



# HOW TO ADVERTISE ON FACEBOOK AND INSTAGRAM (LEVEL 1)

# What We Will Cover

1. **Overview of where your ads can appear**
2. Why you should use the ads tool rather than the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. Intermediate level ways to target your ads
  - Around your town, county, country or multiple countries
  - By Demographics and behaviours
  - By Interests – what people have shown an interest in on Facebook
  - To your Facebook page followers
6. Advanced ways to target your ads based on
  - Who has engaged with you on Instagram and Facebook
  - Who has visited your website
  - Lookalike audiences
7. How to then turn a post into an ad looking in detail at budget, audience, Placement and ad
8. How to check the performance of your ad

# When you run an Ad on Facebook, it also goes out on Instagram



When you use the Facebook Ads tool on Facebook.com, your ad will go out on Facebook AND on Instagram

In this course we will be looking at how to do this.

View Facebook and Instagram as 2 places where your ad appears

# Example Facebook Ad In Newsfeed

**CreateStudio**  
Sponsored · 🌐

Pro Video Making was Hard... We Fixed It!  
👉 <https://createstudio.com/go/lifetime-deal/> ✓

🎬 Create UNLIMITED Videos  
👤 Lifetime Software Deal (ONE-TIME Payment ONLY)  
✓ ... See more

CREATESTUDIO.COM  
🔥 Lifetime Software Deal Just \$67! (Usually \$199/year) Get offer

👍❤️ 3.1K 488 Comments 441 Shares

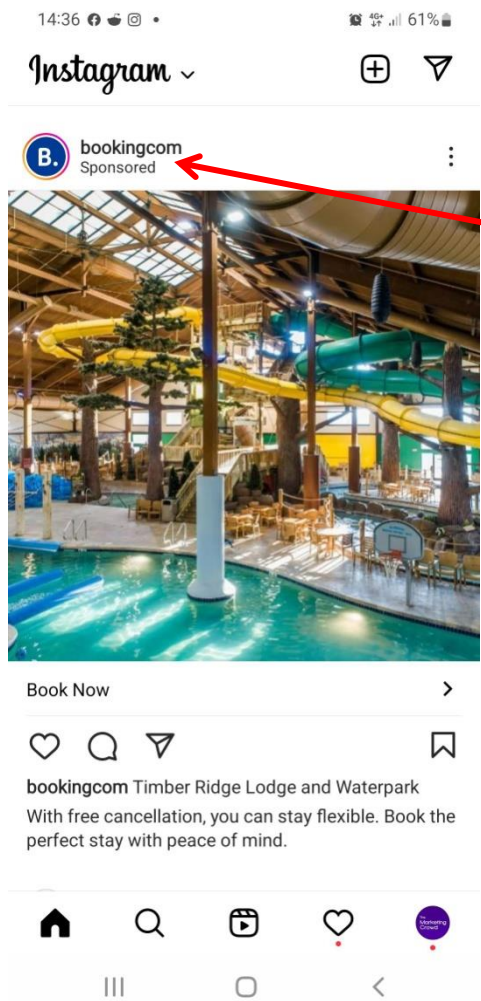
👍 Like    💬 Comment    ➦ Share

This post appeared in my Newsfeed but I have not liked their page. It appeared because they are running an Ad campaign – specifically, a promoted post campaign

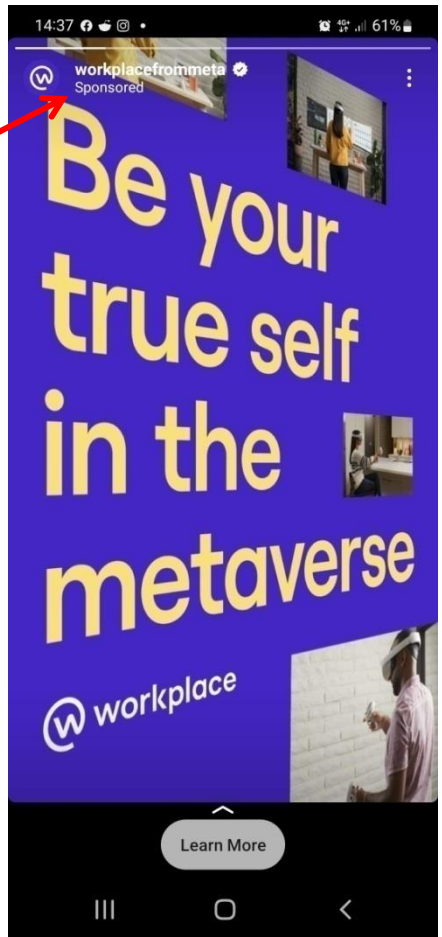
It looks like a post but I can tell it's an Ad because

- It says sponsored in light grey at the top

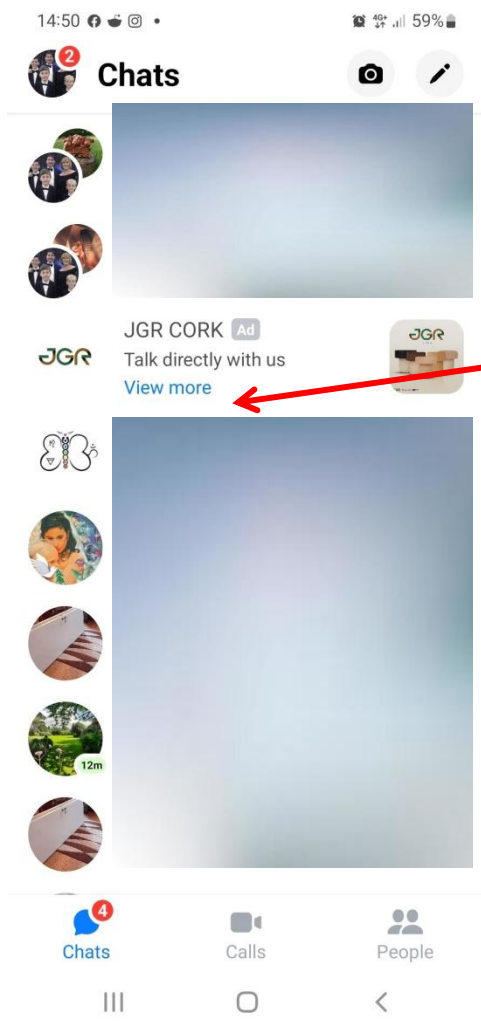
# Example ads on Instagram



Ads also appear in the Instagram feed and in Instagram Stories

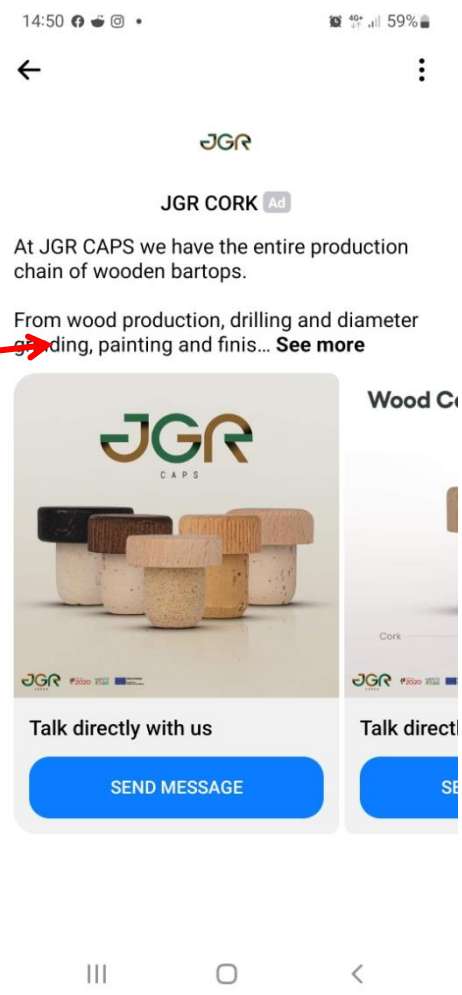


# Ads also appear in Messenger



In your messenger inbox you will see an ad in-between chats

When you tap view details you see more information



Ads also appear in 3<sup>rd</sup> party websites and apps

The screenshot displays the Seattle Globalist website with several ad placements:

- 728x90 - SUPER LEADER:** A large green banner at the top right of the page.
- FULL PAGE:** Two large green vertical banners on the left and right sides of the page.
- 300x100 - BANNER:** A green rectangular banner located in the right sidebar.
- 300x300 - SQUARE:** A larger green square banner located in the right sidebar, below the 300x100 banner.
- Main Content:** The central area features a large article with a photo of a child in a war-torn area, titled "WE, THE CHILDREN OF WAR IN SOUTH SUDAN, REJECT THIS WAR". Below this are sections for "LATEST" and "PERSPECTIVES" with various article thumbnails.
- Right Sidebar:** Includes a "The Seattle Globalist" logo, social media icons (Facebook, Twitter, etc.), and contact information.

Facebook also has a network of websites and app that ads appear on

# A full list of placements – where your ad can appear

## Placements

💡 Instagram in-stream video is no longer available as an ad placement. You can run video ads on Instagram using the Instagram Reels placement instead.

▶ <b>Feeds</b> <input checked="" type="checkbox"/>	Get high visibility for your business with ads in feeds
▶ <b>Stories and Reels</b> <input type="checkbox"/>	Tell a rich, visual story with immersive, fullscreen vertical ads
▶ <b>In-stream</b> <input checked="" type="checkbox"/>	Quickly capture people's attention while they're watching videos
▶ <b>Overlay and post-loop ads on Reels</b> <input checked="" type="checkbox"/>	Reach <b>people</b> with sticker, banner or video ads as they watch reels
▶ <b>Search</b> <input checked="" type="checkbox"/>	Get visibility for your business as people search on Facebook
▶ <b>Messages</b> <input type="checkbox"/>	Send offers or updates to <b>people</b> who are already connected to your business
▶ <b>In-article</b> <input checked="" type="checkbox"/>	Engage with <b>people</b> reading content from publishers
▶ <b>Apps and sites</b> <input checked="" type="checkbox"/>	Expand your reach with ads in external apps and websites



### Feeds

We recommend **square (1:1)** images and **vertical (4:5)** videos.

When running an ad you can decide which of these placements you want to keep or remove



# What We Will Cover

1. Overview of where your ads can appear
2. **Why you should use the ads tool rather the Boost post button**
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. Intermediate level ways to target your ads
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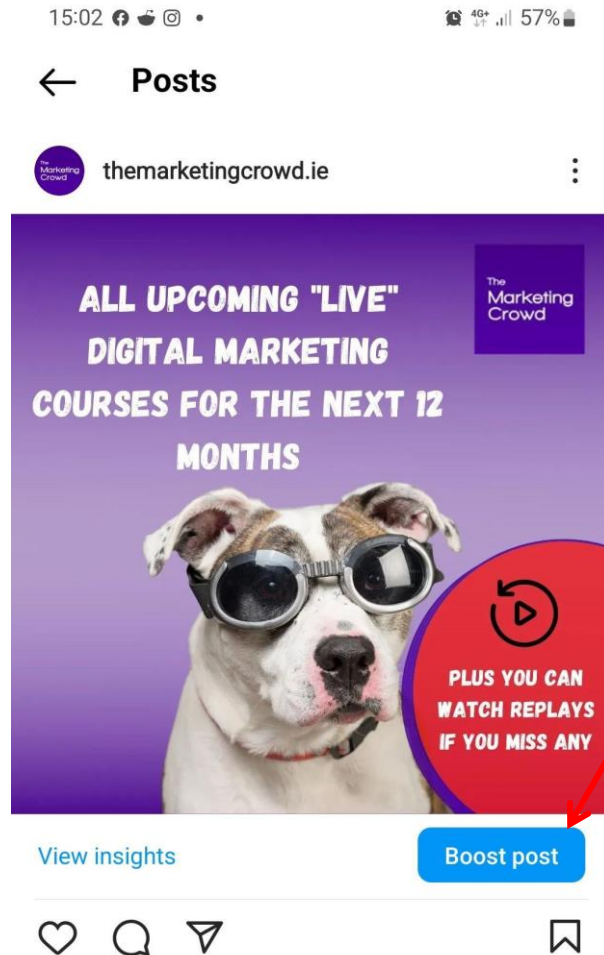
# 1. The Boost Post Button – on a Facebook Post



When you send out a post from your page on Facebook there will be a Boost post button that allows you to turn the post into an ad

However, not all the targeting options are available and some of the settings result in wastage

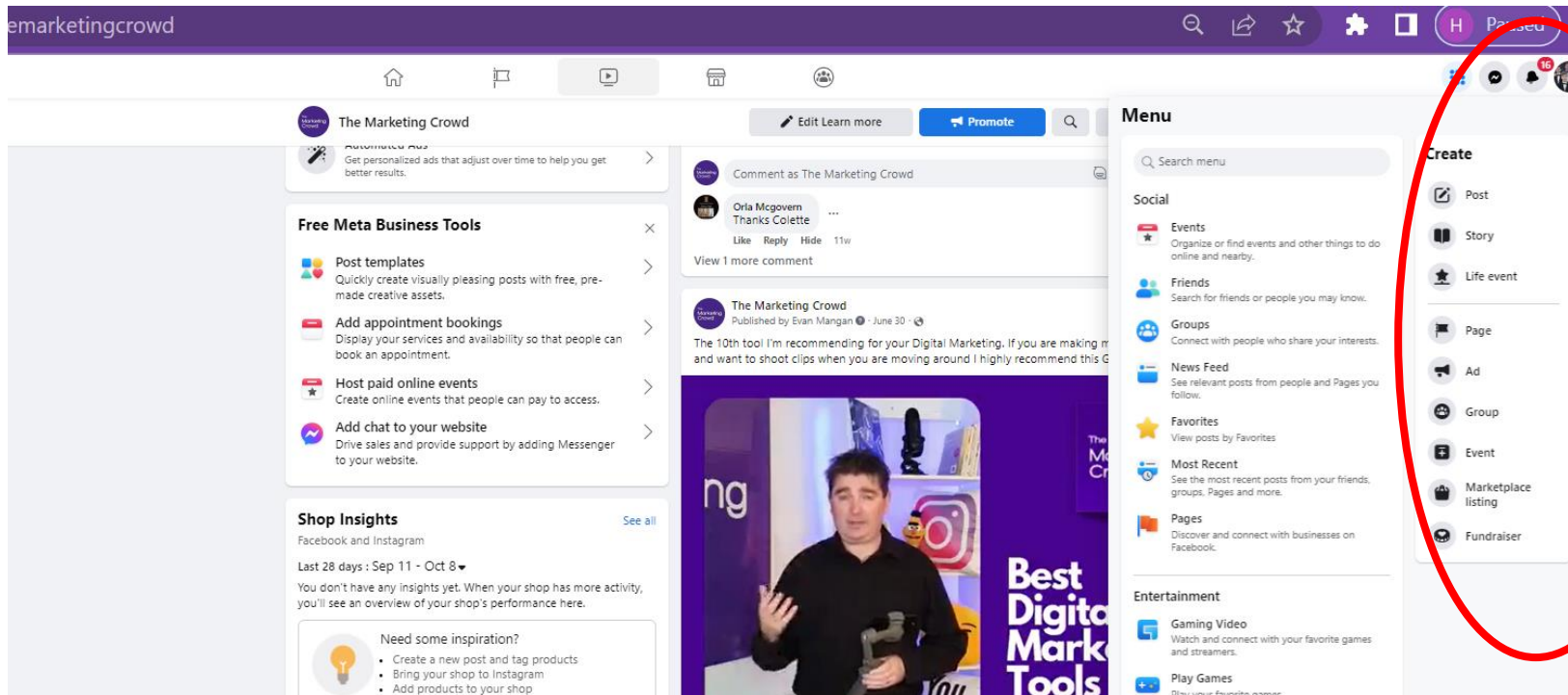
# 1. The Boost Post Button – on an Instagram Post



When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

The targeting options here are VERY limited. You can only target by geography, age, gender and interest

## 2. The Ads Tool in Ads Manager



If you click on the 9 dots top right (menu) there is the option to create an Ad

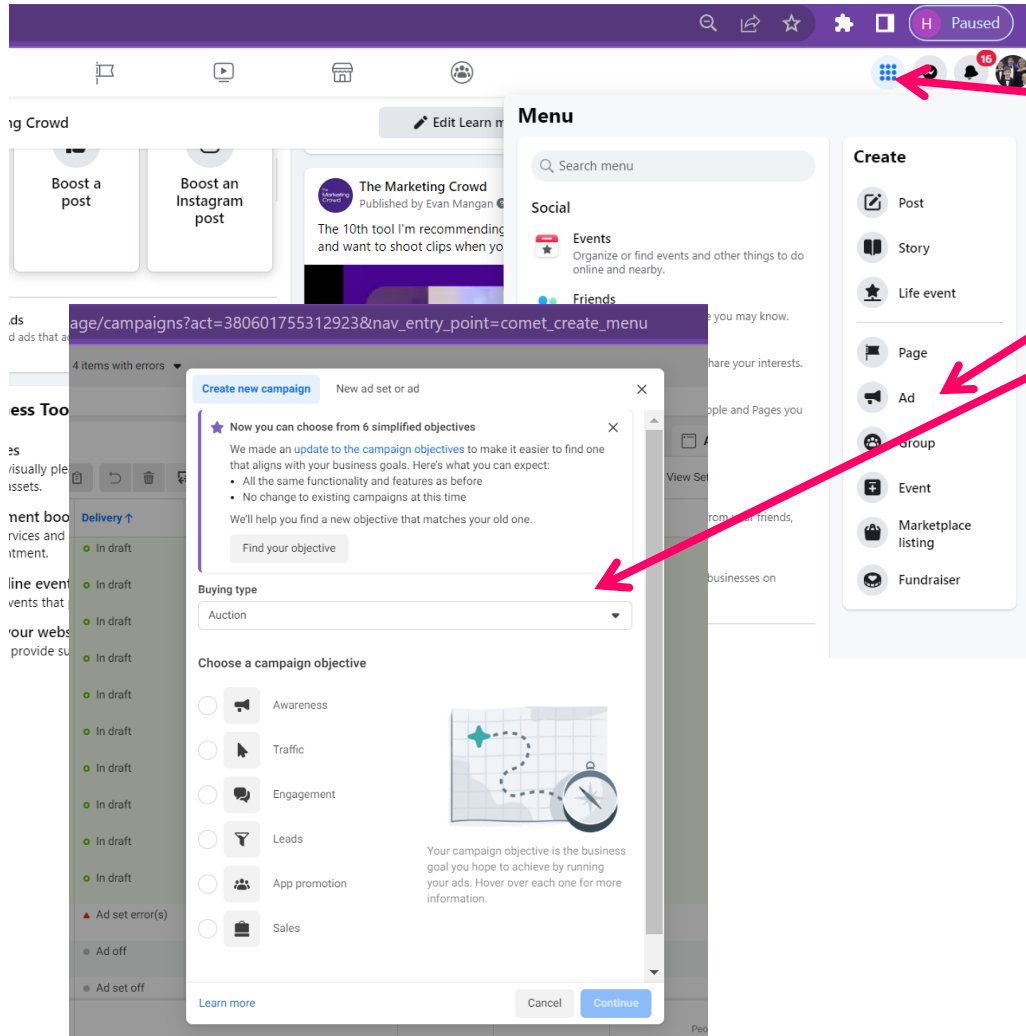
This is the tool that allows small and medium sized business run ads that appear on both Facebook and Instagram but also has

1. All the targeting options
2. Allows you to avoid wastage

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# To access the ad creation tool within ads manager

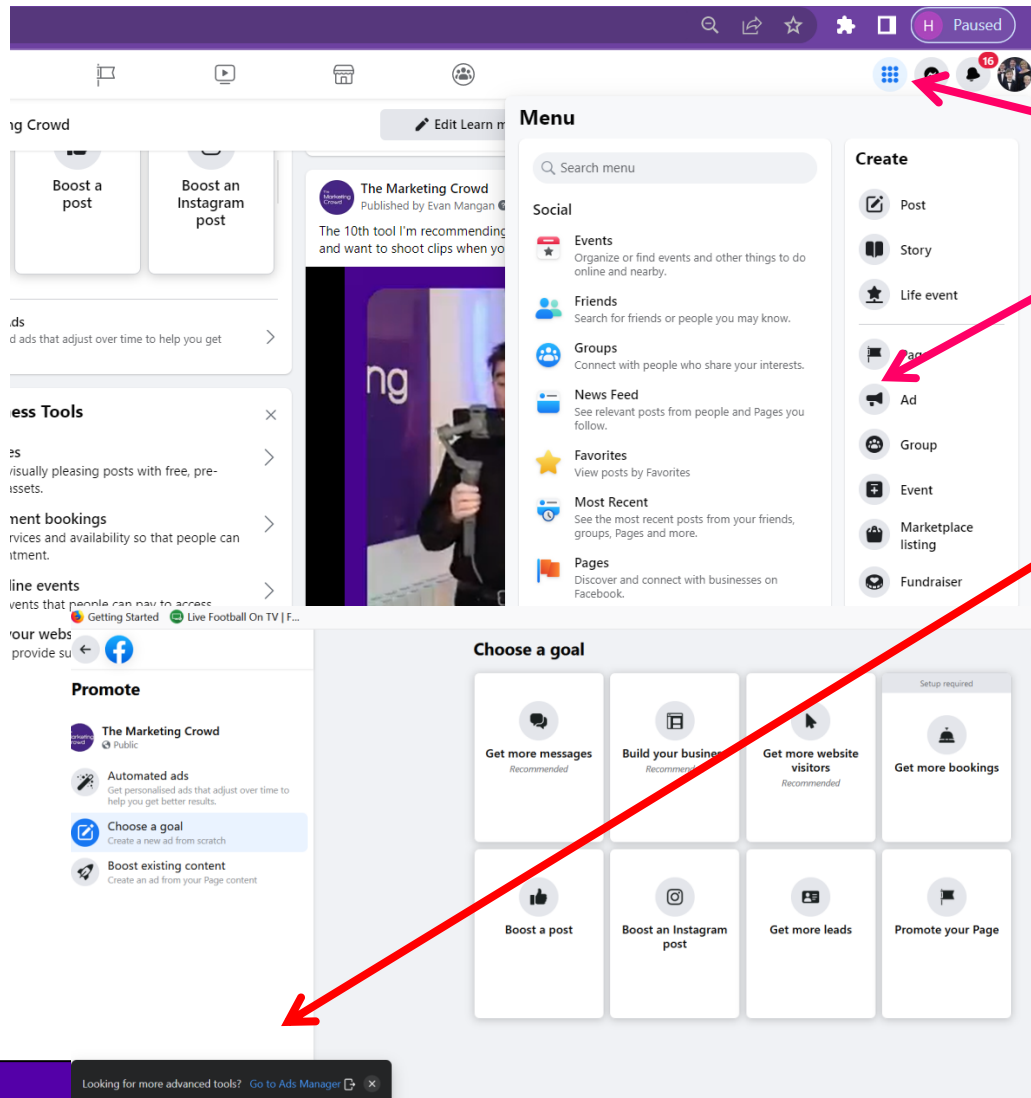


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

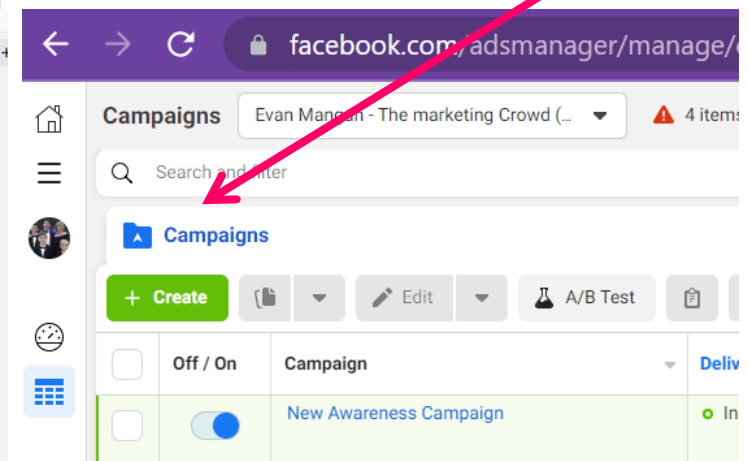
However, if you have never created an ad before this might not work for you. It might take you to their new "very basic" ads area.

If so, see next slide

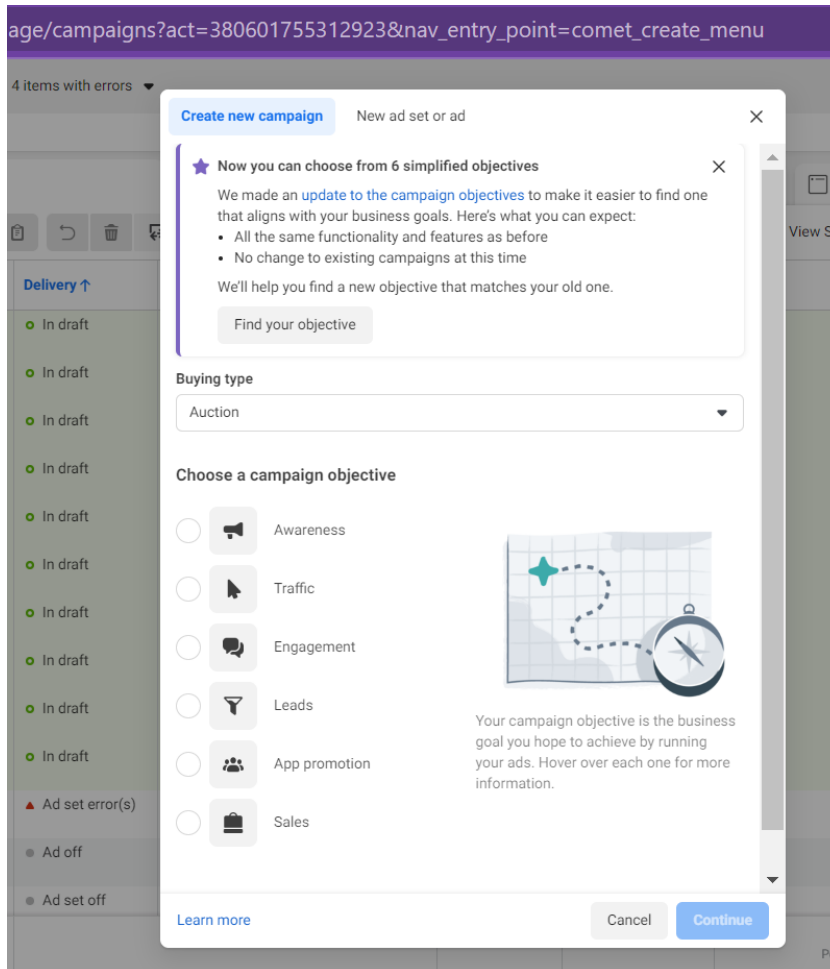
# Alternative way to access the ads tool



1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It might take you to this basic ads area. If it does, click on the link in the bottom left to go to the advanced tool "Ads manager"
4. Then in Ads manager click the green Create button.



# They will ask you what is your main objective



You start an Ad campaign by deciding what your objective is

Select an objective to see the available conversion location and event options for each:

**Awareness:** Show your ads to people who are most likely to remember them.

**Traffic:** Send people to a destination, like your website, app or Facebook event.

**Engagement:** Get more messages, video views, post engagement, Page likes or event responses.

**Leads:** Collect leads for your business or brand.

**App Promotion:** Find new people to install your app and continue using it.

**Sales:** Find people likely to purchase your product or service.



# You can control how much you spend on your ads

**Budget & schedule**

**Budget** ⓘ

Daily Budget ▼ €20.00 EUR

You'll spend up to €25.00 on some days, and less on others. You'll spend an average of €20.00 per day and no more than €140.00 per calendar week. [Learn more](#)

**Schedule** ⓘ

**Start date**

Oct 9, 2022 7:15 AM  
Pacific Time

**End - Optional**

Set an end date

**You can specify either a daily budget or a total lifetime budget you want to spend.**

If you select to use a total lifetime budget, Facebook could spend most of it in the first few days. If you choose daily budget it will spend up to that amount each day

You can also set a start and end date

# You can target people in lots of powerful ways

Custom audiences Create new ▾

🔍 Search existing audiences

Exclude

Locations

People living in or recently in this location ▾

Ireland

🟢 Ireland

🟢 Include ▾ 🔍 Search locations Browse

[Add locations in bulk](#)

Age

18 ▾ 65+ ▾

Gender

All genders

Detailed targeting

Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Targeting ✦

Reach **people** beyond your detailed targeting selections when it's likely to improve performance.

Languages

All languages

[Show more options ▾](#)

Save this audience

You can target by:

- Country and area within a country.
- Whether some lives in the area or is visiting (Tourist)
- Age and gender.
- Precise interests
- Broad Category of interests
- Whether people are connected to your page
- Interested in
- Relationship status
- Languages
- Education
- Workplace

# There are also advanced targeting techniques



You can target by:

- Whether someone visited your website recently
- Whether they engaged with your profiles, posts or ads on Facebook or Instagram
- Whether they are very similar to the people who already like your page, or have visited your website.

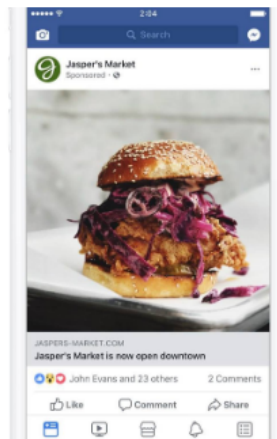
**We will look at these in more detail later in the course**

# You can choose where your ads will appear

## Placements

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Get high visibility for your business with ads in feeds	
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Reach <b>people</b> with sticker, banner or video ads as they watch reels	
▶ Search	<input checked="" type="checkbox"/>
Get visibility for your business as people search on Facebook	
▶ Messages	<input type="checkbox"/>
Send offers or updates to <b>people</b> who are already connected to your business	
▶ In-article	<input checked="" type="checkbox"/>
Engage with <b>people</b> reading content from publishers	
▶ Apps and sites	<input checked="" type="checkbox"/>
Expand your reach with ads in external apps and websites	



### Feeds

We recommend **square (1:1)** images and **vertical (4:5)** videos.

You can choose to have your ad appear

- In the desktop newsfeed (PCs and laptops)
- In the mobile newsfeed (Facebook mobile app)
- On the right hand side of the newsfeed
- In Facebook partner mobile apps (A network of 3<sup>rd</sup> party apps)
- On Instagram

You can also switch any of these off i.e. You might want to have your ad appear in the Newsfeeds but not on the right hand side of the newsfeed or in partner mobile apps

# You can choose a post to send out as an ad or design one from scratch

**Identity**

**Facebook Page**

**Instagram account ⓘ**

**Branded content**  
Opt in to Branded Content tools. If this post features a third-party brand or product then you must tag your business partner's Page. [See branded content policy](#)

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**Ad setup** 💡 See recommendati...

Create ad

Use existing post

Use Creative Hub mockup

Catalog ↗  
Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.

You can choose which page or Instagram profile you want the ad to go out from

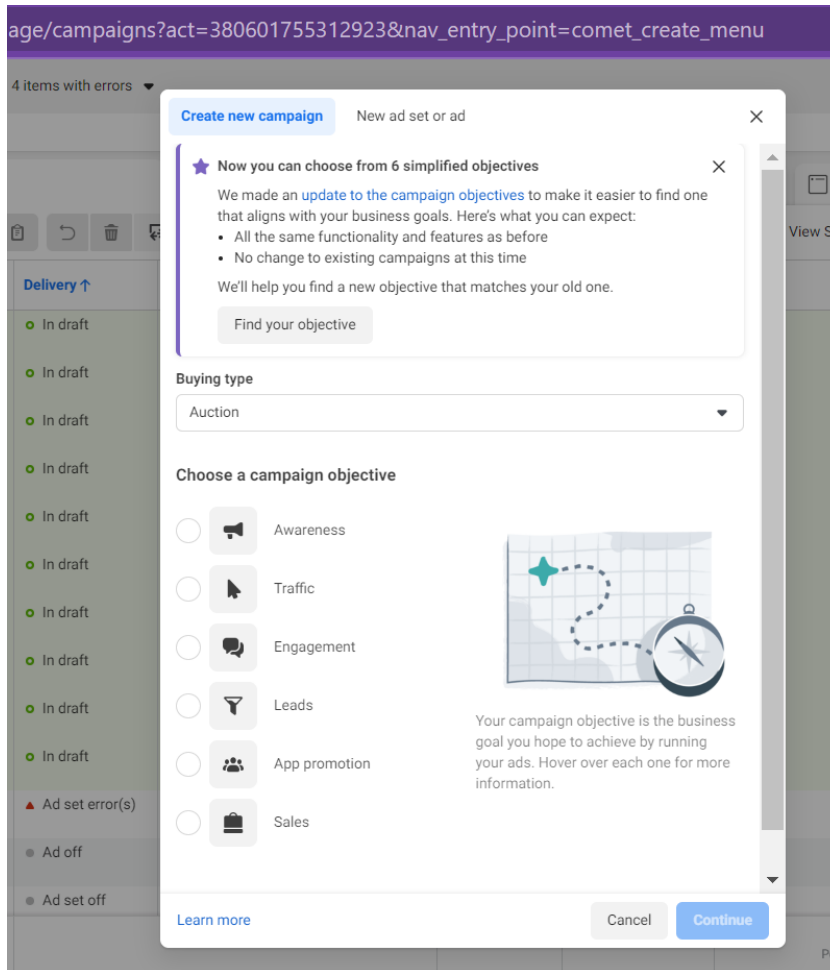
You can choose to use a previous FB post or Instagram post as the ad

Or you could choose to design it from scratch.

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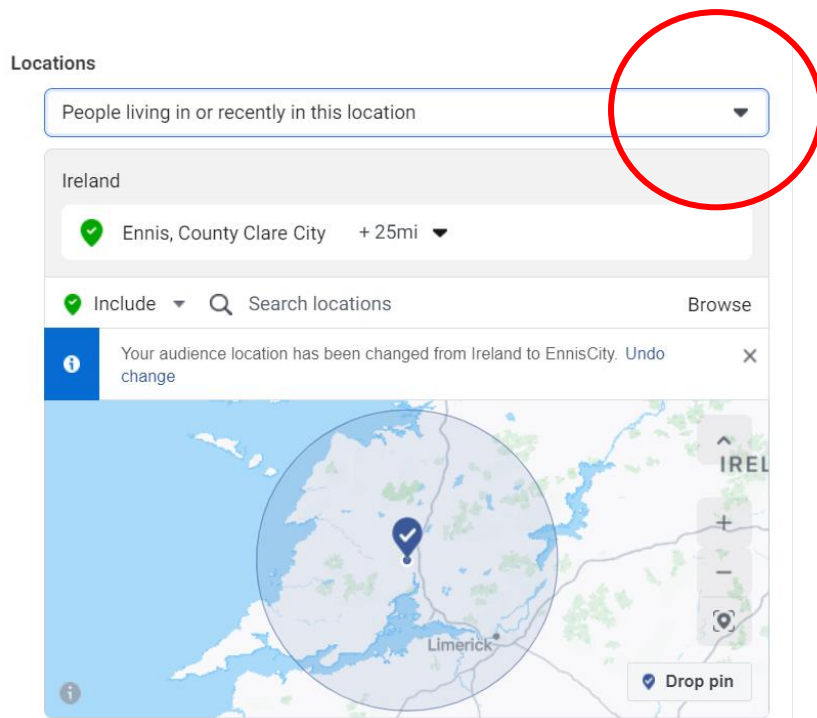
**Sales:** Find people likely to purchase your product or service.

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# How to target Geographically



You can ..

- Choose a region e.g. Worldwide or Europe
- Choose a country or Multiple countries
- Choose a county or a multiple county
- Choose a town within a country or multiple towns
- Choose a radius distance from a town
- Choose people who live in the location or who are visiting the location

This is mainly based on someone's phone GPS

Ensure you change the drop down from Living or Recently here to "Living Here" or "Visiting Here"

"Recently here" includes a lot of wastage.

# How to target by Age and Gender

Age

 ▼  ▼

Gender

 All  Men  Women

You can ..

- Target people by age range – from 13 to 65+
- Target people by gender

This information is provided by everyone when joining Facebook.

# How to target by Demographics

## Detailed targeting

Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Ta

Reach **people**  
performance.

Demographics ⓘ

- ▶ Education
- ▶ Financial
- ▶ Life events
- ▶ Parents
- ▶ Relationship
- ▶ Work

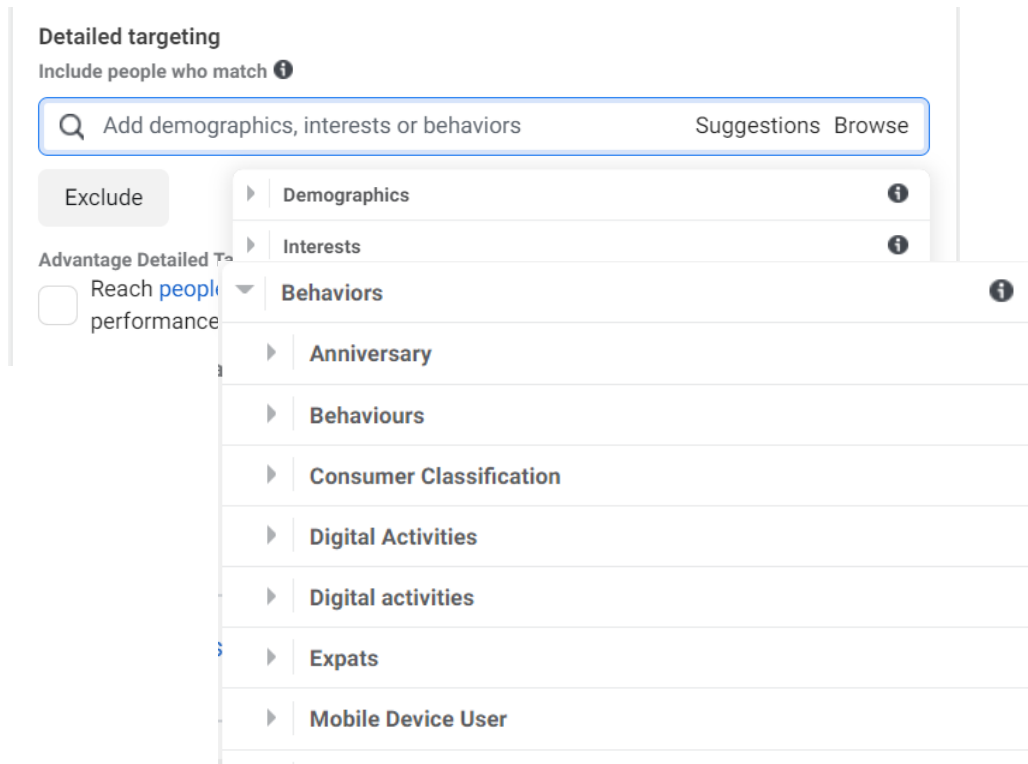
## Key Point:

Demographics are based on what people put in the About section of their profile

- Target people by relationship status (single, engaged, married)
- Target people by education (schools / colleges)
- Target people by Job title
- Target people by life events (married 3 months, 6 months)
- Target people who are parents or have kids of a certain age

- You really want to have more than 1-2K people in your target audience in order for it to be cost effective and to see results.
- If your geographic targeting is narrow eg. living within 15 miles of Ennis, you are highly unlikely to have over 1,000 people in your audience.
- If you find a good targeting option, consider increasing your geographic targeting to get more people.

# How to target by people's Behaviour



Behaviours are what Facebook has observed about us.

You can target someone based on ..

- Travel habit – frequent international travellers
- Whether they are an ex pat
- Whether they manage a Facebook page
- Whether they are an early adopter of technology

# How to target by people's Interests

Detailed targeting  
Include people who match ⓘ

Q yoga Suggestions Browse

Exclude

Detailed targeting  
Include people who match ⓘ

Interests > Fitness and wellness (fitness)

Yoga (fitness)

Q Add demographics, interests or behaviors Suggestions Browse

- Health & wellness (personal care) Interests
- Physical fitness (fitness) Interests
- Physical exercise (fitness) Interests likely to improve
- Hatha yoga (fitness) Interests
- Well-being (psychology) Interests
- Quality of life (psychology) Interests
- Iyengar Yoga (fitness) Interests
- Personal care (toiletries) Interests
- Personal development (personal identity) Interests

Save this audience

Interest targeting is one of the most powerful elements of Facebook Advertising because you can target people based on what they have shown an interest in on Facebook and outside of Facebook. Eg. The pages they have liked or the ads they have clicked on or sites they have visited.

## **Step 1: Search by topic**

*For example, if you are a yoga business, search for Yoga and choose Yoga - interests or something else from the dropdown.*

*Then click on Suggestions and it will show you what other topics the people who like Yoga have shown an interest in. This should give you more targeting ideas*

# How to target by people's Interests

## Detailed targeting

Include people who match ⓘ

Interests > Additional interests

Brown Thomas (retailer)

Q Add demographics, interests or behaviors

Suggestions Browse

Exclude

Narrow Audience

## Detailed targeting

Include people who match ⓘ

Interests > Additional interests

Brown Thomas (retailer)

Q Add demographics, interests or behaviors

Suggesti

Harvey Nichols (retailer)	Interests	↑
Selfridges (retailer)	Interests	
Harrods (retailer)	Interests	: liked
House of Fraser (retailer)	Interests	
Marks & Spencer (retailer)	Interests	
ASOS.com (apparel)	Interests	—
Debenhams (retailer)	Interests	
Online shopping (retail)	Interests	—
Debenhams (retailer)	Interests	↓

Save this audience

## Step 2: Search for people who have liked a big page

You can also target people who have shown an interest in (liked the page or clicked on ads) a big brand, famous people, magazines and events that your target audience would be interested in.

For example. I want to target people who have an interest in High end ladies fashion so I can search for Brown Thomas. It comes up as an option so select it. Now click suggestions and you are shown all the other big pages these people have also liked

*Note – unfortunately not all pages will appear so you might not be able to target some of your competitors followers.*

# When adding multiple interests, understand the difference between AND and OR

Detailed targeting

Include people who match ⓘ

[Interests](#) > [Additional interests](#) ×

Cycling (sport)

[Interests](#) > [Fitness and wellness \(fitness\)](#)

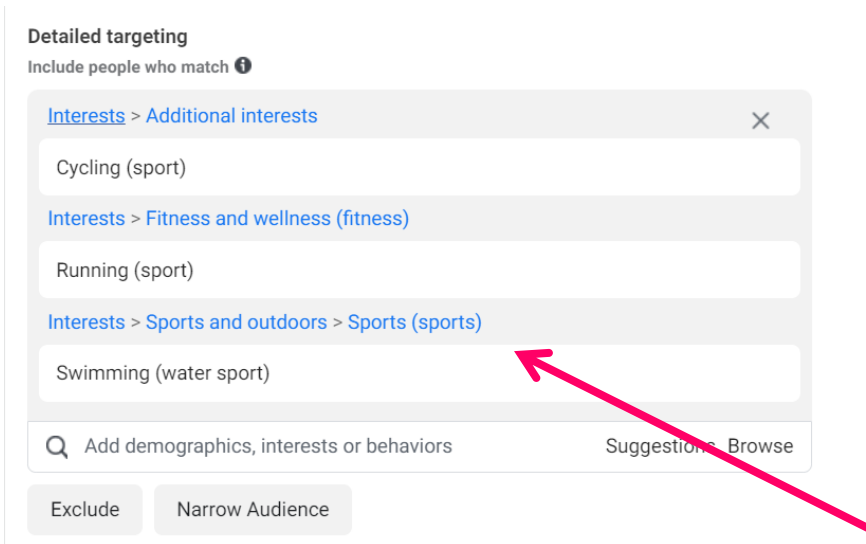
Running (sport)

[Interests](#) > [Sports and outdoors](#) > [Sports \(sports\)](#)

Swimming (water sport)

🔍 Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience



There are times when you want to add multiple interests and you want it to be OR

*But other times you want AND.*

*I want to target people who have an interest in Running AND cycling AND swimming .*

*Not running, or cycling or swimming*

*When you add multiple interests it is OR*

# When adding multiple interests, understand the difference between AND and OR

## Detailed targeting

Include people who match ⓘ

Interests > Fitness and wellness (fitness)

Running (sport)

Q Add demographics, interests or behaviors

Suggestions Browse

Exclude

Narrow Audience

## Detailed targeting

Include people who match ⓘ

Interests > Fitness and wellness (fitness)

Running (sport)

Q Add demographics, interests or behaviors

Suggestions Browse

and must also match ⓘ

×

Interests > Additional interests

Cycling (sport)

Q Add demographics, interests or behaviors

Suggestions Browse

Exclude

Narrow further

To make it AND, you need to

*Add one interest and then click narrow  
Then add another interest  
Then click narrow further.*



## Also, think like a sniper rather than a machine gun



Try not to target EVERYONE in the same ad.

*Ask yourself are there distinct audiences that I should tailor the image and text to in order for it to resonate with them?*

*Eg. As a sports physio, don't target people interested in running swimming and cycling with the one ads. Create 3 ads with an image relevant to each audience and text that speaks to them*

*Eg. As a gym – don't target everyone over 18 within 5 miles who is interested in fitness*

*Target guys 18-30 with an image of a ripped guy plus benefits that will resonate with them, women 18-30 with an image of a toned young woman plus relevant text, guys over 40 with a relevant image and women over 40 with a relevant image*

# If you are new to Facebook Ads - this amount of targeting is plenty!



If you have never run a Facebook ad campaign before, all the targeting we have just covered is plenty for you to focus on and practice.

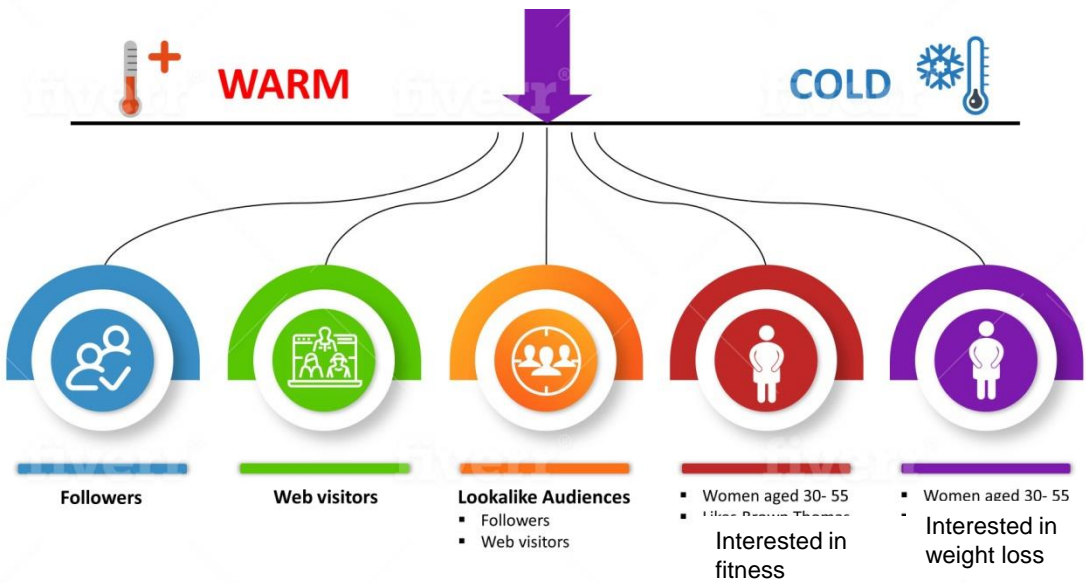
However, if you have previously run ad campaigns it's important to know what you can now do to take your campaigns up a level

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# How to take your campaigns to the next level

## Summer Fitness Classes

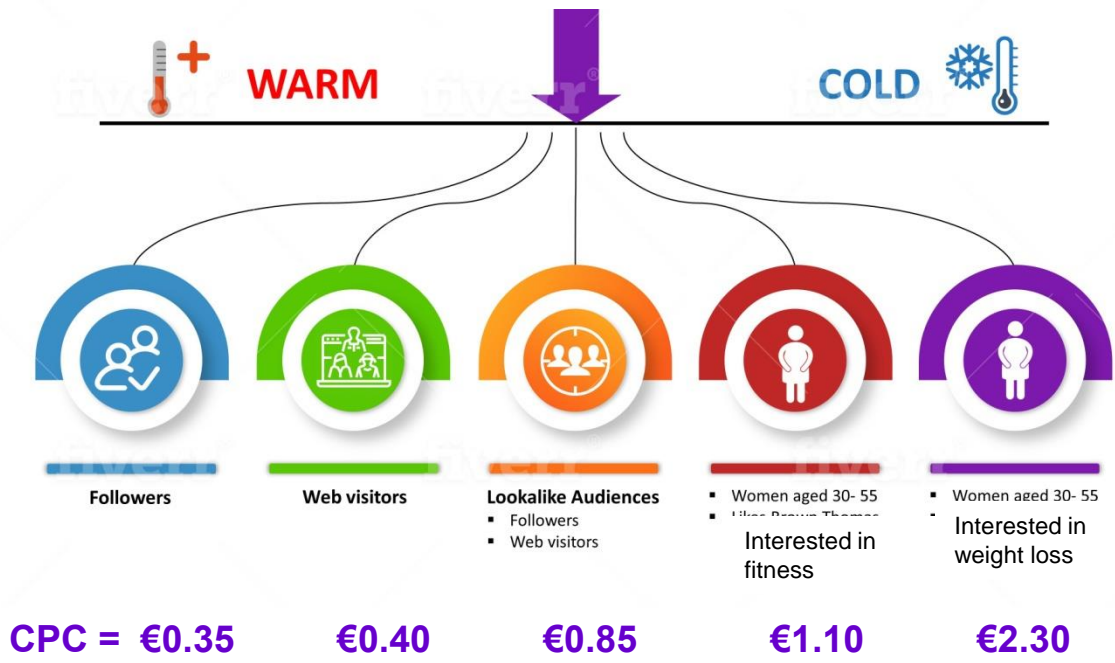


You should not view it as one ad campaign but actually a multi campaign where you

1. Focus first on your warm audiences (Those who have interacted with your brand) and prioritise your ad spend on those.
2. Then work towards colder audiences (those who have not heard of you / interacted with you)

# How to take your campaigns to the next level

## Summer Fitness Classes



3. Then monitor the Cost Per Click of each target group to see which ones are worth targeting again and which ones have a very high cost per click

CPC of 10c to 40 c is excellent  
CPC of 40c to €1.20 c is ok  
CPC of €2 – €3 euro is getting very expensive

# Advanced ways to target your social media followers / engagers



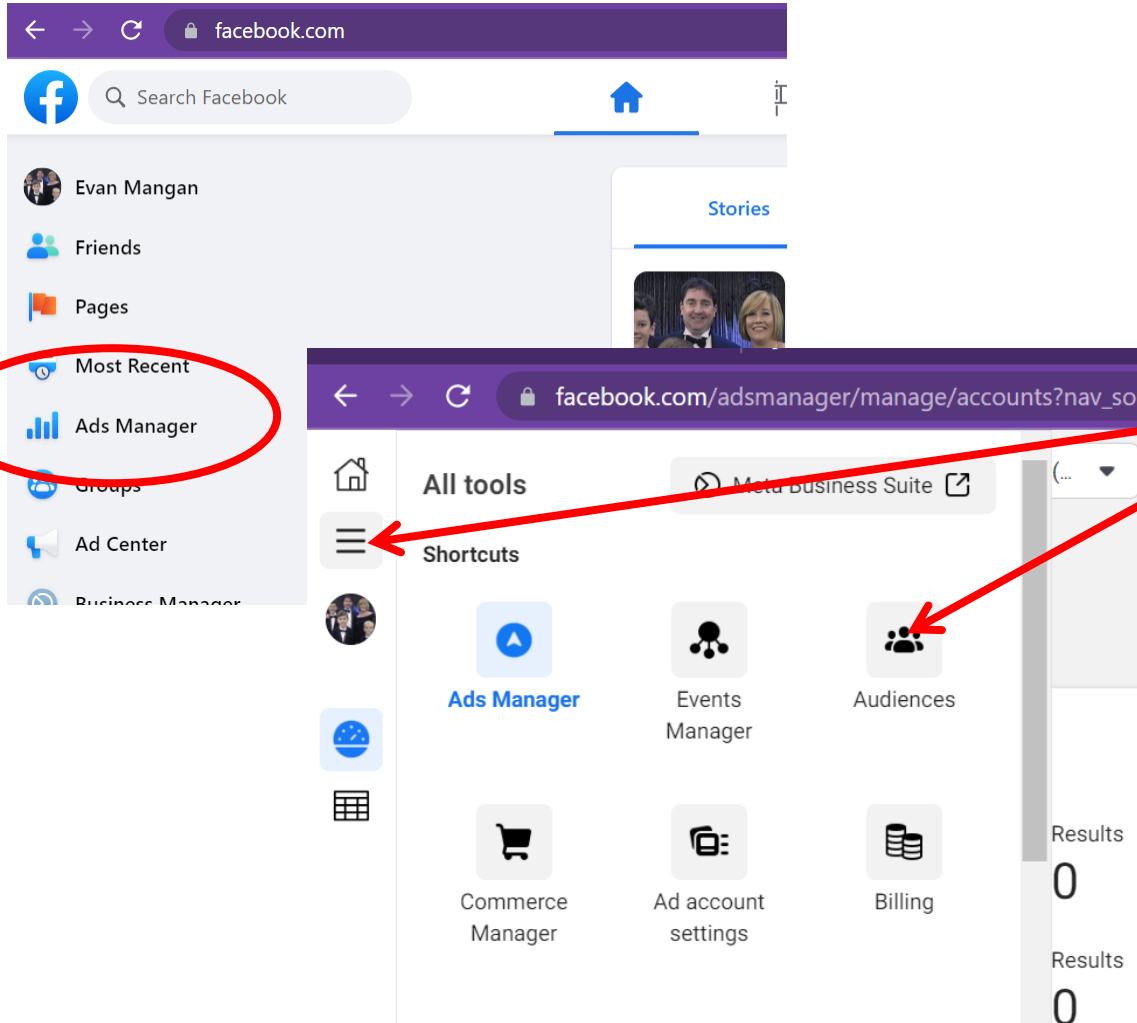
*Earlier we looked at how to target your Facebook page followers.*

*But some of those might not be that interested. How can you target those who have recently shown an interest?*

*How can you target non followers who have engaged with your posts or ads?*

*How can you target people who have engaged with you On Instagram?*

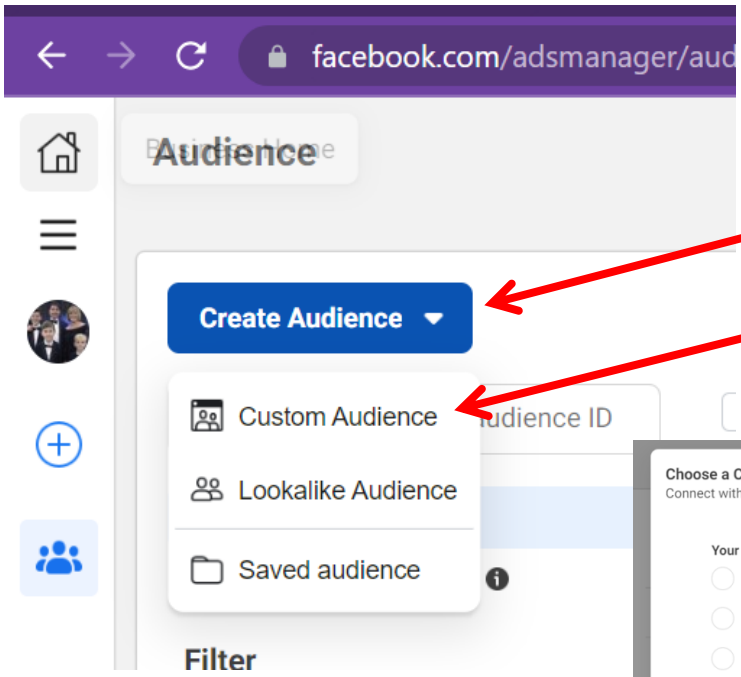
# Advanced ways to target your social media followers / engagers



*Go to the audiences section of Ads Manager*

- 1. Go to your Feed*
- 2. Click on Ads Manager*
- 3. Click on the Menu top left*
- 4. Click on Audiences*

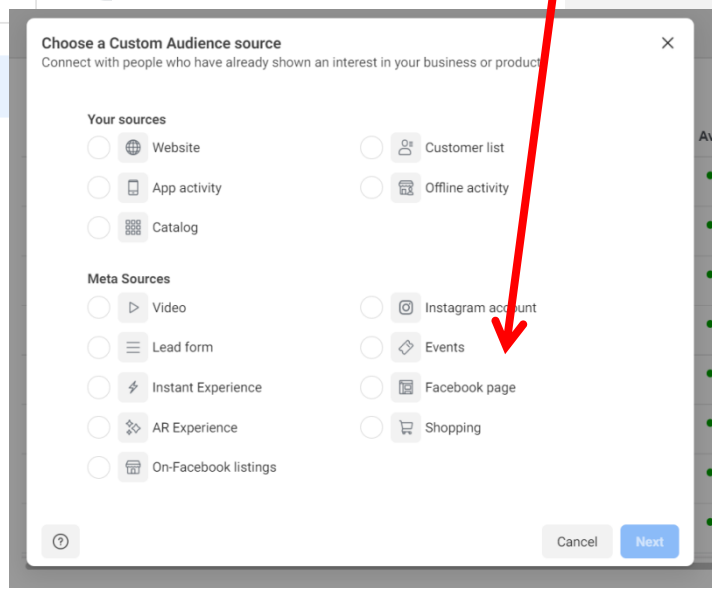
# Advanced Facebook page targeting



*Click create audience*

*Click Custom audience*

*Then select Facebook page*





# Advanced Facebook page targeting

Create a Facebook page Custom Audience ×

★ A new way to reach people who currently like or follow your Page  
Now you can reach people who currently like or follow your Page by selecting that option in the Events dropdown.

Include people who meet Any ▾ Of the following criteria:

**Page**  
The Marketing Crowd ▾

**Events**  
Everyone who engaged with your Page ▾

People who currently like or follow your Page  
This includes people who currently like or follow your Page on Facebook. People who unlike or unfollow your Page will be removed from this audience.

Everyone who engaged with your Page  
Includes people who have visited your Page or taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

Anyone who visited your Page  
This includes anyone who visited your Page, regardless of the actions they took.

People who engaged with any post or ad  
Includes people who have taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

People who clicked any call-to-action button  
Includes people who clicked on a call-to-action button on your Page, such as

*Choose your page from the drop down*

*Either select Everyone who engaged or choose a specific Engagement*

# Advanced Facebook page targeting

The screenshot shows the 'Create a Facebook page Custom Audience' interface. It includes a 'Page' dropdown set to 'The Marketing Crowd', an 'Events' dropdown set to 'Everyone who engaged with your Page', and a 'Retention' field set to '365 days'. Below these are buttons for '+ Include more people' and '- Exclude people'. The 'Audience Name' field contains 'Engaged with TMC FB page 365 days' (33/50 characters). The 'Description · Optional' field is empty (0/100 characters). At the bottom are 'Back' and 'Create audience' buttons.

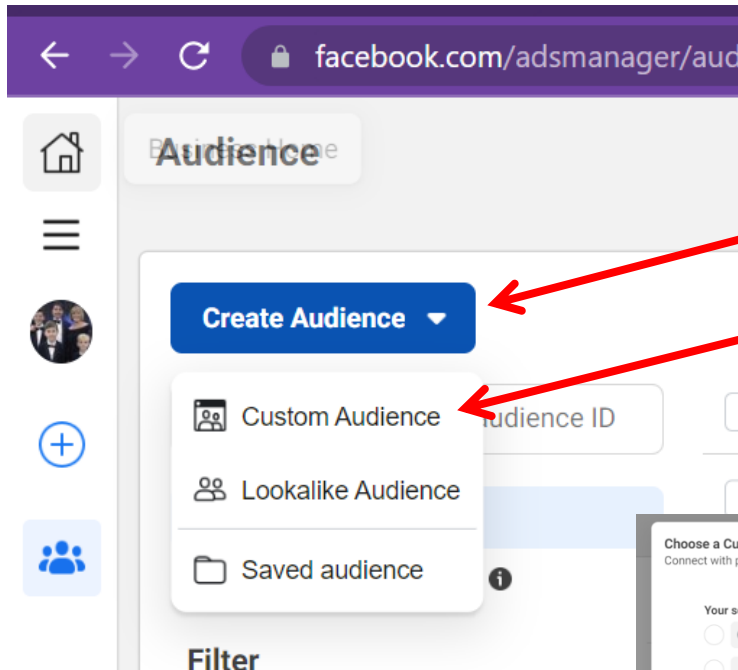
*Choose the number of days up to a max of 365*

*Include more people - You can also add those who engaged with another page you manage*

*Write a name you will recognise*

*Click create audience*

# Advanced Instagram account targeting

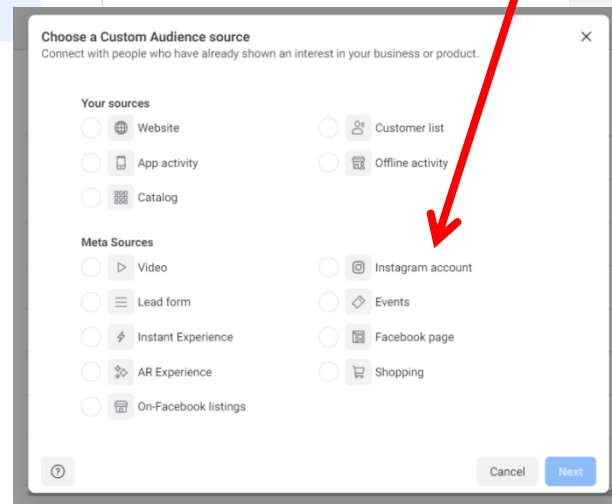


*Click create audience*

*Click Custom audience*

*Then select Instagram account*

*The follow the exact same process as the Facebook audience*



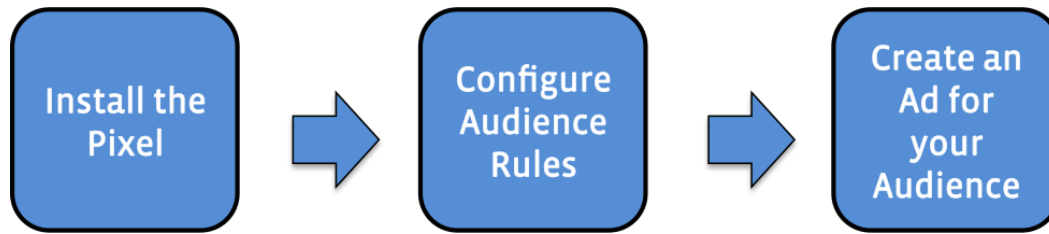
# How to target your website visitors



*Remarketing is a powerful way of targeting people who have visited your website recently. These people are interested in your product or service but might not have been at the point of purchase.*

*By retargeting them you are keeping your brand top of mind and re-prompting them to consider your product or service*

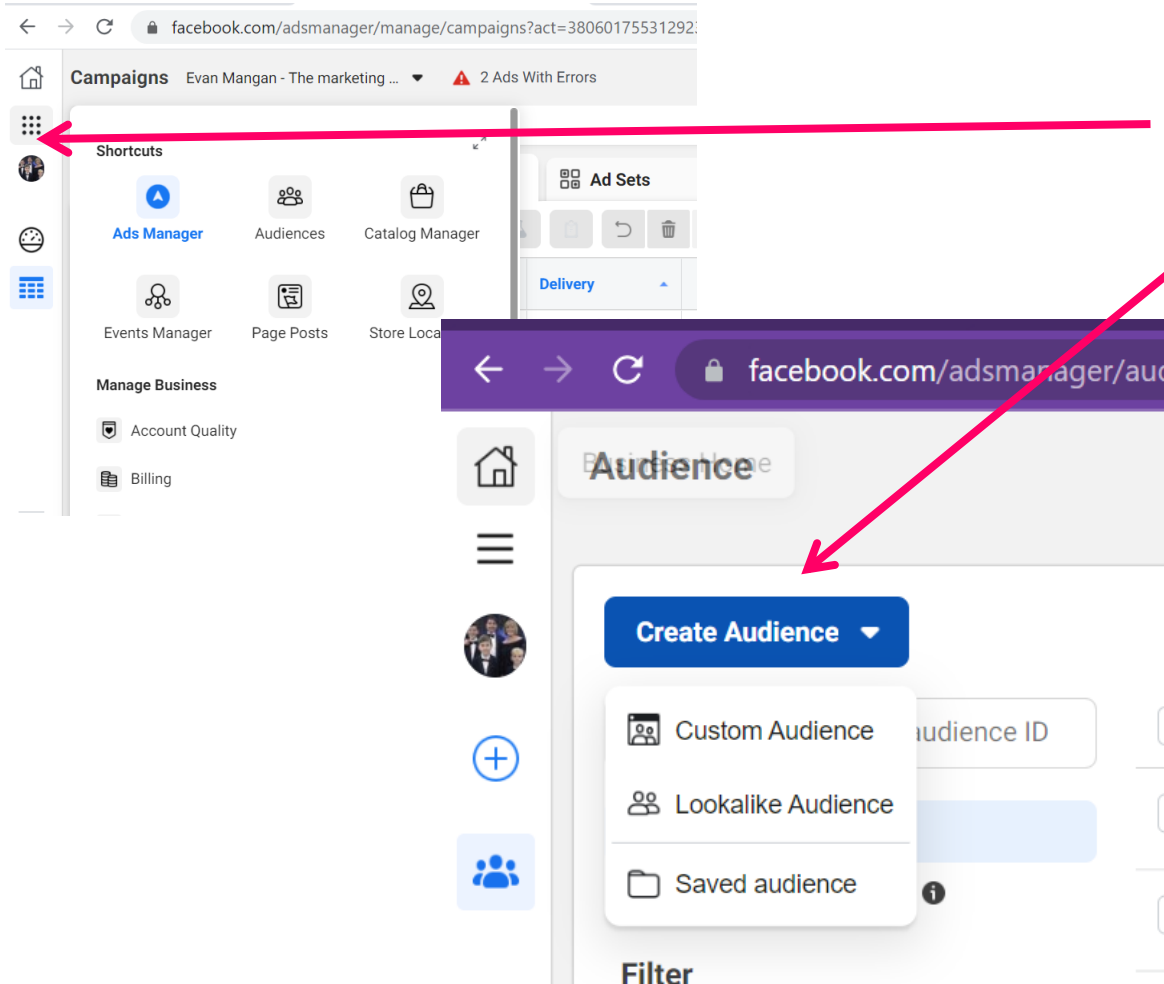
# How to target your website visitors



*How it works:*

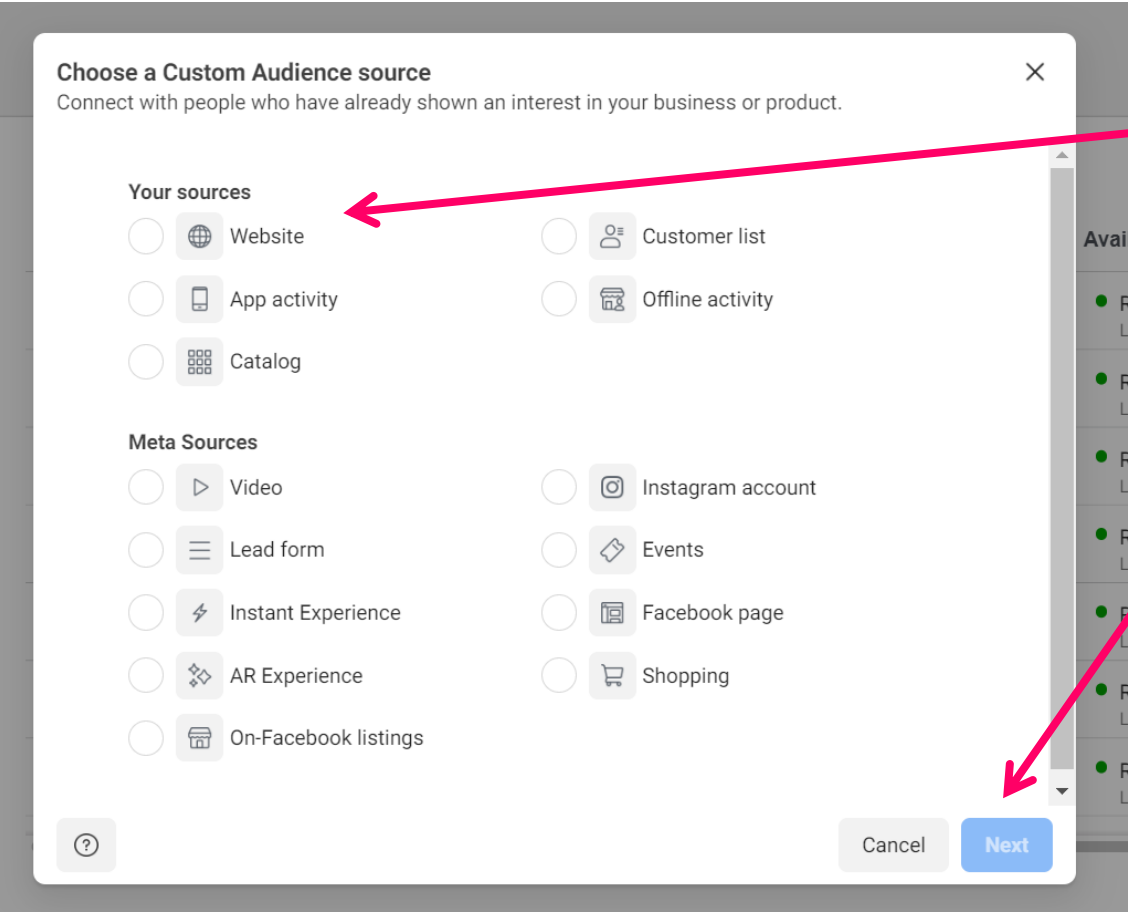
- 1. You get your Facebook tracking pixel and you (or web designer) adds it to your web pages*
- 2. You configure the audience rules e.g. are you targeting all visitors to the site or just specific pages. Over what time period 30 days, 60 days.*
- 3. After the audience starts building over time, you then create an ad set for your campaign targeting this audience*

# How to target your website visitors



1. Go to Ads manager
2. In Ads manager click on the menu icon top left and then select Audiences
3. In Audiences click on Create Audience
4. Click on Custom Audiences

# How to target your website visitors



Select "website traffic"

Then click Next

# How to target your website visitors

Create a website Custom Audience ✕

Include **people** who meet Any ▾ Of the following criteria:

**Source**

● Evan Mangan's Pixel ▾

**Events**

All website visitors ▾

**Retention ⓘ**

days

+ Include more people - Exclude people

**Audience Name**

24/50

? Back Create audience

**How to create an audience of people who have visited in the Last 30 days**

Type in 30


Name the Audience so you will recognise it

Click "create audience"




# How to target your website visitors




Create a website Custom Audience ×



**Your Custom Audience was created**

 It may take a few minutes for us to finish matching your customers to people on Facebook. You can check the status in Audience Manager.

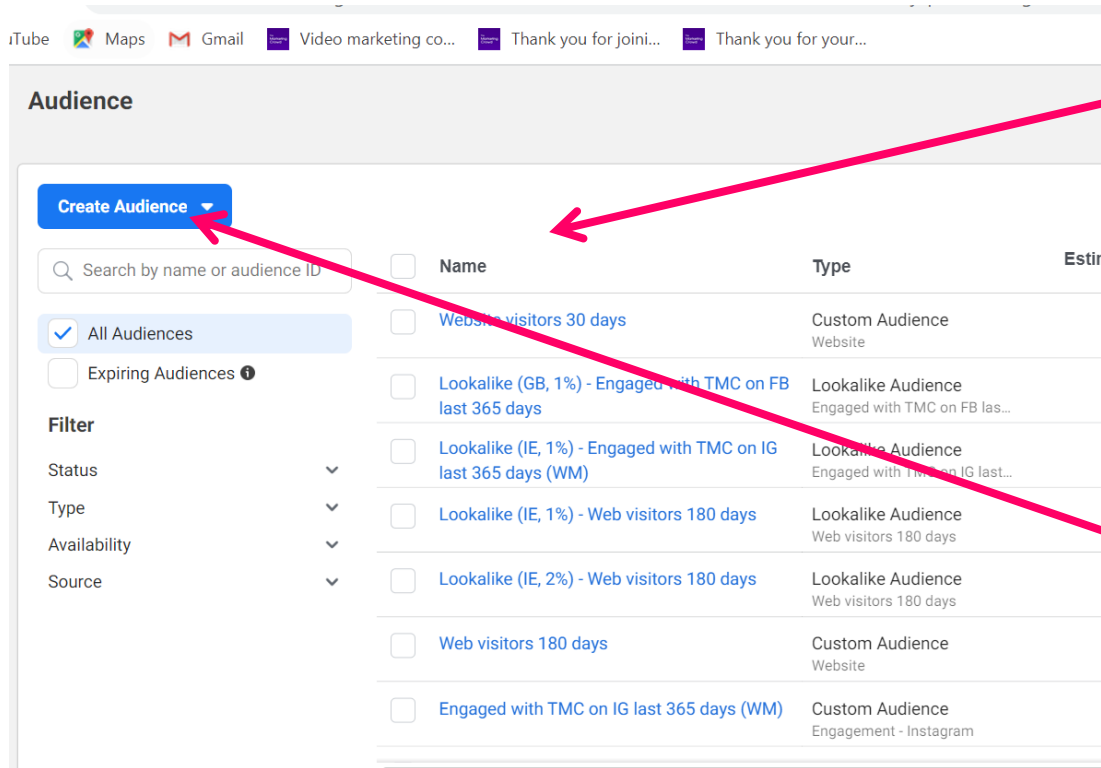
**Next steps**

-  **Create a lookalike audience**  
Reach [people](#) similar to the audience you just created by creating a lookalike audience.  
[Learn more](#)
-  **Create an ad**  
Create an ad to advertise to your new audience.  
[Learn more](#)
-  **Create another Custom Audience**  
Continue to create another Custom Audience

[Done](#)

**Click done"**

# How to target your website visitors



The screenshot shows the Facebook Audience Manager interface. At the top left, there is a 'Create Audience' button with a dropdown arrow. Below it is a search bar labeled 'Search by name or audience ID'. On the left side, there are filter options: 'All Audiences' (checked), 'Expiring Audiences' (unchecked), and a 'Filter' section with expandable categories for Status, Type, Availability, and Source. The main area displays a table of audiences with columns for Name, Type, and Estimated Size. The first row is 'Website visitors 30 days', which is a Custom Audience for Website. Other rows include Lookalike Audiences based on engagement with TMC on Facebook and Instagram, and another Custom Audience for 'Web visitors 180 days'. Red arrows point from the 'Create Audience' button to the 'Website visitors 30 days' row and from the text on the right to the 'Create Audience' button.

Name	Type	Estin
<input type="checkbox"/> Website visitors 30 days	Custom Audience Website	
<input type="checkbox"/> Lookalike (GB, 1%) - Engaged with TMC on FB last 365 days	Lookalike Audience Engaged with TMC on FB las...	
<input type="checkbox"/> Lookalike (IE, 1%) - Engaged with TMC on IG last 365 days (WM)	Lookalike Audience Engaged with TMC on IG last...	
<input type="checkbox"/> Lookalike (IE, 1%) - Web visitors 180 days	Lookalike Audience Web visitors 180 days	
<input type="checkbox"/> Lookalike (IE, 2%) - Web visitors 180 days	Lookalike Audience Web visitors 180 days	
<input type="checkbox"/> Web visitors 180 days	Custom Audience Website	
<input type="checkbox"/> Engaged with TMC on IG last 365 days (WM)	Custom Audience Engagement - Instagram	

You will now see your audience Listed here.

You should now repeat the process and create an audience for 180 days as this is the max length of time you can hold people

To do this ..

1. Click on Create audience
2. Choose Custom Audience
3. The website traffic
4. Then change the number 30 to 180 days and then name your audience

Let's visualise where we now are ....

## Step 1: You create your Audiences

Evan

Web visitors 30 days

Web visitors 180 days

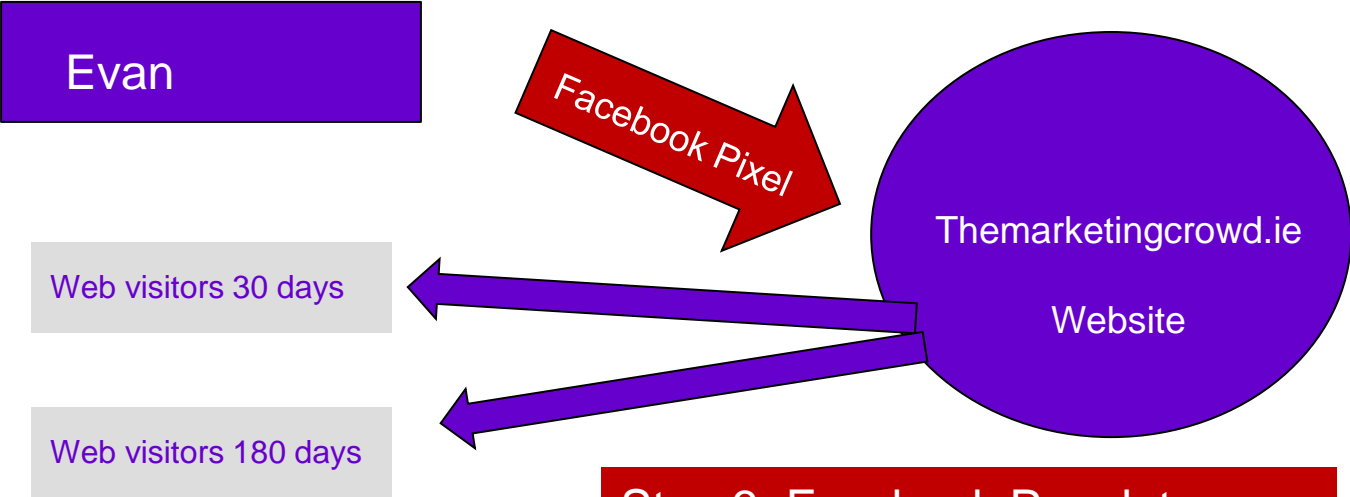
Themarketingcrowd.ie

Website

**At this stage Facebook has no idea who has visited my website. However, once I add the Pixel to the website....**

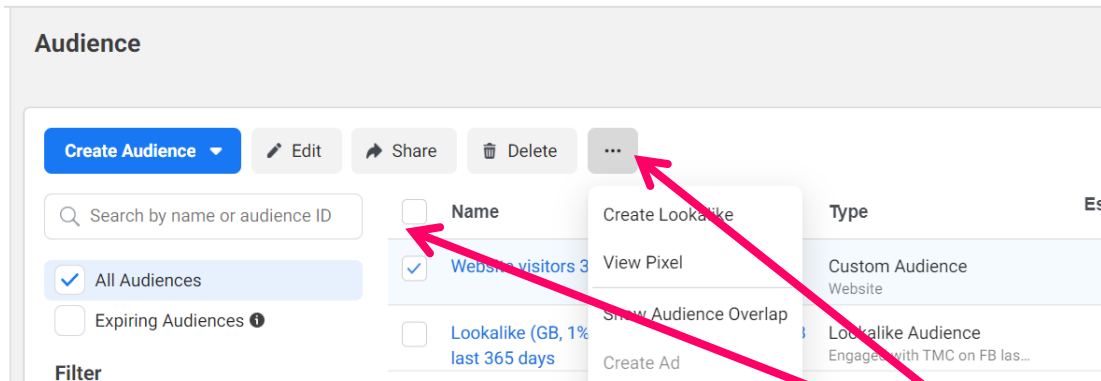
Let's visualise where we now are ....

Step 2: Add the Pixel



Step 3: Facebook Populates your audiences

# How to get the Pixel



You now need to get the pixel and place it on your website.

Until the pixel gets on your site the audiences won't build.

To do this ..

1. Tick the box next to the Webs visitors 30 days audience (180 days – it doesn't matter)
2. Then click on the 3 dots
3. Then click "View pixel"

# How to get the Pixel

**Install Pixel**

Before you can use your Facebook pixel, you must install some code snippets on your website. This code sends data back to Facebook so you can measure activity and create smarter advertising based on that activity.

You need to install two kinds of code: **pixel base code** on every page of your website and **event code** on specific webpages.

### 1 Install Pixel Base Code

#### 1.1 Locate the header code for your website.

You must install the pixel base code into the header code of every page of your website. This lets you get data about all page views on your website, to establish a baseline for measuring specific events. Find the `<head></head>` tags in your webpage code, or locate the header template in your CMS or web platform. [Learn where to find this template or code](#) in different web management systems.

#### 1.2 Copy the entire pixel base code and paste it in the website header.

If possible, paste the pixel base code at the bottom of the header section, just above the `</head>` tag.

Please don't modify this code.

```
<!-- 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;
```

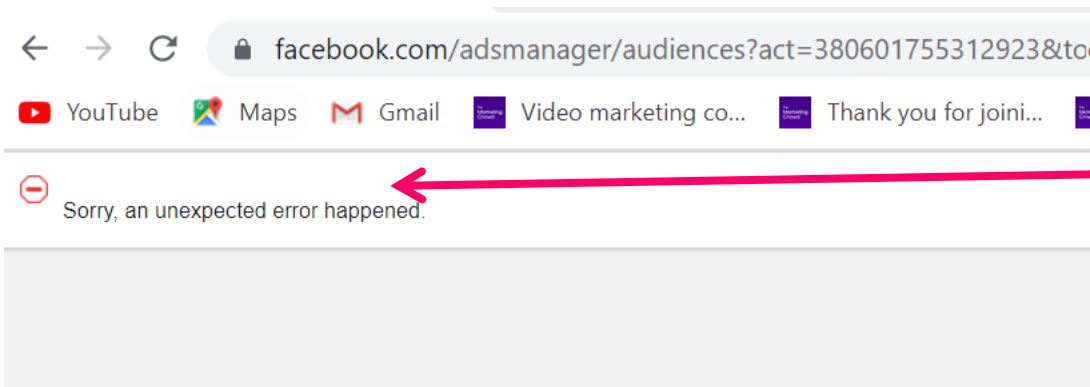
[Give Feedback](#) [Close](#) [Email Instructions](#)

Either copy and paste the code

This is your Pixel code. You can now either

1. Copy and paste it into your website or
2. Click on email instructions and send it to your web designer or to yourself.

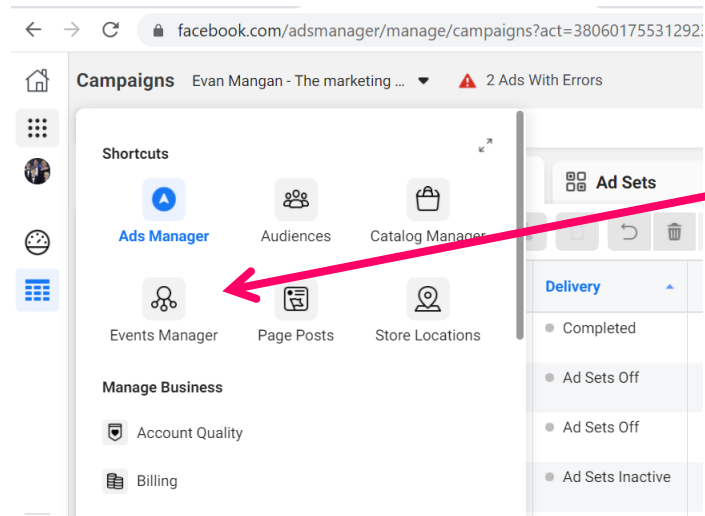
# If that doesn't work ... A second way to get the pixel



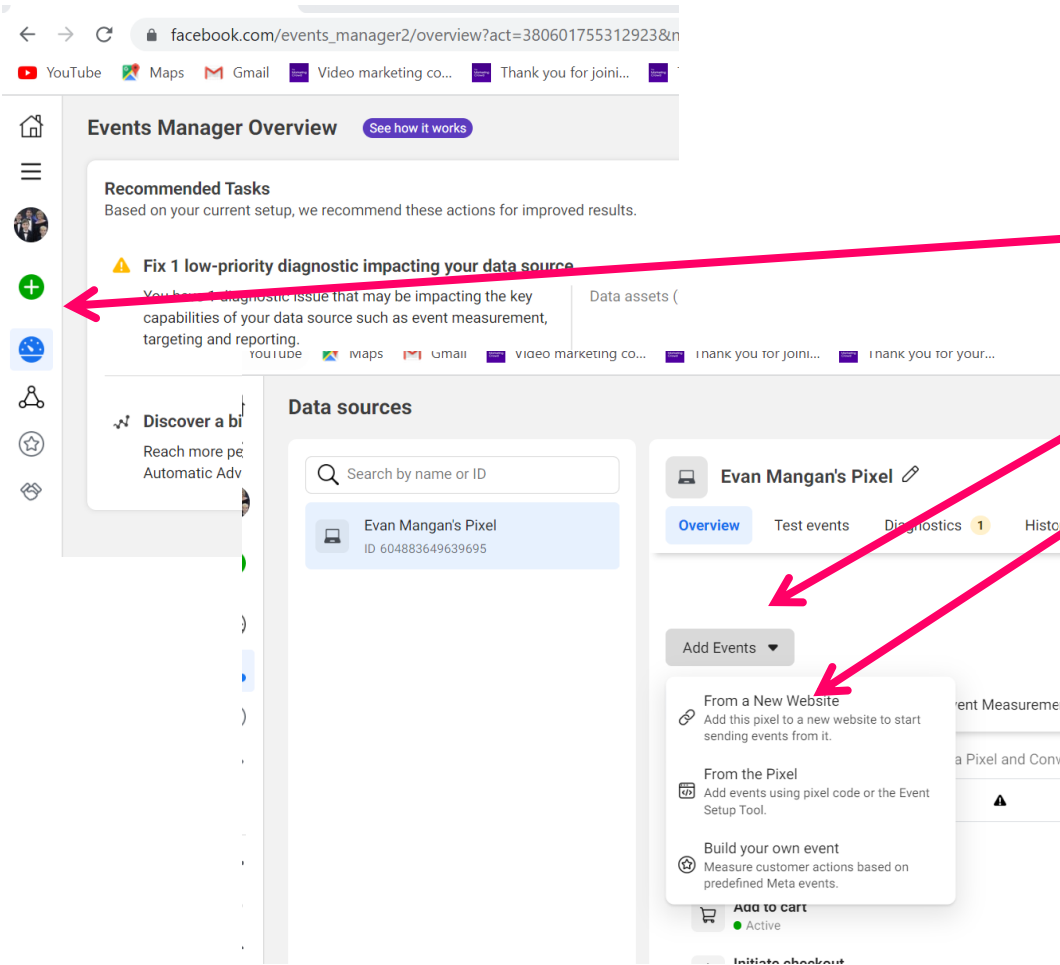
Facebook can be glitchy and it's possible you might see this error message

If you do ...

1. Go to Ads manager
2. Click on the menu top left
3. Choose Events manager



# If that doesn't work ... A second way to get the pixel



Now you are in Events Manager

Hover your mouse over these icons and select Data Sources

Then click Add events

Then click From a new website



# If that doesn't work ... A second way to get the pixel

### Connect website activity using pixel ✕

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code and your technical support.

**</> Manually add Pixel code to website**  
Follow guided installation instructions with detailed developer documentation, or [email instructions](#) to your developer. [Learn more](#)

**Install code manually**

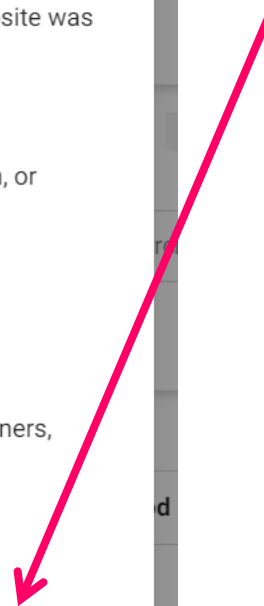
**Use partner integration**  
Check if your website is eligible for integration with one of our supported partners, like Shopify, WordPress and more. [Learn more](#)

**Check for partner**

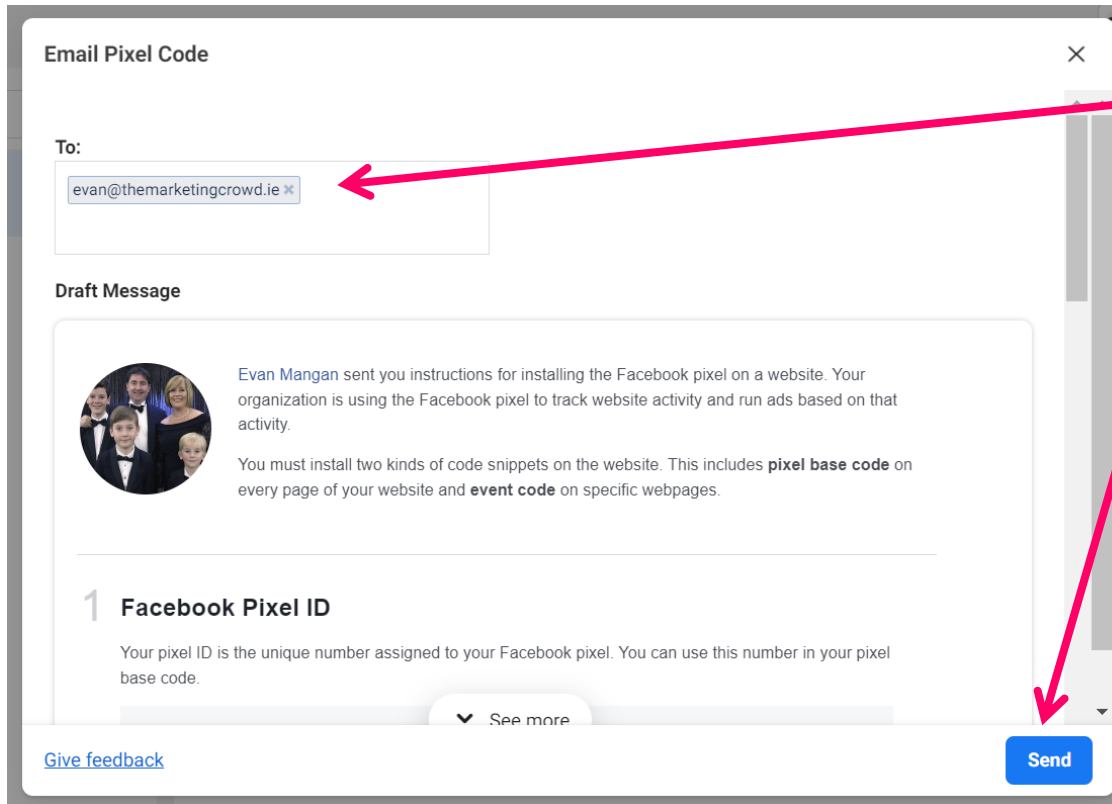
[Give feedback](#)

Email instructions

Click email Instructions



# If that doesn't work ... A second way to get the pixel



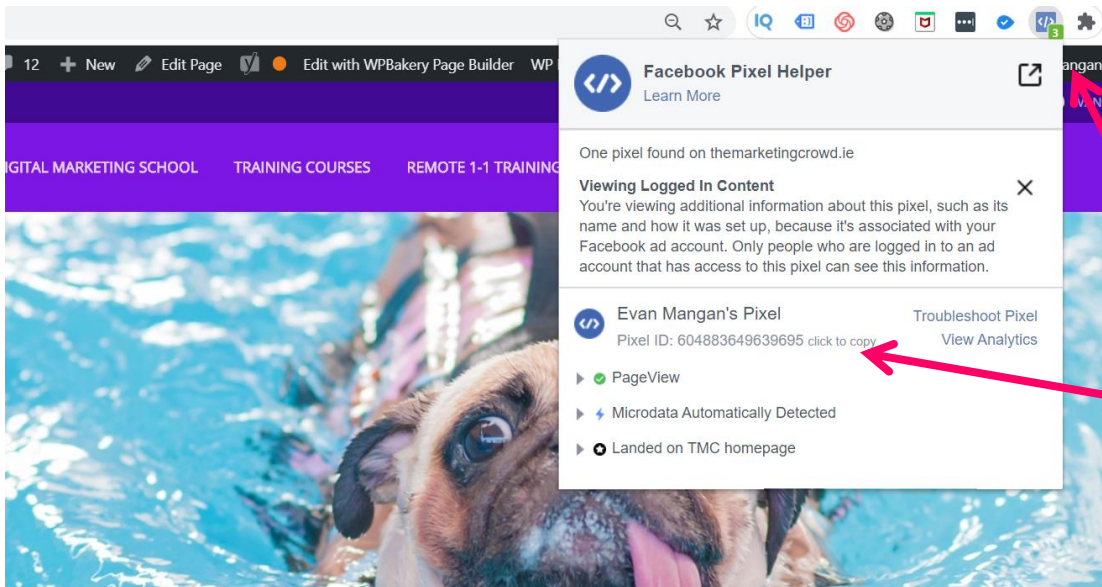
Type in your email address

Click send

You will then receive an email with your Pixel code and your pixel ID

Depending on your website you will either be asked to enter your code or just the Pixel id

# How to check if the Pixel is already on your site



Use the Chrome extension called "Facebook pixel helper"

1. Use the Chrome browser
2. Google "Facebook pixel helper"
3. Install the extension
4. Go to your website
5. Click on the Extension icon
6. If there is a Pixel on the page it will tell you and also the Pixel ID

# Ensure you are GDPR compliant



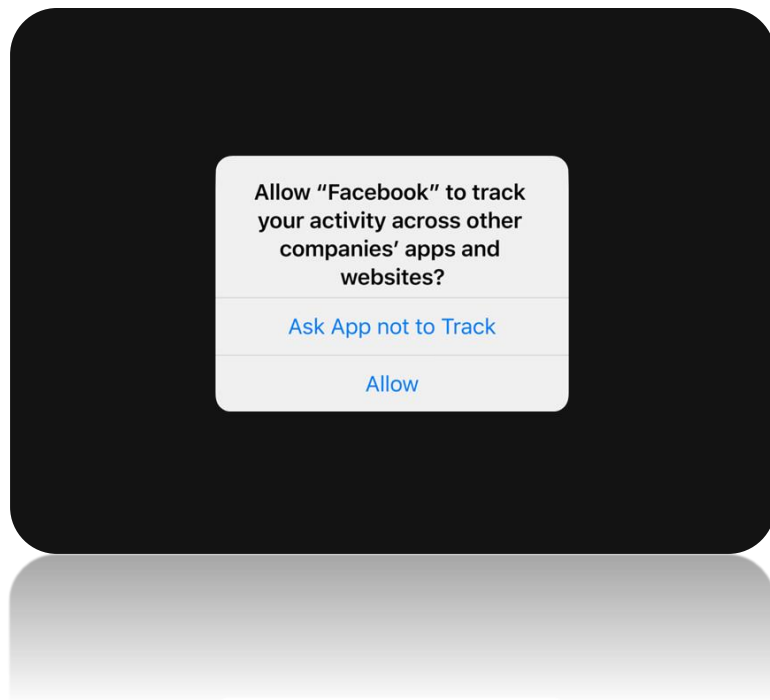
In your privacy statement ensure you make clear ...

- That third parties, including Facebook / Instagram, may use cookies, web beacons, and other storage technologies to collect or receive specific types of information and use that information to provide targeted ads
- How they can opt-out of this data collection and use of information for ad targeting, and
- Where they can actually opt out of this, such as an actual link to an opt-out form.

Here are some useful links to help you do this ...

- a) This is an excellent article showing some examples of companies privacy policies in relation to Facebook ads/retargeting <https://termsfeed.com/.../privacy-policy-facebook-retargeting/>
- b) Here is where people can opt out of Facebook's Ads that use external data for targeting <https://www.facebook.com/help/568137493302217>
- c) Here is the privacy statement on The Marketing Crowd website if you would like to read it. You can take the section relating to retargeting if you wish <https://themarketingcrowd.ie/privacy-statement/>

# Be aware that Apple's ios privacy update has impacted the effectiveness of retargeting



In 2021, Apple made a change to its privacy settings which meant that when people opened any app including Facebook it asked – Do you want this app to be able to track you across the internet.

96% of people said no

Since then, if anyone visits your site using an apple device they are not tracked and will not be in your retargeting Audience

As a rough guide ...

50% of your website visitors might be on mobile  
Around 50% of mobiles are apple phones

So it could impact 25% of your traffic

# How to target “lookalike” audiences

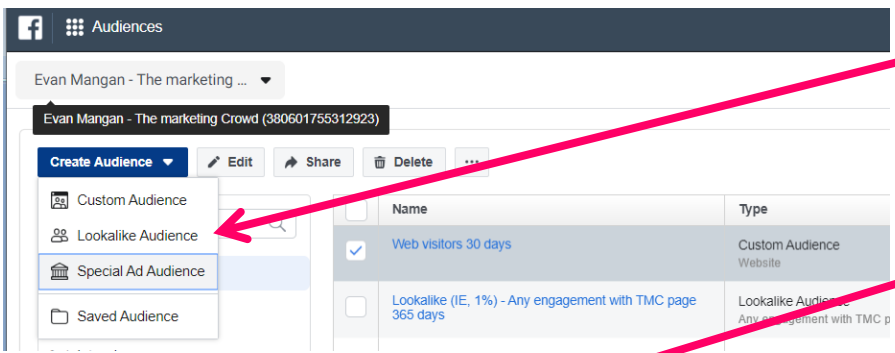


You can target people who look similar (similar age / location / interests) to your followers , or web visitors

They are called lookalike audiences.

A lookalike audience will include the top 1% to 10% of people in the selected country who are most similar to the seed custom audience.

# How to target "lookalike" audiences

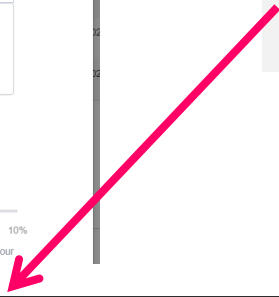
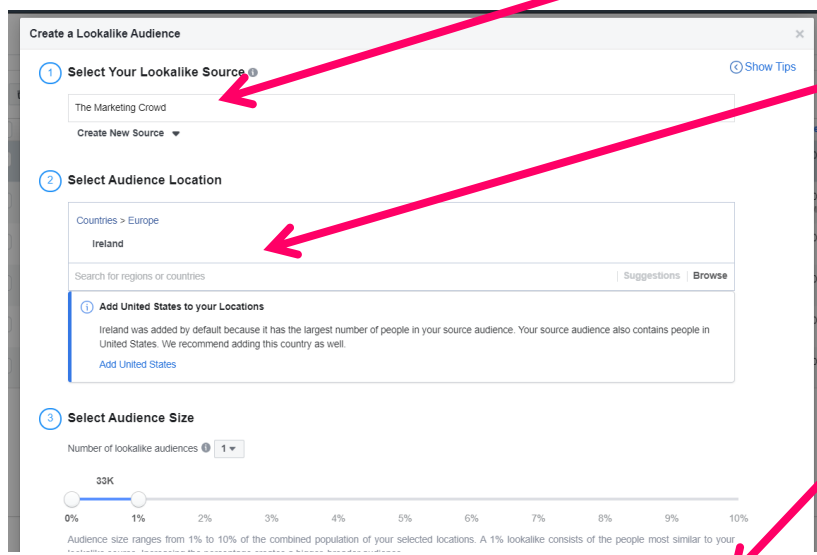


Click on the Create Audience button but instead of selecting custom audience as we did earlier, select Lookalike audience

Then type in the name of the audience that you want to develop a lookalike e.g., enter your page name or if you have created a custom audience (web visitors / customer s/ email list) select one.

Also enter the country that you wish the audience to be in. E.g. Ireland

Then click on Create audience. It can take several hours for the audience to be created.



# What We Will Cover

1. Overview of where your ads can appear
2. Why you should use the ads tool rather the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. **Intermediate level ways to target your ads**
  - Around your town, county, country or multiple countries
  - By Demographics and behaviours
  - By Interests – what people have shown an interest in on Facebook
  - To your Facebook page followers
6. **Advanced ways to target your ads based on**
  - Who has engaged with you on Instagram and Facebook
  - Who has visited your website
  - Lookalike audiences
7. **How to then turn a post into an ad looking in detail at budget, audience, Placement and ad**
8. How to check the performance of your ad



# Reminder - What are the 2 Big options?

## 1. The Boost Post Button – on a Facebook Post

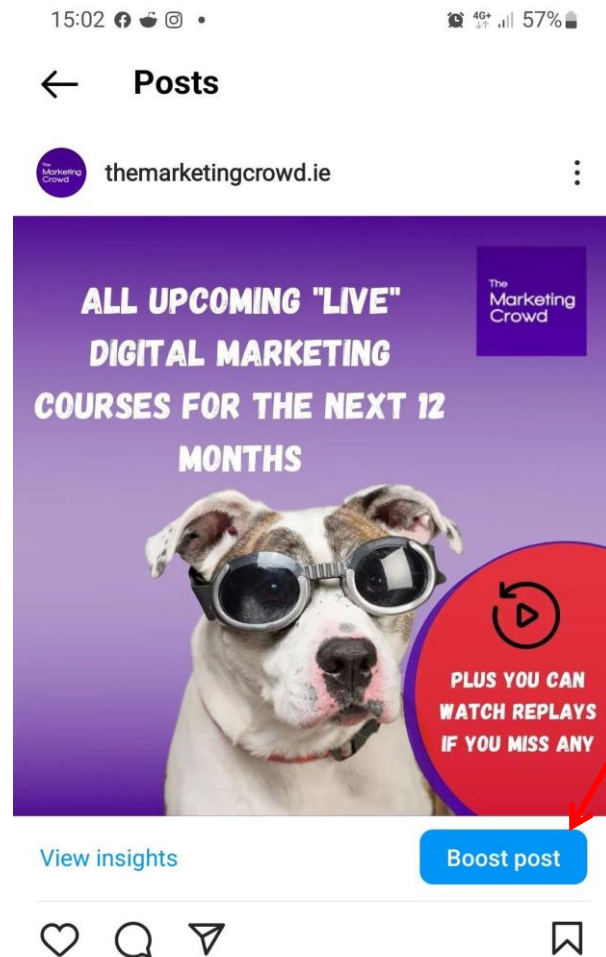


When you send out a post from your page on Facebook there will be a Boost post button that allows you to turn the post into an ad

However, not all the targeting options are available and some of the settings result in wastage

# Reminder - What are the 2 Big options?

## 1. The Boost Post Button – on an Instagram Post

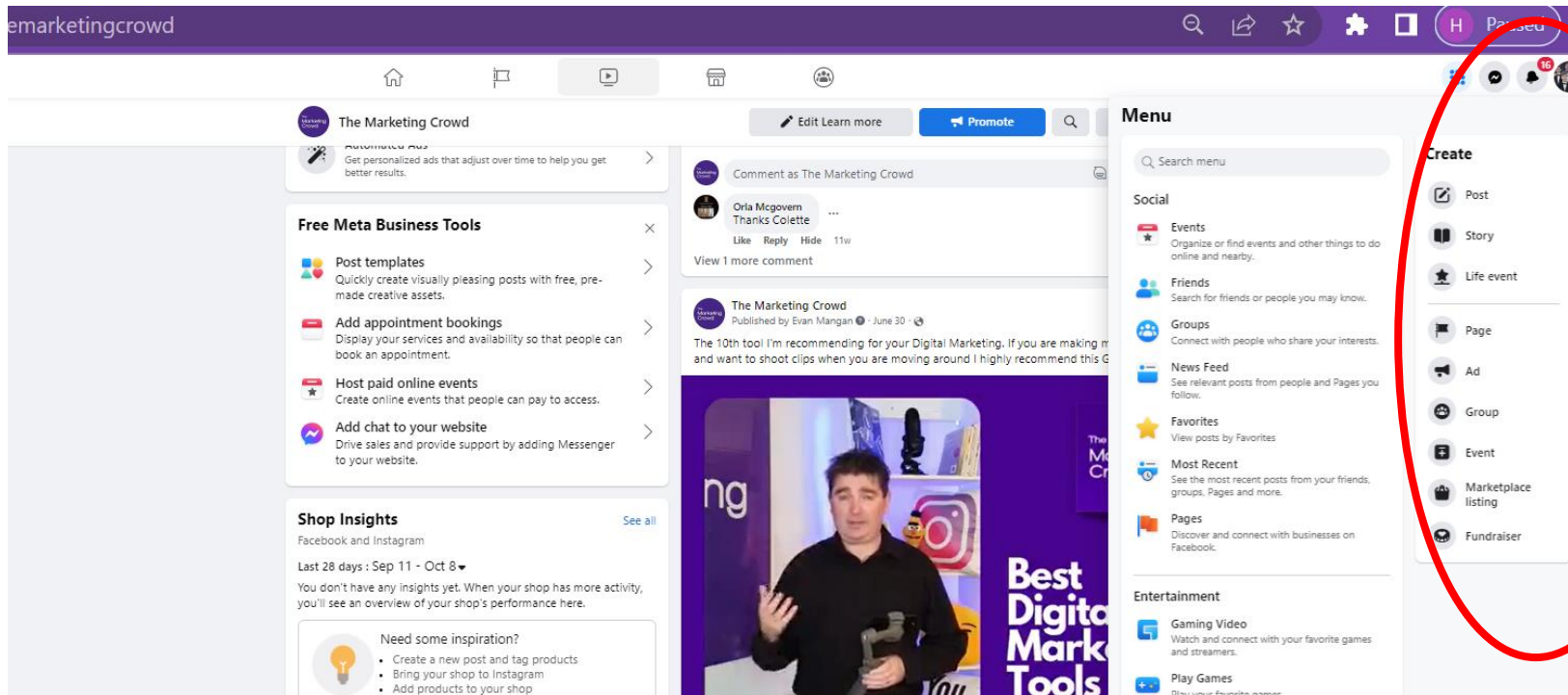


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

The targeting options here are VERY limited. You can only target by geography, age, gender and interest

# Reminder - What are the 2 Big options?

## 2. The Ads Tool in Ads Manager

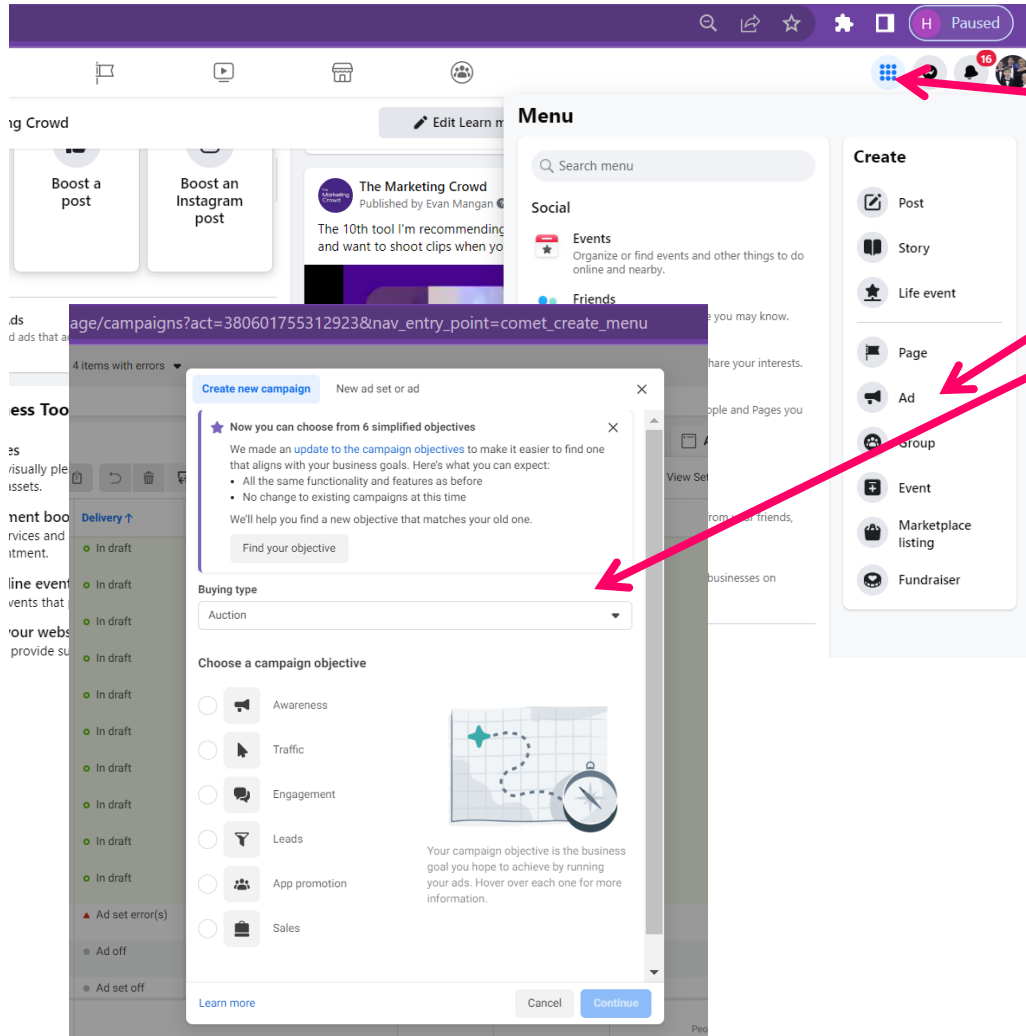


If you click on the 9 dots top right (menu) there is the option to create an Ad

This is the tool that allows small and medium sized business run ads that appear on both Facebook and Instagram but also has

1. All the targeting options
2. Allows you to avoid wastage

# To access the ad creation tool within ads manager

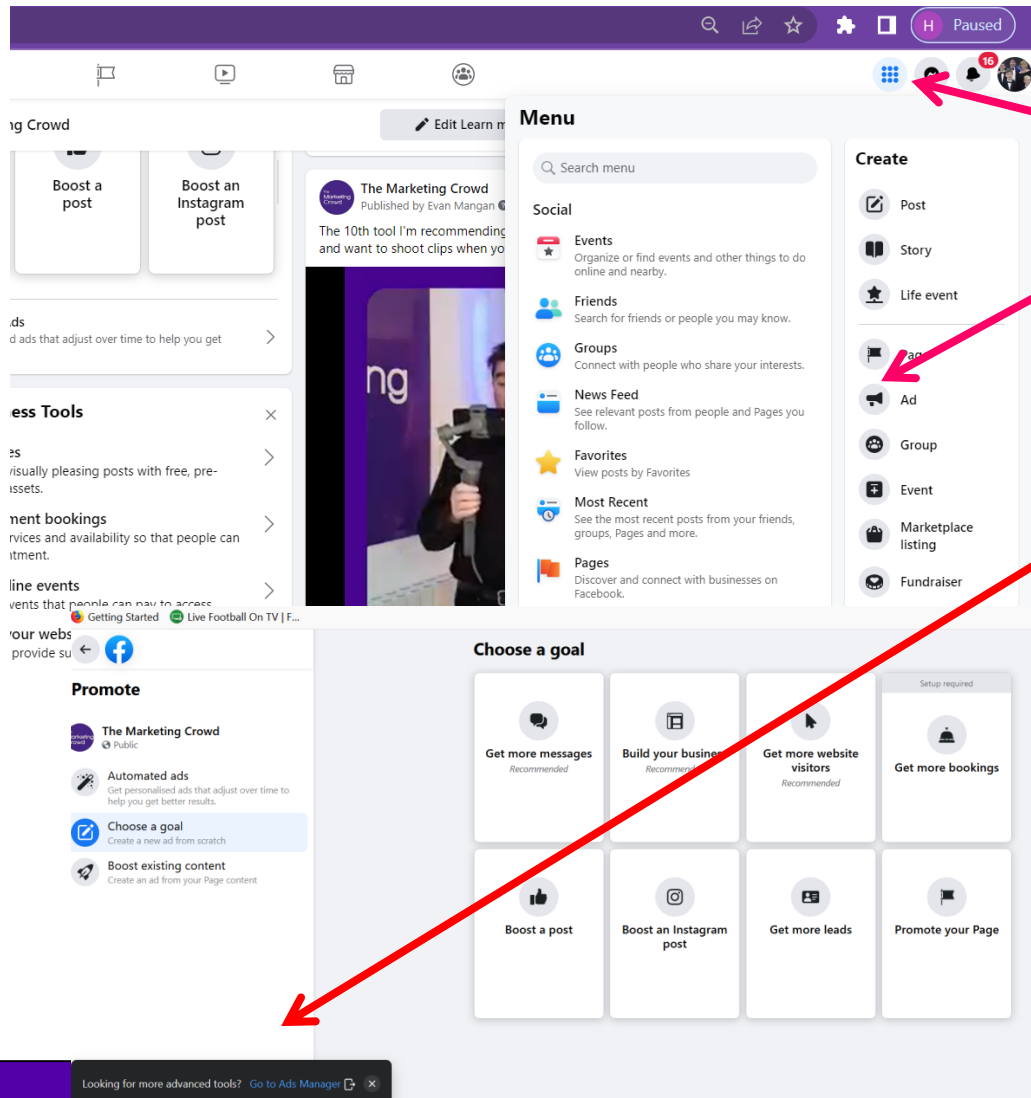


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

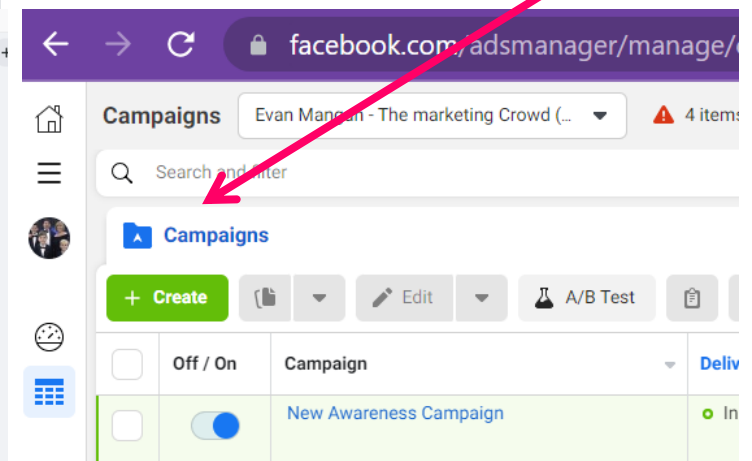
However, if you have never created an ad before this might not work for you. It might take you to their new "very basic" ads area.

If so, see next slide

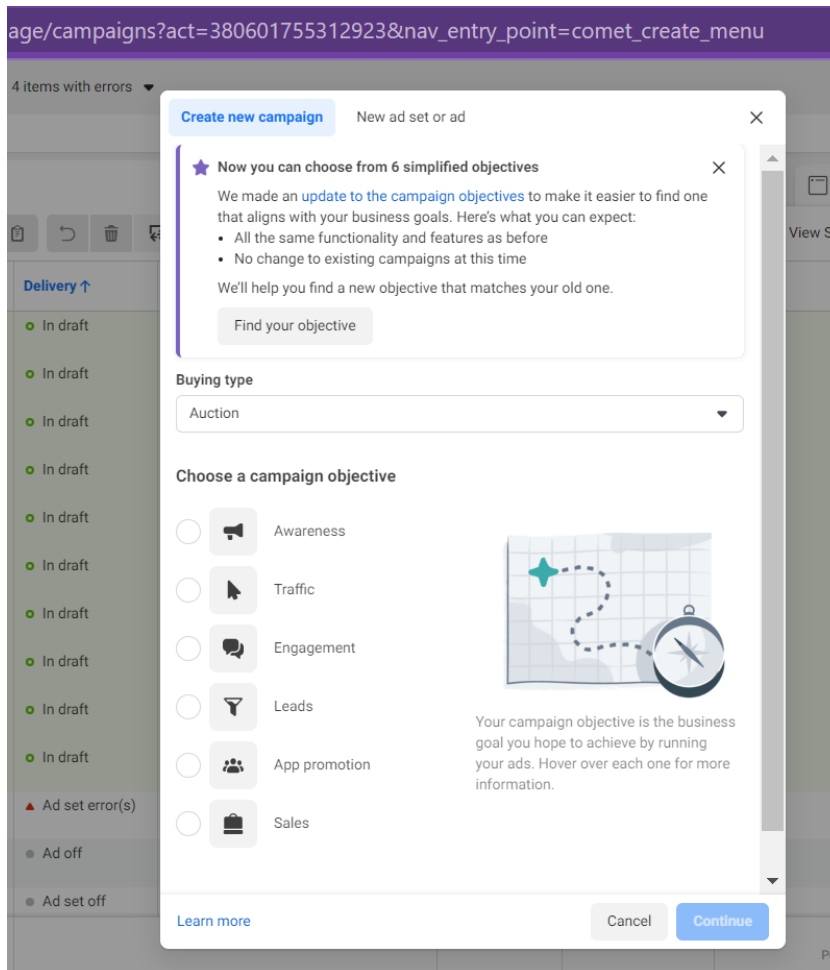
# Alternative way to access the ads tool



1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It might take you to this basic ads area. If it does, click on the link in the bottom left to go to the advanced tool "Ads manager"
4. Then in Ads manager click the green Create button.



# They will ask you what is your main objective



You start an Ad campaign by deciding what your objective is

- Do you want to drive traffic to your website?
- Do you want to drive traffic to you site PLUS measure how many sales or enquiries or downloads you achieved from the ad campaign?
- Do you want more people to see your FB page post?
- Do you want to get more likes for your page?

# How to create an ad campaign

age/campaigns?act=380601755312923&nav\_entry\_point=comet\_create\_menu

4 items with errors

Create new campaign New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

Find your objective

Buying type

Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

Learn more

Cancel Continue

Then choose either “traffic” or “engagement”

If you are driving people off of your website choose traffic.

If you are not driving people off of Facebook choose engagement

Click on “continue”

# How to create an ad campaign

The screenshot shows a form for creating an ad campaign. It is divided into three main sections: 'Campaign name', 'Special Ad Categories', and 'Campaign details'. At the bottom, there is a 'Next' button and a status bar.

- Campaign name:** A text input field containing 'October 20% offer' and a 'Create template' link to its right. A red arrow points from the 'Create template' link to the text input field.
- Special Ad Categories:** A section with a sub-header 'Special Ad Categories' and a descriptive paragraph. Below it is a 'Categories' dropdown menu currently showing 'No categories declared'. A red arrow points from the right side of the form to this dropdown menu.
- Campaign details:** A section with a sub-header 'Campaign details' and two options: 'Buying type' (Auction) and 'Campaign objective' (Traffic).
- Bottom bar:** A 'Close' button, a green checkmark followed by 'All edits saved', and a blue 'Next' button. A red arrow points from the right side of the form to the 'Next' button.

Important – Give your campaign a name you will recognise. Type in a name

You can skip these options

Click on Next



# How to create an ad campaign

The screenshot shows the Facebook Ads Manager interface for creating a new traffic ad set. The breadcrumb trail is: October 20% offer > New Traffic Ad Set > 1 Ad. There are 'Edit' and 'Review' buttons at the top right. The main form is divided into several sections:

- Ad set name:** A text input field containing 'New Traffic Ad Set' and a 'Create template' link.
- Conversion:**
  - Conversion location:** A heading with the instruction: 'Choose where you want to drive traffic. You'll enter more details about the destination later.'
  - Website:** Selected with a radio button. Description: 'Send traffic to your website.'
  - App:** Unselected. Description: 'Send traffic to your app.'
  - Messenger:** Unselected. Description: 'Send traffic to Messenger.'
  - WhatsApp:** Unselected. Description: 'Send traffic to WhatsApp.'
- Performance m:** A section with a line graph icon and the text: 'Evolving changes with affect your performan' and 'Ad sets that include the E'.
- Audience definitior:** A section with the text: 'Your audience selection is' and a progress bar. Below it is the label 'Specific' and 'Estimated audience size:'. A note says: 'Estimates may vary your targeting selec'.
- Estimated daily res:** A section at the bottom right.

In the level 2 course we cover how to structure your campaign with multiple adsets. You can type in the name of who you are targeting here. If you are not targeting multiple adsets you can leave this

Where do you want to drive traffic to?

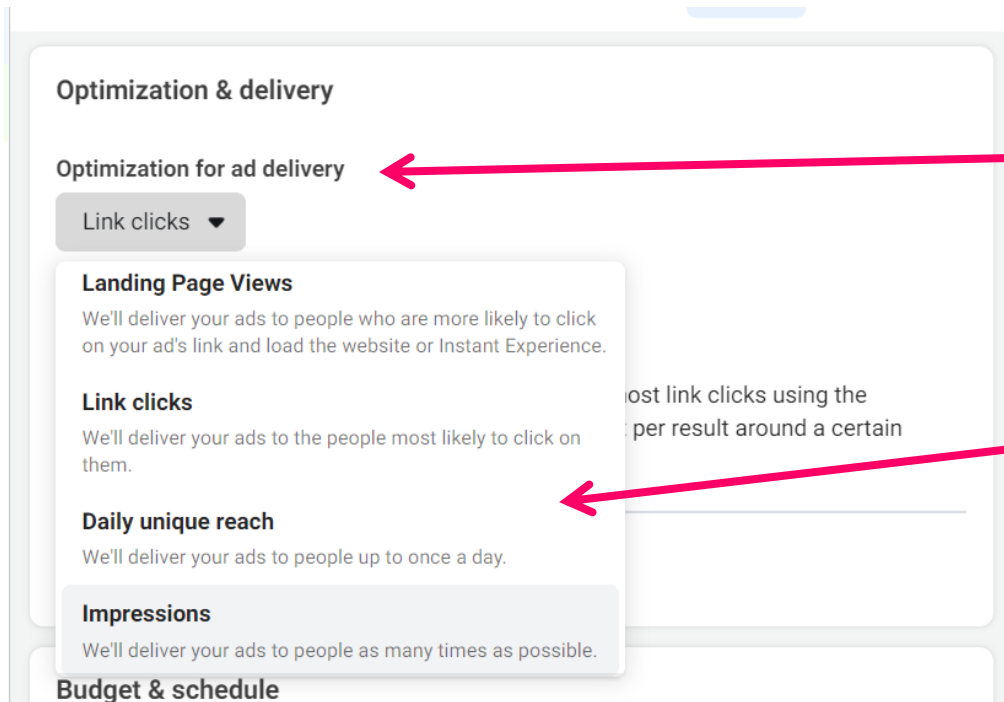
Your website?

Your App?

To Messenger so people can message you?

To WhatsApp?

# How to create an ad campaign



There will be a built in optimisation in your campaign. This means Facebook will try to put your ads firstly in front of the people in Your target audiences that are likely to Perform an action

Landing page views – based on previous Actions, Facebook believes the person will Not only click but is likely to also wait Around for the Page to load

Link Clicks – people who are likely to click  
Daily unique reach – your ad will appear in front of people only once a day

Impressions – it could appear in front of people many times

# How to create an ad campaign

**Budget & schedule**

**Budget** ⓘ

Daily Budget ▼ €20.00 EUR

You'll spend up to €25.00 on some days, and less on others. You'll spend an average of €20.00 per day and no more than €140.00 per calendar week. [Learn more](#)

**Schedule** ⓘ

**Start date**

Oct 12, 2022 6:25 AM  
Pacific Time

**End · Optional**

Set an end date

**Step 1: Decide how much you will spend per day and for how long you will run the campaign for**

# How to create an ad campaign

**Audience**  
Define who you want to see your ads. [Learn more](#)

[Create new audience](#) Use saved audience ▾

Custom audiences Create new ▾

Q Search existing audiences

Exclude

Locations

People living in or recently in this location ▾

Ireland

✓ Ireland

✓ Include ▾ Q Search locations Browse

[Add locations in bulk](#)

Age

18 ▾ 65+ ▾

Gender

All genders

Detailed targeting

Include people who match ⓘ

Q Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Targeting +

Reach **people** beyond your detailed targeting selections when it's likely to improve performance.

Languages

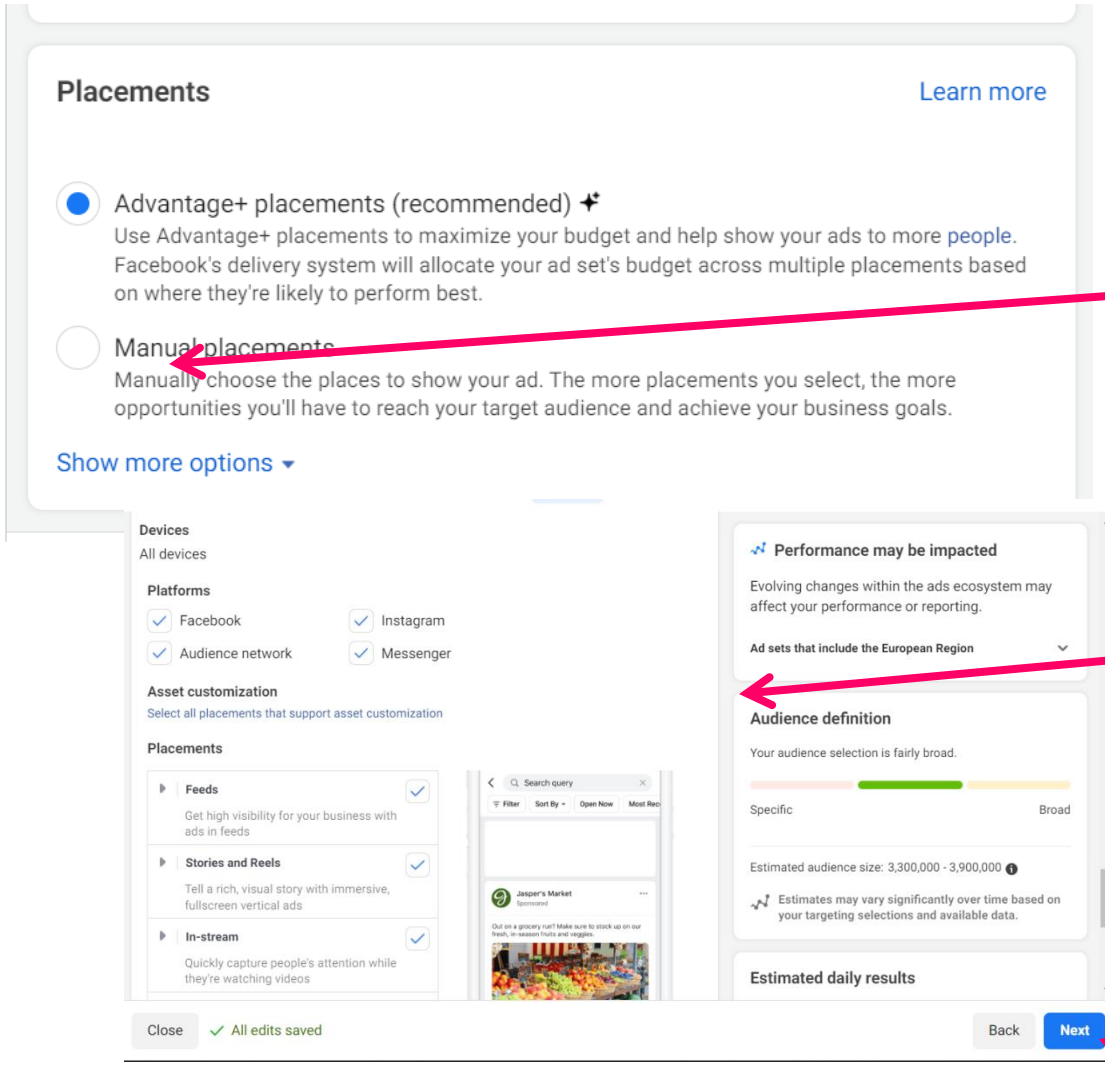
All languages

## Step 2: Choose the people you want to target.

*Target your advanced custom audiences under “custom audiences”*

*Target by...*  
*Location*  
*Age & gender*  
*Interests / Behaviours /*  
*Demographics*

# How to create an ad campaign



## Step 3: Decide where You want your ad to appear.

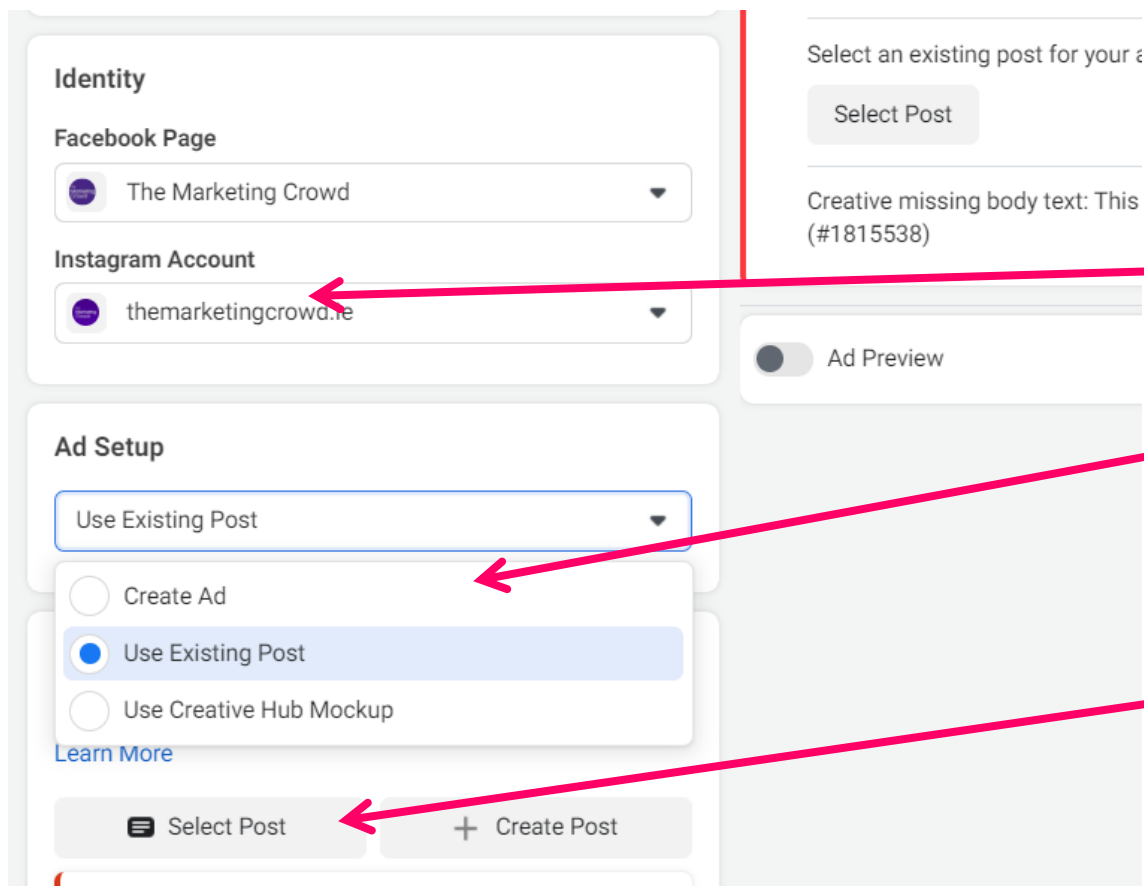
To view your options click on Manual Placements

You can now see that your ad will go out on Facebook, Instagram . Messenger and Audience network.

Starting out perhaps leave all the placements ticked and you can then check after the campaign has finished which placements worked well or poorly. Based on this you might switch some off in future Campaigns However I untick audience Network

Click next

# How to turn a post into an ad that goes out on Facebook & Instagram



**Step 4: Choose from the dropdown a post that you want to turn into an ad**

Choose your page

Decide if you want to create an ad from scratch or do you want to use an existing post

Click Select a post

Then choose a post from the list of previous posts

# How to turn a post into an ad that goes out on Facebook & Instagram

[Edit](#) [Review](#)

**Ad setup** [★ See what's new](#)

Use existing post

Multi-advertiser ads  
Help people discover your products when they show commercial intent and are in a shopping mindset. Your ads may appear alongside ads from multiple businesses in Instagram feed. [Learn more](#)

**Ad creative**  
Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

💡 Your Instagram ad will render Facebook mentions as regular text.

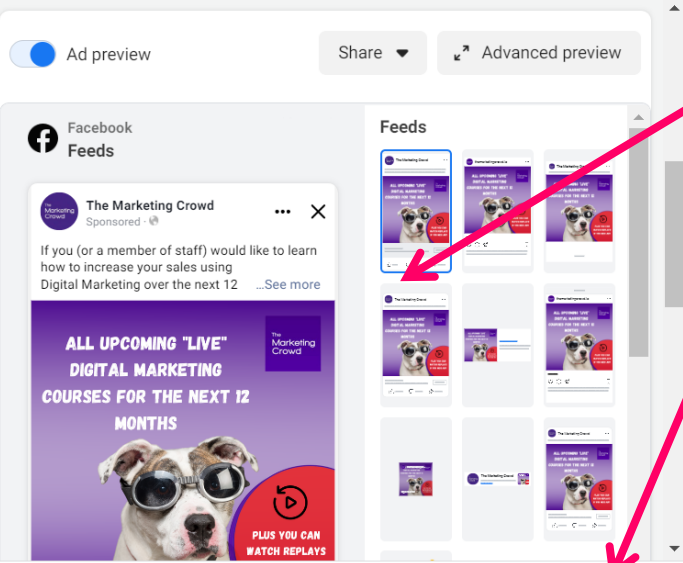
Facebook Post

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

[Close](#) [✔ All edits saved](#) [Back](#) [Publish](#)

You can preview how it looks in different Placements

When you are ready to place order click the green button



# What We Will Cover

1. Overview of where your ads can appear
2. Why you should use the ads tool rather the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. **Intermediate level ways to target your ads**
  - Around your town, county, country or multiple countries
  - By Demographics and behaviours
  - By Interests – what people have shown an interest in on Facebook
  - To your Facebook page followers
6. **Advanced ways to target your ads based on**
  - Who has engaged with you on Instagram and Facebook
  - Who has visited your website
  - Lookalike audiences
7. How to then turn a post into an ad looking in detail at budget, audience, Placement and ad
8. **How to check the performance of your ad**



# How your campaign results are reported

facebook.com/adsmanager/manage/accounts?nav\_source=comet&nav\_entry\_point=comet\_bookmark&campaign\_id=415838275119884...

YouTube Maps Gmail Video marketing co... Thank you for joini... Thank you for your...

Account Overview Evan Mangan - The marketing Crowd (4 items with errors) + Create Campaign

Good afternoon, Evan  
Here's what's happening with your account today.

Campaign trends Last 7 days

Campaign Name	Status	Results	Notes
Westmeath August offer	In draft	0	This campaign is a draft and has no results yet.
September offer 10%	In draft	0	This campaign is a draft and has no results yet.
Sept 10% offer Kerry	In draft	0	This campaign is a draft and has no results yet.

Evan Mangan - The marketing Crowd  
380601755312923

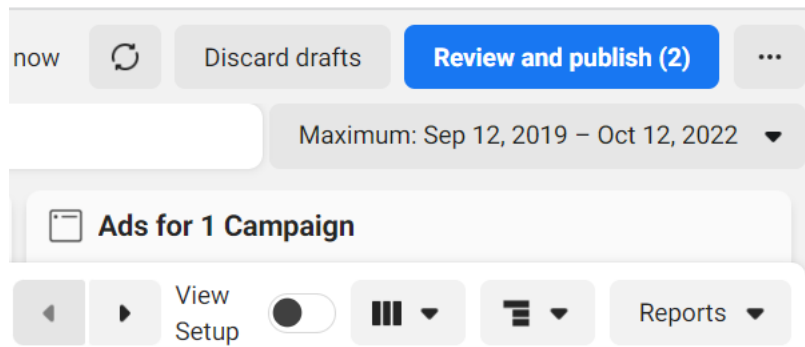
Active campaigns  
Last 7 days  
Amount spent  
Percent spent in learning phase  
Default Landing Page

When you create an ad, within ads Manager you can see the results

When you open Ads manager you might see a summary page like this.

In order to see the breakdown of your Campaigns click on the icon for campaigns on the left menu

# How your campaign results are reported



In order to see the stats for all previous campaigns, in the top right of the screen change the date range to maximum

A screenshot of a campaign results table. The table has columns for 'Campaign Name', 'Results', 'Reach', and 'Cost per Result'. One campaign is listed: 'Upcoming DMS live courses (cc)' with 43 Link Clicks, 2,901 Reach, and a cost of €0.78 Per Link Click. The interface includes a '+ Create' button, 'Duplicate', 'Edit', and other action icons.

<input type="checkbox"/>	Campaign Name	Results	Reach	Cost per Result
<input checked="" type="checkbox"/>	Upcoming DMS live courses (cc)	43 Link Clicks	2,901	€0.78 Per Link Click

You are told how many people you reached and what the cost per result was e.g. CPC

# How your campaign results are reported

Campaigns 1 Selected Ad Sets for 1 Campaign

+ Create Duplicate Edit Rules

<input type="checkbox"/>	Ad Set Name	Results	Reach	Cost per Result	E
<input type="checkbox"/>	<input checked="" type="checkbox"/> Kerry - Interested in DM	7 Link Clicks	1,004	€1.00 Per Link Click	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Engaged with TMC and Instagram	22 Link Clicks	893	€0.52 Per Link Click	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Recent web visitors	13 Link Clicks	1,024	€0.85 Per Link Click	
<b>&gt; ⚠ Results from 3 ad sets</b> Excludes deleted items		<b>42</b> Link Clicks	<b>2,714</b> People	<b>€0.70</b> Per Link Click	

However, if you created 2-3 adsets within the one campaign, you can then see how each adset (audience) is performing for you

# How your campaign results are reported

The screenshot shows the Facebook Ads Manager interface. At the top, there are tabs for 'Campaigns', 'Ad Sets for 1 Campaign', and 'Ads for 1 Campaign'. Below the tabs is a toolbar with various actions like 'Duplicate', 'Edit', 'A/B Test', 'Rules', and 'View Setup'. A 'Reports' dropdown menu is open, showing options: 'By Time', 'By Delivery', 'By Action', and 'By Dynamic Creative Element'. Two red arrows point from the text on the right to the 'By Delivery' option in the menu and the 'Reports' dropdown button.

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Attribution Setting	Link Clicks
Kerry - Interested in DM	Off	Lowest cost Link Clicks	€15.00 Daily		28-day click o...	
Engaged with TMC and Instagram	Off	Lowest cost Link Clicks	€10.00 Daily		28-day click o...	
Recent web visitors	Off	Lowest cost Link Clicks	€10.00 Daily		28-day click o...	13
> ⚠ Results from 3 ad sets						42

However, when you are looking at the adset level, try clicking Breakdown and then select "Delivery"

# How your campaign results are reported

The screenshot shows a browser window with a campaign settings page. A dropdown menu is open, listing various reporting options. Two red arrows point from the text boxes on the right to the 'None' and 'Placement' options in the dropdown.

Reporting Option	Selected
None	Yes
Age	No
Gender	No
Age and Gender	No
Business Locations	No
Country	No
Region	No
DMA Region	No
Impression Device	No
Media Type	No
Platform	No
Platform & Device	No
Placement	No

By Delivery

By Action

By Dynamic Creative Eleme

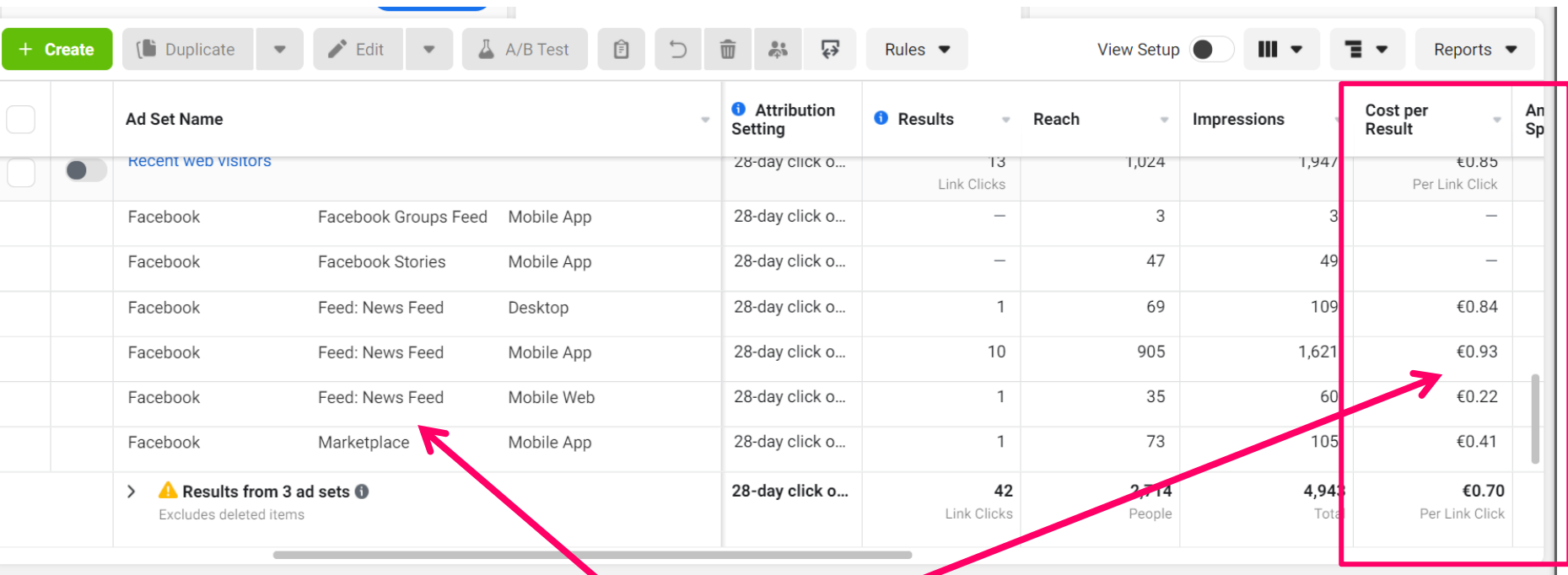
13	Link Clicks
42	Link Clicks

You can then choose to get a break down of the people who clicked on your add by

Their age, gender, location

Importantly, you can get a breakdown by placement so you can see which placements are work best for you e.g. GB news feed, Instagram stories, Messenger etc.

# How your campaign results are reported



Ad Set Name	Attribution Setting	Results	Reach	Impressions	Cost per Result	An Sp
<input type="checkbox"/> <input checked="" type="checkbox"/> Recent web visitors	28-day click o...	13 Link Clicks	1,024	1,947	€0.85 Per Link Click	
Facebook Facebook Groups Feed Mobile App	28-day click o...	—	3	3	—	
Facebook Facebook Stories Mobile App	28-day click o...	—	47	49	—	
Facebook Feed: News Feed Desktop	28-day click o...	1	69	109	€0.84	
Facebook Feed: News Feed Mobile App	28-day click o...	10	905	1,621	€0.93	
Facebook Feed: News Feed Mobile Web	28-day click o...	1	35	60	€0.22	
Facebook Marketplace	28-day click o...	1	73	105	€0.41	
> ⚠ Results from 3 ad sets ⓘ Excludes deleted items	28-day click o...	42 Link Clicks	2,714 People	4,943 Total	€0.70 Per Link Click	

Importantly, you can get a breakdown by placement so you can see which placements are working best for you e.g. GB news feed, Instagram stories, Messenger etc.