Creating Your Facebook Ad

1. Choosing your objective

To choose an objective for your ad, go to ad creation and choose an objective from the list.

STEP 1: CREATE YOUR CAMPAIGN   Use Existing Campaign

Choose the objective for your campaign   Help: Choosing an Objective

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

2. Naming your campaign

Next to **Campaign Name**, add a name for your campaign or use the default name that appears.

Campaign Name   My Website Clicks Campaign

3. Choosing your audience

In the ad targeting section, fill out the details of your audience. You can choose audience characteristics such as age, gender, interests and more. Learn about the targeting options available and tips on choosing the audience for your ad.

4. Setting your budget and ad schedule

In the budget & scheduling section, you can choose a budget and set your ad's schedule.

How much do you want to spend?

Budget ⓘ | Lifetime Budget ▾ | $350.00 USD

Schedule ⓘ

Start	4/10/2015	📅	11:50 PM
End	5/10/2015	📅	11:50 PM

(Pacific Time)

Your ad will run until **Sunday, May 10, 2015**.

You'll spend up to **$350.00** total.

Optimize For ⓘ | Clicks to Website ▾

Pricing ⓘ Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.

- ● Get the most website clicks at the best price - You'll be charged for impressions
- ○ Set the amount a click to your website is worth to you

Ad Scheduling ⓘ ● Run ads all the time

○ Run ads on a schedule

Ad scheduling only works with lifetime budgets.

5. Setting your bid

If you choose, you can set a manual bid by updating the **Optimize for** and **Pricing** sections with your preferences.

6. Naming your ad set

Next to **Ad Set Name**, add a name for your ad set or use the default name that appears.

7. Adding text/links and choosing your ad placements

You can add text, images and links to your ad. A character limit will appear when you edit your text to ensure that your audience will be able to see your entire message.
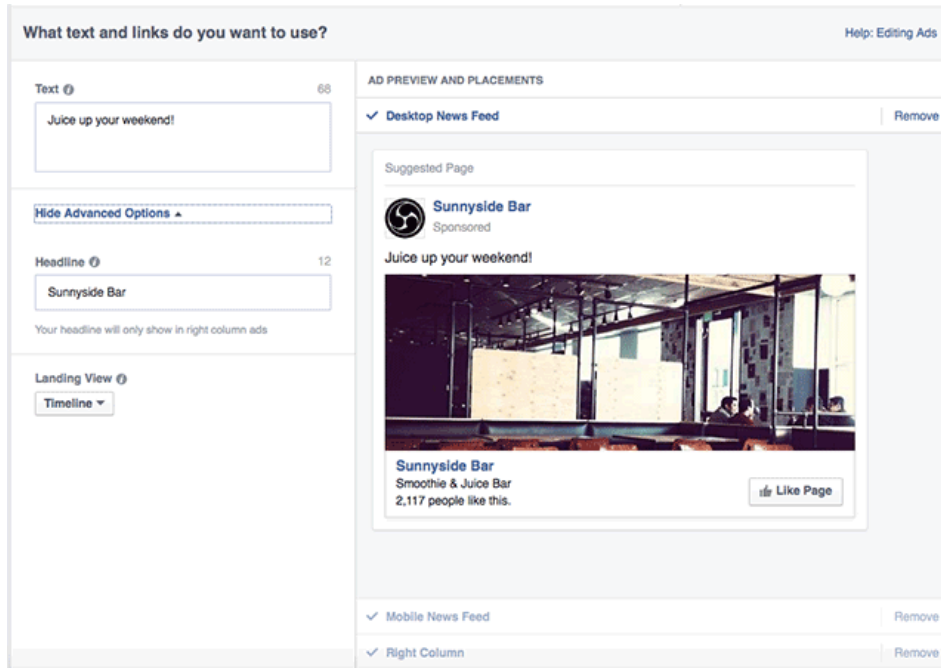
8. Placing your order and choosing how you want to pay for your ads

When you're ready, click **Place Order** at the bottom of ad creation to order your Facebook ads. The first time you place an order, you'll be asked to enter your payment information.