



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



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.

The screenshot shows the Facebook ad targeting interface. The main heading is "Who do you want your ads to reach?" with a "Help: Choose Your Audience" link. The interface is divided into several sections:

- Locations:** A text input field containing "United States" and "All United States". Below it is a dropdown menu set to "Everyone in this location".
- Age:** Two dropdown menus set to "18" and "65+".
- Gender:** Three buttons: "All" (selected), "Men", and "Women".
- Interests:** A search bar with "Search interests" and buttons for "Suggestions" and "Browse".
- Connections:** A dropdown menu set to "Add a connection type".
- Languages:** A text input field with "Enter a language...".
- Behaviors:** A search bar with "Search behaviors" and a "Browse" button.
- More Categories:** A search bar with "Choose a category" and a "Browse" button.
- More Demographics:** A dropdown menu.
- Hide Advanced Options:** A link.

On the right side, there is an "Audience Definition" section with a gauge showing "Your audience selection is fairly broad." and "Audience Details" listing "Location: United States" and "Age: 18 - 65+". At the bottom right, it states "Potential Reach: 177,000,000 people".

4. Setting your budget and ad schedule

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

The screenshot shows the Facebook ad budget and scheduling interface. The main heading is "How much do you want to spend?" with a "Help: Budgeting & Pricing" link. The interface includes:

- Budget:** A dropdown menu set to "Per day" and a text input field containing "\$5.00 USD".
- Schedule:** A dropdown menu with "Per day" selected (continuously starting today) and "Lifetime Budget" (starting on a specific date).
- Optimize For:** A dropdown menu set to "Post Engagement".
- Pricing:** A text input field with "Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served." and two radio buttons: "Get the most engagements for your post at the best price - You'll be charged for impressions" (selected) and "Set the amount a post engagement is worth to you".



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.

How much do you want to spend? Help: Budgeting & Pricing

Budget ⓘ

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Optimize For ⓘ

Pricing ⓘ Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.

- Get the most engagements for your post at the best price - You'll be charged for impressions
- Set the amount a post engagement is worth to you

[Hide Advanced Options -](#)

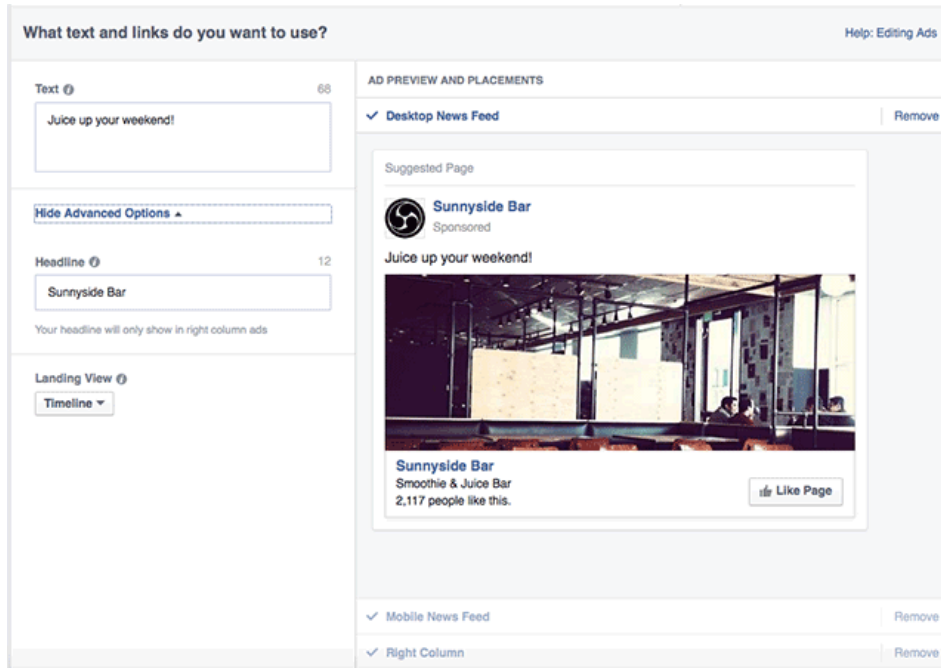
6. Naming your ad set

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

Ad Set Name ⓘ

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.