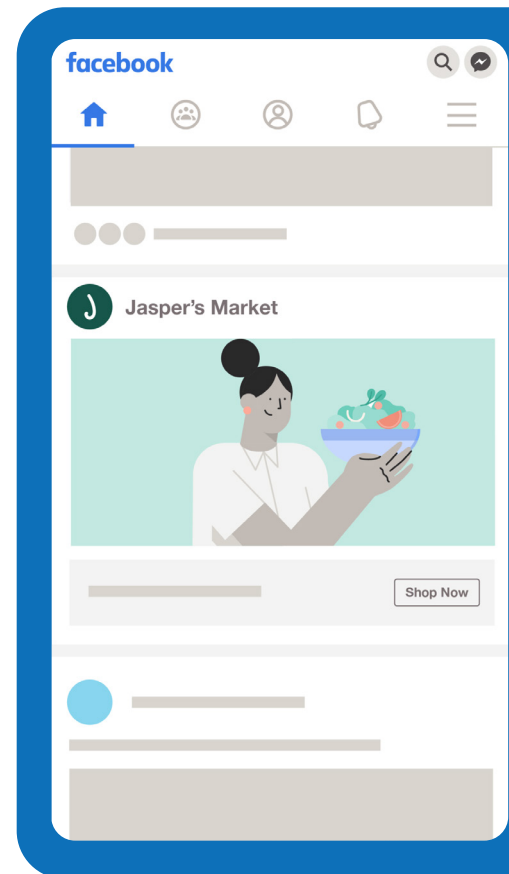
A slideshow is a group of images combined with text and sound that create a short video. This format achieves the effect of a video ad without the cost of filming and editing. This is an effective alternative to video ads for viewers with slower Internet connections.

### Carousel

Carousels let you place up to 10 images or videos in a single ad so that viewers can click or swipe forward and backward through the set. Each image or video can have its own link or call to action. This format is an effective way to highlight product details or tell a cohesive story.

### Collection

Collection ads pair an image, video or slideshow with product images taken from your catalog to create a single experience. People can discover, browse and purchase products or services from their mobile device by clicking your ad.



## Instant experience

An Instant Experience is a fullscreen landing page that's designed to showcase products or highlight a brand. It's a mobile-only experience for iOS and Android. It can be used in addition to a selected ad format, and all ad formats (carousel, single image, single video, slideshow or collection) are eligible for use with an Instant Experience.

## Ad format choices

The type of ad format choices available will depend on the objective that you set for your campaign and the placements you chose for the ad set.

## Available ad formats by objective

AD OBJECTIVE	VIDEO	CAROUSEL	COLLECTION	INSTANT EXPERIENCE
Brand awareness	✓	✓	✓	✓
Reach	✓	✓	✓	✓
Traffic	✓	✓	✓	✓
Engagement	✓	✓	✓	✓
App installs	✓	✓	✓	✓
Video views	✓			✓
Lead generation	✓	✓	✓	
Message	✓	✓	✓	
Conversions	✓	✓	✓	✓

## Available ad formats by placement

AD PLACEMENTS	VIDEO	CAROUSEL	COLLECTION	INSTANT EXPERIENCE
Feeds (mobile and desktop)	✓	✓	✓	✓
Facebook right column (desktop)	✓		✓	
Facebook instant articles	✓	✓	✓	
Facebook instream video		✓		
Facebook stories	✓	✓		
Facebook marketplace	✓	✓	✓	
Facebook suggested video		✓		
Instagram feed	✓	✓	✓	✓
Instagram stories	✓	✓	✓	
Messenger inbox	✓	✓	✓	
Messenger sponsored messages	✓			
Messenger stories	✓	✓	✓	
Audience Network banner, interstitial and native	✓	✓	✓	
Audience Network rewarded video		✓		
Audience Network instream video		✓		

## How to set up your ad creative

Your ad creative (what people see) can include things such as:

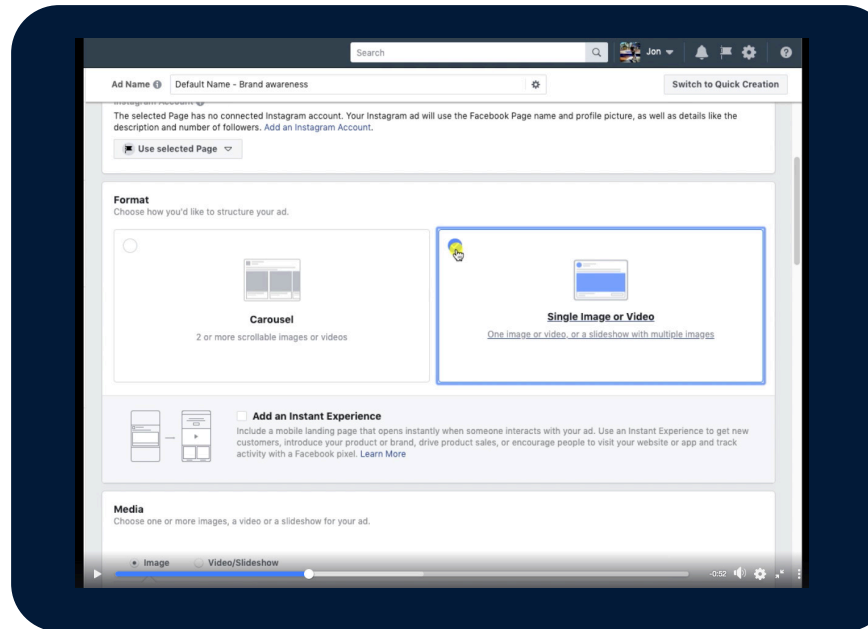
- **Graphics**
- **Videos**
- **Text**
- **A call-to-action button**

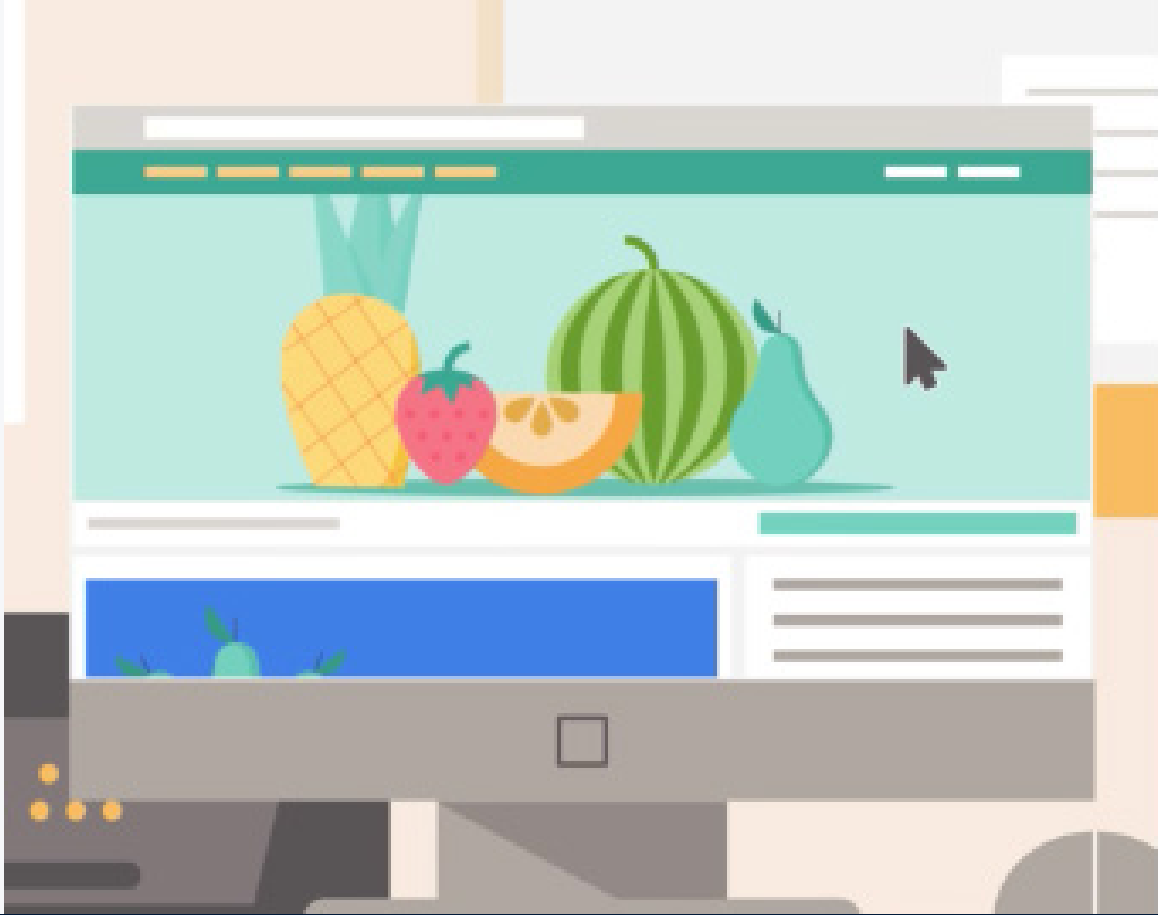
You may have multiple ads within one ad set.

Ad formats coordinate with campaign objectives and ad placements. Depending on what selections you've made in those areas, you'll find various fields and selection options as you set up your ad creative.

## How to create a new ad in Ads Manager:

- 1 First, in the Identity section, choose how you want your business to be represented. All ads are required to have an associated Facebook Page, so select your Page. You can also select an associated Instagram account.
- 2 Next, choose the format of your ad.
- 3 Then, choose images, videos or slideshows for your ad. You can upload your own, search free stock images or browse your library of previously uploaded images and videos.
- 4 Next, add a website or Facebook event link to your ad.
- 5 Then, add your ad text and a call-to-action button.
- 6 You can preview your ad on the right. Once you've finished, select **Confirm**.





# How to set up and use the Facebook pixel for your ad campaigns

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Build your audiences and make sure the right people see your ads. Set up the Facebook pixel to capture events and create custom audiences for your ad campaigns.

# Find out what's popular on your website with the Facebook pixel



## What Facebook pixel can do for you

Have you ever wondered what people look at when they visit your website after seeing your ads? Facebook pixel is an analytics tool that lets you answer questions like this.

With the information that Facebook pixel receives, you can measure how effective your advertising campaigns are and use the information to:

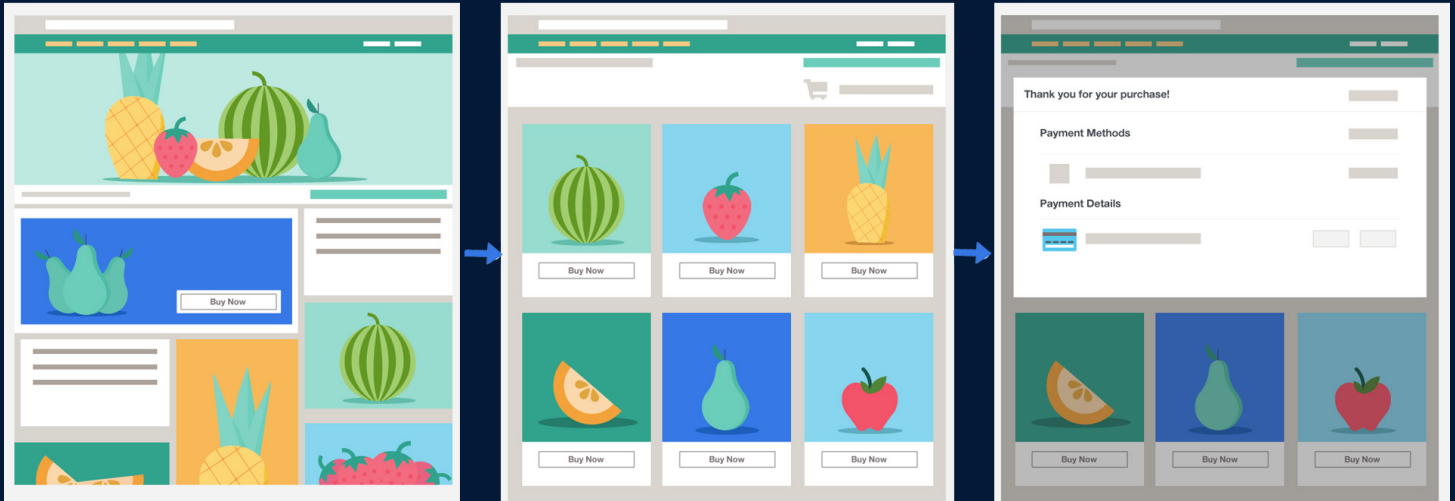
- Make sure your ads are being shown to the right people.
- Build audiences.
- Unlock additional Facebook advertising tools.

## What is Facebook pixel?

Pixel is a few lines of code from Facebook that you copy into the header section of your website. This code allows the pixel to receive information about the actions taken on your site to make your Facebook ads more relevant to your audience.

### Here's how it works:

- **Install the pixel:** Install the pixel in the code of your website.
- **Receive insights:** Receive useful insights about visitors to your website, such as where traffic is coming from, the devices people use and other demographic information.
- **Analyze behavior:** Gain visibility into the actions that visitors take on your website, such as purchases, page views and more.
- **Create audiences:** Create Custom Audiences, Lookalike Audiences and ads that speak directly to those specific audiences.
- **Set up bidding:** Use the lowest cost bid strategy to reach people who are more likely to take an action you care about, such as making a purchase. This bid strategy is best for spending your budget as efficiently as possible.
- **Review events:** Review conversion events to determine optimal advertising strategies.



## Capture events with pixel

Facebook pixel allows you to keep track of actions that happen on your website as a result of Facebook ads (paid) or organic reach (unpaid). These are called **events**.

You can place events on the pages that matter to your business. For example, you can capture your customers' journey from viewing product pages all the way to a purchase. If you study all the steps along their journey, you can measure and optimize your ads for the conversions that mean the most to your business.

Facebook pixel can help you understand the behavior of people who visit your website and which advertising strategy works best to reach your business goals.



# Step-by-step guide to installing the Facebook pixel

**To create a Facebook pixel, you will need two things:**

- 1 A website for your business.
- 2 The ability to update your website's code.

**Once you're ready, follow these steps to set up your pixel:**

- 1 Go to Facebook **Events Manager > Pixels**.
- 2 You'll see a page that provides more information about what the pixel offers. Select **Create a pixel**.
- 3 Enter the name for your pixel and select **Create** to confirm.
- 4 Select one of these options to install the pixel on your website.

**There are three ways you can install the pixel on your website:**

## Option 1: Partner platform

- 1 From the Install Pixel menu, choose **Connect a partner platform** to see if a platform you already use has partnered with Facebook for pixel integrations.
- 2 Facebook has already partnered with some of the most popular platforms and website services. When you select your platform, you automatically launch their unique setup process.

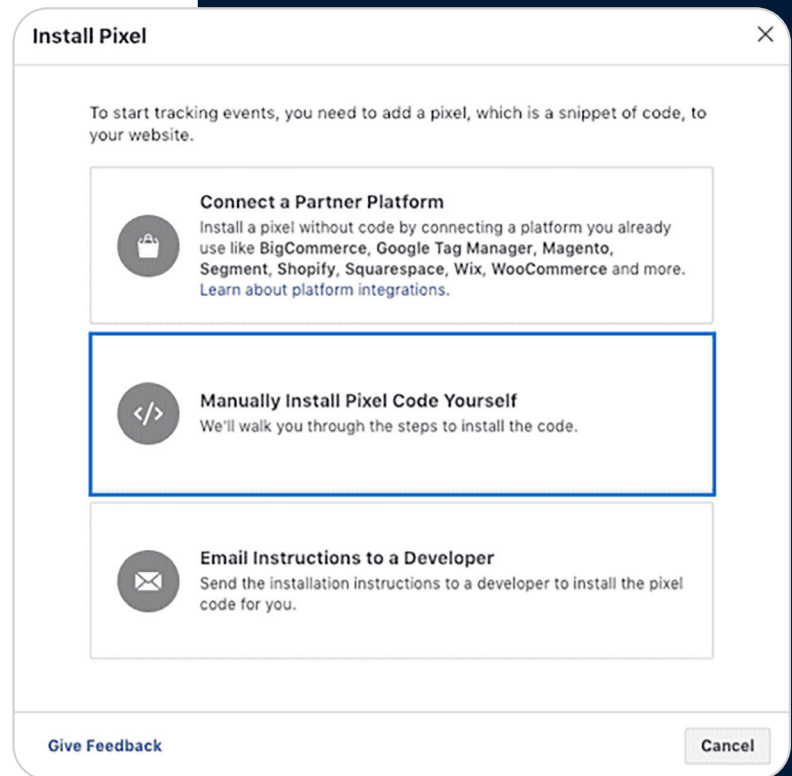
**Note:** If you don't see your platform, you can ask Facebook to add it by selecting **Request a new partner**.

**Benefits of partner integrations include the ability to:**

- Install your pixel without touching your website's code.
- Scale your ad creation and reporting without manually setting up each ad.
- Capture and evaluate the actions that people take on your website automatically. For example, when they:
  - View your content
  - Perform a search on your page
  - Add an item to their basket
  - Add an item to their wish list
  - Add their payment information
  - Make a purchase
  - Initiate checkout
  - Complete a registration

## Option 2: Manually

- 1 From the Install Pixel menu, select **Manually install pixel code yourself**.
- 2 Go to your website's code and find the header of your website.
- 3 Copy the entire code and paste it in the header of your website. Add the code at the bottom of the header section, just above the closing head tag.
- 4 Next, you have the option to turn on **automatic advanced matching**. With automatic advanced matching, you can send Facebook information that your customers have already provided to your business during processes such as checkout (purchase amount and currency, for example). Facebook uses the hashing process to transform information for security reasons. Facebook can then use hashed identifiers to better match people who visit your website with people on Facebook, which can lead to more attributed conversions for your Facebook campaigns and a larger Custom Audiences.
- 5 After you place the pixel code on your website, enter your website URL and select **Send test traffic** to make sure that your pixel works properly. If your status says **Active**, you've installed your base pixel code correctly. It may take several minutes for your status to update. When you're ready to move on, select **Continue**.
- 6 You have the choice to use **Facebook's event setup tool** or to **manually install event code**. For this example, we will select **manually install event code**.



- 7 From this menu, you can add the specific events that you'd like to review. Descriptions of each help you choose the one that best fits your business goals. As an example, click **Purchase** to open the event instructions.
- 8 You can set specific parameters for your events to ensure accuracy. You have two tabs at the top:
  - Track event on page load:** Choose this option if the action you care about can be recorded when someone lands on a certain page, such as a confirmation page after they complete a purchase.
  - Track event on inline action:** Choose this option if the action you want to record requires

someone to click something (for example, an Add to Cart or Purchase button). Next, add the event **parameters**, such as **conversion value** or **currency**, to measure additional information about your event. Copy and paste the event code on the appropriate page and test it.

- 9 You'll see the option to install the Facebook pixel helper extension for your Google Chrome browser.

This tool helps you check whether you've installed your pixel events correctly. Once you've completed everything, select **Done**.

### Option 3: Email instructions to a developer

If someone else updates the code on your website, email the instructions below to set up the Facebook pixel on your site.

- 1 From the Install Pixel menu, choose **Email Instructions to a developer**.
- 2 Enter the email address of the person you'd like to send instructions to. All the information you see in the **Email pixel code** box will be sent to your developer to guide them through installation. You can edit this form or send it as is.
- 3 You can choose the specific events that you'd like to review. Events are actions that happen on your website, either as a result of Facebook ads (paid) or organic reach (unpaid). Standard events within the Facebook pixel code let you to capture specific events, prepare for conversions and build audiences. If you would like to add event codes before you send it to your developer, select **Get event code for conversions**. This link will take you to the Help Center, where you can choose the event codes you need. Copy the code for the type of event you'd like to capture. Add it to the pixel base code on the page of your website where this event occurs.
- 4 Finally, check your pixel status and click **Send** to email these instructions to your developer.

#### Install Pixel Base Code

The pixel base code tracks activity on your website, providing a baseline for measuring specific events. Copy the base code below and paste it between the **header tags** on every page of your website:

```
<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(!f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)}(window,document,'script',
  'https://connect.facebook.net/en_US/fbevents.js');

  fbq('init', '01234556789');
  fbq('track', 'PageView');
</script>
<noscript>
  
</noscript>
<!-- End Facebook Pixel Code -->
```

You can also turn on data matching so that information from your pixel will be used to match website actions with Facebook people. This helps increase the effectiveness of conversion reporting, ad optimization and targeting. [Learn More](#).

#### Install Event Code

Event code lets your organization track specific actions that happen and leverage them in advertising. You must install event code on specific pages of your website where the actions will happen.

You can use the 9 that Facebook pre-defines to track and optimize ads for conversions. To measure and optimize for more granular actions, you can add **parameters** to your events by using recommended or advanced installation options for your event tags. You can also create **custom events** for actions important to your business that you define. There are three implementation settings: basic, recommended, and advanced.

[Get Event Code for Conversions](#)

# Steps to capture events using the Facebook pixel

You can use a pixel to capture specific events or actions that happen on your website as a result of Facebook ads or organic reach.

## You can set up and capture three different kinds of events



### Standard events

Standard events are actions that Facebook recognizes and supports across ad products, such as: complete registration, search and add to wishlist. You can use events to capture conversions, optimize for conversions and build audiences if you add the appropriate code to your website.



### Custom events

Custom events are actions that fall outside those covered by Facebook's standard events. You can create and capture custom events by adding them to the website code, just like standard events. Custom events can be named anything other than standard event names.



### Custom Conversions

Custom conversions allow you to segment your event information based on values, event types, custom information fields and other characteristics for more detailed reporting in Ads Manager. Create a custom conversion by building rules that define the unique, high-value activities that are important to your business. Your custom conversion will then be applied to your offline event set. The most common custom conversion is a URL-based custom conversion. This means that you can create a custom conversion that tracks people who visit a specific page on your website. For example, the thank you page.

## Set up standard or custom events

You can set up standard events when you create your pixel. If you choose not to set up events at that time, you can still add them afterward.

**Note:** The process to set up custom events is the same as standard events, except you add your own name or code instead of the standard event codes.

## To add an event code, follow these steps

- 1 Go into the code of your website.
- 2 Copy the [event code](#) you'd like to add. Or, if it's a custom event you'd like to set up, add the custom code. Looking at the diagram:
  - The **blue** section represents your website's original code. Paste the Facebook pixel code between the `<head>` and `</head>` tags of your web page. You may already have other existing code between the tags. Make sure that you place the pixel code below that, but above `</head>`.
  - The **red** section is where you should insert your Facebook pixel base code.
  - The **green** section is where you'll insert the standard event code (or custom code) that's relevant to your page. This code will go within your Facebook pixel code, above the tag. You'll need to do this for every page you want to track.



Each page of your website needs everything in the red section (the base code), but different pages will have different lines of code for the green section (standard event code).

- 3 Once you've added the code on the proper pages, you will begin to gather information on these specific events.

## To set up custom conversions, follow these steps:

- 1 From your Pixels page in Events Manager, select **Custom conversions**.
- 2 Click **Create custom conversion**.
- 3 Next, fill in the details of the custom conversion.
  - Give your custom conversion a name.
  - For **Rules**, use the dropdown menus to create a rule.
  - Assign an **Event name** or **Value** or map a **Custom data** field to a standard event.
  - Click **Add another rule** to add additional rules or click x to remove a rule.
  - Select a **Category** that best describes the rules you defined. When finished, click **Create**.
- 4 You've created your custom conversion. It will begin tracking these events and providing information.
- 5 To see more details on your custom conversion or to track its performance, select its name and the **Overview** panel will open.

If you are using a partner site to create your Facebook pixel, please consult with them for more details. Here is more information on how to [use Facebook pixel with your third-party website](#).

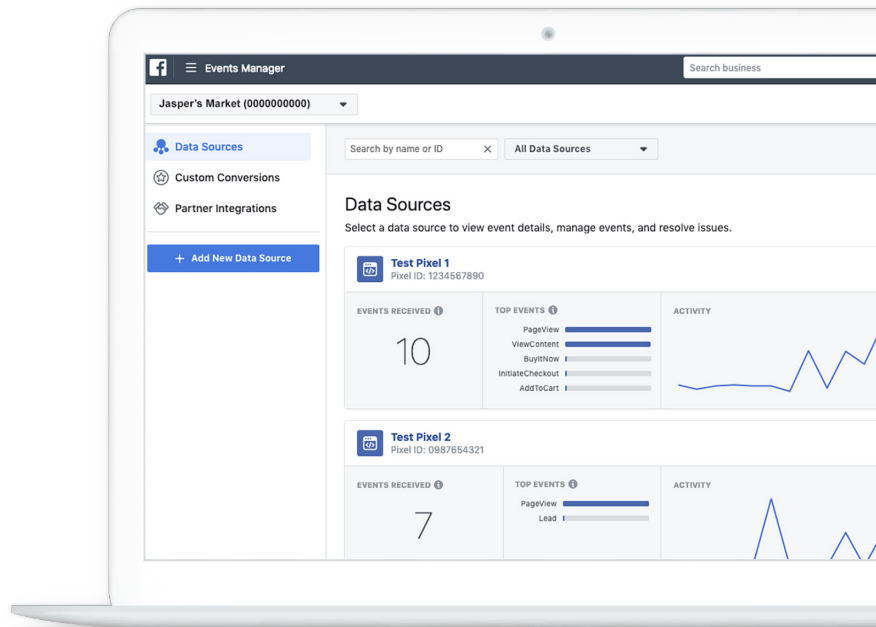
## View your event results

After you add the Facebook pixel base code and event code to your website, you can see your pixel event information on the Pixel page.

## High-level event metrics

On the **Data sources** tab, you can measure and optimize ad campaigns that use your pixel event information. If you have more than one pixel, select the pixel that you'd like to view. See basic information on this page about your pixel, such as its status and last activity.

- **Events received:** The total number of events your pixel received.
- **Top events:** This is how effectively your information has been matched to people on Facebook.
- **Activity:** This graph shows the number of events measured per day, for each of the last seven days, that could be attributed to people who saw your ads. This helps you understand the behavior of people who have recently visited your site, and to quickly identify any problems with how your events have been set up.



## Events

The key elements of a pixel detail page:

- **Time frame:** Select an option from the dropdown menu to adjust the time frame of your information.
- **Overview:** On the Overview tab, the graph shows the number and value of events received, matched events and attributed events. See how much traffic there's been on your website. Hover over points in the graph to see a breakdown of these metrics, or review the table. A dotted line means that the data hasn't been filled in for that day yet. Remember that this counts raw pixel fires (every time your page loads), which is different from browser sessions.



# Steps to reach the right people using the Facebook pixel

Custom Audiences use the pixel to match people who visit your website with people on Facebook. You can create a Custom Audience from your website for visitors that you'd like to reach with specific Facebook ads:

- You can deliver a campaign to reach people who visited a product page but didn't complete a purchase to encourage them to go back to the website to do so.
- Or, you can create an audience of everyone who's visited your website in the past 30 days.



## There are two ways to use Custom Audiences:

- 1 Refocus on your website visitors:** You can reach people who have visited your website and re-engage them with relevant ads. For example, re-engage people who visited your website but didn't make a purchase. Or, increase customer retention by advertising to visitors who have made a purchase before.
- 2 Find new customers:** You can create a Lookalike Audience from a website Custom Audience. This process will find people similar to those who've taken actions on your website. You can also create a Lookalike Audience of people who are similar to your highest-value customers. For example, people who've purchased items over USD 100 compared to people who've made any purchase.

## To create a Custom Audience, go to your pixel and follow these steps:

- 1 Select **Create Audience**.**
- 2 Make sure your Facebook pixel is active before you create your Custom Audience from your website.** Facebook can help match the people who visited your website or people who've taken specific actions (events) on your website to their profiles.
- 3 Select the specific criteria for your audience.** From this menu, you have three options:
  - **All website visitors**
  - **People who visited specific web pages**
  - **Visitors by time spent**
- 4 Next, name your Custom Audience.** Organize your audiences by choosing a name that indicates the criteria you selected.
- 5 You've now created a Custom Audience.** It may take a few minutes for your audience to be ready. You can check your audience status in Assets > Audience.





# How to monitor and edit your Facebook Ad Campaign

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Compare ad results and determine what's working and what's not when you evaluate, analyze and edit your campaigns, ad sets and ads.

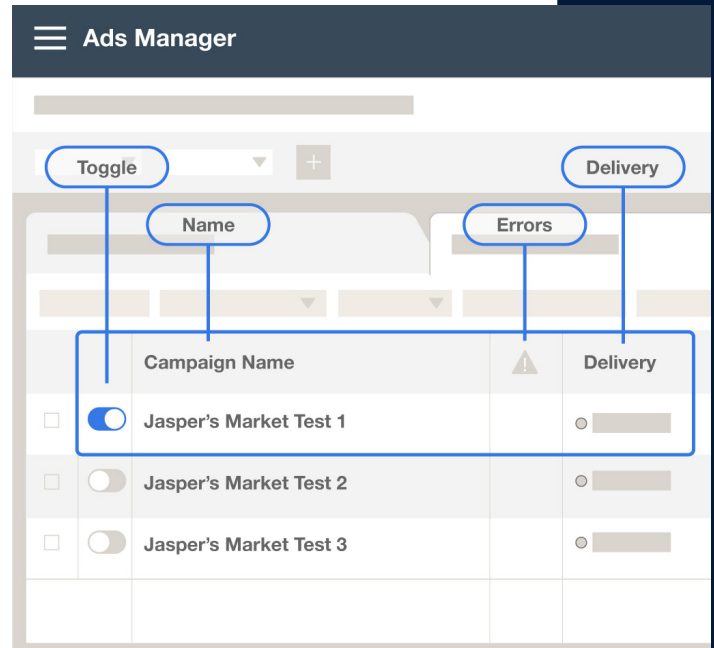
# What you need to know about your campaign results

Once your campaign starts, you'll begin to see results in Ads Manager. You can see **Campaigns**, **Ad sets** and **Ads** tabs on the Ads Manager's home page. These tabs show your past and current campaigns, ad sets and ads as well as related metrics. This is where you can view and compare performance. Remember to review each tab (campaign, ad sets and ads) to see all the available metrics. For example, you can only see estimated ad recall lift at the ad level.

Here's what you'll see when you review your campaigns:

## Name, toggle, errors and delivery

- **Name**  
The name you gave your campaign, ad set or ad. For example, Jasper's Market - engagement - grand opening event.
- **Toggle**  
The switch that turns your campaign, ad set or ad on or off.
- **Errors**  
A summary of errors, if any, that you can fix.
- **Delivery**  
The current status of your campaign, ad set or ad delivery, depending on the tab you've selected. For example, if your campaign is running, this would show Active.



## Budget, results, reach and impressions

- **Budget**  
The maximum amount you're willing to spend on a campaign on average each day or over the lifetime of your scheduled ads. For example, when you view your campaigns, this column is likely to tell you that your campaign uses the ad set's budget, unless you created a campaign with campaign budget optimization. When you look at ad sets, this column would display the budget you chose when you created your ad set.
- **Results**  
The number of times when your ad achieved an outcome, based on the objective and settings you selected. For example, if you chose Engagement - Event Response as your campaign objective, your results would display the number of event responses attributed to your ad. If you chose Traffic, your results would display the number of link clicks attributed to your ad.
- **Reach**  
An estimate of the number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.
- **Impressions**  
The number of times your ads were on screen.

## Cost per result, amount spent and ends

- **Cost per result**

The average cost per result from your ads. If you choose **Engagement - Event Response, cost per result** tells you the cost per event response. If you choose **Traffic, cost per result** tells you the cost per link click.

- **Amount spent**

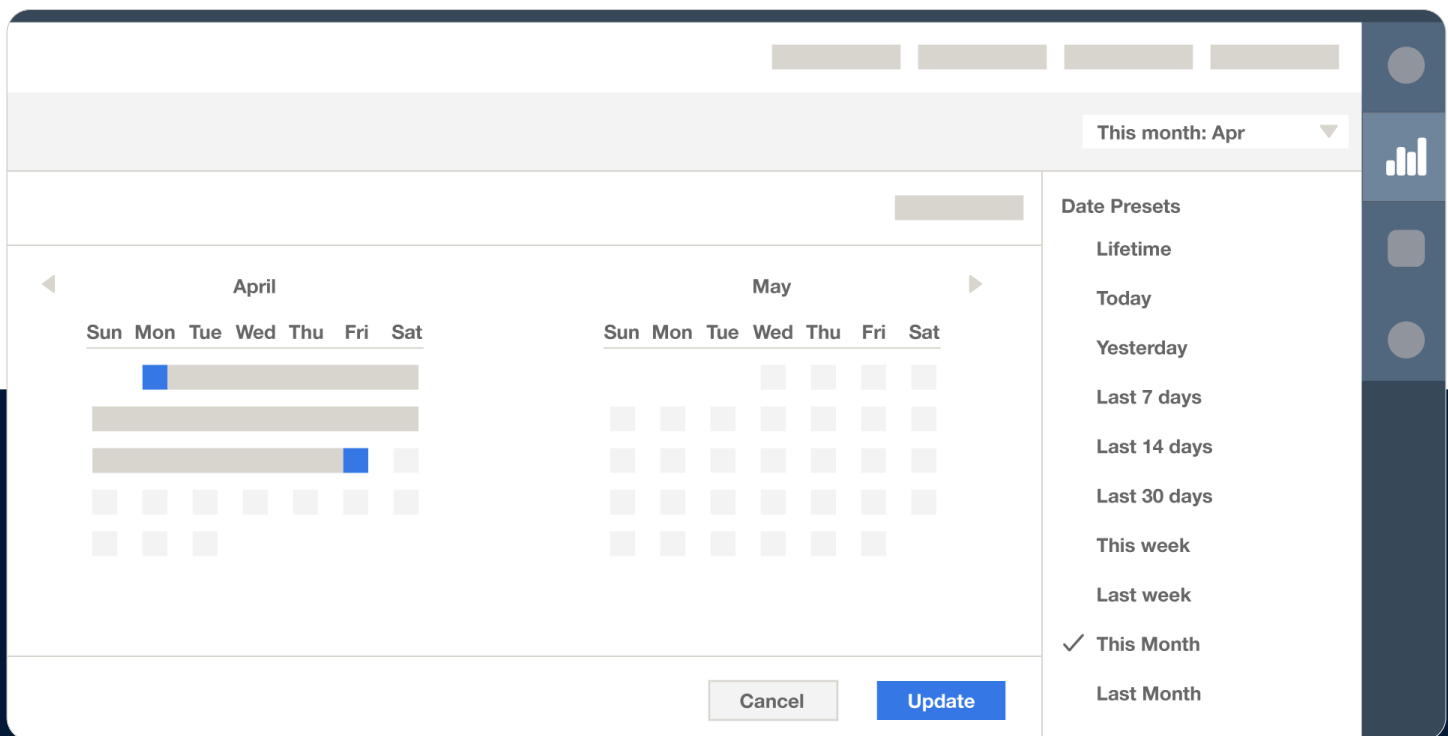
The estimated total you've spent on your campaign, ad set or ad during its schedule. For example, this column may display USD 0.00 for a campaign that's in review, or USD 6.57 for a campaign that was recently approved and started running. This number should always be less than your budget.

- **Ends**

The date that your campaign is scheduled to stop running. For example, if you set an end date when you scheduled your ad set, this column would display that date. If you did not choose an end date, this column would say Ongoing.

*Note:* You may see additional columns based on how you configured your campaigns or if you've edited them.

If you'd like to see the ad set(s) and ad(s) for a smaller selection of campaigns, select the box next to the campaign name. When you move to the ad sets or ads tabs, you should then only see the ad set(s) and ad(s) that belong to the campaign(s) you selected.



- **Date Picker**

You can change the date in the date picker at the top to filter results for your chosen time frame.

- **Custom columns and breakdowns**

You can add custom columns and breakdowns.

- **Column names**

You can select a column name to sort by that column.

Hover over your campaign, ad set or ad name and then select **View charts** to see the performance, demographics and placement results.

You can also download the Ads Manager app for [iOS](#) or [Android](#) to view charts for results, performance and audience, and to create campaigns.

# Make the most of your ad campaign's results

Once you've completed a campaign in Ads Manager, you can view your campaign results. You can also use Ads Manager to monitor your in-progress campaign results and make adjustments. Let's use an example to practice assessing campaign results.

## Traffic objective for a music shop

A music shop creates a campaign using the Traffic objective. The shop owner wants people to click a link in the ad and visit the music shop website to read more about guitar repair services.

### Link clicks

The results for this objective are measured in the number of link clicks. This ad ran for one week (as a test). The results show 280 link clicks. The cost per result was USD 0.29 per link click, so the amount spent was approximately USD 81.00.

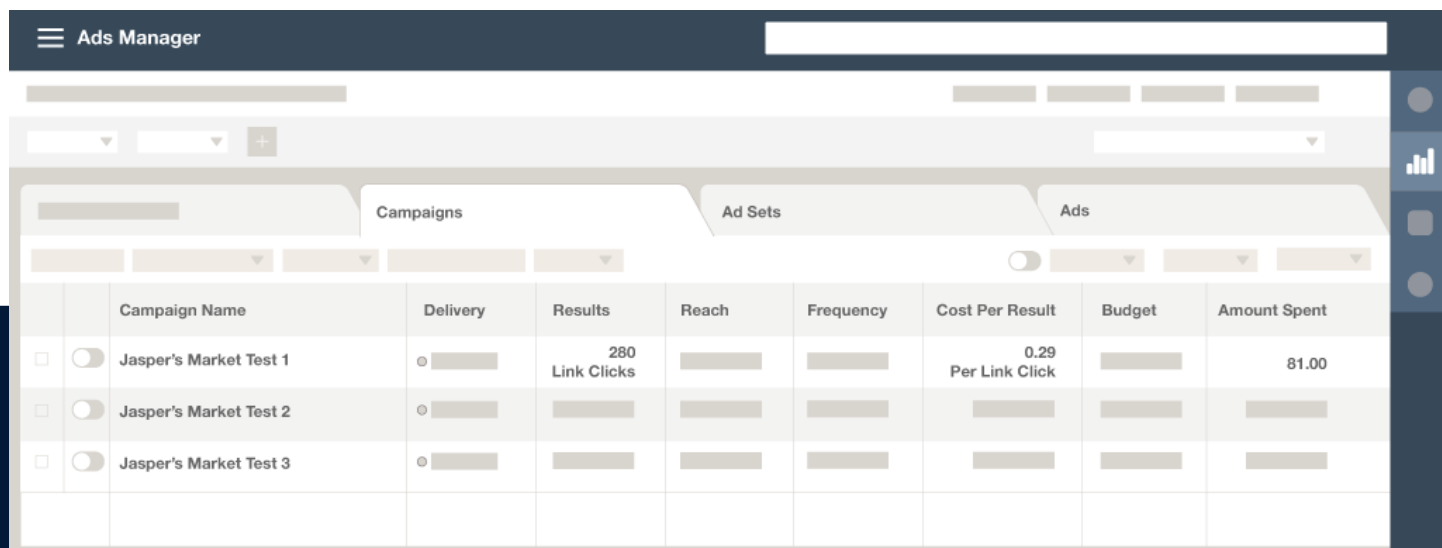
## Demographics

In Demographics, we see that the ad reached 85% men and 14% women. Of the people reached, 85% of those who clicked (and performed the desired action) were men and 10% were women. The **cost per result** for men was USD 0.29 and USD 0.32 for women.

## Placements

In Placements, we see that out of the possible placements (Audience Network, Facebook, Instagram and Messenger), only people who viewed the ad on Facebook clicked it. When the Device type dropdown changes to Desktop only, we see that no links clicks came from people who viewed this ad from their computers.

The defined success metric was 100 link clicks. So, was the goal met? Yes! But remember, the music shop owner specifically wanted people to request repair services.



The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with 'Ads Manager' and a search bar. Below this, there are tabs for 'Campaigns', 'Ad Sets', and 'Ads'. The 'Campaigns' tab is selected. A table displays the following data:

	Campaign Name	Delivery	Results	Reach	Frequency	Cost Per Result	Budget	Amount Spent
<input type="checkbox"/>	<input type="radio"/> Jasper's Market Test 1		280 Link Clicks			0.29 Per Link Click		81.00
<input type="checkbox"/>	<input type="radio"/> Jasper's Market Test 2							
<input type="checkbox"/>	<input type="radio"/> Jasper's Market Test 3							

Consider the following tips when you analyze your own campaign results:

- 1 Tip:** Look for disconnect. The owner's ad was a video about how he repaired a guitar that had been badly burned in a fire, and it really showcased the shop's repair capabilities. But when he checked his logs, he found only five more requests than usual during the week the ad ran.
- 2 Tip:** Consider what's on your landing page. There was a significant spike in the number of people who signed up for music lessons. Since everyone who clicked on the ad viewed the mobile version of the website, they saw the music shop's services and lesson information together on the landing page.
- 3 Tip:** Consider how your message could be better relayed in your ad or on your website. The shop owner is happy about the increase in lessons, but what he wanted was more projects for his employee who does repairs.
- 4 Tip:** Consider other campaign objectives. The repair video would probably be better for a brand awareness or video views campaign. A lead generation campaign would help find people who need repairs.



## Think about this

The more actions that people need to take, the fewer people you should expect to take them. This means that the music shop owner should expect fewer results for a Lead Generation objective campaign compared to a Traffic objective campaign. Based on your assessment of your traffic campaign, you can try to optimize your audience and placements. You may want to create a split test (which we will discuss in the upcoming lessons) or try multiple ad sets and ads to show more relevant creatives to different segments of your audience.

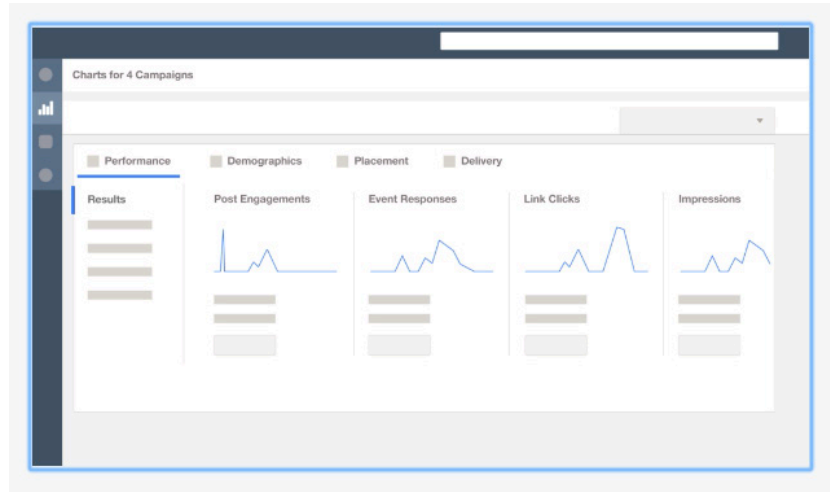
To get the results you want from your campaign, you need to evaluate the success metrics and goals you set, as well as assess and analyze your campaign results.

# Get results from your campaigns, ad sets and ads

You can evaluate and analyze your campaign, ad set or ad results in Ads Manager to make data-driven decisions regarding your budget and ad delivery.

## Reporting Metrics

Before you adjust your budget or delivery, we recommend using Ads Manager to review reporting metrics for the campaigns, ad sets or ads that you want to change. To get the best results, you can duplicate and then edit (rather than just edit) campaigns, ad sets or ads so you can run multiple versions simultaneously. Once you change an ad object, the new version replaces the old one. There's no undo option and no way to distinguish between the metrics from before and after edits are made.



## Edit or stop delivering your ad

Based on the performance of your campaign, ad set or ad, you can choose to edit it or stop delivering it.

You can stop or start the delivery of a campaign, ad set or ad. Select on or off.

- If it's blue, the asset is on. If it's gray, the asset is off.
- If a campaign is switched off, all ad sets and ads nested within it will also be turned off.
- If an ad set is off, all ads within it will be turned off.

Remember the following to avoid disruption to your ads:

- To turn ad delivery back on, you may need to turn on the parent ad set and campaign, too.
- If an ad or ad set is on, but the campaign it belongs to is off, the ad won't be delivered. Similarly, incomplete campaign shells (such as an ad set that doesn't contain ads) can't be delivered.

If you [delete campaigns, ad sets and ads](#), you won't be able to run or restore them, but reporting data will still be available.

After you've duplicated your campaign, ad set or ad, the next step is to edit it.

## Locate it

Find the campaign, ad set or ad in the reporting table and select the box next to it. You can edit multiple campaigns, ad sets or ads by selecting more than one box. Remember that any change you make to one will apply to all selected.

## Edit it

Click the **Edit** button above the reporting table.

Click to the **Editing** pane.

- **Campaign level**  
You can edit the campaign's name and spending limit. Note that this may affect the ad set and ad settings.
- **Ad set level**  
You can edit the ad set's budget and schedule, audience, placement, optimizations and delivery. You can modify objective-specific details, such as the offer connected to a conversion ad.
- **Ad level**  
You can edit the ad's name, creative and copy.

## Change it

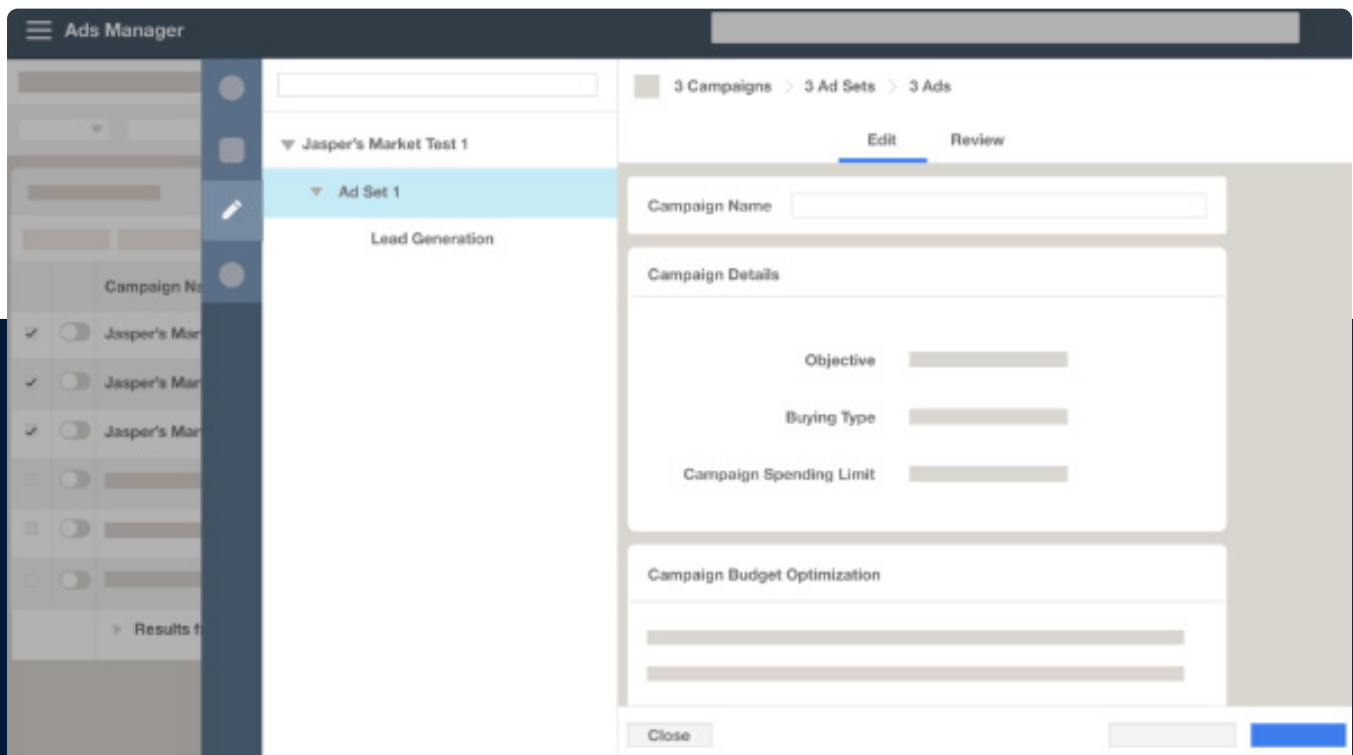
You can change things like budget, cost and ROAS controls, schedule and name directly on the reporting table.

- Hover over the selection you'd like to edit and click on the pencil icon that appears.
- Save to draft or publish your changes.

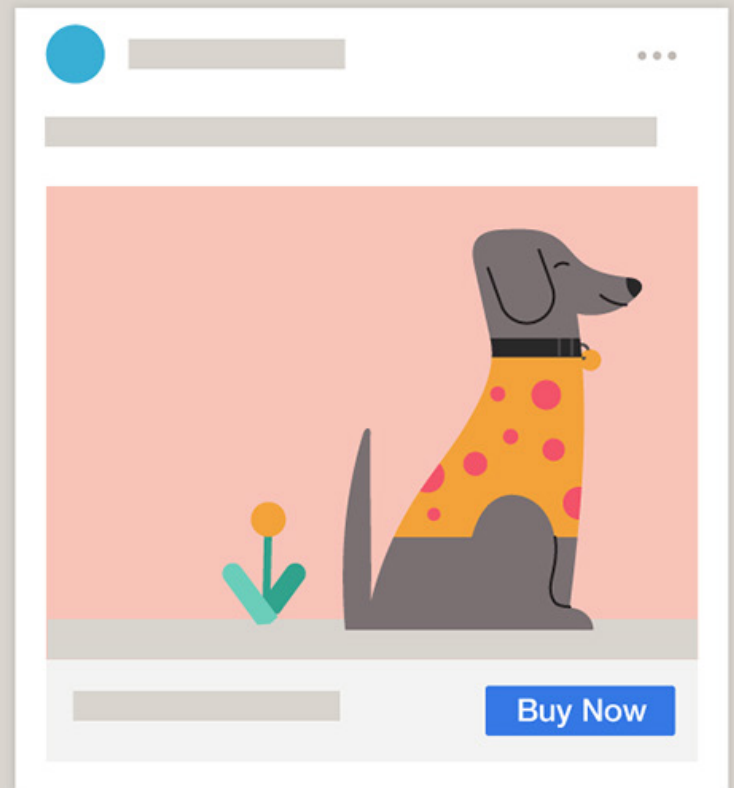
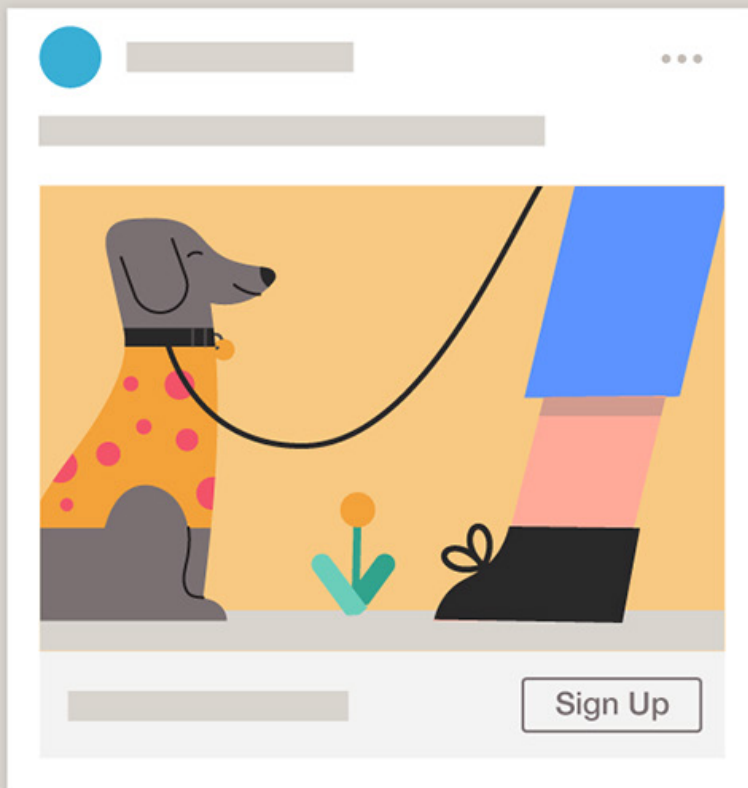
## Make edits

When you've finished making edits, you can:

- Close the editing pane, which will save your changes as a draft.
- **Discard draft**, which will not save any changes.
- **Review and publish**, which will publish your changes.
  - To publish previously saved edits, click **Review and publish** to review pending edits, confirm changes and publish.
  - Select the box next to any campaign, ad set or ad drafts that you're ready to publish.
  - Select **Publish**.







# The essential guide to split tests

Identify the right placement, platform and assets to engage your audience when you create a split test in Ads Manager and evaluate the results.

# The Do's and Don'ts of using split test with Facebook ads

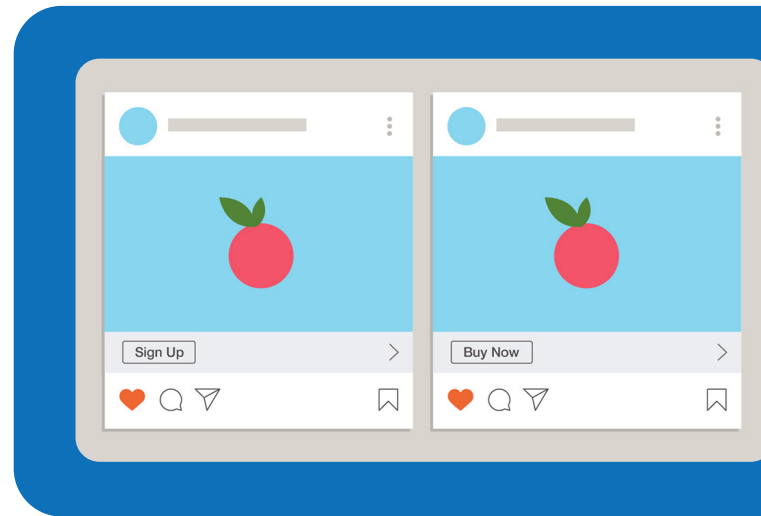
When you set up an ad campaign across the Facebook family of apps and technologies, the success of your campaign depends on several variables. A **split test** lets you compare the success of these variables so you can adjust your campaigns accordingly. It's like an A/B test for your campaigns.

## A/B test

An **A/B test** is a randomized experiment where you choose a variable and select two variations of that variable to test. For example, you may decide to test two call-to-action buttons across different but similar audiences.

## Test the impact

Or, you may want to test one image compared to another. With an A/B test, you can measure results for each image. Like an A/B test, **split testing** allows you to create multiple ad sets and test them against each other to see which strategies produce the best results. For example, you can test the same ad on two different audiences to see which audience performed better. Or, you can test two different creative assets (for example, images or videos) to determine which is more effective.



## Here's how it works

### Your audience

A split test divides your audience into random, non-overlapping groups. This randomization helps make sure that other factors won't skew the results.

### Each group

Each group will receive ad sets that are identical in every way aside from the variable you've chosen to test. The variables are: creative, audience, delivery optimization and placement.

### Each ad set

Facebook measures each ad set's performance against your campaign objective. The ad set that performs the best wins.

### After the test

After the test ends, you'll receive a notification about the winning strategy. These insights inform your ad strategy and help you design your next campaign.

## Run a split test

You can run a split test if you want to:

### **Compare assets that engage your audience**

You want to know which specific image, video, text or call-to-action (CTA) button is most likely to engage your audience.

### **Identify the right placement and platform**

You want to know which placements (for example, Stories or feed) and platforms (for example, Instagram or Facebook) are most effective for your ads.

### **Determine the best combination of variables**

You want to know what combination of variables (creative, audience, delivery optimization or placement) performs best so that you can meet your business goals. In quick creation mode, you can use a split test on more than one variable at a time. For example, you can run an ad for green shoes (creative) for working moms (audience) against an ad for brown shoes for working dads. Learn more about [split testing and Test and Learn](#).

## **I Do Bridal Couture**

Brent and his wife were one of the first bridal businesses to take photos of brides in their dresses and instantly share them on social media. Their boutique has grown to become one of the top 50 bridal boutiques in the US. To see what images (dresses) people like better, they love running split tests with their campaigns. Recently, the business started sharing videos, which resulted in a significant increase in engagement: thousands of people looked at their videos opposed to hundreds looking at their photos. They connected this increase to the large increases in booking numbers.

A split test lets you see which variables work and don't work for your business in order to help you run a successful campaign and reach your goals.

*I Do*  
BRIDAL COUTURE

## Test your ads with Facebook split tests

The success of your campaign isn't based on one variable, but many. A split test can help you compare those variables to see what works best for your campaigns and audiences, and what you may want to adjust to optimize them in the future.

### Steps to set up a split test

- 1 In Ads Manager, select a campaign objective.
- 2 Name your campaign and toggle on **Create split test**.
- 3 Select the variable you want to test:
  - **Creative:** Which images, videos, text, headlines or call-to-action (CTA) buttons perform best?
  - **Audience:** Which types of people are more likely to respond to your ads?
  - **Placement:** Which platforms (for example, Instagram or Facebook) are most effective for a given ad, and where should you show them on each platform (Stories or feed)?

**Note:** You can't use campaign budget optimization and split test together at this time. We will select Creative for this example and select **Continue**.

- 4 Set up the audience, placements and delivery optimization for your ads.
- 5 In the **Split test budget & schedule** section, choose your **budget**. Not sure what your budget should be? Your split test should have a budget that will produce enough results to confidently determine a winning strategy. You can use the suggested budget if you're not sure about an ideal budget. You can also decide to split your budget evenly among your ad sets (**even split**), or to allocate more budget to one (**weighted split**). If you choose a weighted split, you also have to assign a percentage of your budget to each ad set.
- 6 Select **Show advanced settings** to see your options. Now, you can choose your split test's schedule. Your test can start today or at a future date.

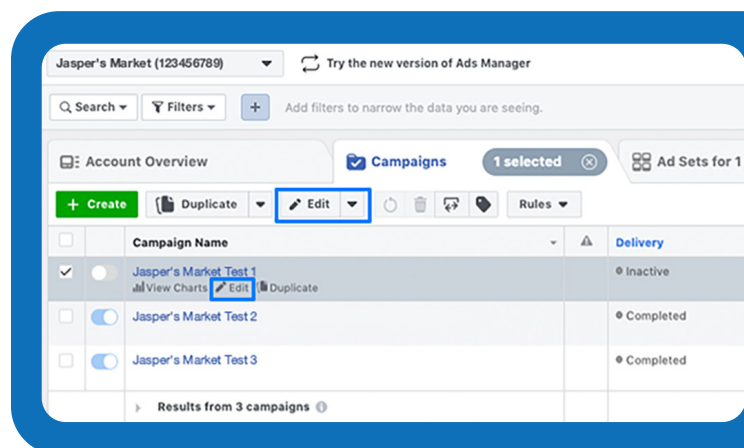


- 7 Choose a **duration** for your test. It must be between 1-30 days.  
**TIP:** We recommend four-day tests for the most reliable results. If you aren't sure about an ideal time frame, you can start with four days. Select **Continue**.
- 8 Select and upload your creative for your first ad set: ad Set A. Once finished, scroll to the bottom of the page and select **Continue to ad set B**.
- 9 Select and upload your creative for your second ad set: ad set B. Make sure that there's a clear difference in this version of your creative from your first ad set. Select **Confirm**. Your test will start on the date you specified. When it's over, you'll get an email and notification with the results.

## Edit an active ad set

There's more than one way to create a split test. You can also perform a split test when you edit an active ad set. For example, if you make significant changes to your ad sets, such as adjustments to your budget or changes to your creative, you can run a split test to measure the effectiveness of your edits.

After you edit your ad set, we prompt you to create a test. If you do this, we create a new ad set with the edits that you just made and return the ad set you edited back to how it was. We'll split their audiences and budgets for you, and they'll both run until they're scheduled to stop.



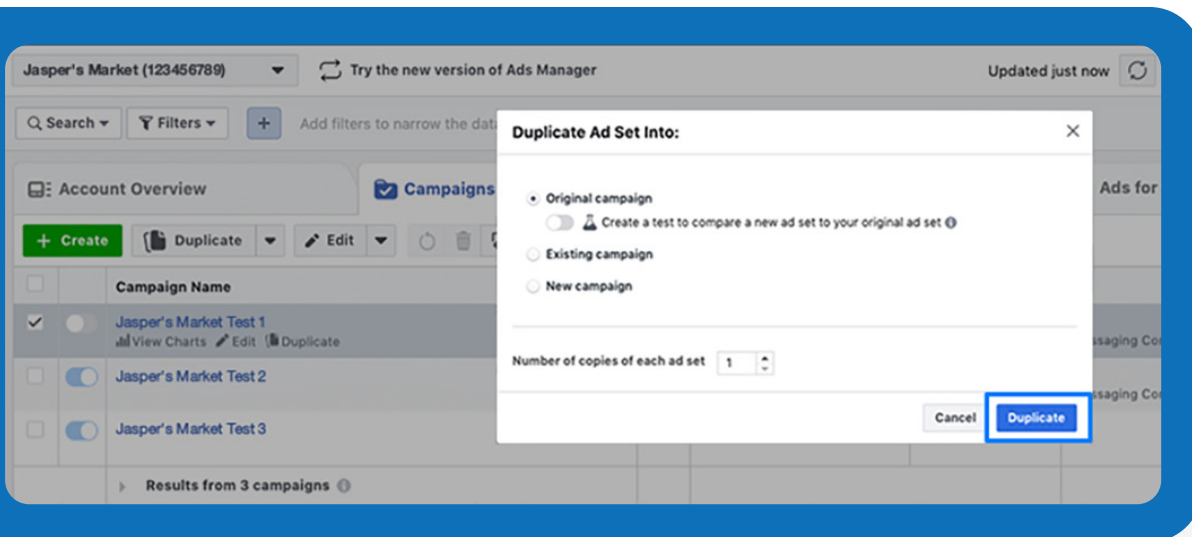
## To create a split test when you edit an ad set:

- 1 Go to Ads Manager.
- 2 Hover over the ad set you want to edit.
- 3 Select **Edit**.
- 4 Edit your ad set.
- 5 Next, look for the **Want to test changes?** box in the top right.
- 6 Select **Create test** and then **Confirm**.

The test will begin when you publish your changes.

## Duplicate an active ad set

If you don't want to add a split test to an active ad set, you can duplicate an existing ad set instead.

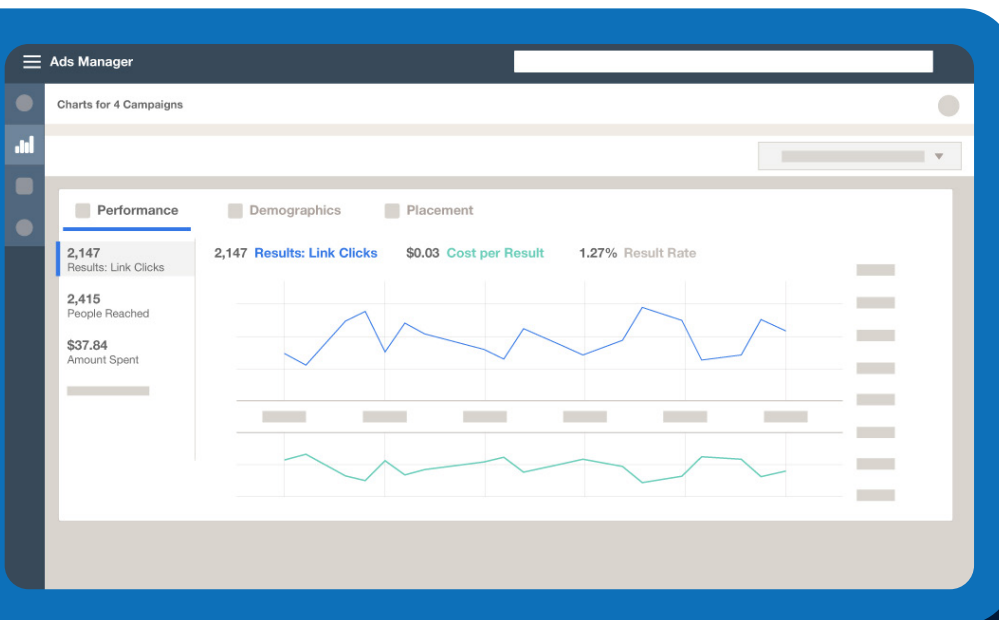


- 1 Select an active ad set and then select **Duplicate**.
- 2 Select **Create a test to compare a new ad set to your original ad set**.
- 3 We'll create a new copy of your ad set for you to edit.
  - If your test variable is **Creative**, leave the duplicate ad set as is. Publish the new ad set when you're ready.
  - If your test variable is **audience, placement or delivery optimization**, make the appropriate changes to the new ad set. Everything else can stay the same. Publish the new ad set when you're ready.

You can edit or cancel your split test. If you cancel your split test, your campaign will continue to run.

## Know what works when looking at your split test results

To view your results in Ads Manager, hover over the name of your split test campaign and select **View charts**. Your result charts will open.



You can view:

- **Cost per results** for each ad set or ad for creative tests.
- **Confidence level** to see how likely it is that you would get the same results if you ran the test again.
- **Winning ad set**, which is the ad set that performed best.





# Email results

When your split test is complete, you'll get an email outlining your results. In the email you will find:

## Split test settings

- The variable you tested
- Whether your split was weighted or even
- Budget
- Schedule

## The winning ad set

You'll see the ad set that performed the best and the option to create a new campaign with this ad set.

## Results


You'll see the number of times your ad set or ad achieved the result associated with your campaign objective.

## Cost

You'll see the average cost per result from your ads.

## Amount spent

You'll see the total amount of money you've spent on your campaign, ad set or ad during its schedule.

 Split Test Complete

Hi Jasper's Market,

Your split test is complete and a winning ad set was found.

Variable: Audience

Split Test Budget: \$1,000

Split: Even

Schedule: Sep 29, 2016 - Oct 7, 2016


★

**WINNING AD SET**  
Saved Audience: US FEMALE

- Location: United States
- Age: 18 - 65+
- Gender: FEMALE

[Split Test Ad Set 1 - US FEMALE] is the winning ad set with the lowest cost per result at \$0.05. There's a 85% chance you'd get the same winner if you ran this test again.  
Would you like to create a new campaign with this ad set?  

Create Campaign

VERSIONS	RESULTS	COST PER RESULT	AMOUNT SPENT
<div> Split test study</div> <div>[Split Test Ad Set 2 - US MALE] Optimize Conversions - 50%</div>	8745 Views ContentPer View Content	\$0.06	\$500.00
<div>★ [Split Test Ad Set 1 - US FEMALE] Optimize Conversions - 50%</div>	9991 Views ContentPer View Content	\$0.05	\$500.00

Gain insights with more tests


View Campaign

The winning ad set provided the lowest cost per result (in this case, Views Content) which was determined as a part of your campaign objective. If your campaign objective was Conversions, the result was determined based on the specific event you selected.

If Views Content wasn't the KPI you wanted to measure, or to learn more about different results on Facebook, [see this guide](#).

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# What the information in your results means:

## Confidence level

**Confidence level** is a number that represents how likely it is that we'd get the same results if you ran the test again.

For example, you could run a creative split test with one video ad and one single image ad. We may determine that the video ad was the winner with the lowest cost per result and a 90% chance that you'd get these results again. Ideally, the ad sets you tested had only one meaningful difference between them (video ad compared to single image ad), and we're at least 90% confident in our declaration of a winner. With these results, we recommend that you adopt the winning strategy. You may want to move the budget of the lower-performing ad set to the winning ad set, or edit the lower-performing ad set to give it the same characteristic as the winner. For any split test, a confidence level above 75% indicates that you should use the winning ad set.

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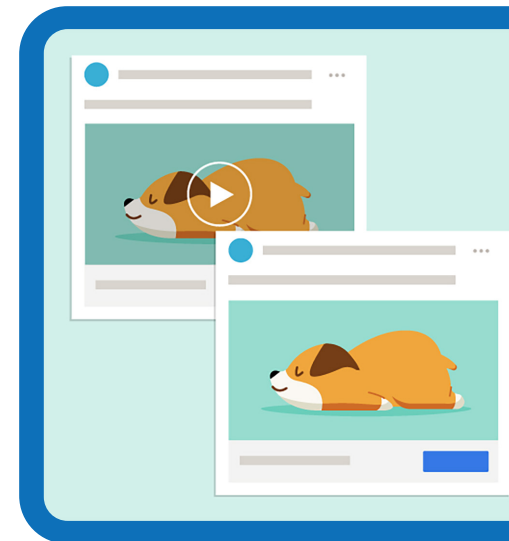
## Winning ad set

The **winning ad set** is the ad set that performed the best. Facebook determines the winning ad set by comparing the cost per result of each ad set or ad-based on your campaign objective. Based on the information from your test, Facebook simulates the performance of each variable tens of thousands of times to determine how often the winning outcome would have won.

Once you've reviewed your results and understand which strategy performed best, you can:

- Create a new ad from the winning ad set. Select the link in the results email.
- Reactivate the winning ad set in Ads Manager.
- Create a new campaign based on what you learned.

You can also run more tests to refine your strategy. For example, if an 18-30 year-old audience outperformed a 24-30 year-old audience, you could narrow the age range to focus on the age group that performed better. Next, you might test an 18-30 year-old audience against a 31-43 year-old audience. When you refine your audience, you might get more value out of your campaigns. If your results have low confidence, you can test the campaign again with a longer schedule or higher budget. More time and a higher budget produce more information, which helps improve Facebook's confidence in your results.



# GLOSSARY

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Term	Definition
<b>A/B test</b>	A randomized experiment where you choose a variable and select two variations of that variable to test.
<b>Account spending limit</b>	Controls your total ad costs by pausing your ads when the limit is reached. Your ads will stay paused until you change this limit.
<b>Activity</b>	Shows the number of events measured per day for the last seven days that could be attributed to people who saw your ads. This helps you understand the behavior of people who have recently visited your site and to identify any problems with how your events are set up.
<b>Ad level</b>	The third level of a campaign structure where you define your creative, or what appears in your ads: photos, videos, copy, links and more.
<b>Ad placements</b>	Where your ads will appear.
<b>Ads</b>	The media you create for your audience. When you create a Facebook ad, you'll choose its creative media (images or videos), text, links and call-to-action button.
<b>Ad sets level</b>	The second level of a campaign structure where you choose your audiences, your ad schedule, where your ads appear and how much you'll pay.
<b>Ads Manager</b>	A tool designed to give you full control of the types of ads you run, their format and the audiences they reach. Additionally, it allows for more granular settings for scheduling and budgeting. The Ads Manager interface is connected to your Facebook account. You can navigate to Ads Manager from your home page.
<b>Amount spent</b>	The estimated total you've spent on your campaign, ad set or ad during its schedule. This number should always be less than your budget.
<b>Audience Network</b>	A tool you can use to extend your Facebook and Instagram campaigns to thousands of other websites and apps. Audience Network ads use the same targeting, auction, delivery and measurement systems as Facebook ads.
<b>Audience size</b>	Indicates whether your audience may be too broad or too specific. Ideally, your audience should be defined, meaning it's specific enough to reach the people most likely to be interested in your ad and not so specific that your audience is difficult to reach.
<b>Automatic advanced matching</b>	Allows you to send Facebook information that your customers have already provided to your business during processes such as checkout (purchase amount and currency, for example). Facebook uses the hashing process to transform information for security reasons. Facebook can then use hashed identifiers to better match people who visit your website with people on Facebook, which can lead to more attributed conversions for your Facebook campaigns and a larger Custom Audiences.
<b>Automatic placements (Ads Manager)</b>	Your ad will run on all the Facebook platforms. Facebook will allocate your budget across multiple platforms. Automatic placements are typically the most efficient use of a budget because they provide Facebook with the flexibility to get the best results.

Term	Definition
<b>Awareness</b>	Objectives that generate interest in your business, product or service.
<b>Banner, interstitial and native Audience Network ad placement</b>	Your ads appear in apps and on websites in the Audience Network. Audience Network supports banner ads, interstitial ads and native ads.
<b>Budget</b>	The maximum amount you're willing to spend on a campaign on average each day or over the lifetime of your scheduled ads.
<b>Campaign</b>	A series of ad sets and ads that aim to accomplish a single objective, such as generating leads or increasing the number of app installs.
<b>Campaign level</b>	The first level of a campaign structure. Here, you choose an objective for your ad, or what you want your ad to accomplish.
<b>Campaign objective</b>	Which results matter to you. The correct objective will help Facebook better understand the results that you want to see and help you get the most out of your investment.
<b>Campaign structure</b>	Ads created in Facebook Ads Manager have three levels: campaign, ad sets, ad. This is known as the campaign structure.
<b>Confidence level</b>	A number that represents how likely it is that we'd get the same results if you ran the test again.
<b>Consideration</b>	Objectives that encourage people to learn more about what your business offers.
<b>Conversion</b>	Objectives that encourage people who are interested in your business to purchase or use your product or service.
<b>Core Audience</b>	A created audience specified by location, demographics, interests and behaviors. Your ad will appear to people who match those characteristics. The default selection in Ads Manager.
<b>Cost per result</b>	Indicates how cost efficiently you achieved the objectives that you set in your ad campaign. It is the ratio of total amount spent to number of results.
<b>Custom Audience</b>	Lets you find people on Facebook who are already aware of your business. An audience that lets you show ads to people who may already interact with your business. Maybe they've reacted to your Facebook Page posts, purchased products on your website, downloaded your app or visited your shop.
<b>Custom Conversions</b>	Allow you to segment your event information based on values, event types, custom information fields and other characteristics for more detailed reporting in Ads Manager. The most common custom conversion is a URL-based custom conversion. This means that you can create a custom conversion that tracks people who visit a specific page on your website.
<b>Customer files</b>	Files from your Customer Relationship Management (CRM) or Point of Sales (POS) systems, email address lists or other sources of customer information.

Term	Definition
<b>Custom events</b>	Actions that fall outside those covered by Facebook's standard events. You can create and capture custom events by adding them to the website code, just like standard events. Custom events can be named anything other than standard event names.
<b>Daily budget</b>	The average amount that you're willing to spend on an ad set or campaign each day. A daily budget is the default selection.
<b>Daily reach estimate</b>	The number of people that we estimate you'll reach in your audience, based on factors such as your bid and budget. The higher your budget, the higher your potential reach. Daily reach is different from potential reach, which estimates how many people you could reach based on factors such as audience and placement.
<b>Daily results estimate</b>	This estimate is based on your campaign objective. For example, if your objective is Conversions, we'll estimate the number of conversions you can achieve based on your campaign performance and estimated daily reach. You'll also see conversions listed below reach.
<b>Data sources</b>	The tab where you can measure and optimize ad campaigns that use your pixel event information.
<b>Delivery</b>	The current status of your campaign, ad set or ad delivery, depending on the tab you've selected.
<b>Edit placements (Ads Manager)</b>	Choose where your ad will appear on Facebook, Instagram, Messenger or WhatsApp, or any combination.
<b>Ends</b>	The date that your campaign is scheduled to stop running. For example, if you set an end date when you scheduled your ad set, this column would display that date. If you did not choose an end date, this column would say Ongoing.
<b>Errors</b>	A summary of errors, if any, that you can fix.
<b>Even split</b>	When your budget is split evenly among your ad sets.
<b>Events received</b>	The total number of events your pixel received.
<b>Facebook engagement</b>	Reach people who have interacted with your Page, videos, lead ads and full-screen experiences on Facebook.
<b>Facebook News Feed ad placement</b>	Your ads appear in the desktop News Feed or the mobile News Feed.
<b>Facebook Right Column ad placement</b>	Your ads appear in the right column across Facebook. Right column ads only appear to people browsing Facebook on their computer.

Term	Definition
<b>Hashing</b>	Information that you share with Facebook that is turned into short fingerprints that are impossible to reverse. When you share your customer list, it's hashed locally in your browser before it's uploaded to Facebook. In addition to information that you provide, we can also hash pixel, SDK, CRM or transaction activity to match against a potential audience in our system.
<b>Impressions</b>	The number of times your ads were on screen.
<b>Inline action (Tracking events)</b>	An action that requires someone to click something (for example, an Add to Cart or Purchase button).
<b>Instagram Feed ad placement</b>	Your ads appear in the desktop feed and the mobile feed.
<b>Instagram Stories ad placement</b>	Your ads appear to people browsing Stories on Instagram.
<b>Instant Articles Facebook ad placement</b>	Your ads appear in Instant Articles within the Facebook mobile app and Messenger.
<b>In-stream video Audience Network ad placement</b>	Your ads appear as short videos that run before, during or after video content (pre-roll, mid-roll, post-roll) in a video player on a website.
<b>In-stream video Facebook ad placement</b>	Your ads appear as short videos in both Facebook Live video and Video on Demand on Facebook.
<b>In-stream video Facebook ad placement</b>	Your ads appear as short videos in both Facebook Live video and Video on Demand on Facebook.
<b>Lifetime budget</b>	A specified amount that you're willing to spend over the entire runtime of your ad set or campaign. You won't be charged more than your lifetime budget for your ad set's results.
<b>Lookalike Audience</b>	New people who are likely to be interested in your business because they're similar to your best existing customers. Facebook will identify the common qualities of your existing customers (demographic information or interests) and find similar people. You can use multiple Lookalike Audiences at the same time for a single ad set.
<b>Marketplace Facebook ad placement</b>	Your ads appear on the Marketplace home page or when someone browses Marketplace in the Facebook app on their phone.
<b>Messenger Inbox ad placement</b>	Your ads appear in the Home tab of Messenger
<b>Messenger Stories ad placement</b>	Your ads appear in people's Stories in Messenger.
<b>Mobile app activity</b>	Use Facebook ads to engage with people based on their interactions with your apps.



Term	Definition
<b>Name</b>	The name you gave your campaign, ad set or ad.
<b>Page load (Tracking events)</b>	An action that can be recorded when someone lands on a certain page, such as a confirmation page after they complete a purchase.
<b>Pixel</b>	A few lines of code from Facebook that you copy into the header section of your website. This code allows the pixel to receive information about the actions taken on your site to make your Facebook ads more relevant to your audience. You can use a pixel to capture specific events or actions that happen on your website as a result of Facebook ads or organic reach.
<b>Placement (Ads Manager)</b>	Where your ads will appear.
<b>Potential reach</b>	An estimate of how many people are in an ad set's audience. This estimate updates as you make selections for your ad set. This information can help you understand how your audience and placement choices may affect the number of people you could reach.
<b>Reach</b>	An estimate of the number of people who saw your ads at least once.
<b>Results</b>	The number of times that your ad achieved an outcome, based on the objective and settings that you selected.
<b>Rewarded video Audience Network ad placement</b>	Your ads appear as videos that people can watch in exchange for a reward in an app (such as in-app currency or items).
<b>Source audience</b>	A Custom Audience created with your pixel information, your mobile app information or fans of your Facebook Page.
<b>Split test</b>	Lets you compare the success of the variables of your campaign so you can adjust your campaigns accordingly. Allows you to create multiple ad sets and test them against each other to see which strategies produce the best results.
<b>Sponsored messages ad placement</b>	Your ads appear as messages delivered directly to people who have existing conversations with you in Messenger.
<b>Standard events</b>	Actions that Facebook recognizes and supports across ad products, such as: complete registration, search and add to wishlist. You can use events to capture conversions, optimize for conversions and build audiences if you add the appropriate code to your website.
<b>Stories Facebook ad placement</b>	Your ads appear to people browsing stories on Facebook and Instagram.
<b>Toggle</b>	The switch that turns your campaign, ad set or ad on or off.

Term	Definition
Top events	This is how effectively your information has been matched to people on Facebook.
Website activity	Reach existing customers and other people who have shown an interest in your business by visiting your website.
Weighted split	When you assign a percentage of your budget to each ad set.
Winning ad set	The ad set that performed the best. Facebook determines the winning ad set by comparing the cost per result of each ad set or ad based on your campaign objective. Based on the information from your test, Facebook simulates the performance of each variable tens of thousands of times to determine how often the winning outcome would have won.