

The  
Marketing  
Crowd

  
Local  
Enterprise  
Office



# HOW TO ADVERTISE ON FACEBOOK AND INSTAGRAM



# 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. How 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
6. How to turn a post into an ad – step by step
7. How to monitor your ads



# 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


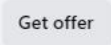
 **CreateStudio**  
Sponsored · 



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)** 

  3.1K 488 Comments 441 Shares

 Like  Comment  Share 

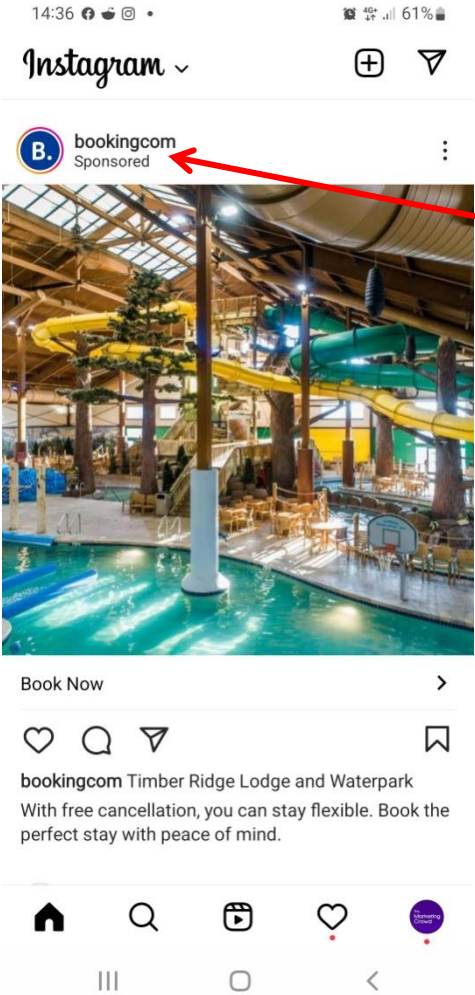
This post appeared in my Newsfeed but I have not liked their page. It appeared because they are running an Ad campaign – specifically, a promoted post campaign

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

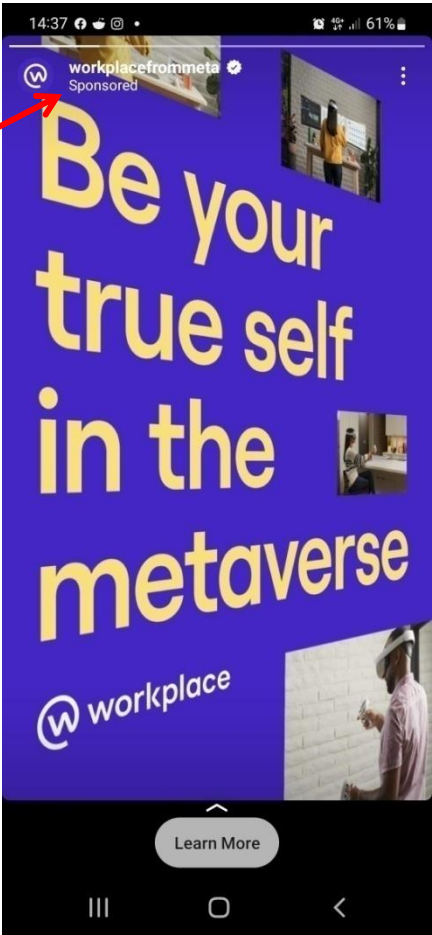
- It says sponsored in light grey at the top



# Example ads on Instagram

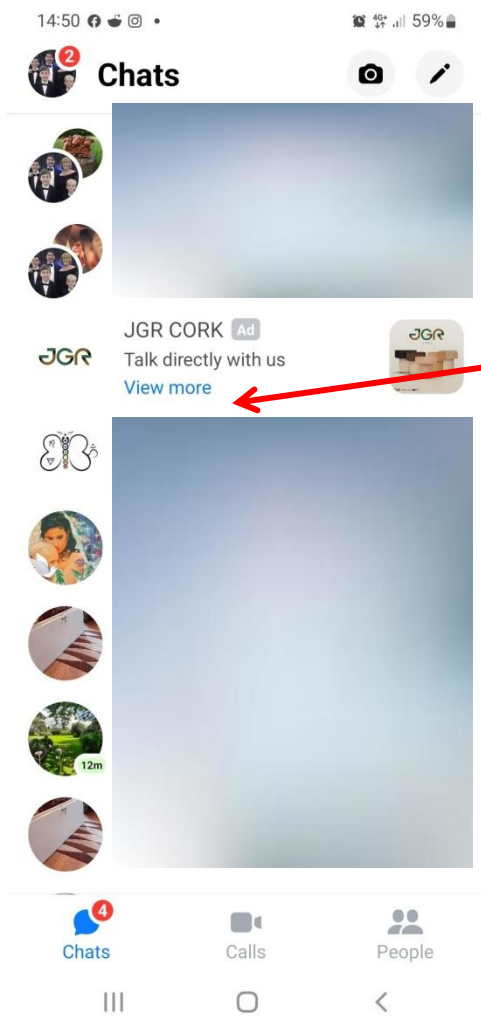


Ads also appear in the Instagram feed and in Instagram Stories



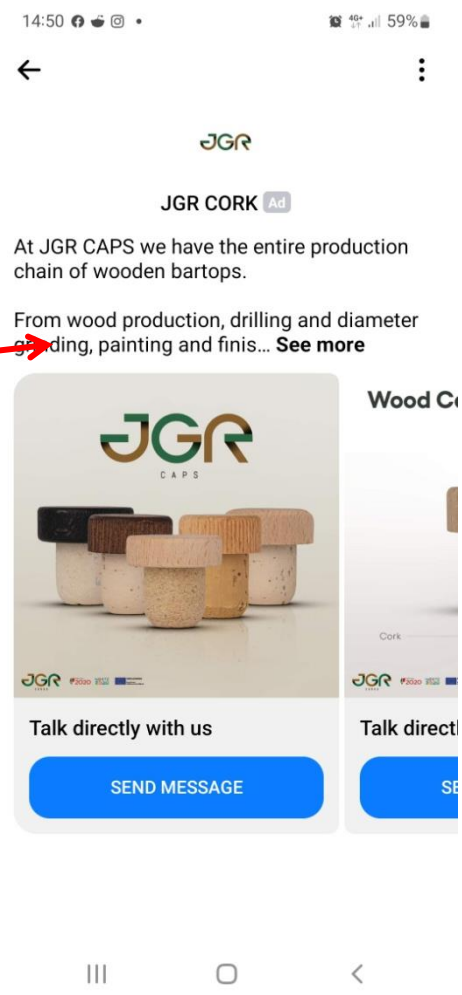


# Ads also appear in Messenger



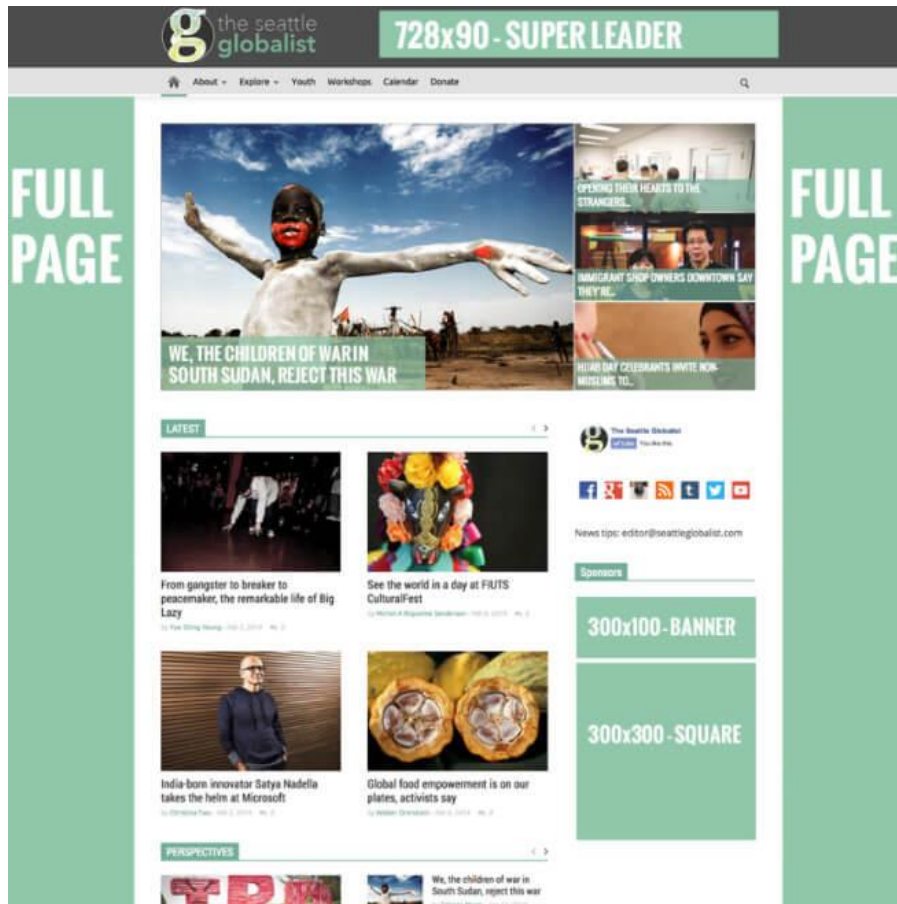
In your messenger inbox you will see an ad in-between chats

When you tap view details you see more information





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



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

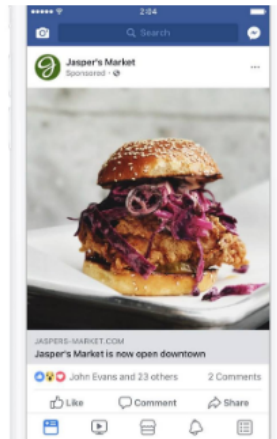


# A full list of placements – where your ad can appear

## 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.

▶ Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
▶ Stories and Reels	<input type="checkbox"/>
Tell a rich, visual story with immersive, fullscreen vertical ads	
▶ In-stream	<input checked="" type="checkbox"/>
Quickly capture people's attention while they're watching videos	
▶ Overlay and post-loop ads on Reels	<input checked="" type="checkbox"/>
Reach <a href="#">people</a> 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 <a href="#">people</a> who are already connected to your business	
▶ In-article	<input checked="" type="checkbox"/>
Engage with <a href="#">people</a> 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.

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

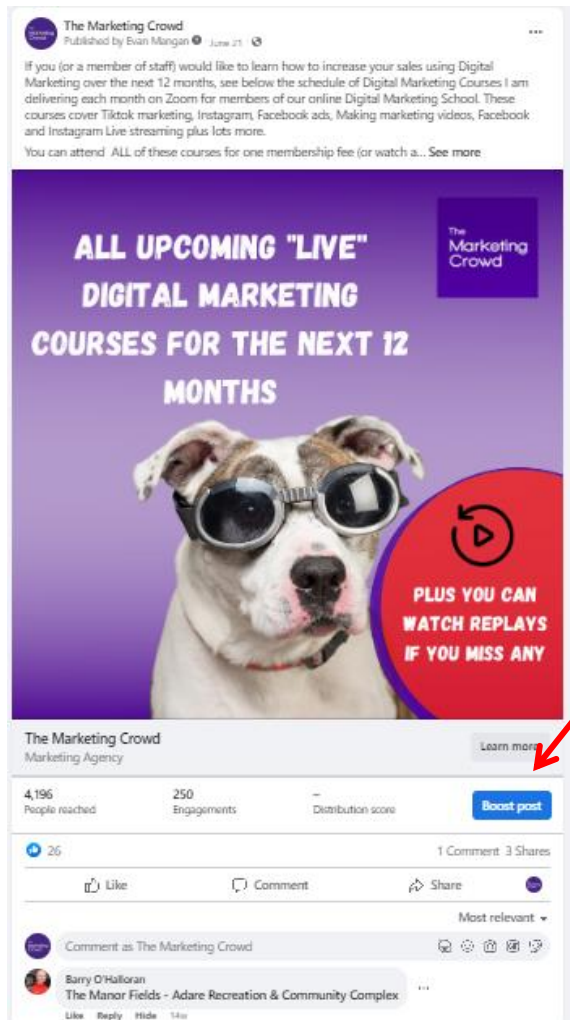


# What We Will Cover

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. How to in-between 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
6. How to turn a post into an ad – step by step
7. How to monitor your ads



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

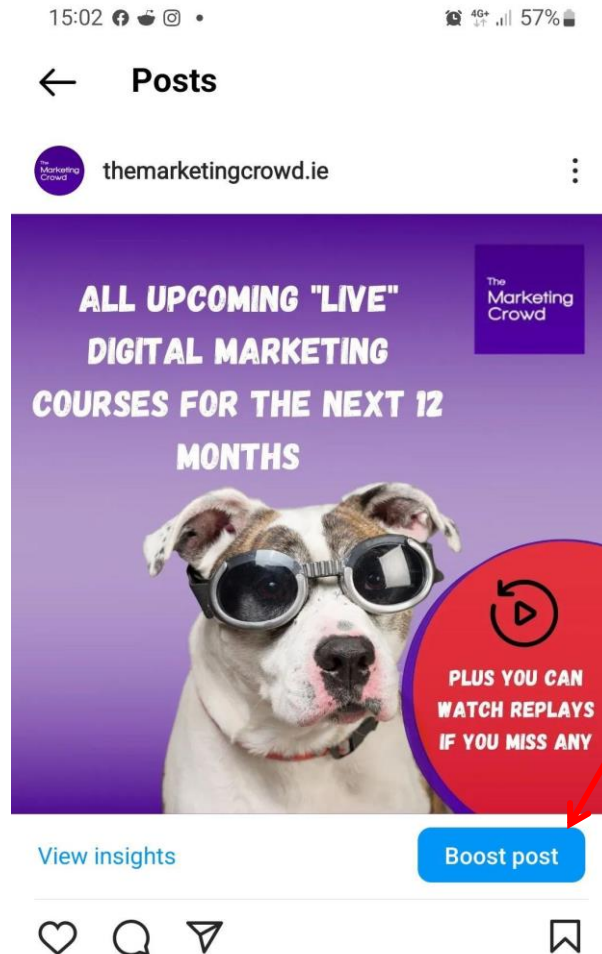


When you send out a post from your page on Facebook there will be a Boost post button that allows you to turn the post into an ad

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

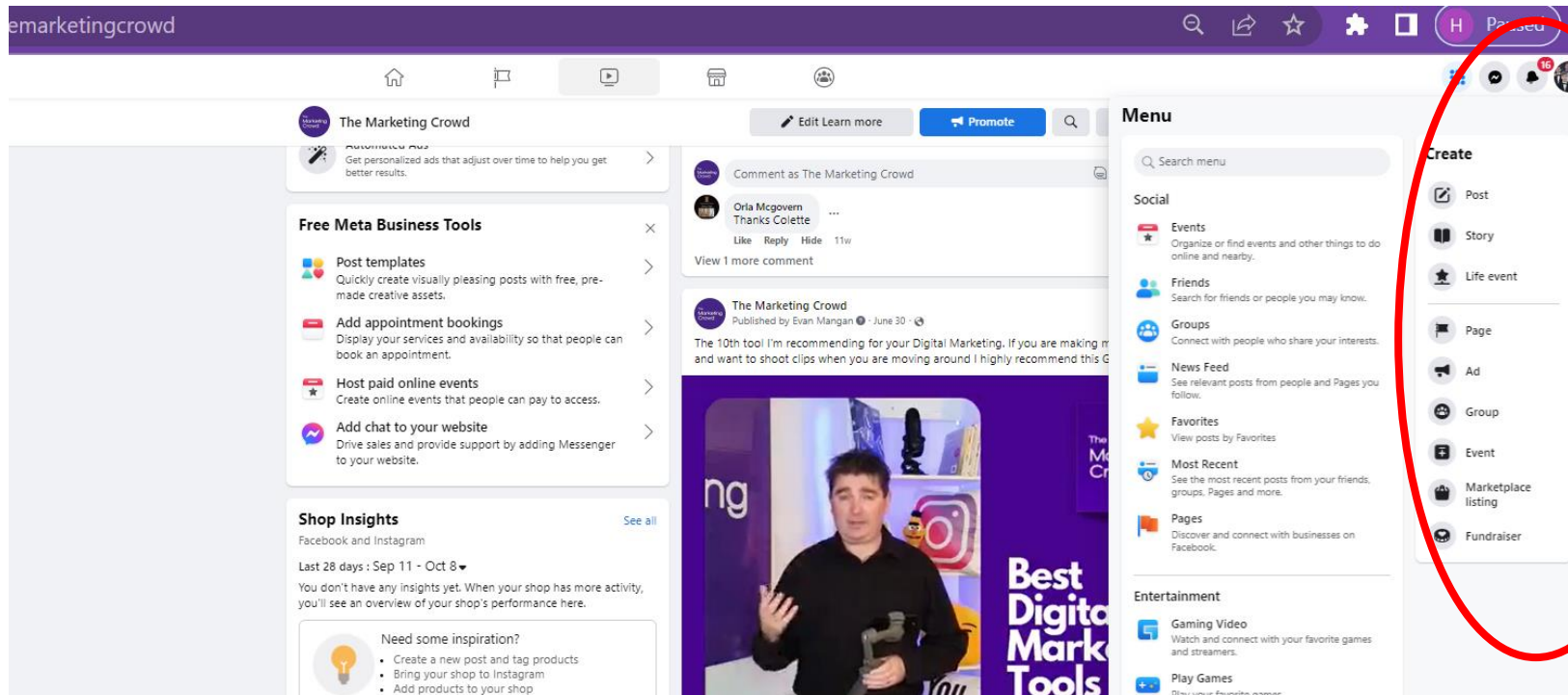


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

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

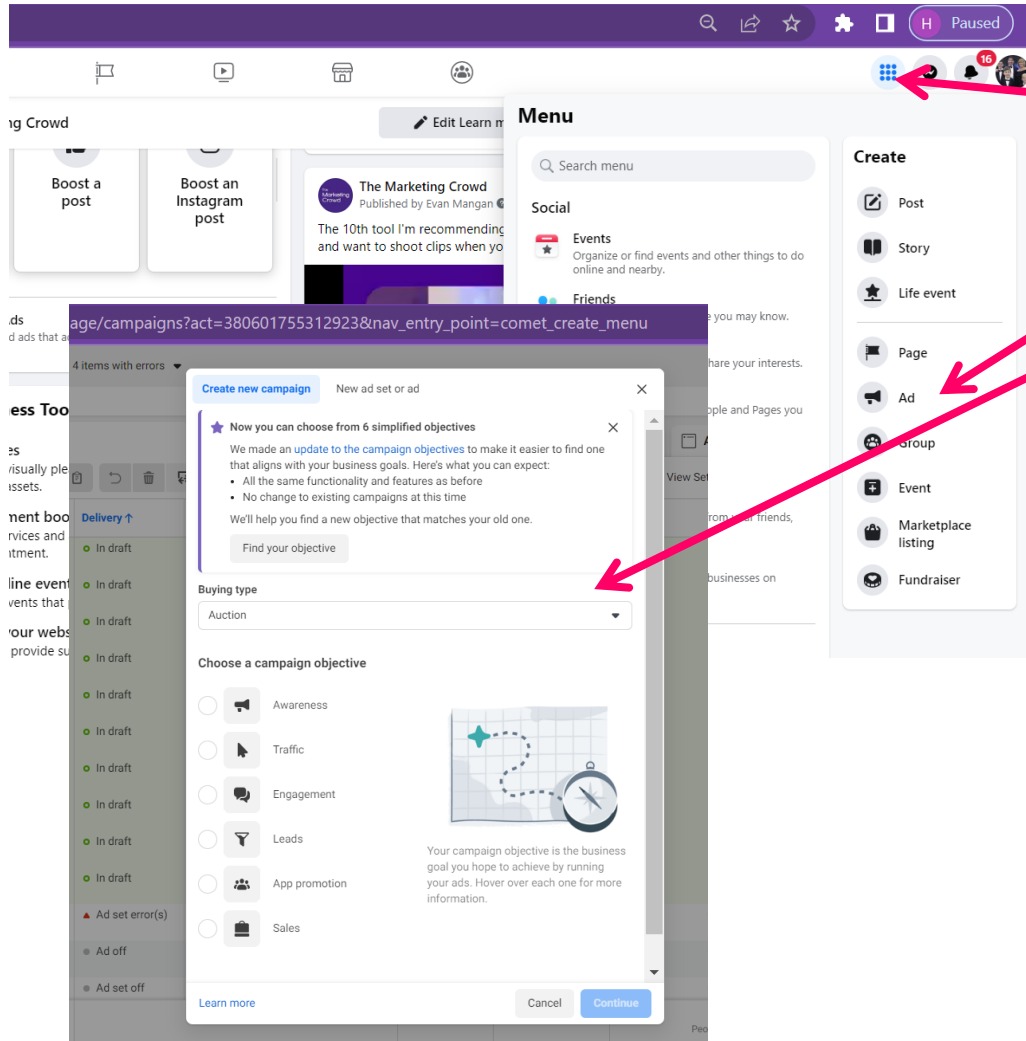


# What We Will Cover

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. How to in-between 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
6. How to turn a post into an ad – step by step
7. How to monitor your ads



# To access the ad creation tool within ads manager



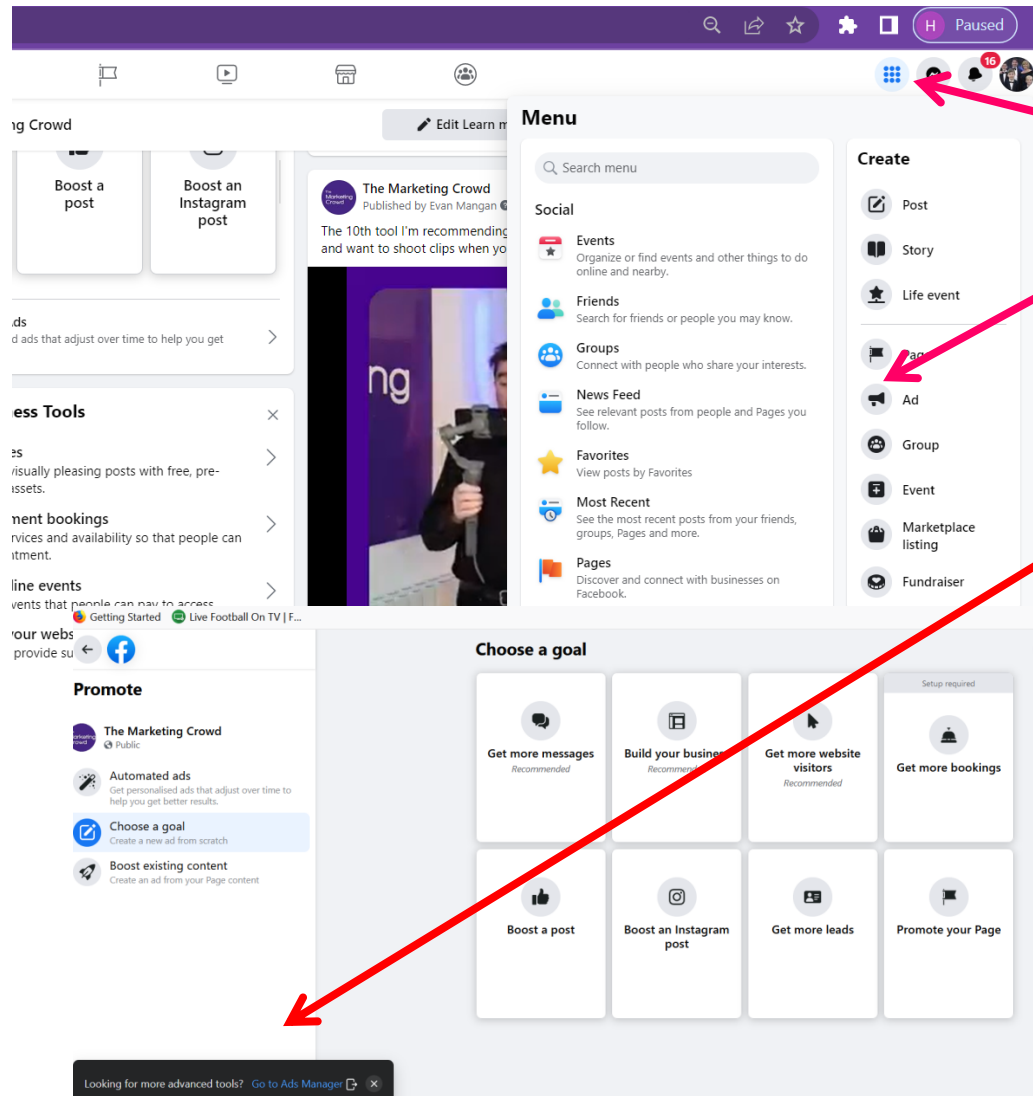
1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

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.

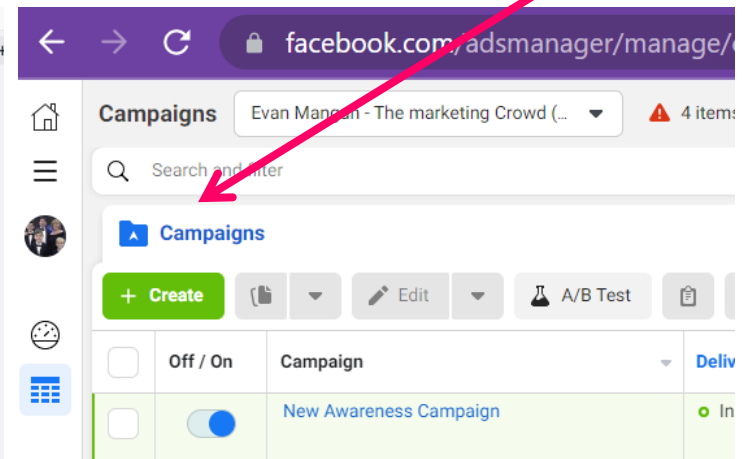
If so, see next slide



# Alternative way to access the ads tool

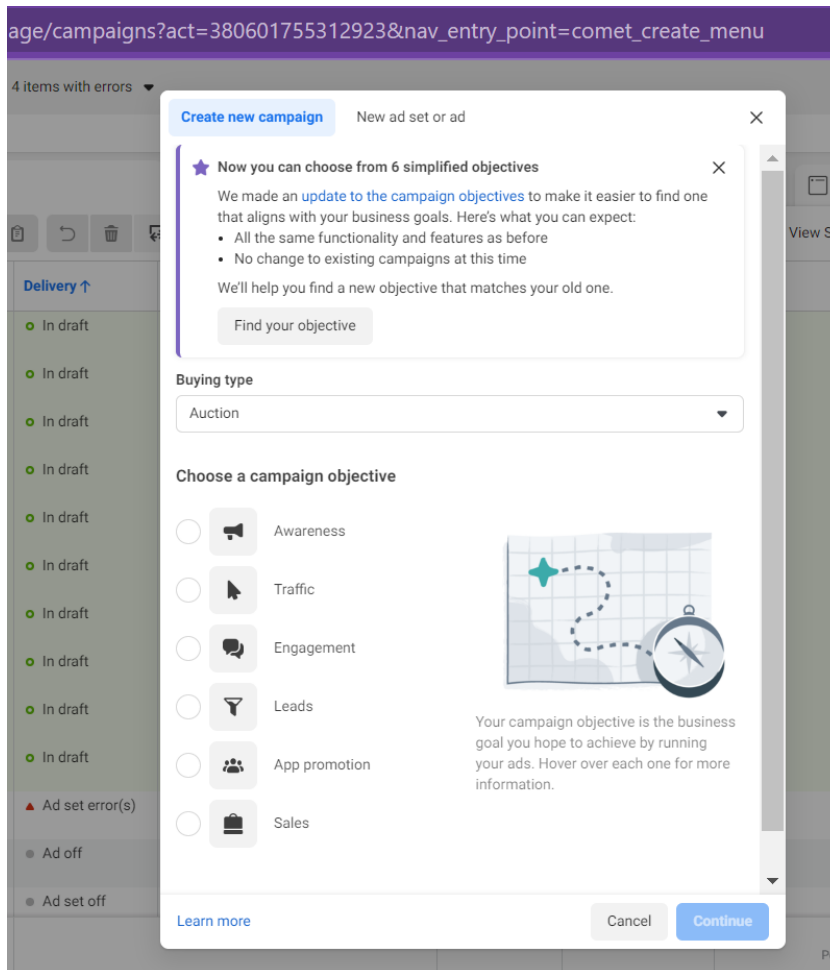


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It might take you to this basic ads area. If it does, click on the link in the bottom left to go to the advanced tool "Ads manager"
4. Then in Ads manager click the green Create button.





# They will ask you what is your main objective



The screenshot shows the 'Create new campaign' dialog box in the Facebook Ads interface. The dialog has a title bar with 'Create new campaign' and 'New ad set or ad'. Below the title bar, there is a message: 'Now you can choose from 6 simplified objectives'. This message includes a link to 'update to the campaign objectives' and a list of bullet points: 'All the same functionality and features as before' and 'No change to existing campaigns at this time'. It also states 'We'll help you find a new objective that matches your old one.' and a button 'Find your objective'. Below this message, there is a 'Buying type' dropdown menu set to 'Auction'. Underneath, there is a section 'Choose a campaign objective' with six radio button options: 'Awareness' (megaphone icon), 'Traffic' (mouse cursor icon), 'Engagement' (speech bubble icon), 'Leads' (funnel icon), 'App promotion' (person with plus icon), and 'Sales' (shopping bag icon). To the right of these options is a graphic of a map with a compass and a dashed line. Below the graphic, it says 'Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.' At the bottom of the dialog, there are three buttons: 'Learn more', 'Cancel', and 'Continue'.

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 ▼

Locations

Ireland

☒ Ireland

☒ Include

[Add locations in bulk](#)

Age

Gender

All genders

Detailed targeting

Include people who match ⓘ

Advantage Detailed Targeting ✦

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

Languages

All languages

[Show more options ▼](#)

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**

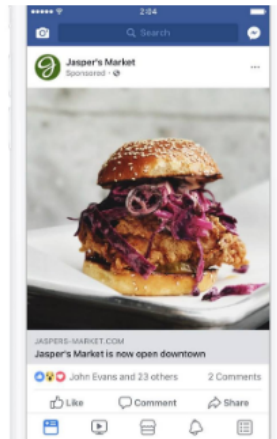


# You can choose where your ads will appear

## Placements

💡 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.

▶ Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
▶ Stories and Reels	<input type="checkbox"/>
Tell a rich, visual story with immersive, fullscreen vertical ads	
▶ In-stream	<input checked="" type="checkbox"/>
Quickly capture people's attention while they're watching videos	
▶ Overlay and post-loop ads on Reels	<input checked="" type="checkbox"/>
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


 The Marketing Crowd ▼

Instagram account ⓘ

 themarketingcrowd.ie ▼

☐ **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](#)

### Ad setup

 See recommendati...

Create ad ▼

☒ 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.



# 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. How to choose 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
6. How to turn a post into an ad – step by step
7. How to monitor your ads



# Which campaign objective will you choose?

The screenshot shows the 'Create new campaign' dialog box in Facebook Ads Manager. The dialog has a title bar with 'Create new campaign' and 'New ad set or ad'. Below the title bar, there is a message: '★ Now you can choose from 6 simplified objectives'. The message explains that the objectives have been updated to be easier to find and align with business goals, and lists two bullet points: 'All the same functionality and features as before' and 'No change to existing campaigns at this time'. It also states, 'We'll help you find a new objective that matches your old one.' Below this message is a 'Find your objective' button. Underneath, there is a 'Buying type' dropdown menu set to 'Auction'. The main section is titled 'Choose a campaign objective' and lists six options with radio buttons: Awareness (megaphone icon), Traffic (mouse cursor icon), Engagement (speech bubble icon), Leads (funnel icon), App promotion (person with plus icon), and Sales (shopping bag icon). To the right of the list is a graphic of a map with a compass and a dashed line. Below the graphic is the text: 'Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.' At the bottom of the dialog are three buttons: 'Learn more', 'Cancel', and 'Continue'.

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

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.

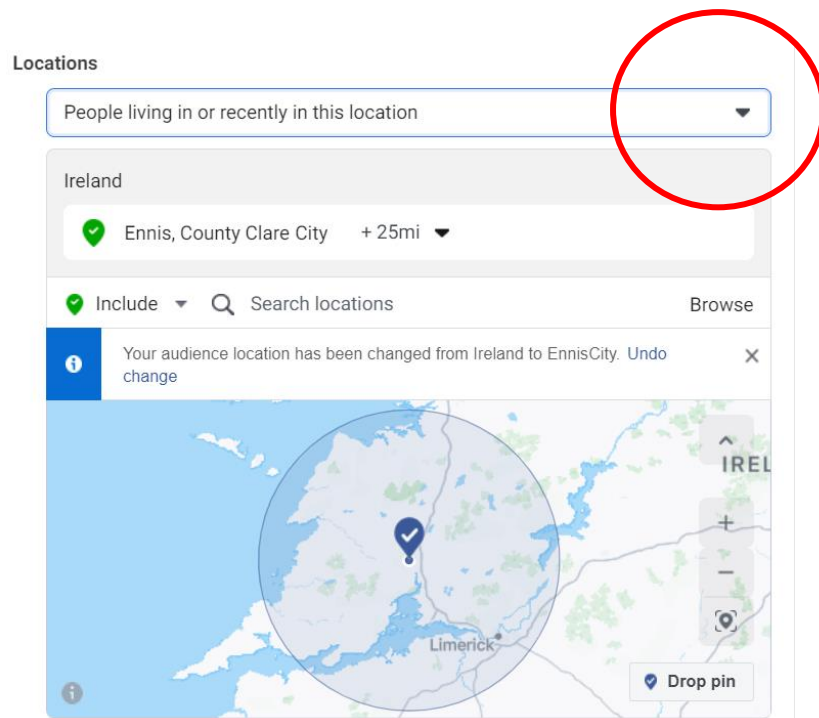


# What We Will Cover

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. How 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
6. How to turn a post into an ad – step by step
7. How to monitor your ads



# 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

18	▼	65+	▼
----	---	-----	---

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 ⓘ

Q Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Targeting  
☐ Reach more people  
Reach **people** performance.

Demographics ⓘ

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

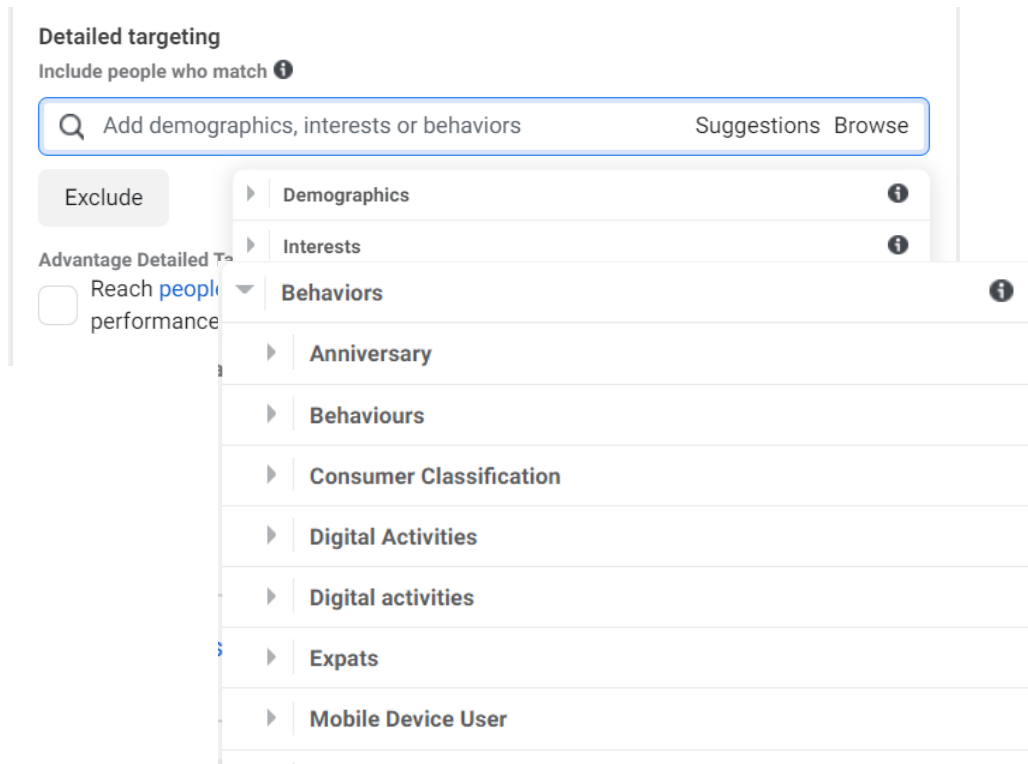
## Key Point:

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 ⓘ



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	like
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.*



## 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*

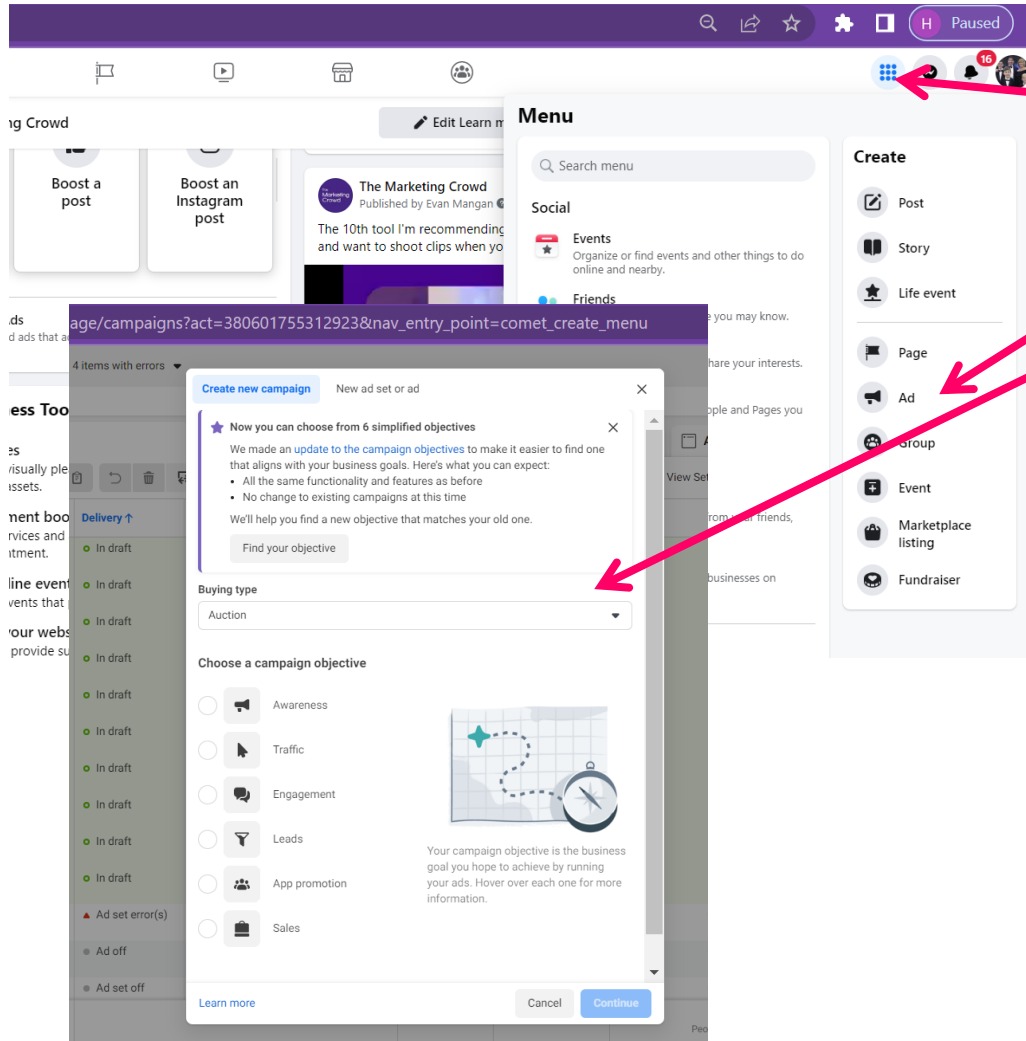


# What We Will Cover

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. How 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
6. How to turn a post into an ad – step by step
7. How to monitor your ads



# To access the ad creation tool within ads manager



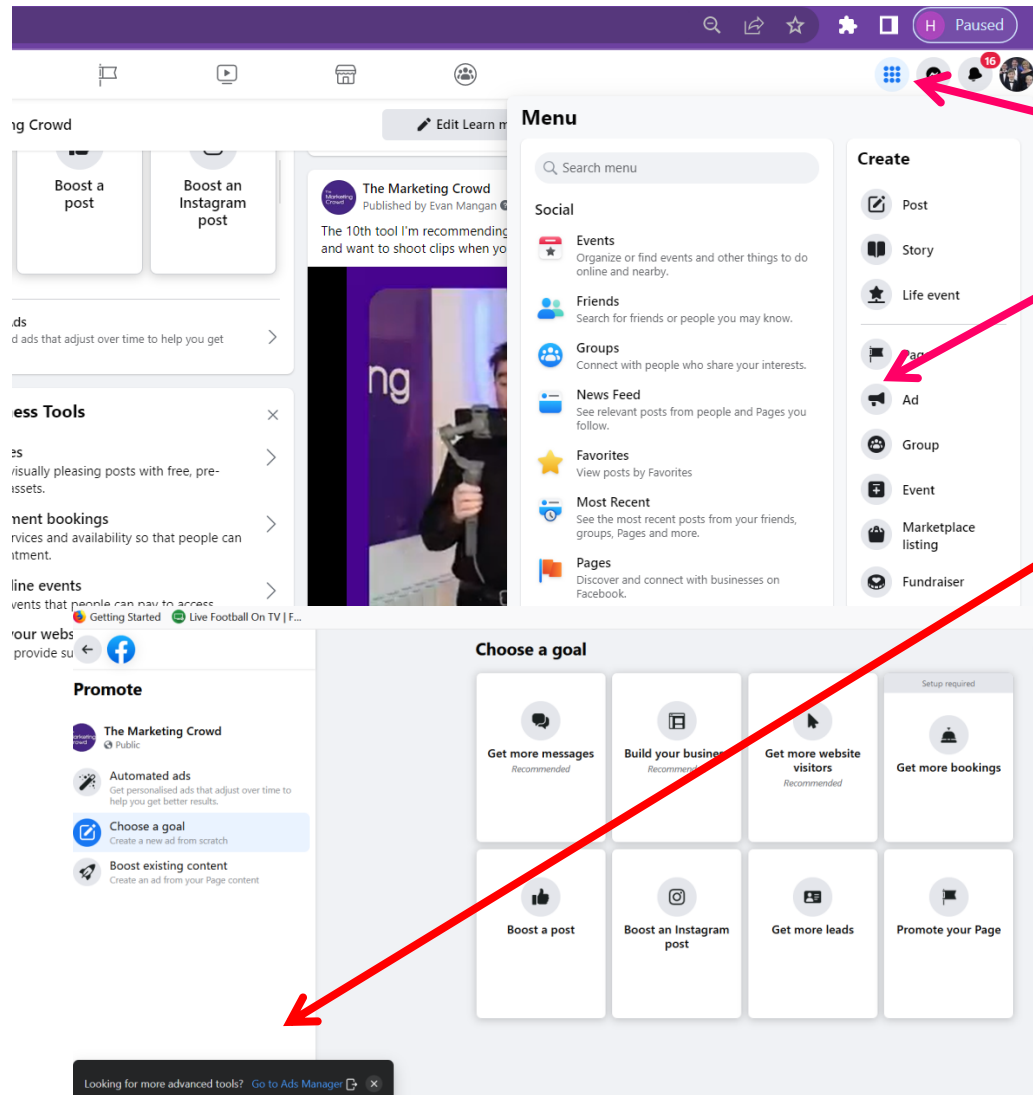
1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

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.

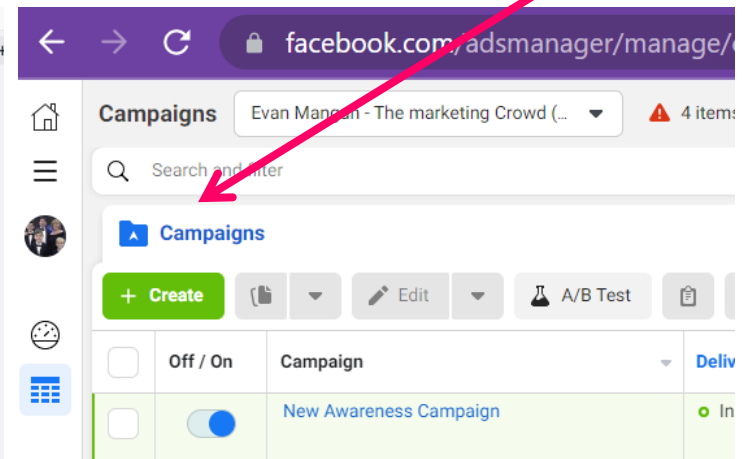
If so, see next slide



# 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

The screenshot shows the Facebook Ads interface with a modal window titled "Create new campaign". The modal has a close button (X) in the top right corner. Inside the modal, there is a section titled "Now you can choose from 6 simplified objectives" with a star icon and a close button (X). Below this, a message states: "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:" followed by two bullet points: "All the same functionality and features as before" and "No change to existing campaigns at this time". A note below the bullets says: "We'll help you find a new objective that matches your old one." There is a button labeled "Find your objective". Below this, there is a "Buying type" dropdown menu currently set to "Auction". Under the heading "Choose a campaign objective", there are six radio button options: "Awareness" (megaphone icon), "Traffic" (mouse cursor icon), "Engagement" (speech bubble icon), "Leads" (funnel icon), "App promotion" (person with plus icon), and "Sales" (shopping bag icon). To the right of these options is a graphic of a map with a dashed line and a compass. Below the graphic, text reads: "Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information." At the bottom of the modal, there is a "Learn more" link, a "Cancel" button, and a "Continue" button.

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

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

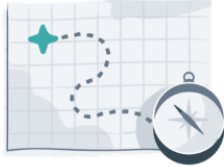
☐ Traffic

☐ 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”

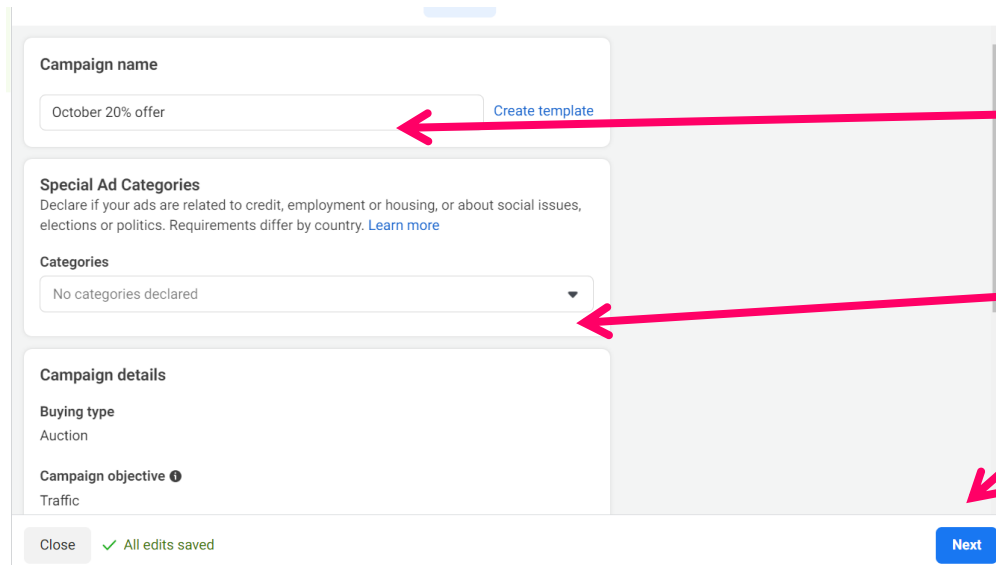
If you are driving people off of your website choose traffic.

If you are not driving people off of Facebook choose engagement

Click on “continue”



# How to create an ad campaign



The screenshot shows a web form for creating an ad campaign. It is divided into three main sections: 'Campaign name', 'Special Ad Categories', and 'Campaign details'. The 'Campaign name' section has a text input field containing 'October 20% offer' and a 'Create template' link. The 'Special Ad Categories' section has a heading, a descriptive paragraph, and a 'Categories' dropdown menu currently set to 'No categories declared'. The 'Campaign details' section includes 'Buying type' (set to 'Auction') and 'Campaign objective' (set to 'Traffic'). At the bottom left are 'Close' and 'All edits saved' buttons. At the bottom right is a blue 'Next' button. Three red arrows point from the right side of the image to the 'Campaign name' input, the 'Categories' dropdown, and the 'Next' button.

**Campaign name**

October 20% offer [Create template](#)

**Special Ad Categories**  
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

**Categories**

No categories declared

**Campaign details**

**Buying type**  
Auction

**Campaign objective** ⓘ  
Traffic

Close ✓ All edits saved

Next

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

... Thank you for joini... Thank you for your...

October 20% offer > New Traffic Ad Set > 1 Ad

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

**Ad set name**

New Traffic Ad Set [Create template](#)

**Conversion**

**Conversion location**  
Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ Website  
Send traffic to your website.

☐ App  
Send traffic to your app.

☐ Messenger  
Send traffic to Messenger.

☐ WhatsApp  
Send traffic to WhatsApp.

**Performance m**

Evolving changes with affect your performan

Ad sets that include the E

**Audience definitior**

Your audience selection is

Specific

Estimated audience size:

Estimates may vary your targeting selec

**Estimated daily res**

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?

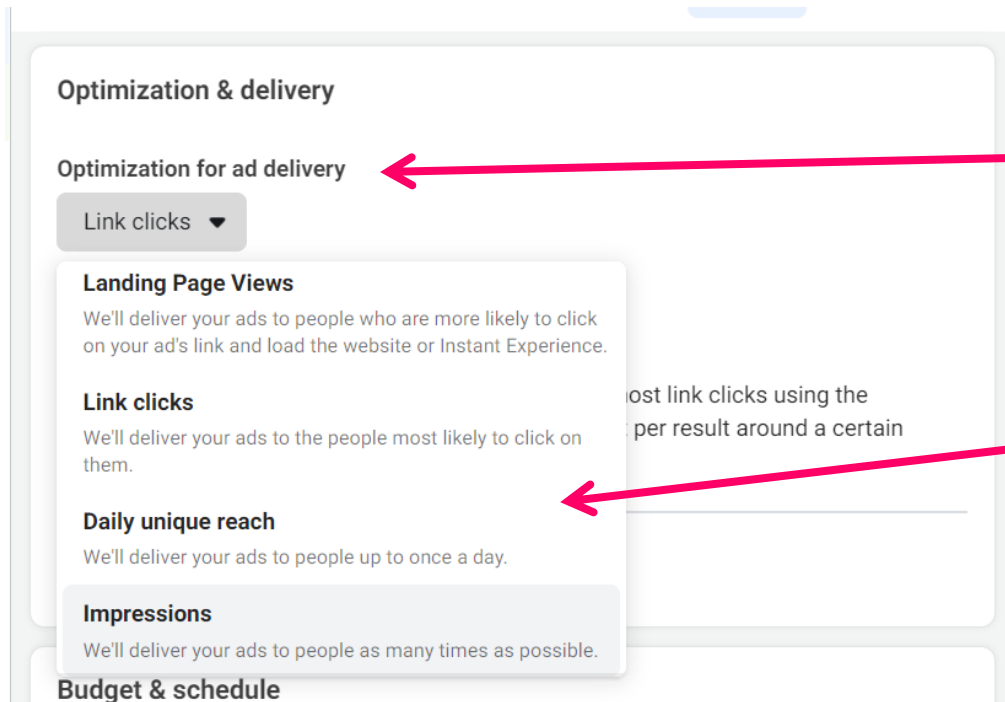
Your App?

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

The screenshot shows a web interface for creating a new traffic ad. At the top, there's a green header bar with the text 'New Traffic Ad' and a three-dot menu icon. Below this, the main content area is divided into three sections, each with a green checkmark icon and a title:

- Audience controls**: Subtitle: 'Set criteria for where ads for this campaign can be delivered. [Learn more](#)'. It includes a section for '\* Locations' with 'Location:' and a list containing 'Ireland'. Below this is a 'Show more options' link with a downward arrow.
- Advantage+ audience**: Subtitle: 'Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)'. It features a 'Recommended' badge, a plus icon, and the text 'Audience suggestion (optional)'. Below this is a 'Switch to original audience options' link.
- Beneficiary and payer**: Subtitle: 'Beneficiary and payer information is required for ads with audiences in the European Economic Area'.

At the bottom of the form, there are two buttons: 'Close' and 'All edits saved'.

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

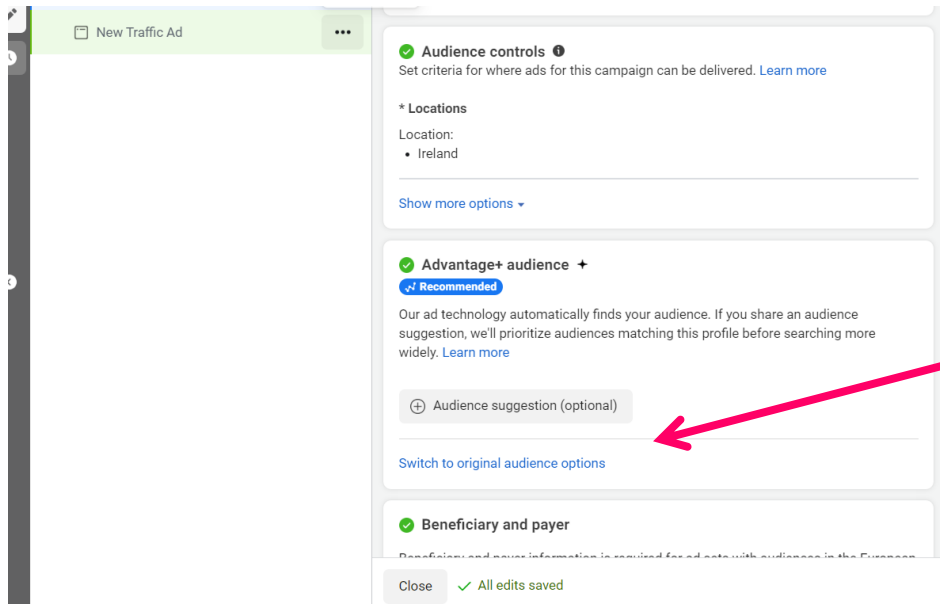
### Option1 – Based on Advantage + targeting

Meta is rolling out the option to have their AI do a lot of the targeting for you. You give it an idea of what you want but you then give it the ability to find other people who it thinks will respond to your ad

1. Choose a location eg. Ireland or Kerry
2. Click show more option and you can exclude people in your custom audiences eg. Your web visitors or followers
3. Then click on audience suggestions. Here you can specify an age range and some demographics, interests / behaviours



# How to create an ad campaign



The screenshot shows a web interface for creating a new traffic ad. At the top, a green header bar contains the text 'New Traffic Ad' and a three-dot menu icon. Below this, the 'Audience controls' section is active, indicated by a green checkmark and a plus icon. It includes a sub-header 'Audience controls' with a help icon and a link to 'Learn more'. The 'Locations' section shows 'Location: Ireland' with a list icon. A 'Show more options' link is present. The 'Advantage+ audience' section is also active, marked with a green checkmark and a plus icon. It features a 'Recommended' badge and a paragraph explaining the technology. Below this is an 'Audience suggestion (optional)' field with a plus icon. A pink arrow points from the text 'switch to original audience options' to this field. A 'Switch to original audience options' link is located below the suggestion field. The 'Beneficiary and payer' section is partially visible at the bottom, showing a green checkmark and a plus icon. At the very bottom, there is a 'Close' button and a green checkmark with the text 'All edits saved'.

New Traffic Ad

**Audience controls** ⓘ  
Set criteria for where ads for this campaign can be delivered. [Learn more](#)

**\* Locations**  
Location:  
• Ireland

[Show more options](#) ▾

**Advantage+ audience** +  
**Recommended**  
Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)

⊕ Audience suggestion (optional)

[Switch to original audience options](#)

**Beneficiary and payer** +  
Beneficiary and payer information is required for ads with audiences in the European Economic Area.

Close ✓ All edits saved

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

**Option 2 – If you don't want to use Advantage+ you can take full control of the targeting. Just click "switch to original audience options"**



# 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

**Placements** [Learn more](#)

☒ **Advantage+ placements (recommended)** ✦  
Use Advantage+ placements to maximize your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☒ **Manual placements**  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show more options](#) ▾

**Devices**  
All devices

**Platforms**

☒ Facebook ☒ Instagram  
☒ Audience network ☒ Messenger

**Asset customization**  
Select all placements that support asset customization

**Placements**

☒ **Feeds**  
Get high visibility for your business with ads in feeds

☒ **Stories and Reels**  
Tell a rich, visual story with immersive, fullscreen vertical ads

☒ **In-stream**  
Quickly capture people's attention while they're watching videos

**Performance may be impacted**  
Evolving changes within the ads ecosystem may affect your performance or reporting.

Ad sets that include the European Region ▾

**Audience definition**  
Your audience selection is fairly broad.

Specific ☐ Broad ☒

Estimated audience size: 3,300,000 - 3,900,000 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

**Estimated daily results**

Close ☒ All edits saved [Back](#) [Next](#)

## 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

The screenshot shows the Facebook Ads creation interface. It is divided into two main sections: 'Identity' and 'Ad Setup'. The 'Identity' section includes a 'Facebook Page' dropdown menu set to 'The Marketing Crowd' and an 'Instagram Account' dropdown menu set to 'themarketingcrowd.ie'. The 'Ad Setup' section includes a dropdown menu set to 'Use Existing Post', with options for 'Create Ad', 'Use Existing Post' (selected), and 'Use Creative Hub Mockup'. Below this is a 'Learn More' link. At the bottom are two buttons: 'Select Post' and '+ Create Post'. To the right of the 'Identity' section, there is a 'Select an existing post for your ad' section with a 'Select Post' button and a message 'Creative missing body text: This (#1815538)'. Below this is an 'Ad Preview' toggle switch. Red arrows point from the text on the right to the 'Instagram Account' dropdown, the 'Use Existing Post' dropdown, and the 'Select Post' button.

**Identity**

Facebook Page

The Marketing Crowd

Instagram Account

themarketingcrowd.ie

**Ad Setup**

Use Existing Post

Create Ad

Use Existing Post

Use Creative Hub Mockup

[Learn More](#)

Select Post + Create Post

Select an existing post for your ad

Select Post

Creative missing body text: This (#1815538)

Ad Preview

**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

Ad preview

Share

Advanced preview


Facebook Feeds

The Marketing Crowd

Sponsored

If you (or a member of staff) would like to learn how to increase your sales using Digital Marketing over the next 12 ...See more

ALL UPCOMING "LIVE" DIGITAL MARKETING COURSES FOR THE NEXT 12 MONTHS



PLUS YOU CAN WATCH REPLAYS

Feeds

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. How 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
  - Who has engaged with you on Instagram and Facebook
7. How to monitor your ads



# How your campaign results are reported

Campaigns

1 Selected

Ad Sets for 1 Campaign

+ Create

Duplicate

Edit

Rules

1-200 of 82

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

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

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 x

Ad Sets for 1 Campaign

Ads for 1 Campaign

Duplicate

Edit

A/B Test

Rules

View Setup

Reports

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Attribution Setting		
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 Link Clicks	
> ⚠ Results from 3 ad sets ⓘ					28-day click o...	42	

However, Try clicking Breakdown and then select “Delivery”



# How your campaign results are reported

ame%2Cdelivery%2Ccampaign\_nam...

y	Budget	Last Significant Edit	Setting
st cost	€15.0		<div><div><div><div></div>None</div><div><div></div>Age</div><div><div></div>Gender</div><div><div></div>Age and Gender</div><div><div></div>Business Locations</div><div><div></div>Country</div><div><div></div>Region</div><div><div></div>DMA Region</div><div><div></div>Impression Device</div><div><div></div>Media Type</div><div><div></div>Platform</div><div><div></div>Platform &amp; Device</div><div><div></div>Placement</div></div></div>

k Clicks	Dai		
st cost	€10.0		
k Clicks	Dai		
st cost	€10.0		
k Clicks	Dai		

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

<div><div>+ Create</div><div>Duplicate</div><div>Edit</div><div>A/B Test</div><div></div><div></div><div></div><div></div><div></div><div>Rules</div><div>View Setup</div><div></div><div></div><div>Reports</div></div>									
	Ad Set Name			Attribution Setting	Results	Reach	Impressions	Cost per Result	An Sp
	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	Mobile App	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 work best for you e.g. GB news feed, Instagram stories, Messenger etc.