

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
  - Who has engaged with you on Instagram and Facebook
6. How to turn a post into an ad – step by step
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# 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

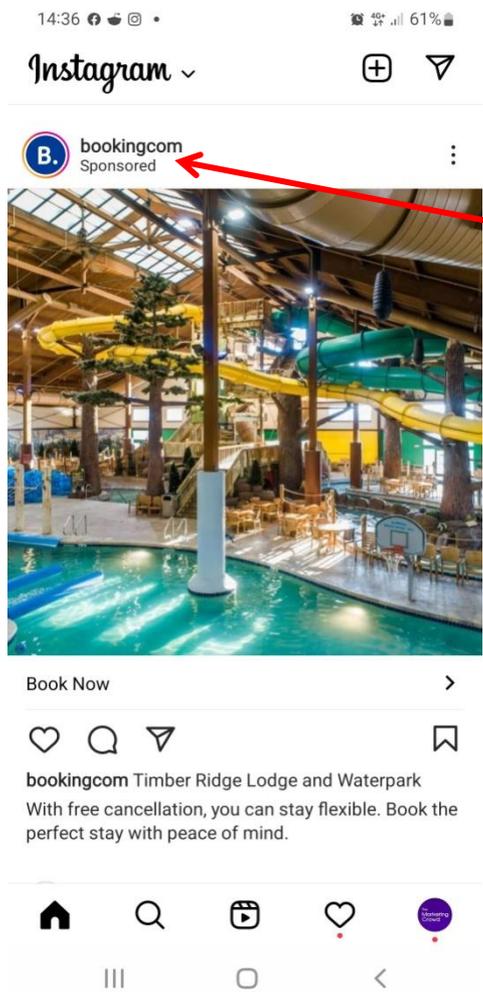
👍 Like    💬 Comment    ➦ Share

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

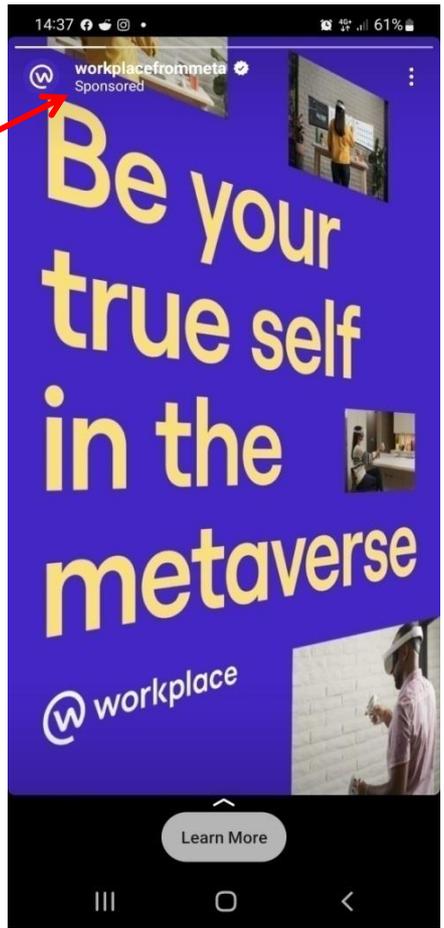
It looks like a post but I can tell it's an Ad because

- It says sponsored in light grey at the top

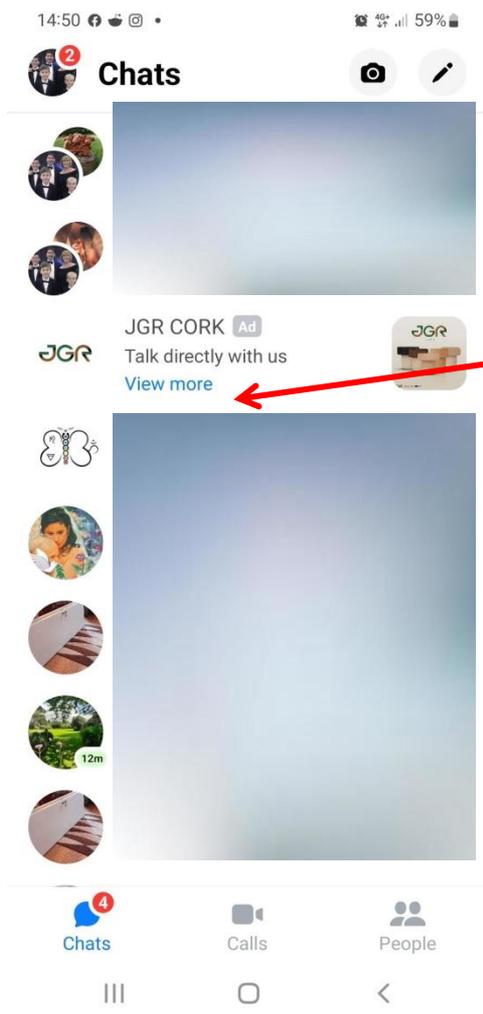
# Example ads on Instagram



Ads also appear in the Instagram feed and in Instagram Stories

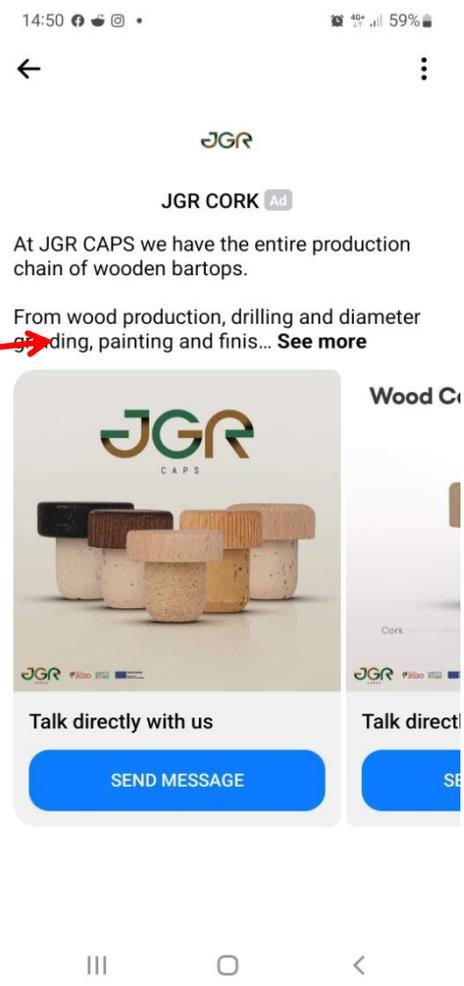


# Ads also appear in Messenger



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 vertical green banners on the left and right sides of the page.
- WE, THE CHILDREN OF WAR IN SOUTH SUDAN, REJECT THIS WAR:** A large article header with a photo of a child in traditional body paint.
- OPENS UP THEIR HEADS TO THE STAMBOULS:** A small article snippet with a photo of a man.
- IMMIGRANT SHOP OWNERS DOWNTOWN SAY THEY'RE:** A small article snippet with a photo of a man.
- HEARD DAY CELEBRANTS WELCOME NOW MUSLIMS, YES:** A small article snippet with a photo of a woman.
- LATEST:** A section with four article thumbnails:
  - From gangster to breaker to peacemaker, the remarkable life of Big Lazy:** A photo of a man in a dark jacket.
  - See the world in a day at FIUTS CulturalFest:** A photo of colorful balloons.
  - India-born innovator Satya Nadella takes the helm at Microsoft:** A photo of Satya Nadella.
  - Global food empowerment is on our plates, activists say:** A photo of two plates of food.
- PERSPECTIVES:** A section with two article thumbnails:
  - TDP:** A photo of a group of people.
  - We, the children of war in South Sudan, reject this war:** A photo of a child.
- Sponsors:** A section with two ad placements:
  - 300x100 - BANNER:** A green rectangular ad.
  - 300x300 - SQUARE:** A green square ad.
- Navigation and Social Media:** Includes a top navigation bar with links like 'About', 'Explore', 'Youth', 'Workshops', 'Calendar', and 'Donate'. A social media bar with icons for Facebook, Twitter, LinkedIn, and YouTube is also present.

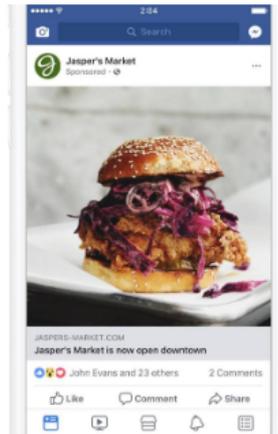
Facebook also has a network of websites and app that ads appear on

# 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

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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

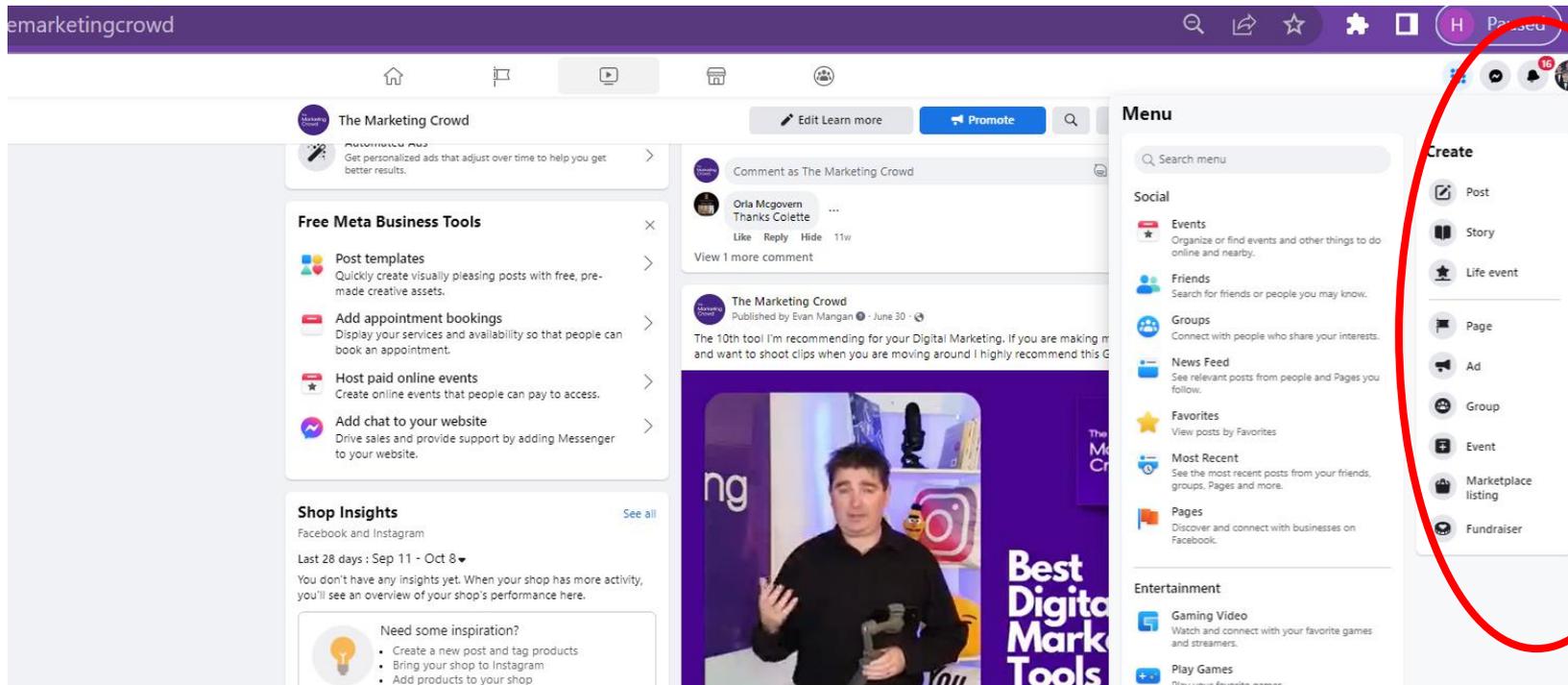
# 1. The Boost Post Button – on an Instagram Post



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

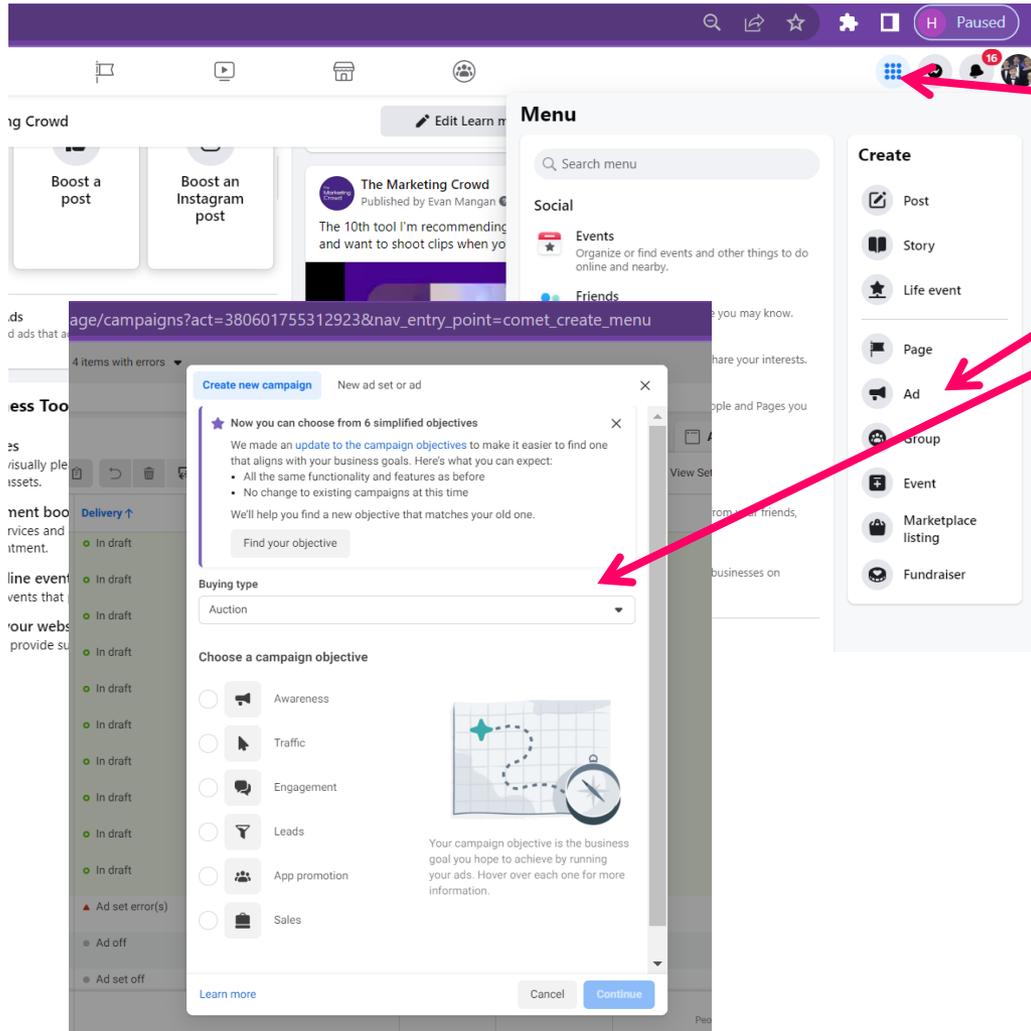
This is the tool that allows small and medium sized business run ads that appear on both Facebook and Instagram but also has

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

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# To access the ad creation tool within ads manager

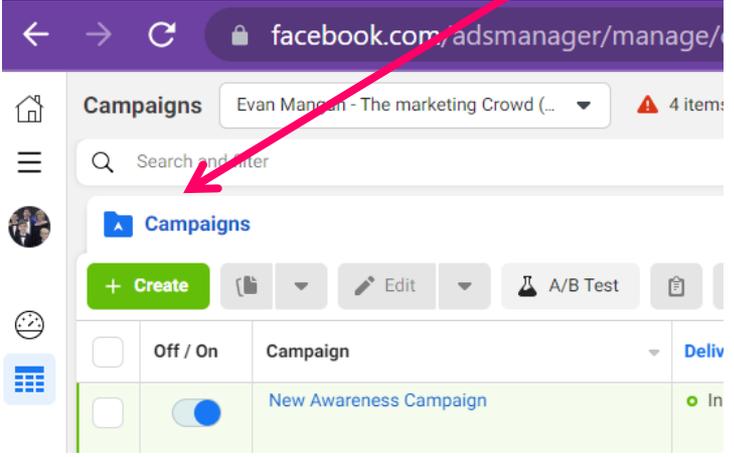
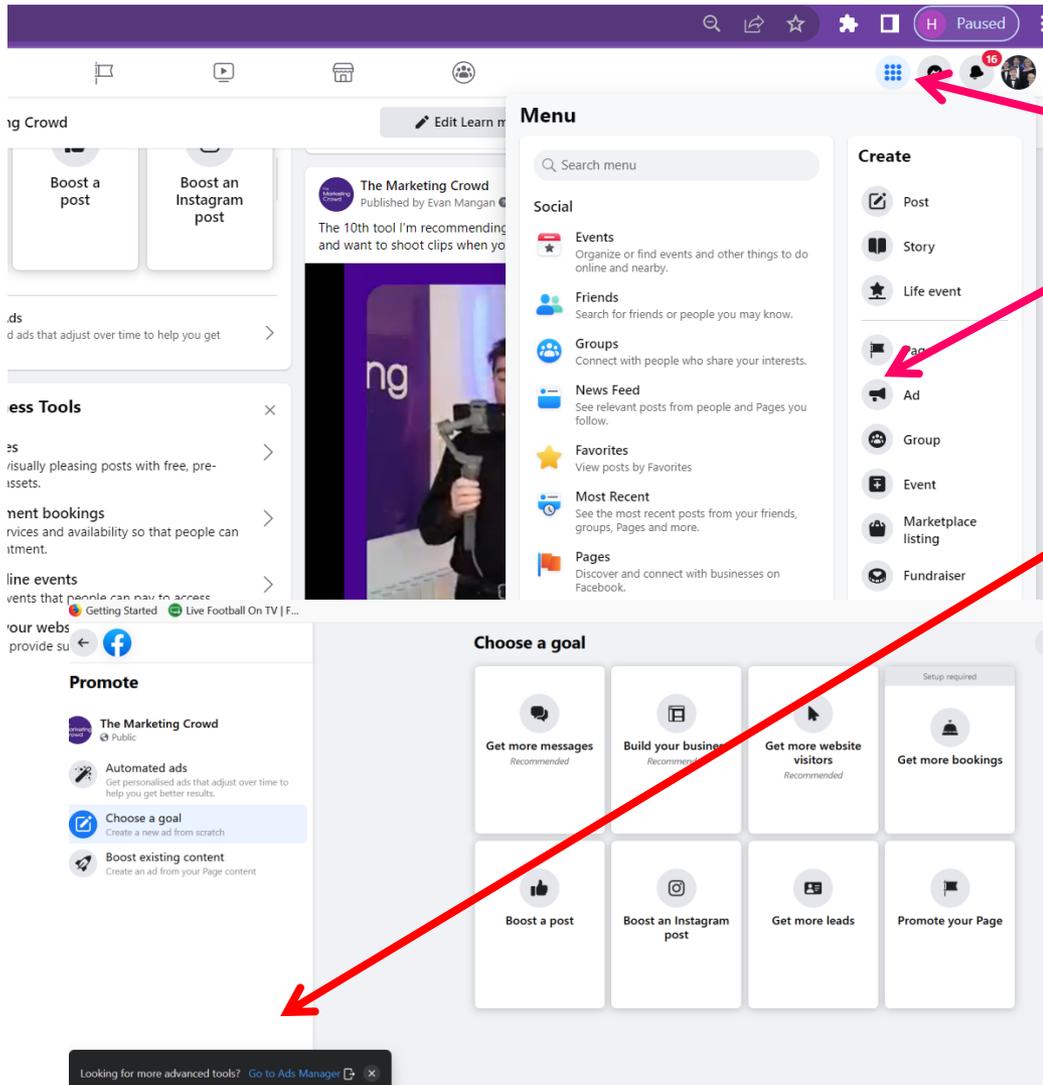


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

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.

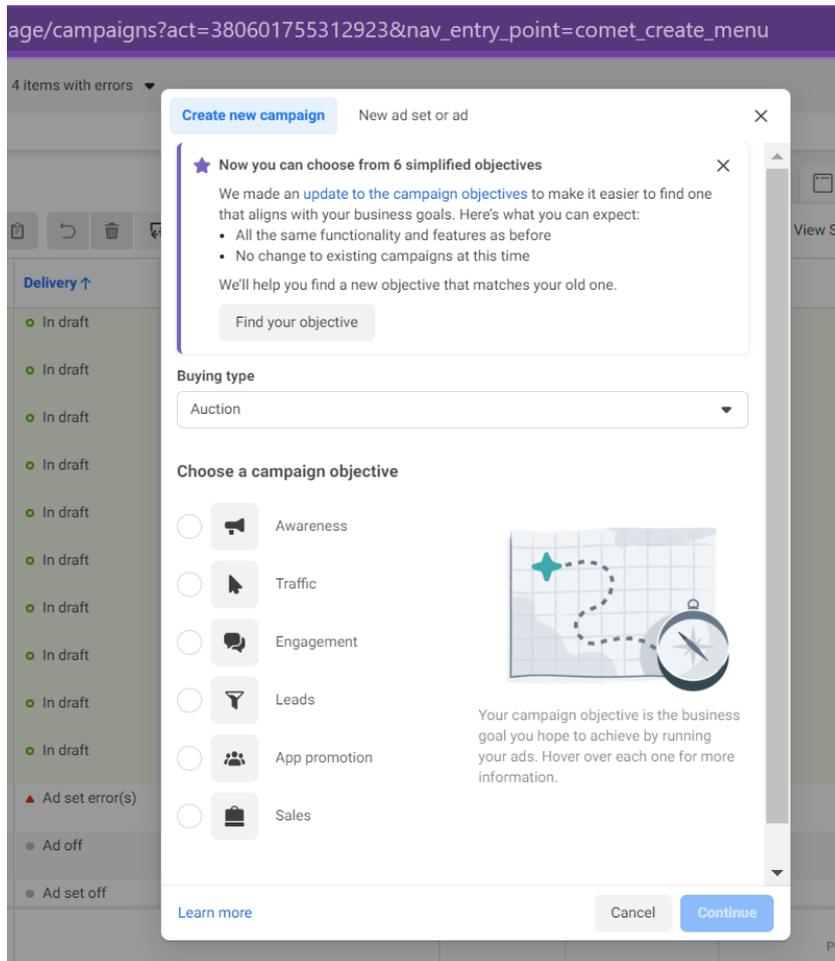
If so, see next slide

# 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.

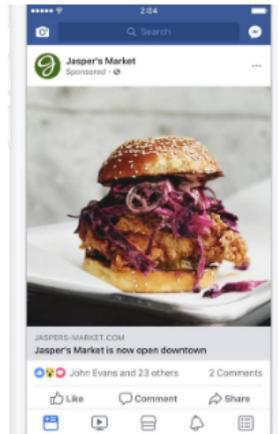
**We will look at these in more detail later in the course**

# You can choose where your ads will appear

## Placements

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<input checked="" type="checkbox"/>	<b>Apps and sites</b>	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

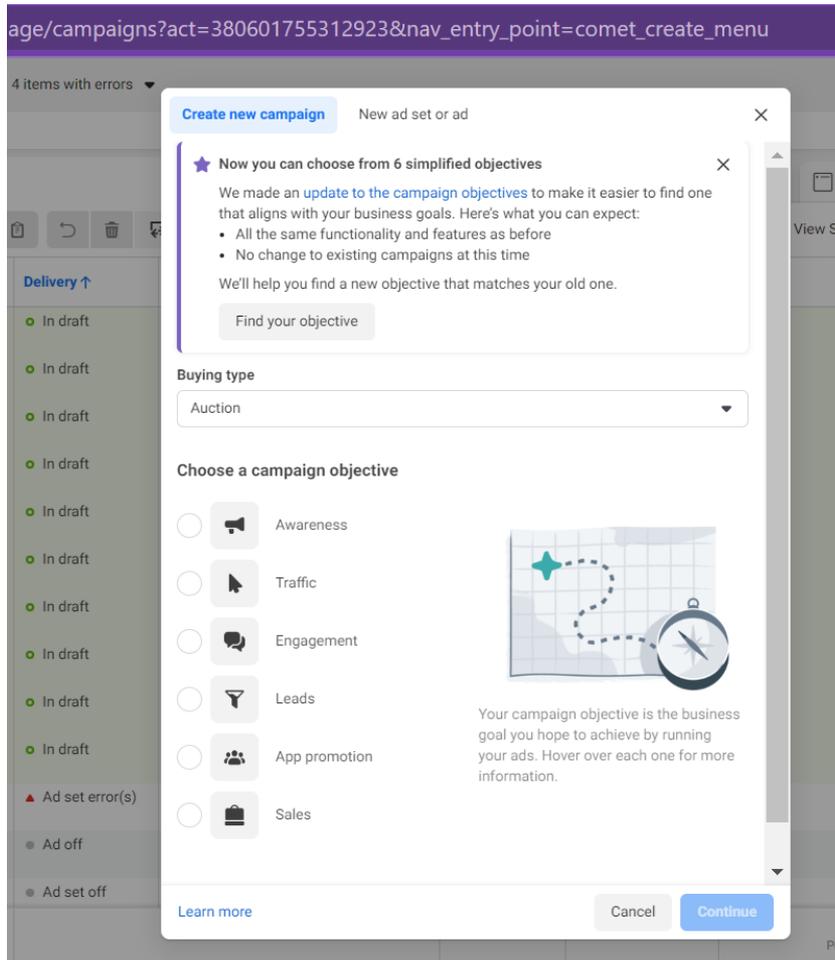
You can choose to use a previous FB post or Instagram post as the ad

Or you could choose to design it from scratch.

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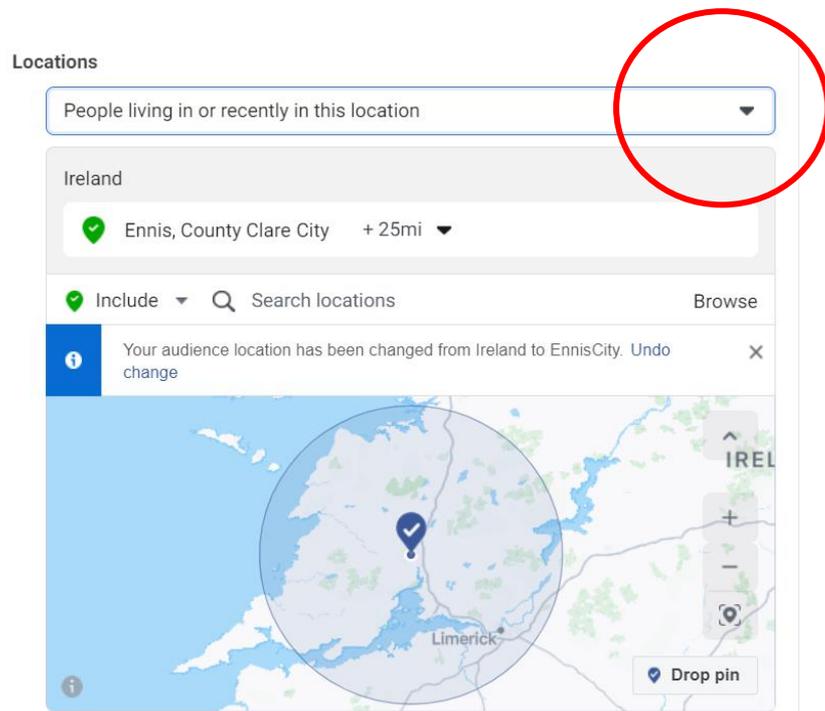
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# How to target Geographically



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

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 ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Ta

Reach **people**  
performance.

Demographics ⓘ

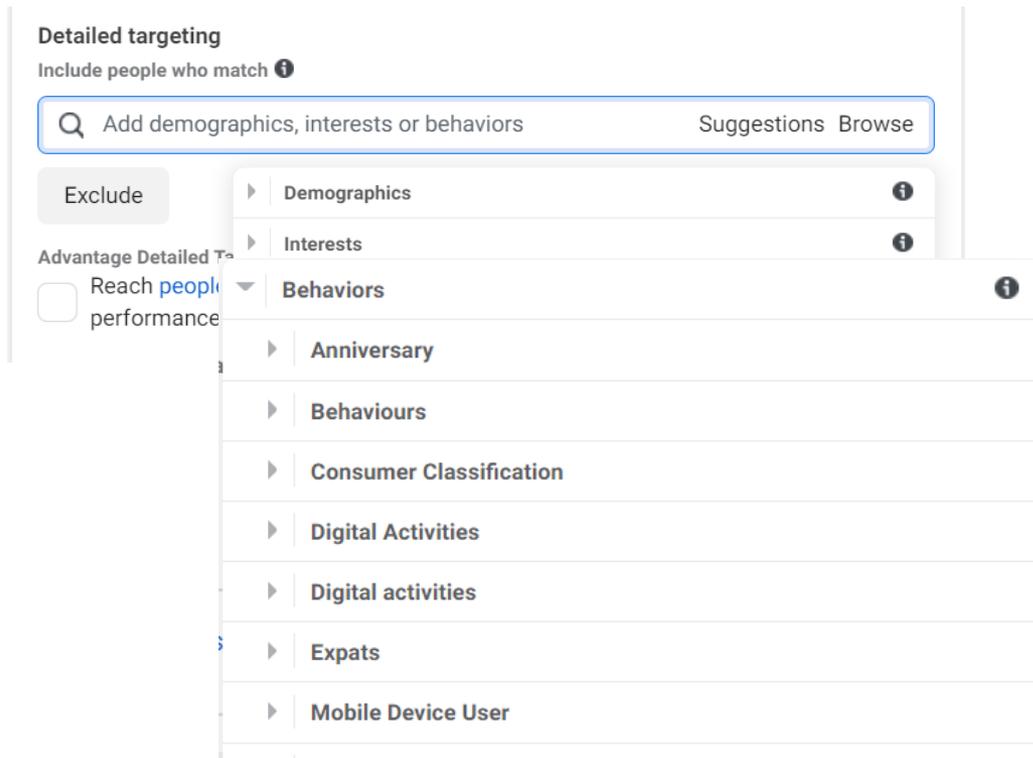
- ▶ Education
- ▶ Financial
- ▶ Life events
- ▶ Parents
- ▶ Relationship
- ▶ Work

## 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

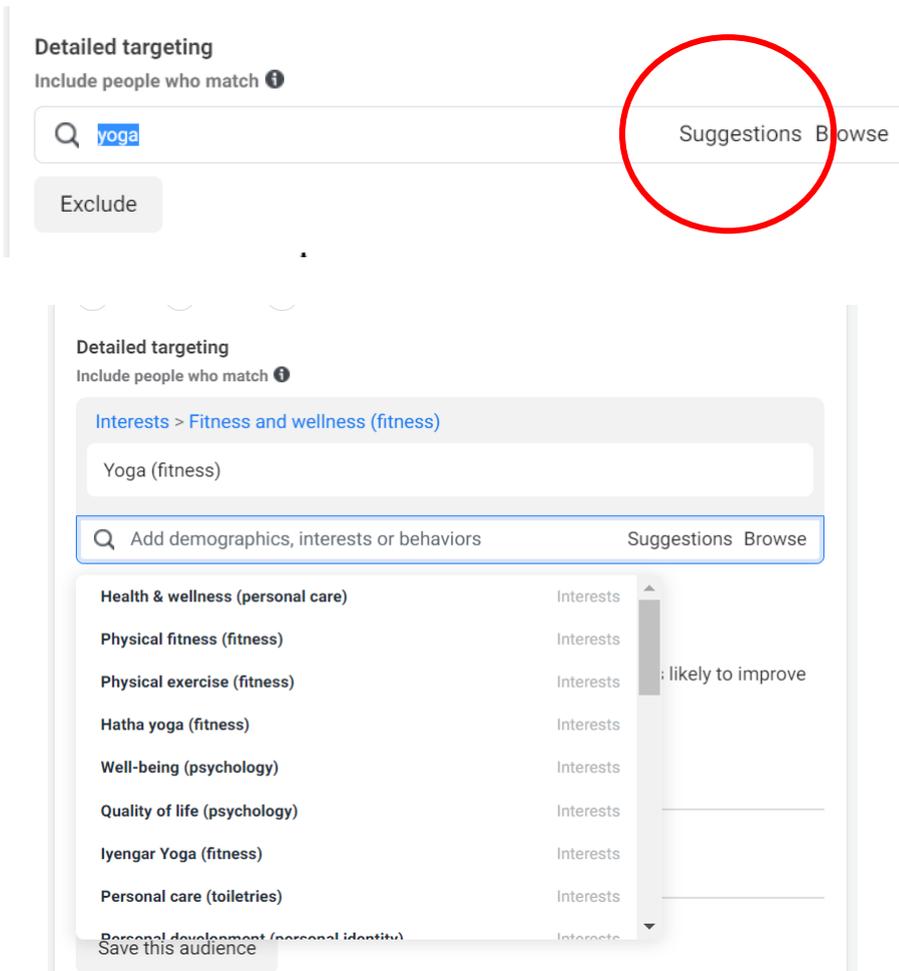


Behaviours are what Facebook has observed about us.

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



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. E.g. 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.*

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



Try not to target EVERYONE in the same ad.

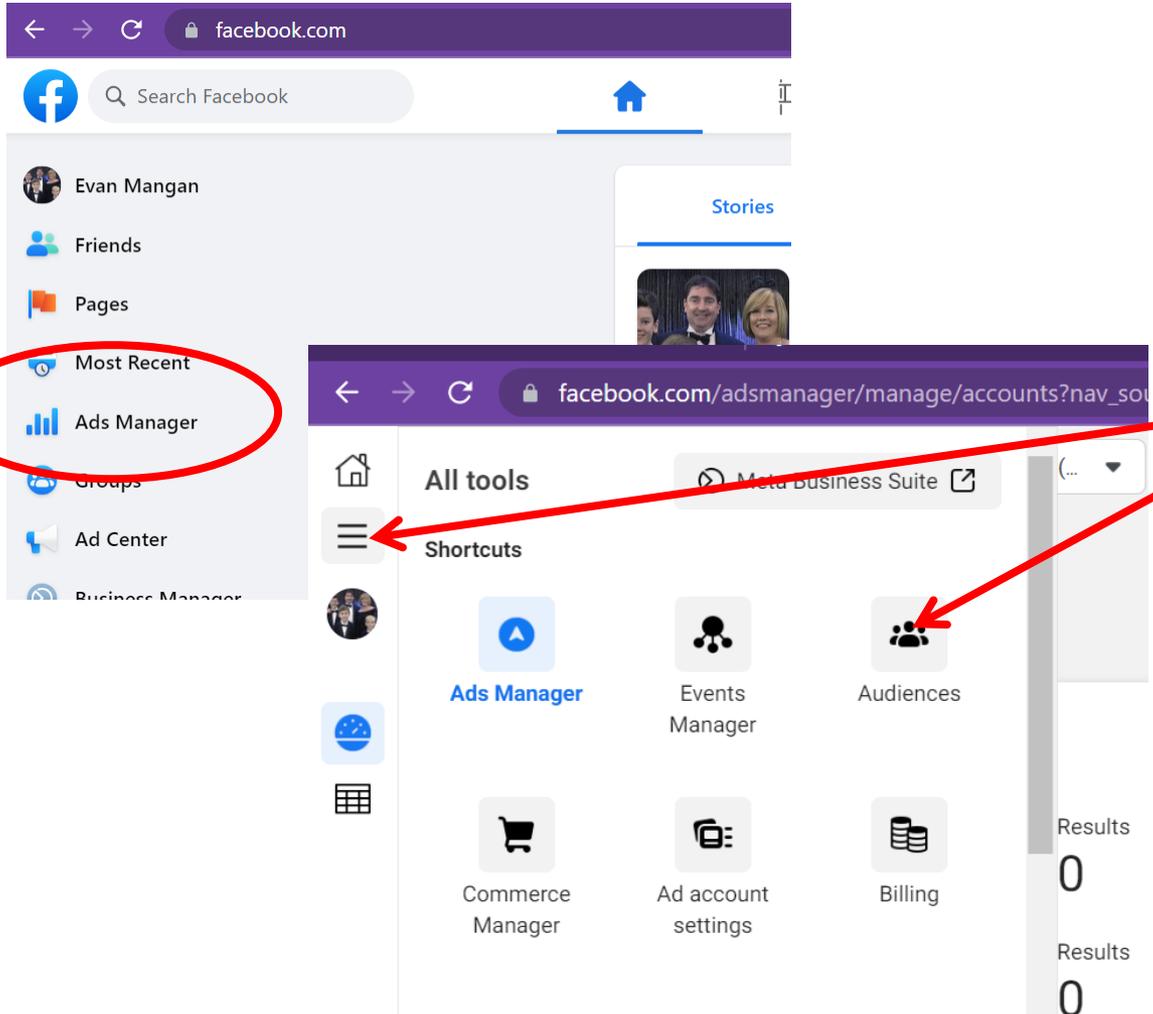
*Ask yourself are there distinct audiences that I should tailor the image and text to in order for it to resonate with them?*

*E.g. 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*

*E.g. 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*

# 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

facebook.com/adsmanager/aud

**Audience**

**Create Audience** ▾

- Custom Audience
- Lookalike Audience
- Saved audience

**Filter**

**Choose a Custom Audience source**  
Connect with people who have already shown an interest in your business or product

**Your sources**

- Website
- App activity
- Catalog
- Customer list
- Offline activity

**Meta Sources**

- Video
- Lead form
- Instant Experience
- AR Experience
- On-Facebook listings
- Instagram account
- Events
- Facebook page
- Shopping

Cancel **Next**

*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' dialog box. It includes a close button (X) in the top right corner. The main content area is divided into several sections: 'Page' with a dropdown menu showing 'The Marketing Crowd'; 'Events' with a dropdown menu showing 'Everyone who engaged with your Page'; 'Retention' with an input field containing '365' and the unit 'days'; a section with two buttons: '+ Include more people' and '- Exclude people'; 'Audience Name' with an input field containing 'Engaged with TMC FB page 365 days' and a character count of '33/50'; and 'Description · Optional' with an empty input field and a character count of '0/100'. At the bottom, there is a help icon (?), a 'Back' button, and a blue 'Create audience' button. Red arrows point from the explanatory text on the right to the 'Retention' field, the '+ Include more people' button, the 'Audience Name' field, and the 'Create audience' button.

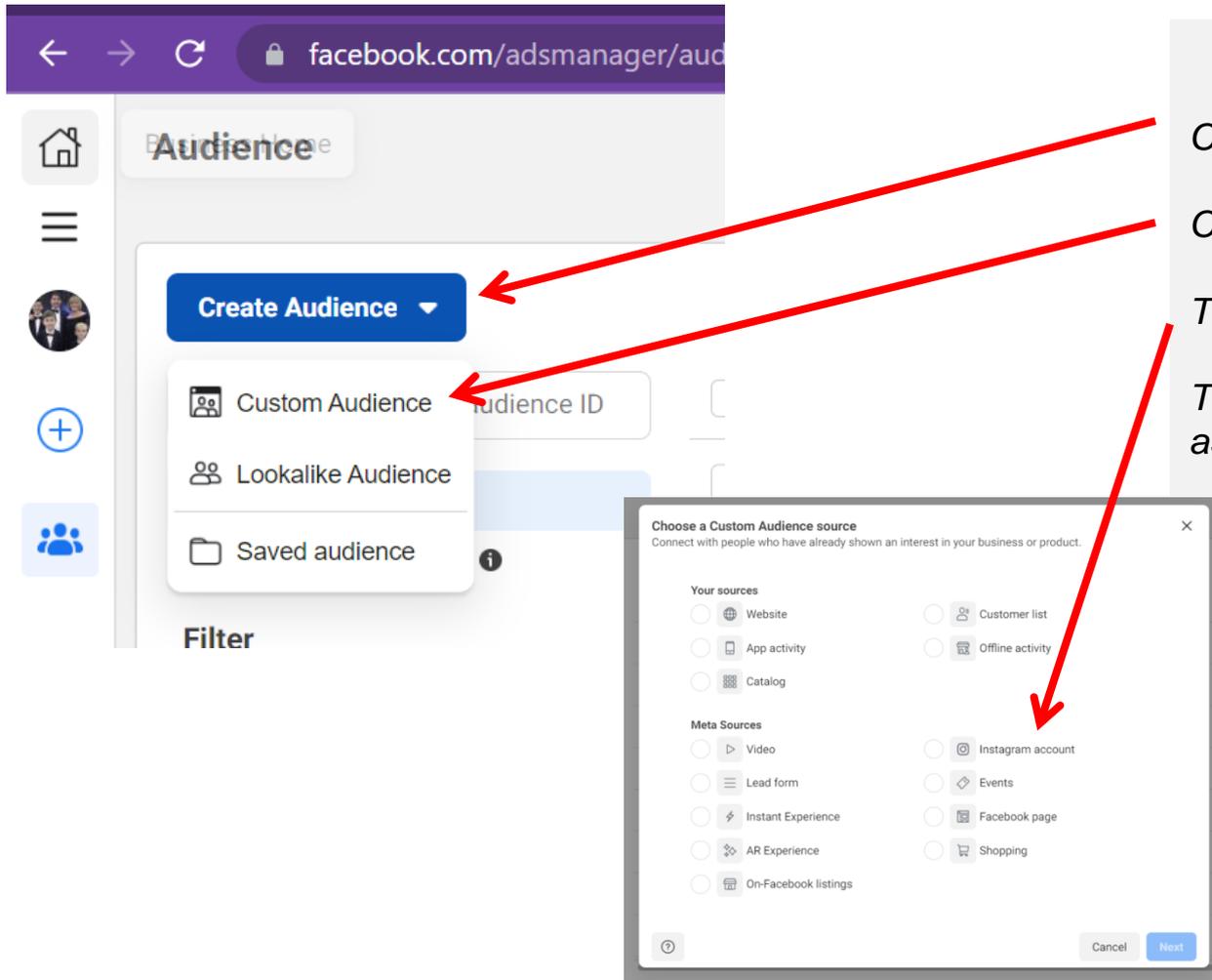
*Choose the number of days up to a max of 365*

*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*

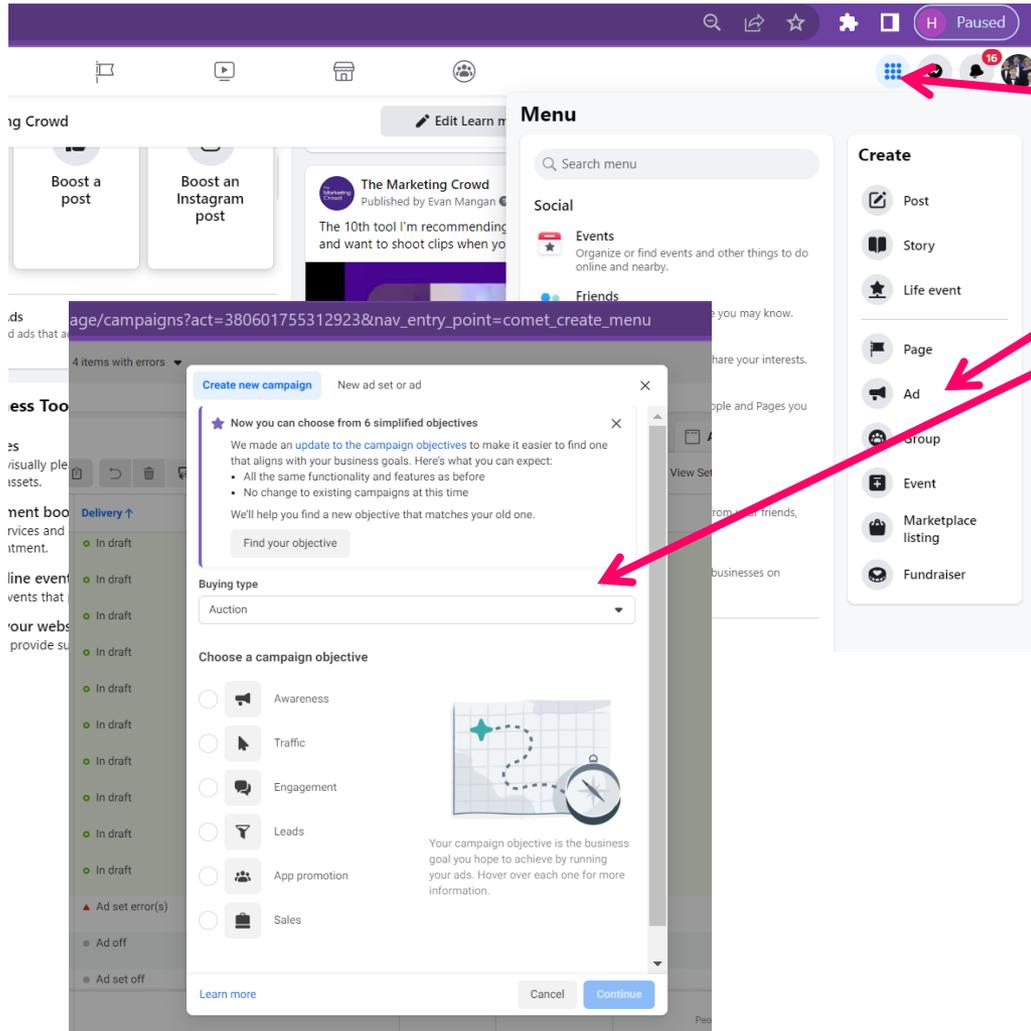
*Then select Instagram account*

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

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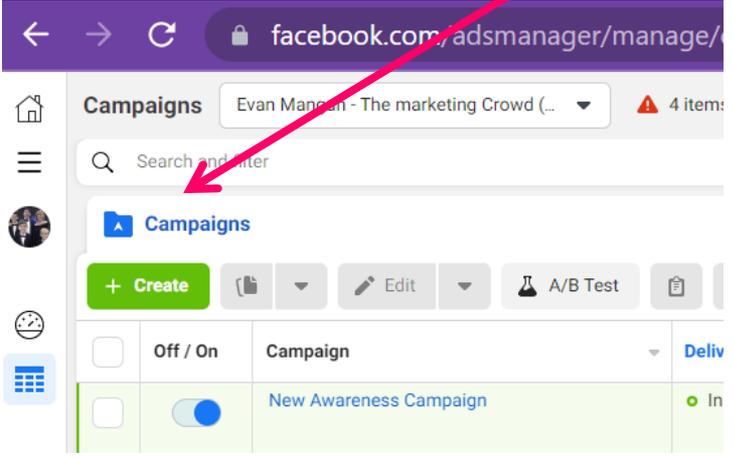
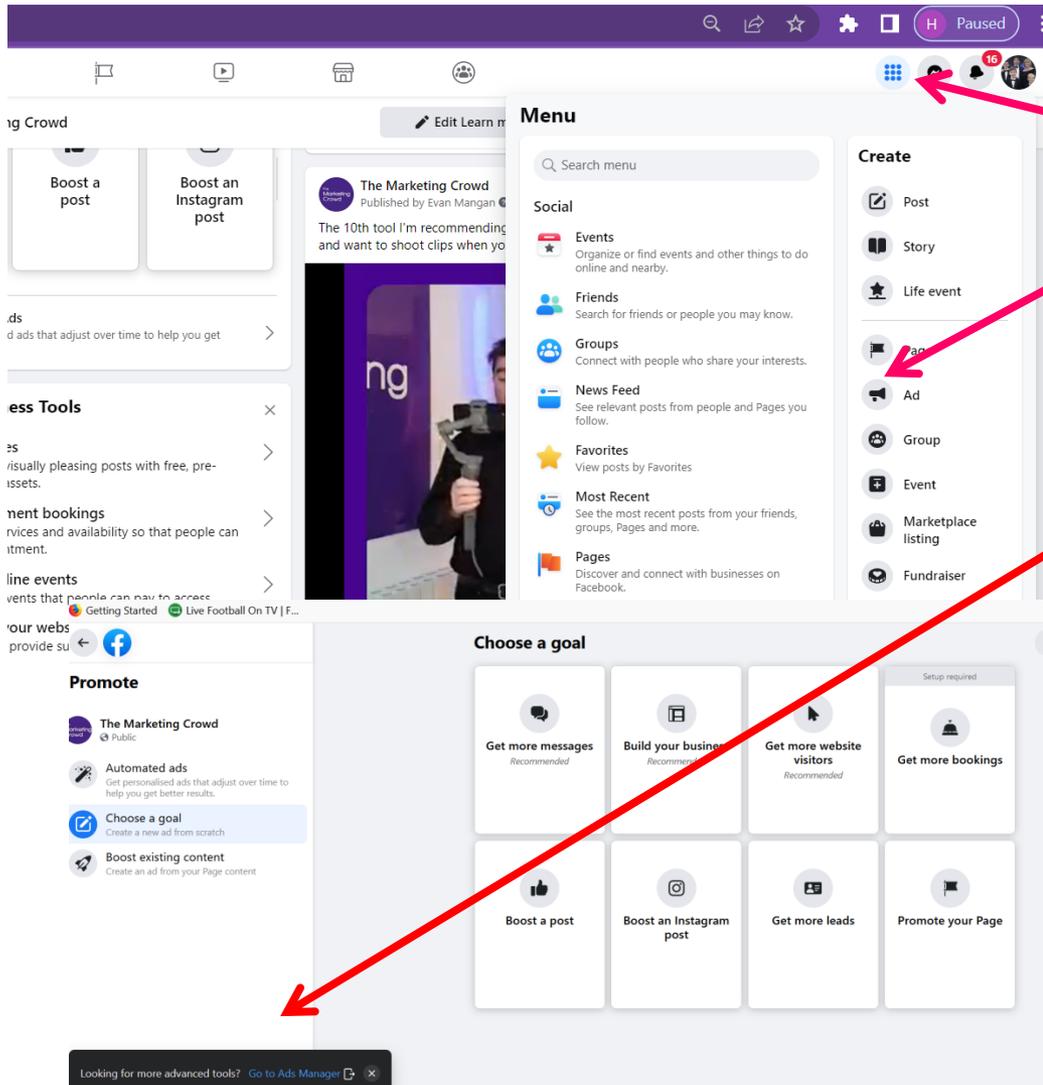


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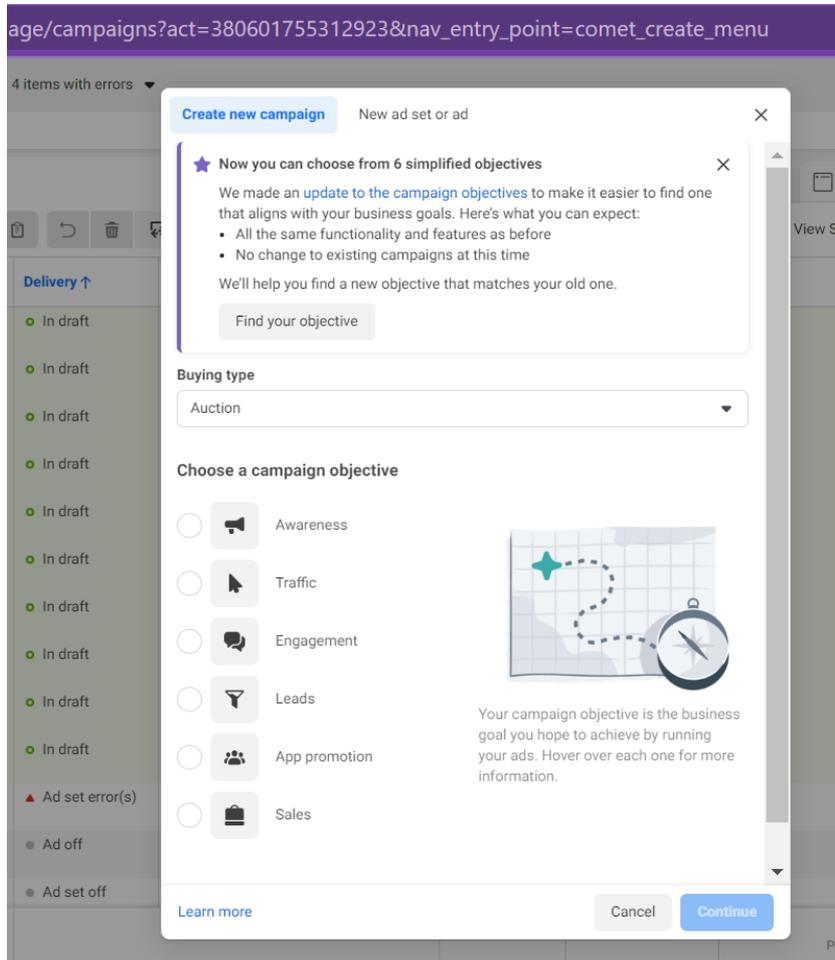
If so, see next slide

# 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.

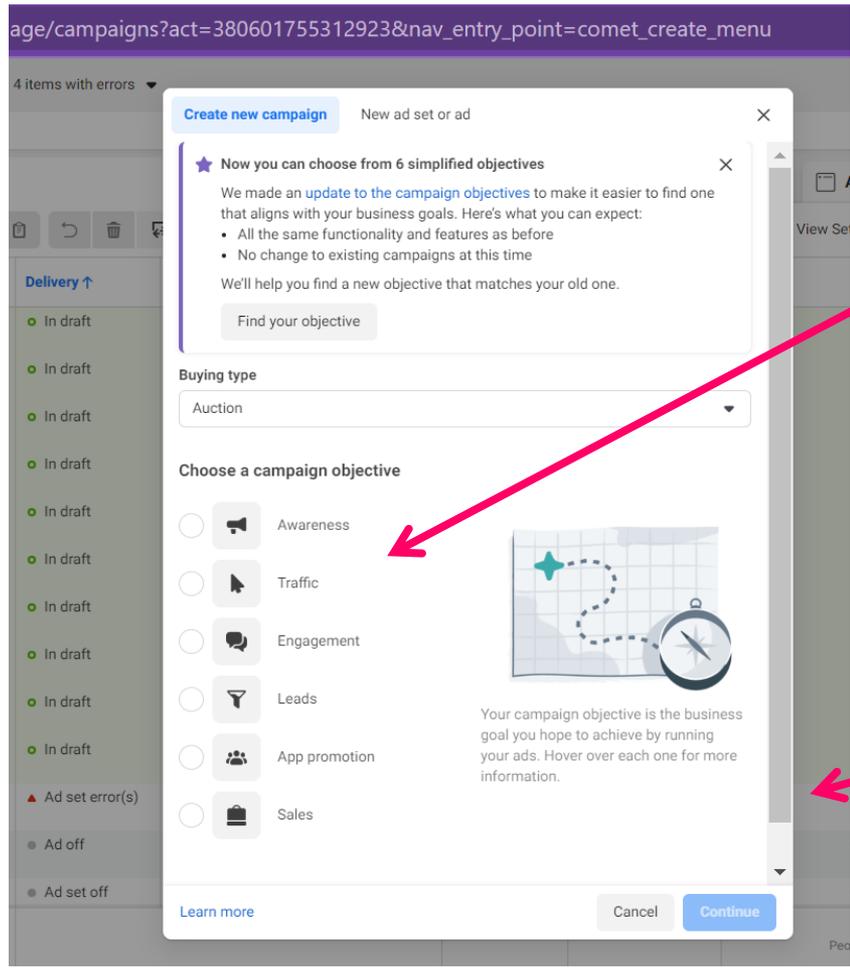
# They will ask you what is your main objective



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



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

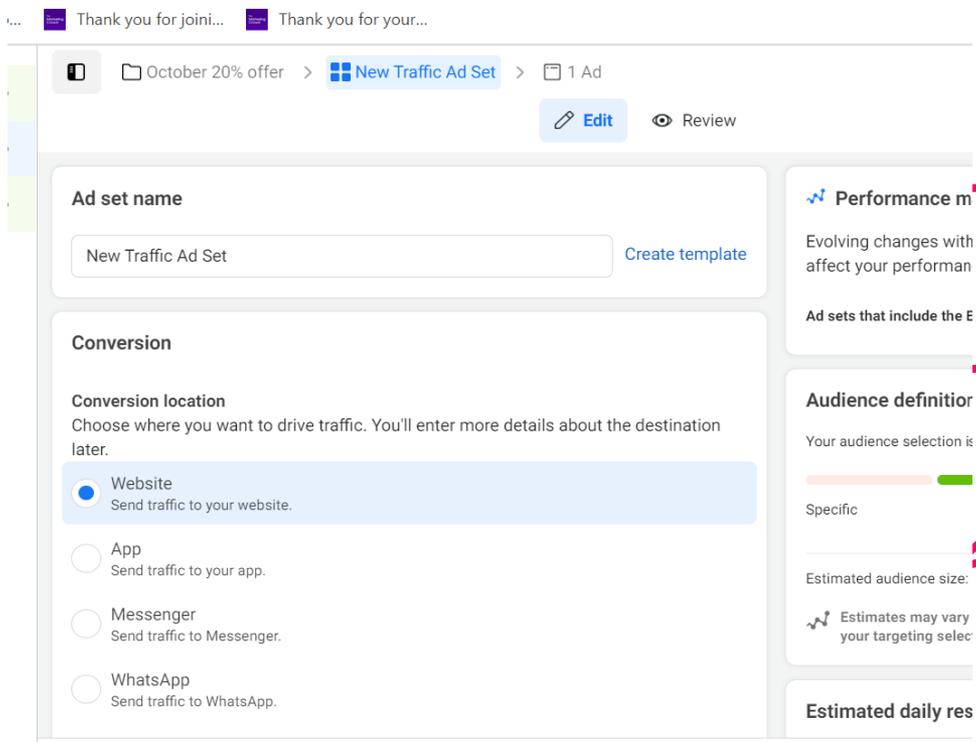
The screenshot shows a form for creating an ad campaign. It is divided into three main sections: 'Campaign name', 'Special Ad Categories', and 'Campaign details'. The 'Campaign name' section has a text input field containing 'October 20% offer' and a 'Create template' link. The 'Special Ad Categories'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

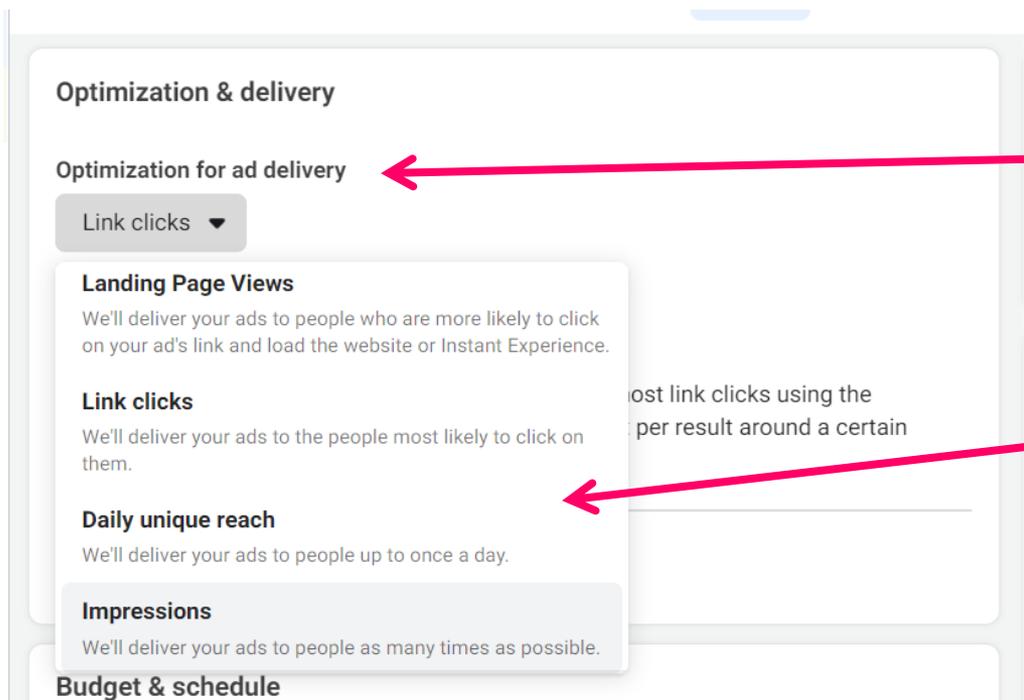


In the level 2 course we cover how to structure your campaign with multiple adsets. You can type in the name of who you are targeting here. If you are not targeting multiple adsets you can leave this

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 the 'New Traffic Ad' configuration interface. It features a green header with the text 'New Traffic Ad' and a three-dot menu icon. The main content area is divided into three sections:

- Audience controls**: A section with a green checkmark icon and a plus sign. It contains the text 'Set criteria for where ads for this campaign can be delivered. [Learn more](#)'. Below this is a sub-section titled '\* Locations' with the text 'Location:' and a list item 'Ireland'. A 'Show more options' link is visible below the list.
- Advantage+ audience**: A section with a green checkmark icon and a plus sign. It features a blue 'Recommended' badge. The text reads: '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](#)'. Below this is a text input field with a plus icon and the placeholder text 'Audience suggestion (optional)'. A 'Switch to original audience options' link is located below the input field.
- Beneficiary and payer**: A section with a green checkmark icon. It contains the text 'Beneficiary and payer information is required for ads with audiences in the European...'. Below this is a 'Close' button and a green checkmark with the text 'All edits saved'.

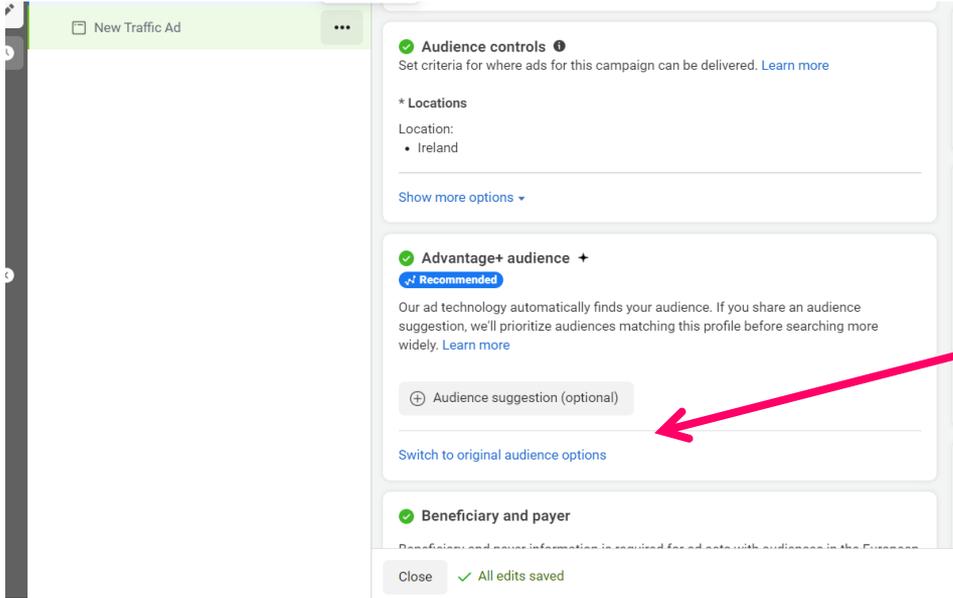
Step 2: Choose the people you want to target.

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 e.g. Ireland or Kerry
2. Click show more option and you can exclude people in your custom audiences e.g. 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



**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”*

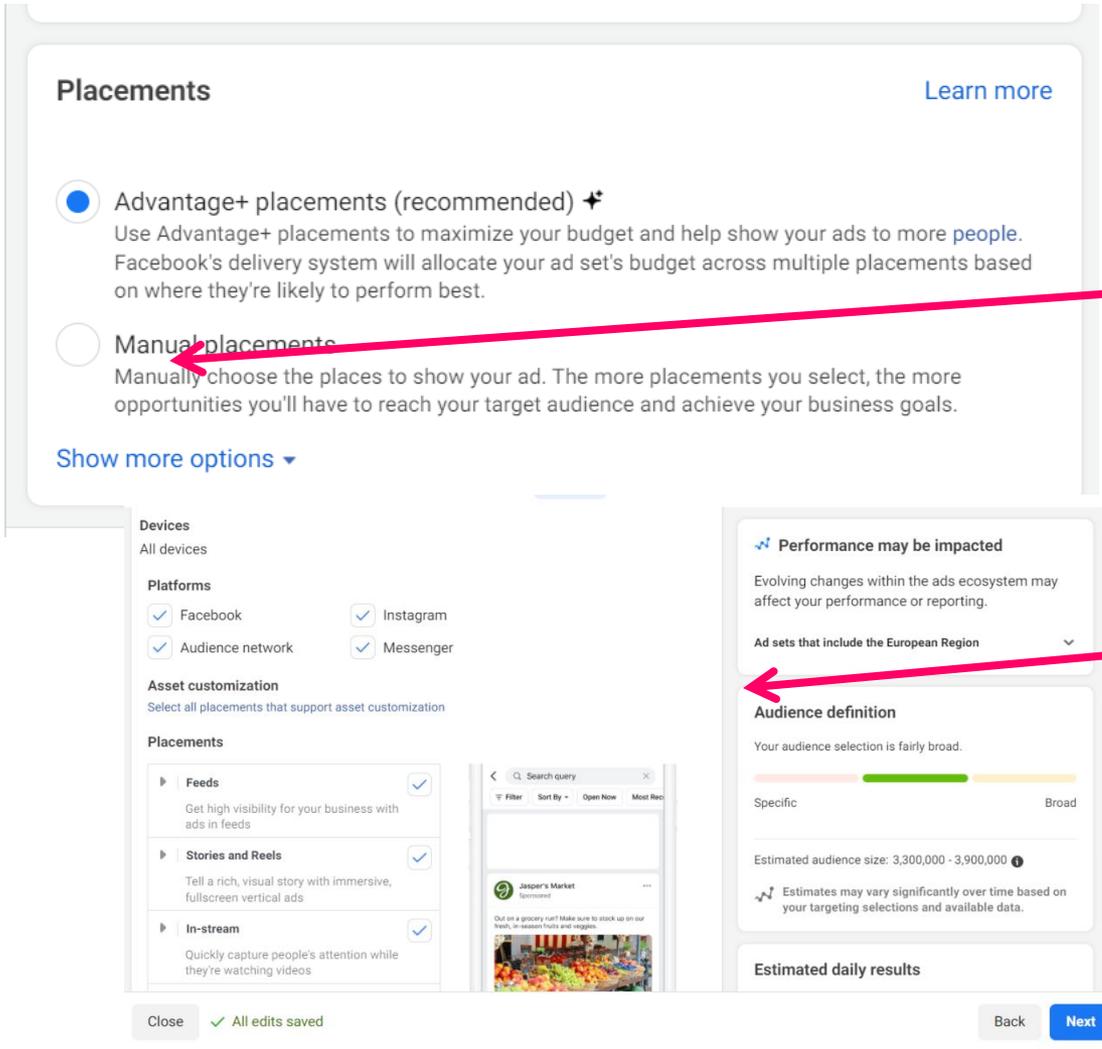
*Target by...*

*Location*

*Age & gender*

*Interests / Behaviours / Demographics*

# How to create an ad campaign



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

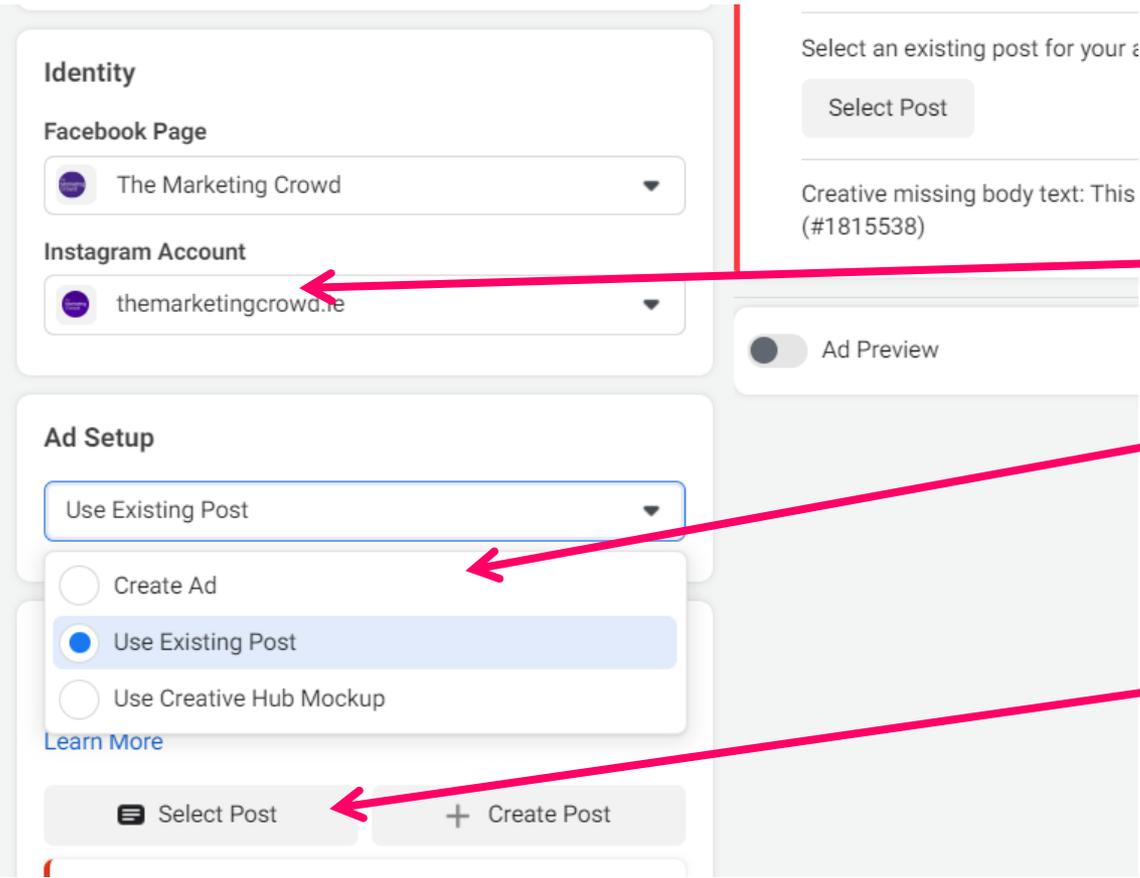
To view your options click on Manual Placements

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

The screenshot shows the Facebook Ad Manager interface. On the left, there are two main sections: 'Ad setup' and 'Ad creative'. The 'Ad setup' section includes a dropdown menu for 'Use existing post' and a checkbox for 'Multi-advertiser ads'. The 'Ad creative' section includes a lightbulb icon and text about how Instagram ads will render Facebook mentions. Below these sections, there are icons for 'All accounts list', 'Facebook Post', and 'Facebook Live'. The main area is titled 'Ad preview' and shows a preview of the ad in a 'Facebook Feeds' placement. The ad features a dog wearing sunglasses and text about 'ALL UPCOMING LIVE DIGITAL MARKETING COURSES FOR THE NEXT 12 MONTHS'. To the right of the main preview is a 'Feeds' grid showing multiple instances of the ad in different placements. At the bottom, there is a 'Close' button, a green checkmark with 'All edits saved', a 'Back' button, and a green 'Publish' button. A red arrow points from the 'Publish' button to the 'Feeds' grid.

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

# How your campaign results are reported

The screenshot shows the Facebook Ads Manager interface. At the top, there is a 'Campaigns' header with a '1 Selected' indicator and a sub-header 'Ad Sets for 1 Campaign'. Below this is a toolbar with buttons for '+ Create', 'Duplicate', 'Edit', and various utility icons. A 'Rules' dropdown and a page indicator '1-200 of 82' are also visible. The main table displays campaign data with columns for Campaign Name, Results, Reach, and Cost per Result.

<input type="checkbox"/>	Campaign Name	Results	Reach	Cost per Result
<input 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

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' 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, 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. The options are:

- None
- Age
- Gender
- Age and Gender
- Business Locations
- Country
- Region
- DMA Region
- Impression Device
- Media Type
- Platform
- Platform & Device
- Placement

Two red arrows originate from the text on the right. One arrow points to the 'None' option, and the other points to the 'Placement' option.

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

The screenshot shows a table of Facebook Ads campaign results. A red box highlights the 'Cost per Result' column, and a red arrow points from this box to the 'Marketplace' row. Another red arrow points from the 'Marketplace' row to the 'Results from 3 ad sets' summary row.

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	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.