The Marketing Crowd

Local Enterprise Office



HOW TO ADVERTISE ON FACEBOOK AND INSTAGRAM (PART 2)

What We Will Cover

1. How to turn a previous post or reel into an Ad
Step by step look at how to turn a previous post into an Ad

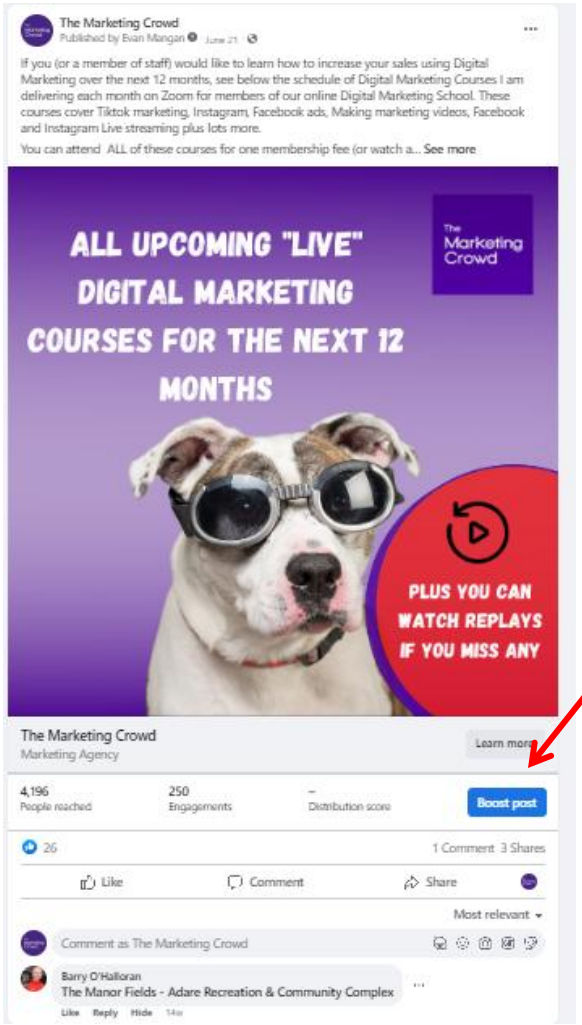
2. Let's now look at the big picture – How Meta ads work in 2026
Recent changes to Meta ads and how that impacts targeting and creative

3. Creative option: How to create a single image ad
•How to create the 3 correct sizes for images/videos that will work
•How to use the latest in-built AI tool that will create different versions of your text in order to generate the best results.
•How to use the latest in-built AI tool that will create different overlays and Calls to Action on your images or videos in order to get the best response

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5. How to look at your campaign results

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

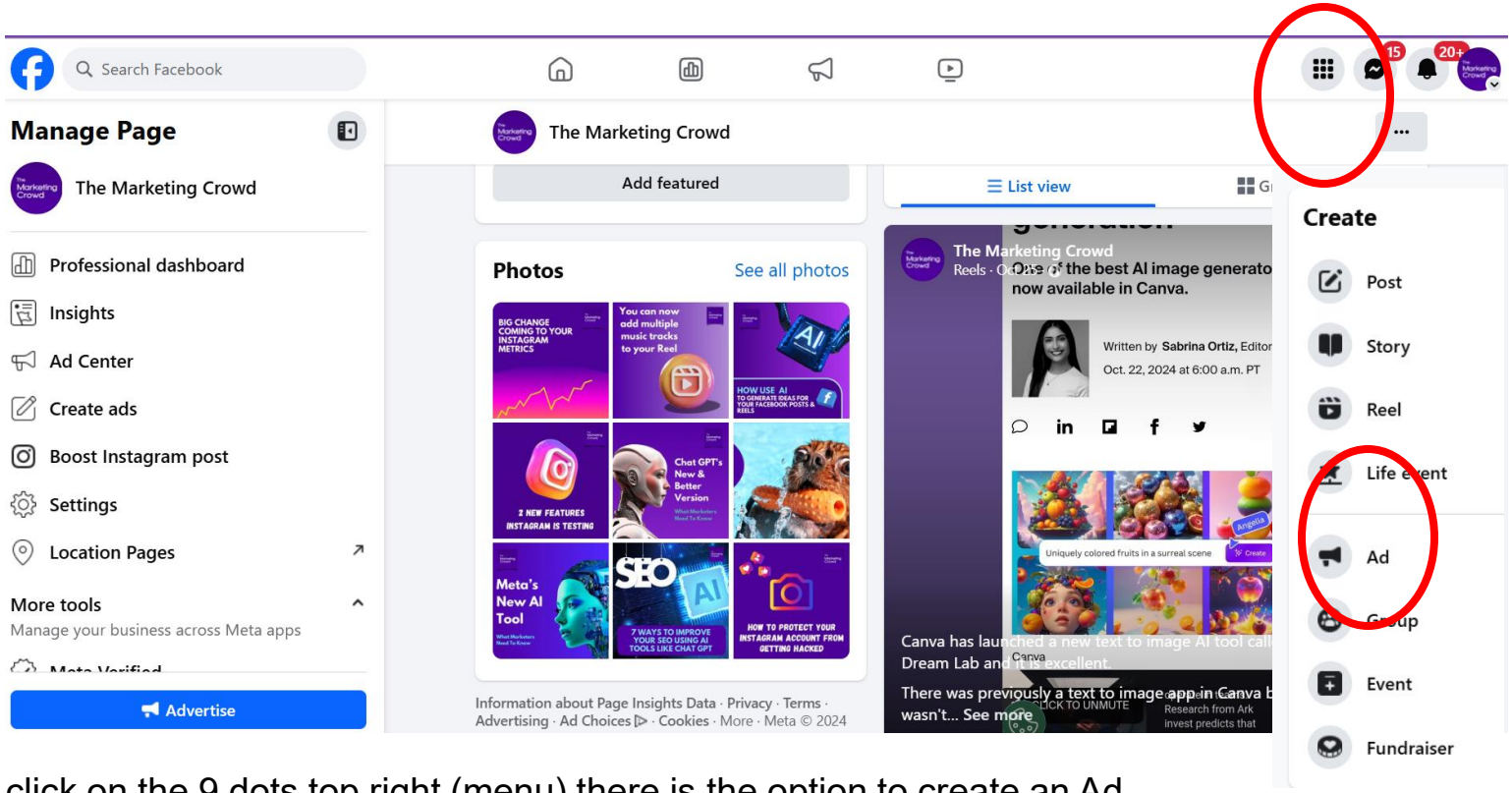
Reminder - What are the 2 Big options?
1. The Boost Post Button – on an Instagram Post



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

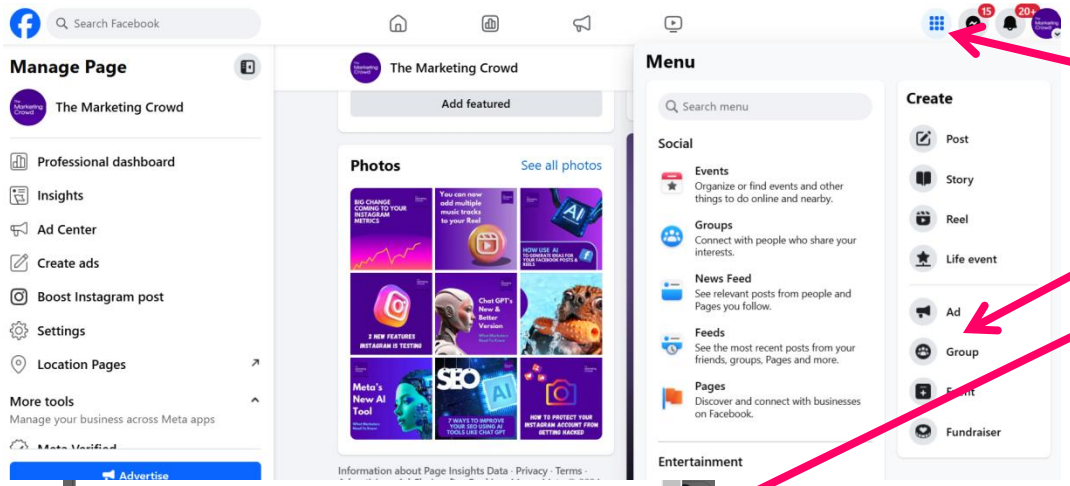


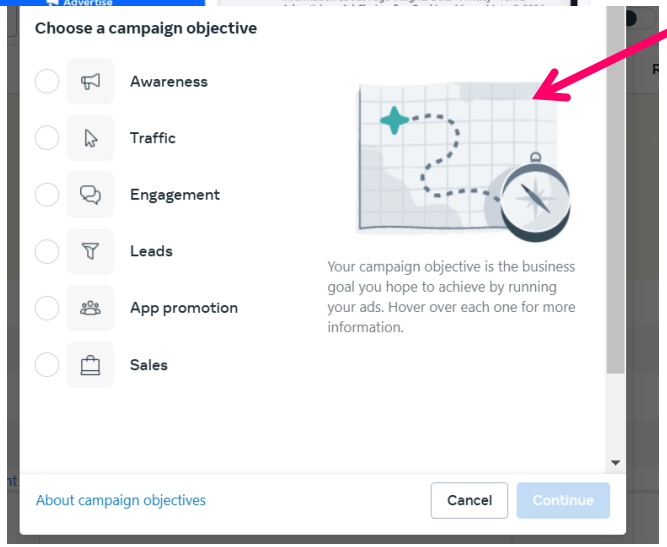
If you click on the 9 dots top right (menu) there is the option to create an Ad

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



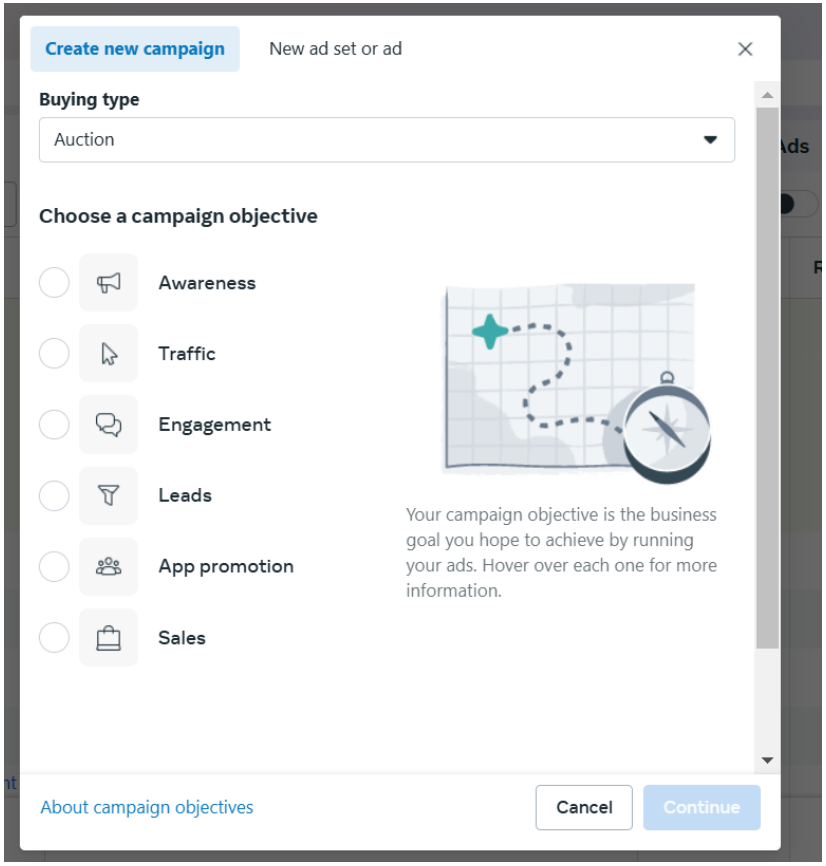


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

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

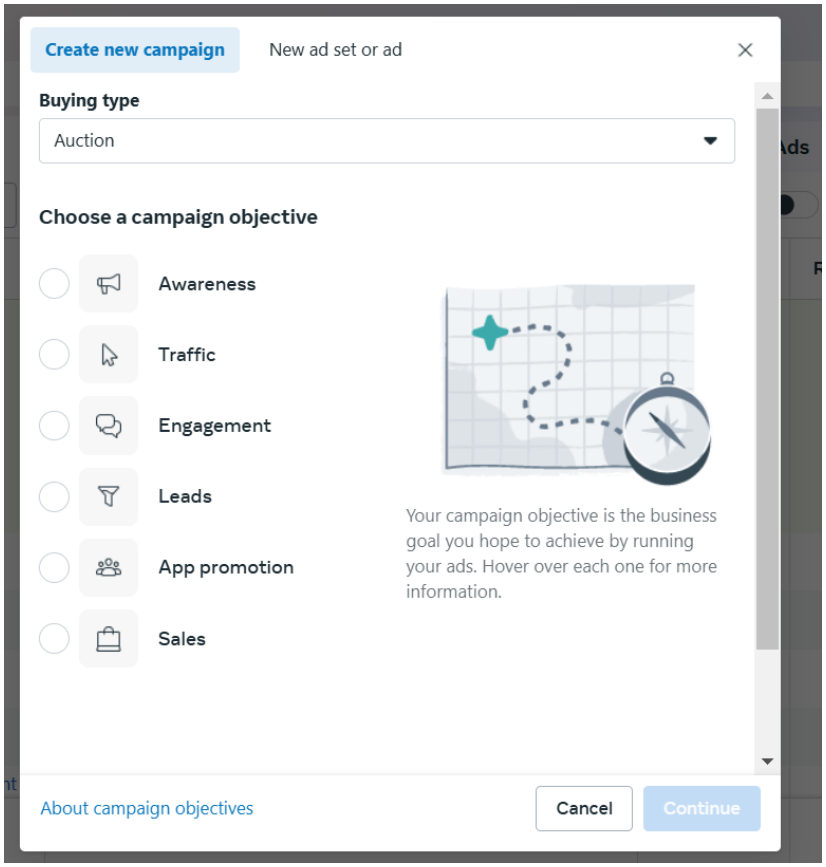
They will ask you what is your main objective



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?

They will ask you what is your main objective

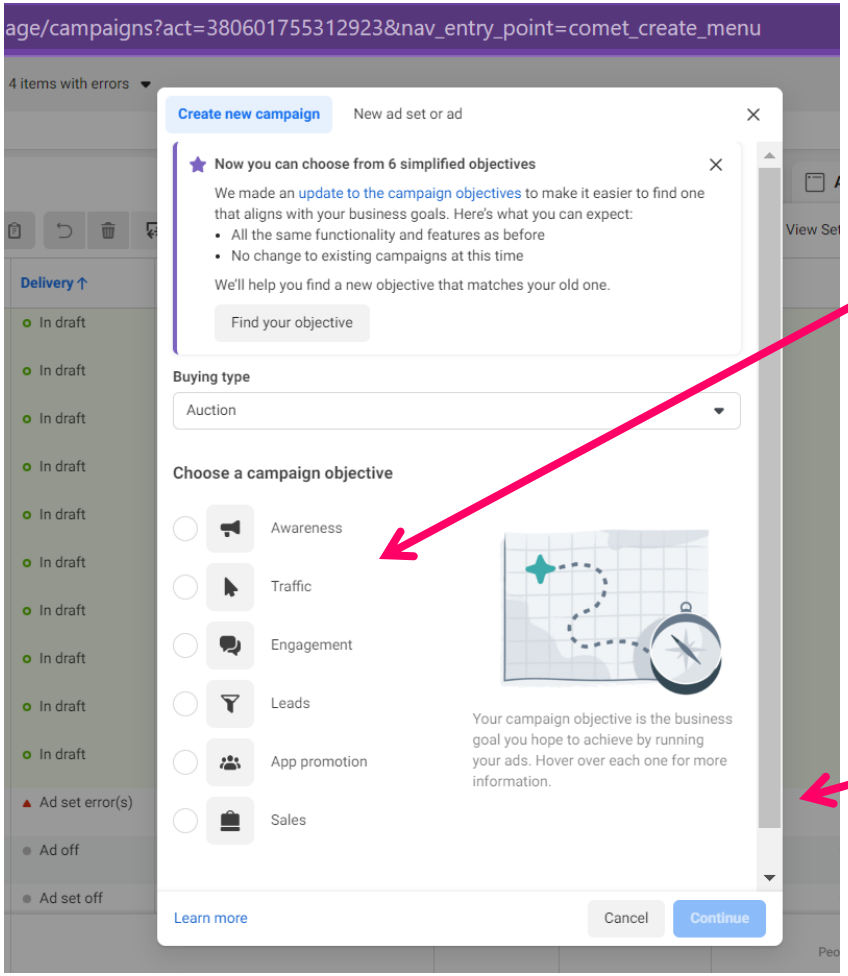


You start an Ad campaign by deciding what your objective is

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.

How to create an ad campaign



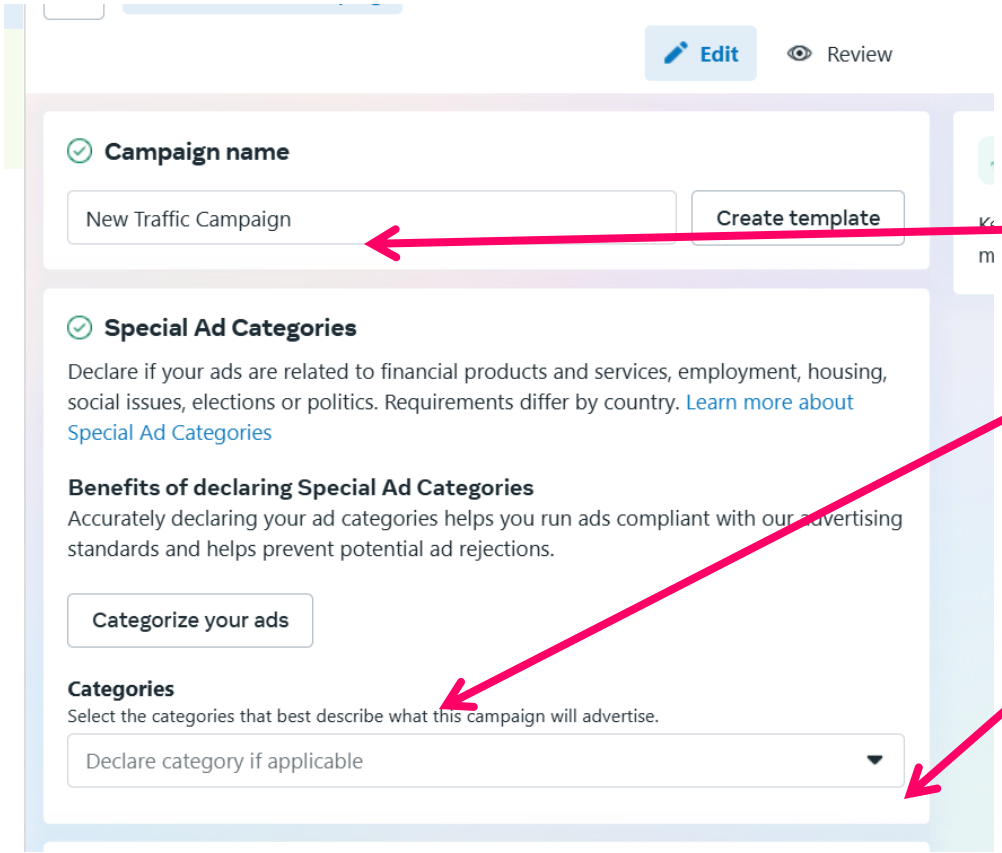
Then choose either "traffic" or "engagement"

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



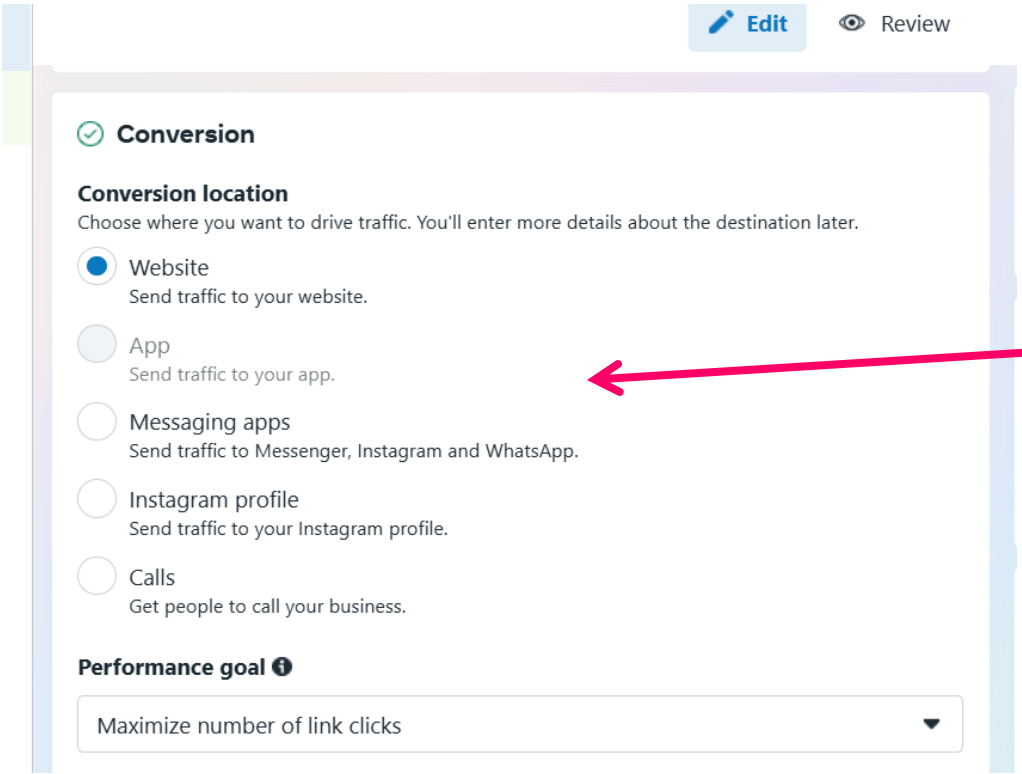
Important – Give your campaign a name you will recognise. Type in a name

If your ad is to do with Politics / social issues, car loans, credit loans, housing you need to self declare. Then certain targeting options won't be available as they do not allow discrimination in ads targeting

You can skip everything else.

Then Click on Next to progress to page 2 out of 3

How to create an ad campaign

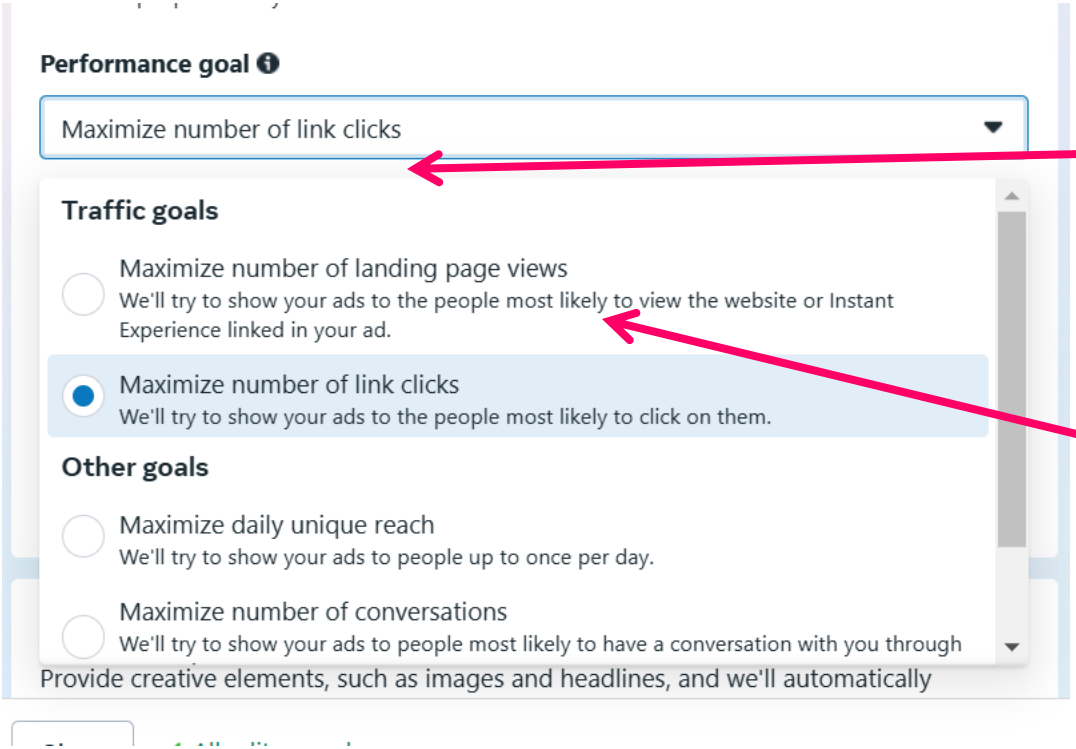


Where do you want to drive traffic to?

Your website?
Your App?
To Messenger so people can message you?
To WhatsApp?

Choose the one you want. And scroll down

How to create an ad campaign



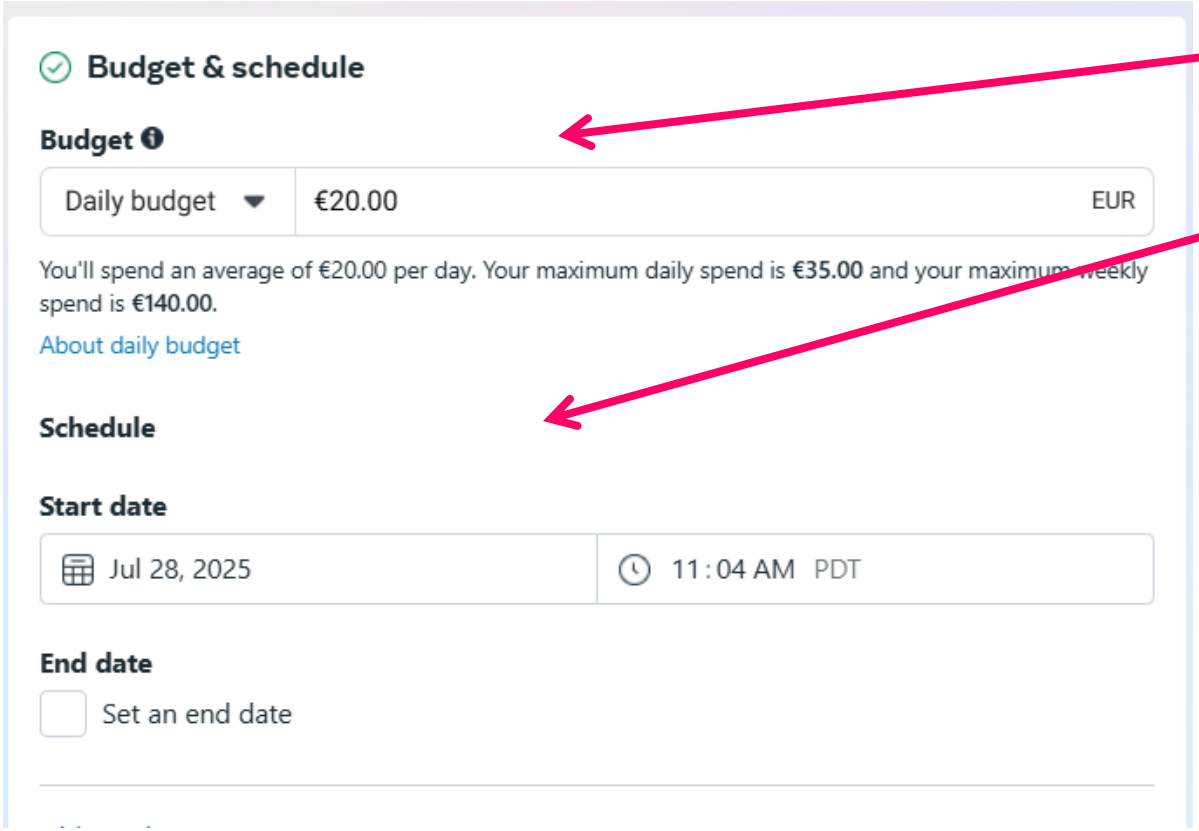
There will be a built in optimisation in your campaign. This means Facebook will try to put your ads firstly in front of the people in Your target audiences that are likely to Perform an action

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

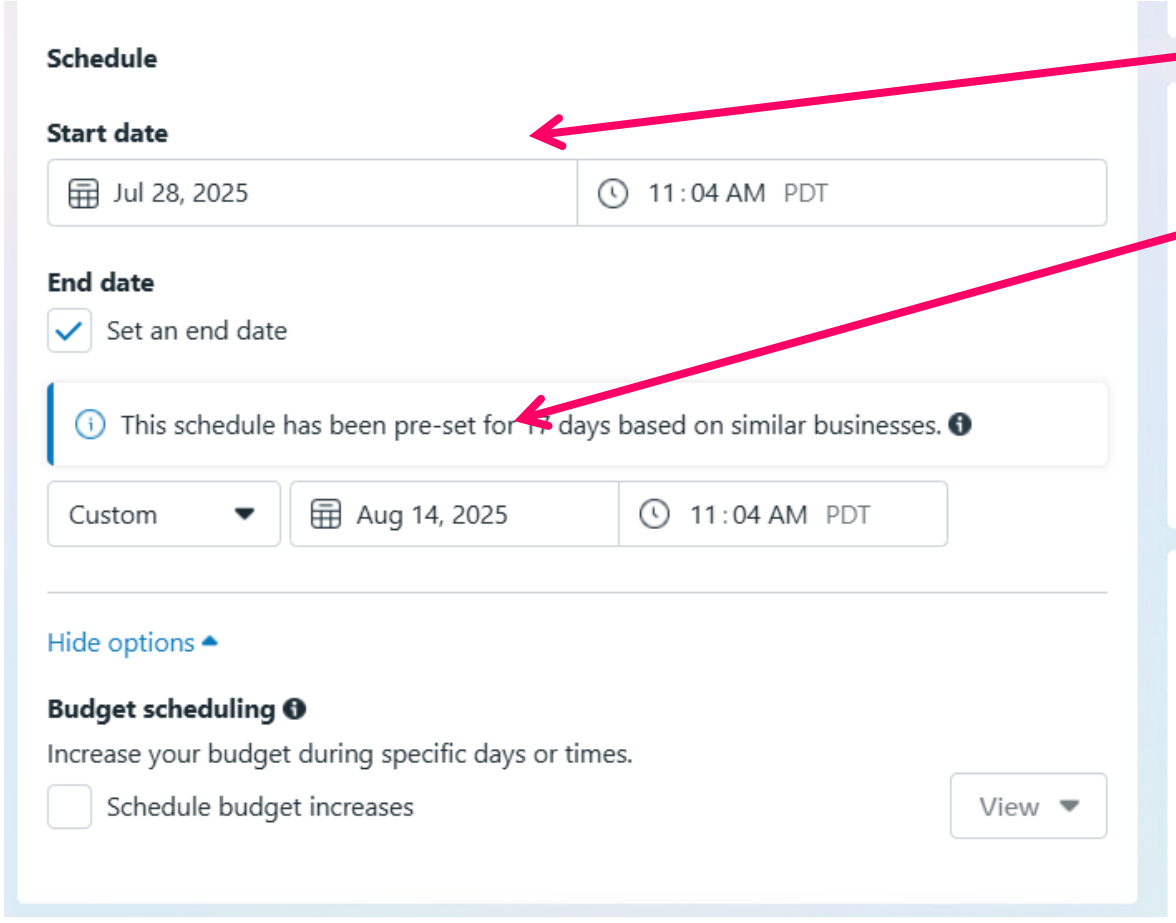
How to create an ad campaign



Budget: Decide how much you will spend per day and for how long you will run the campaign for

It is better to spend your money over 3-4 days rather than spend it all on one day.

How to create an ad campaign



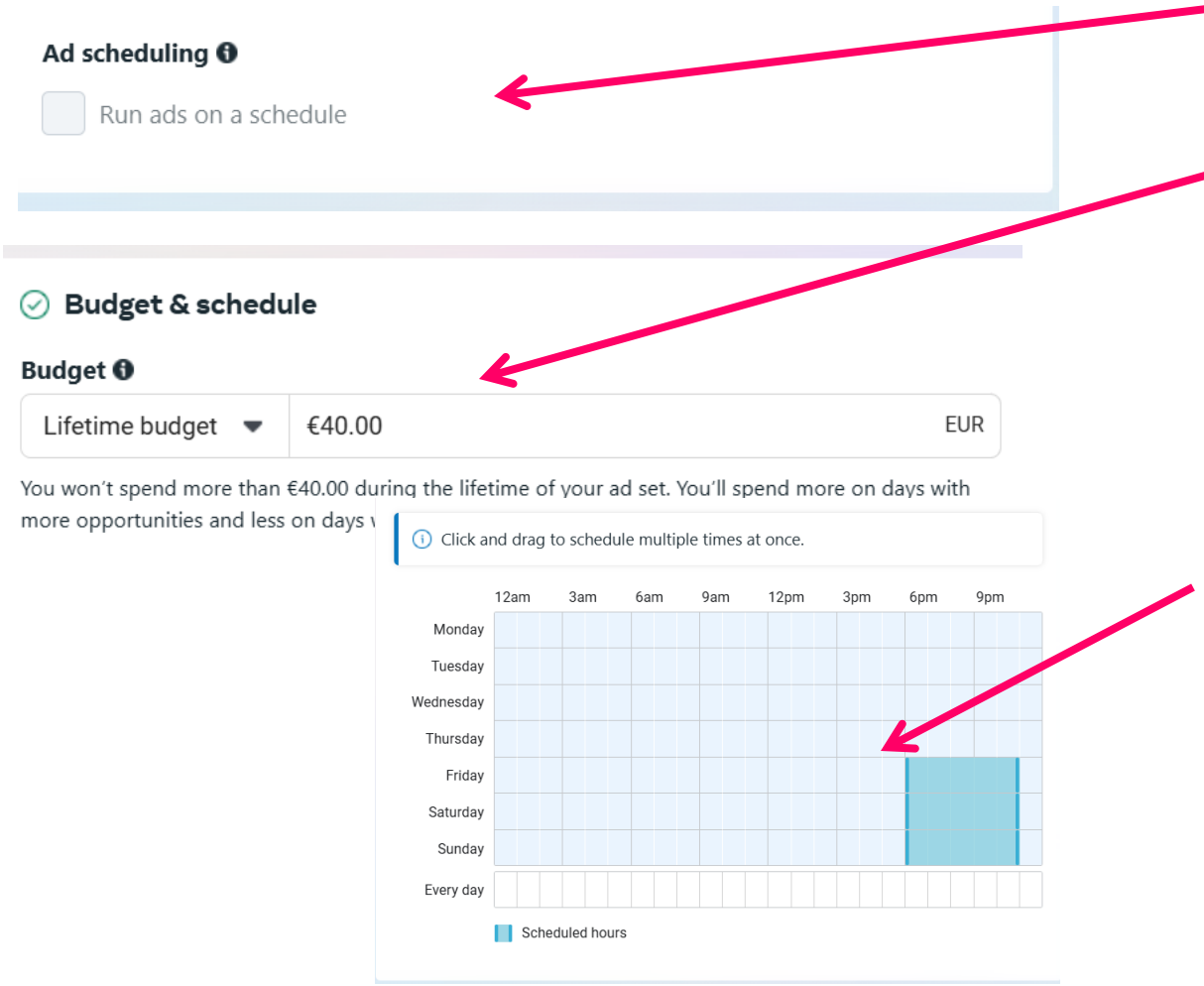
If you wish you can decide to increase your budget and spend more at a certain time on specific days.

This is totally optional.

It might be useful if ..

1. You are running an offer and want to increase your spend at the offer deadline approaches
2. You think that you tend to get more enquiries at a certain time of day / day of week

How to create an ad campaign

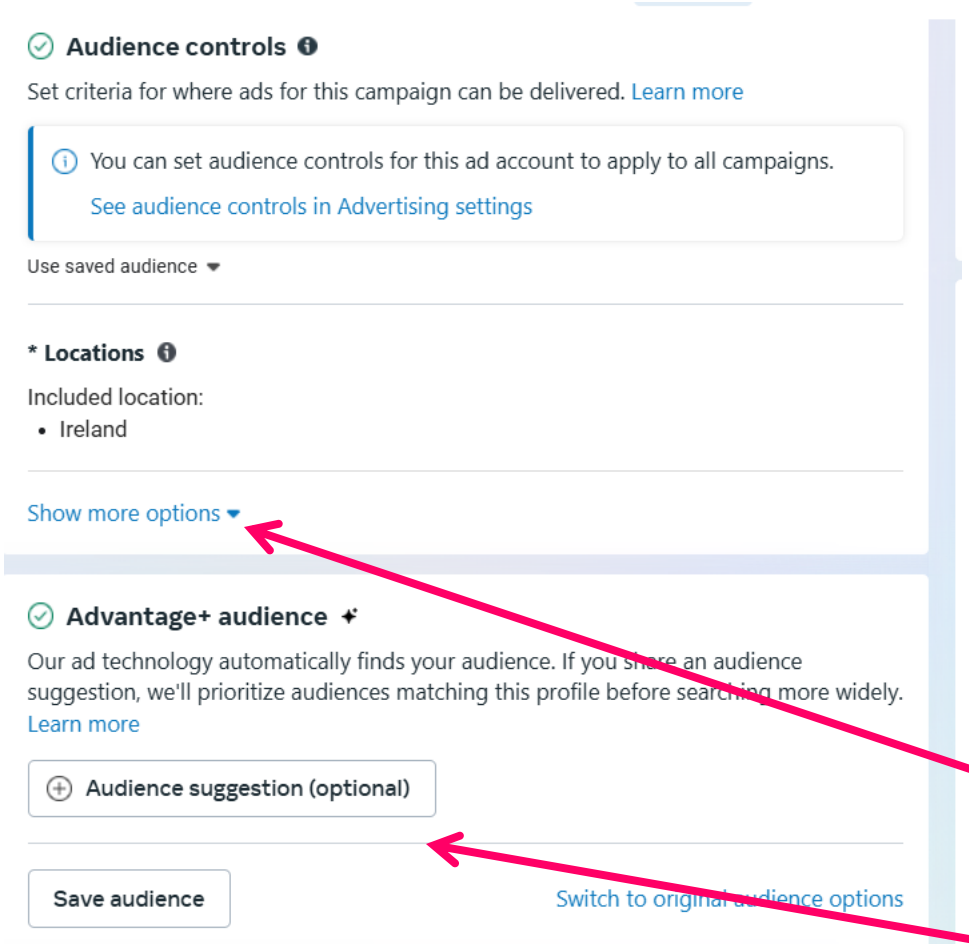


You can also schedule your ads to run a certain times of the day or only on certain days.

In order to do this you need to switch the budget from daily budget to a lifetime budget - otherwise you cannot tick the option

Then you can choose the days and times

How to create an ad campaign



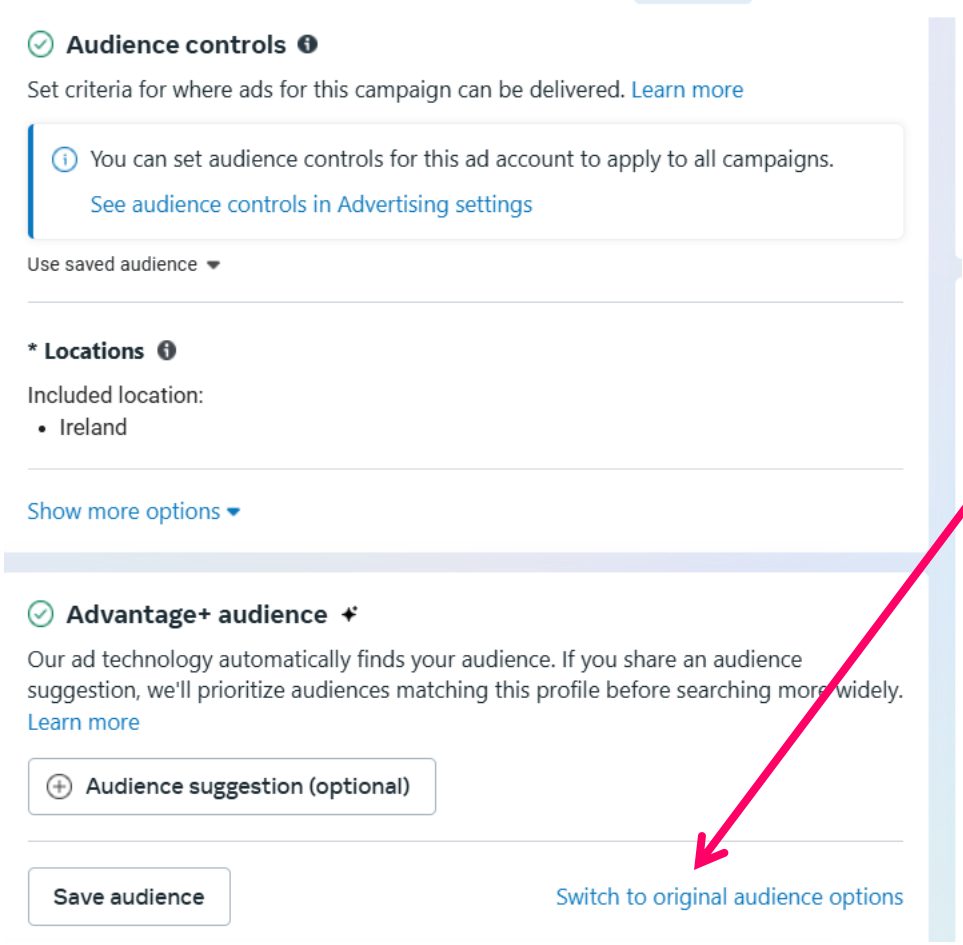
Step 2: Choose the people you want to target.

Option1 – Based on Advantage + targeting

Meta has introduced the option to have their AI do most of the targeting for you. You give it some parameters and some suggestions but you then give it the ability to find 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"

Which audience targeting should you choose?

Which?

Large budget?

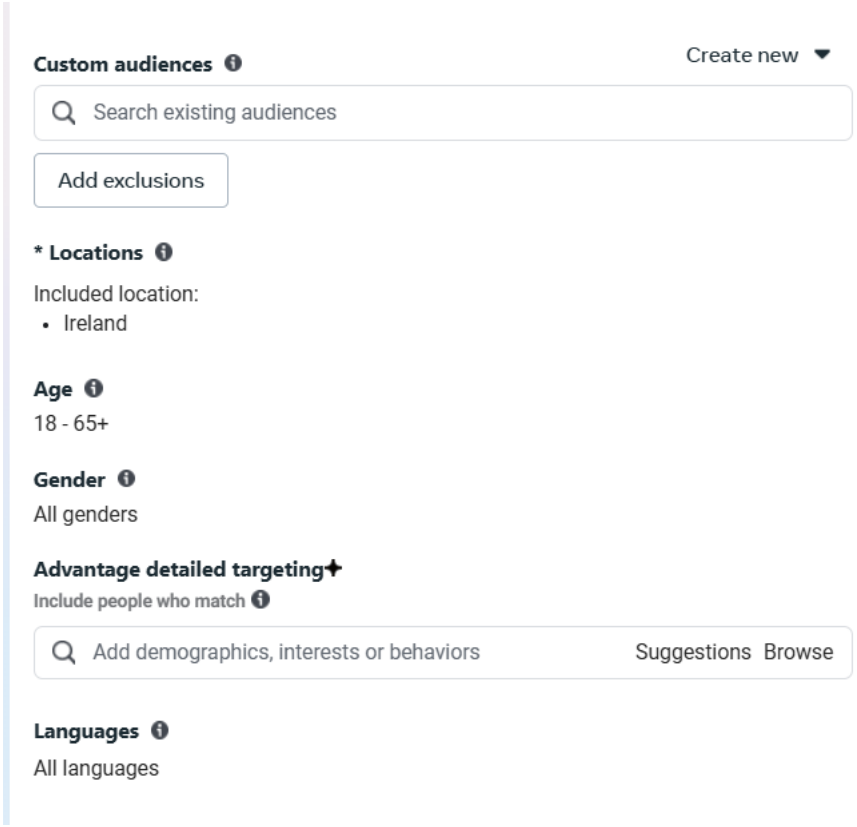
Advantage + works really well for larger budgets e.g. €200 to €500 a day. It has scope to test lots of different options and based on the learning can generate the best results for you.

Smaller budget?

If you are working on a smaller budget of €10 to €20 a day, you should

1. Prioritise warm audiences – switch to original audience options
2. Consider then running a small advantage + campaign to a cold audience

How to create an ad campaign

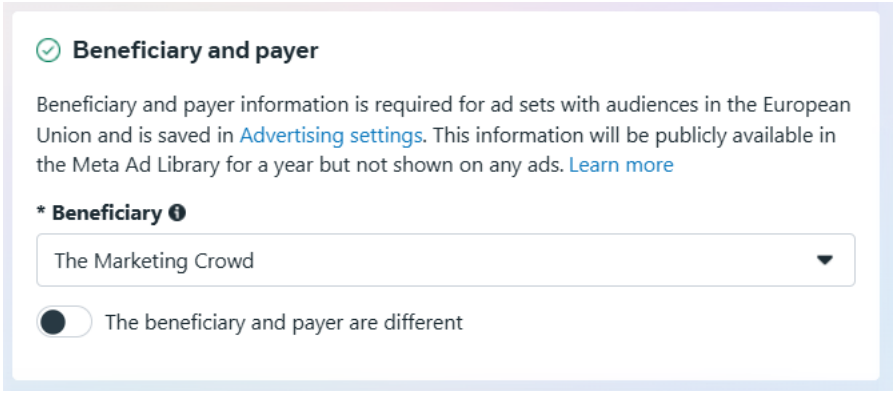


Step 2: Choose the people you want to target.

Target your advanced custom audiences under “custom audiences”

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

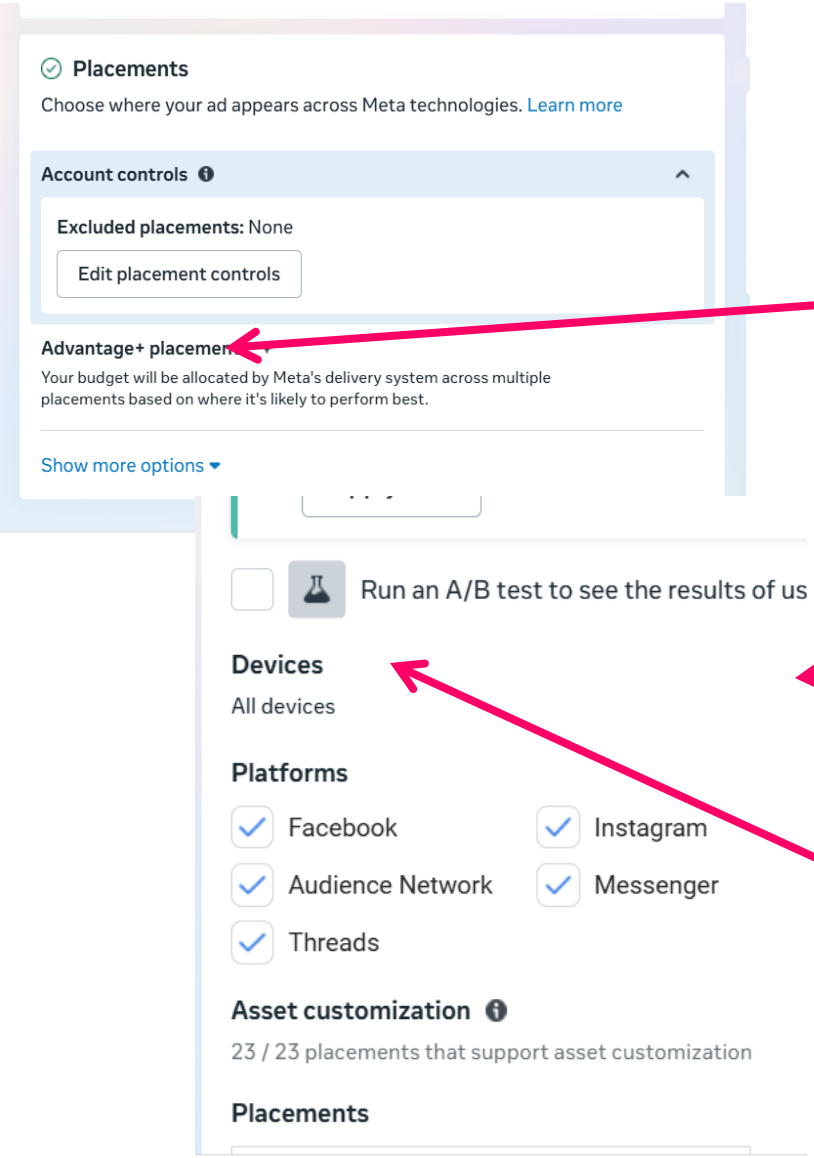
How to create an ad campaign



Step 3: declare who is the beneficiary and payer of the ad

If you are paying and benefiting just enter your business name

How to create an ad campaign



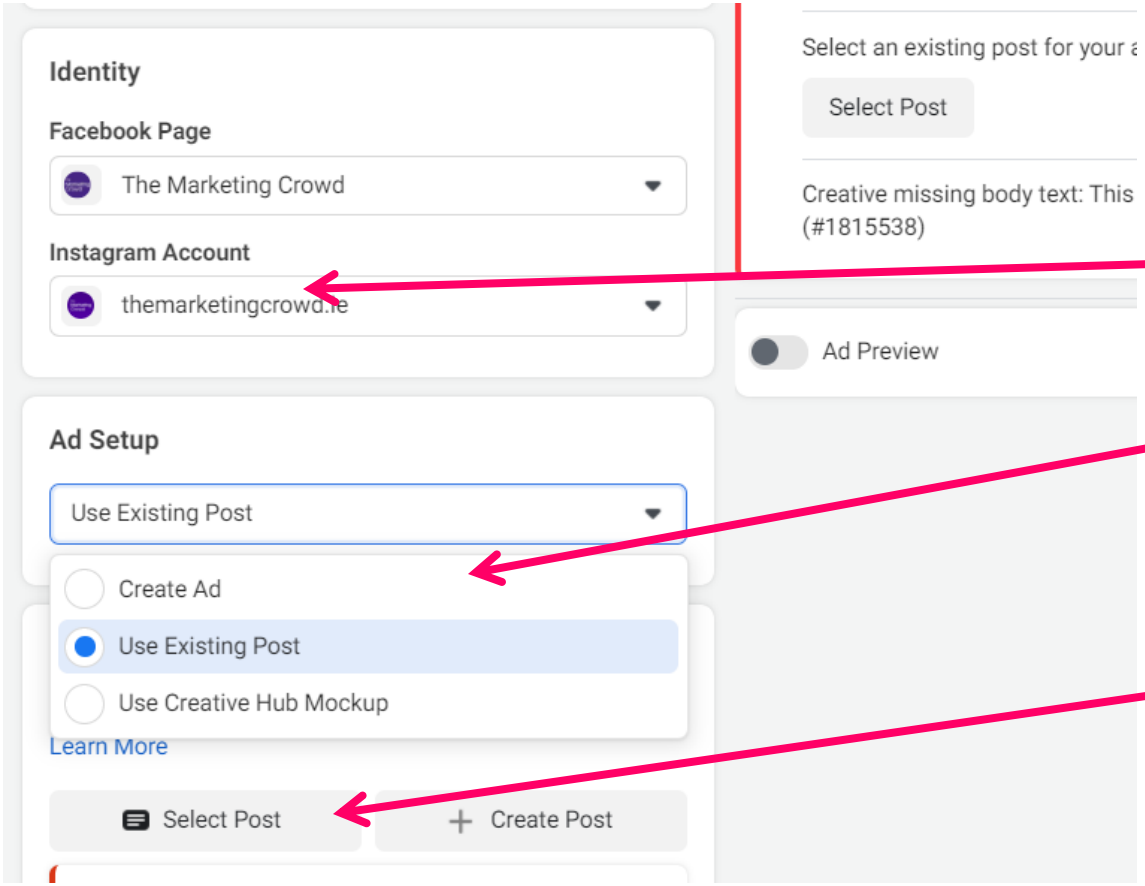
Step 3: Decide where You want your ad to appear.

To view your options hover your mouse over advantage + Placements and then click the edit button and then tick 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

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

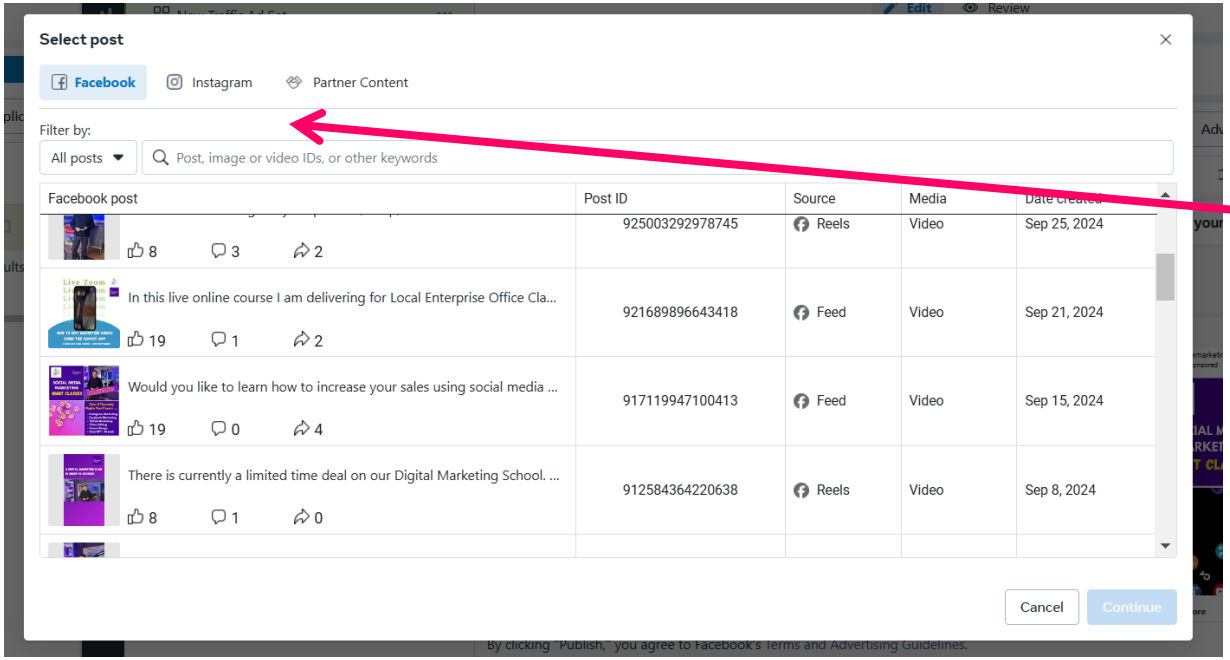
Choose your page

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

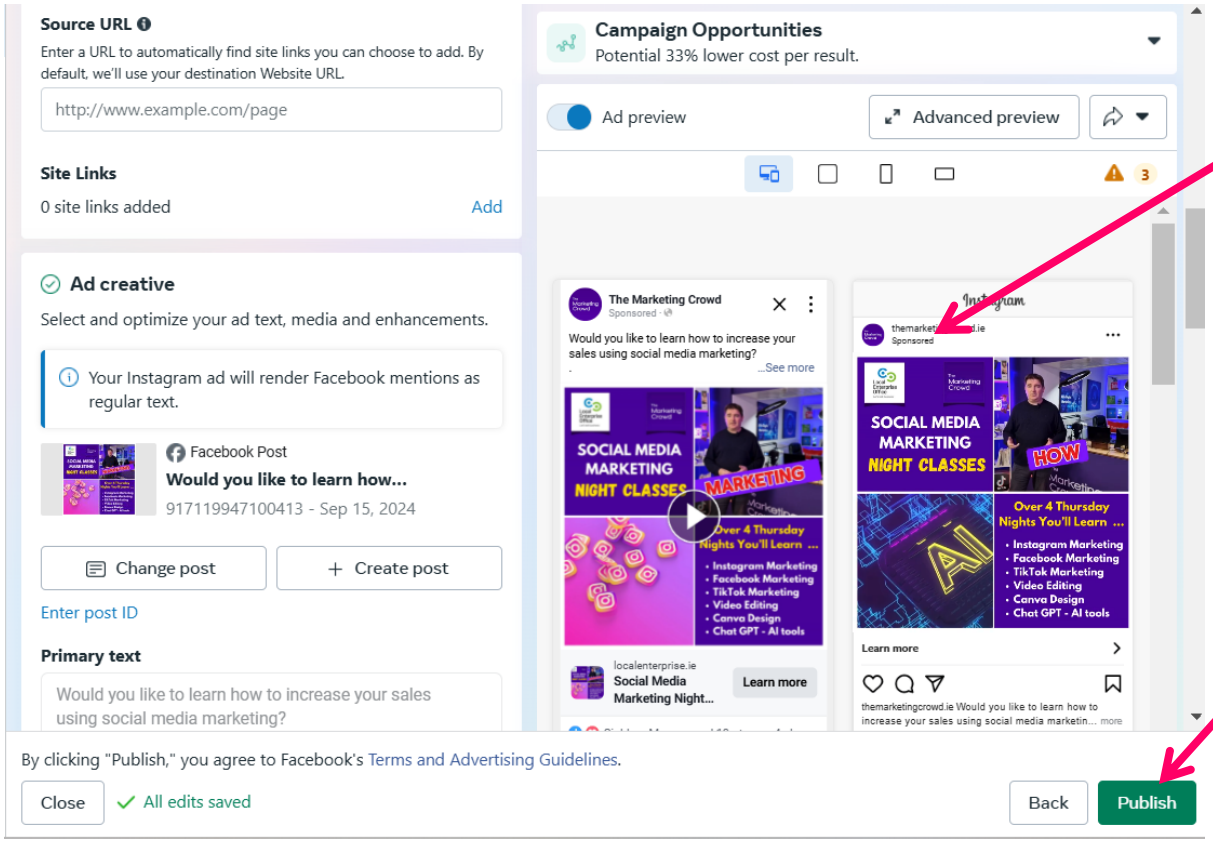
How to turn a post into an ad that goes out on Facebook & Instagram



Then choose a post from the list of previous posts or reels on Facebook or Instagram

Once you select one then click continue

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



You can preview how it looks in different Placements

If there isn't already a link on your post or reel they will prompt you to enter a url and choose a call to action button

When you are ready to place order click the green Button

Your ad has now gone off to Facebook for review.

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5. How to look at your campaign results

The Big Picture – How Meta Ads work in 2026

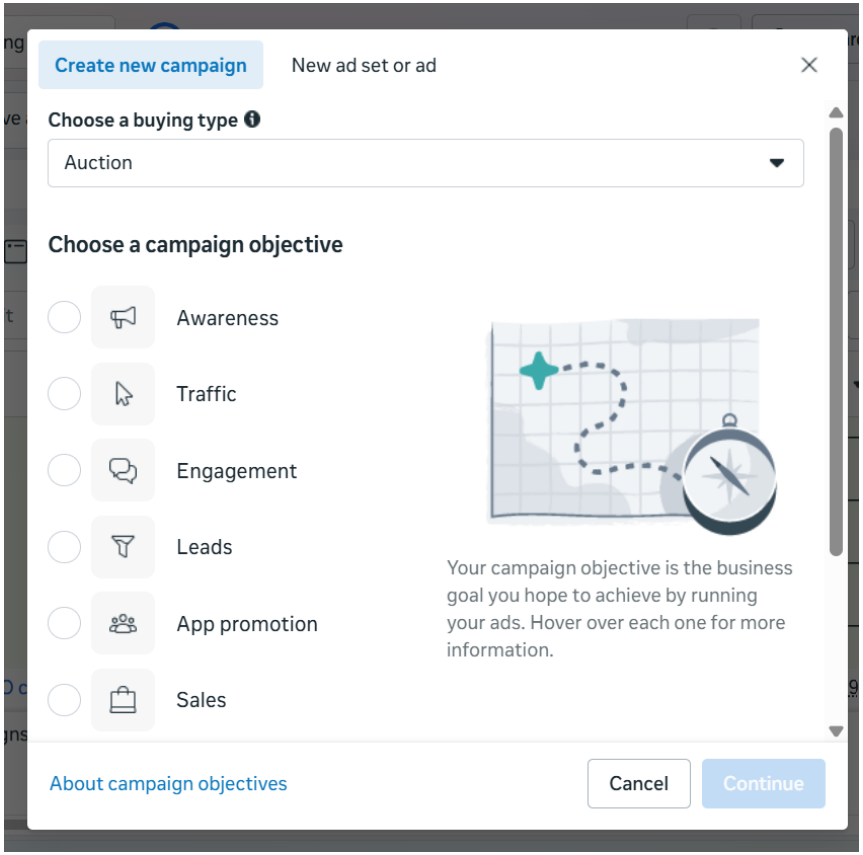


It’s important to understand the big picture and the process of how Meta ads work in 2026 . The decisions you make will impact the success of your ads

There are 7 big phases in the process

1. Choose objective
2. Choose budget
3. Choose audience (targeting)
4. Choose placements
5. Choose creative
6. Publish
7. Once approved, Meta looks at
   - Eligibility check
   - Retrieval (Andromeda)
   - Ranking (GEM)
   - Auction
   - Learning and feedback loop

1. Choose your objective



At the very start you tell Meta what result you want.
For example:

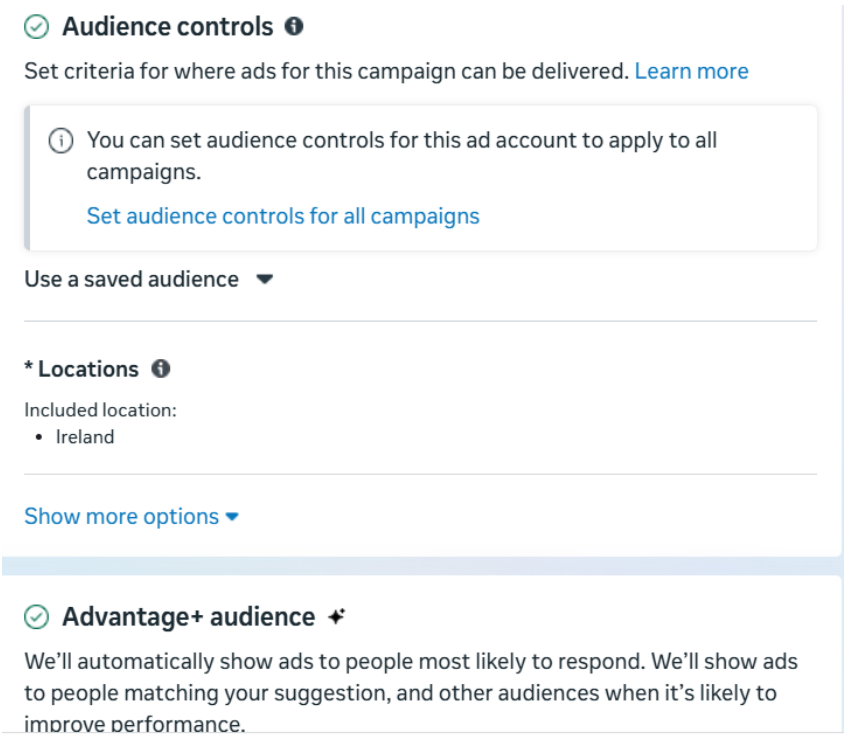
- Awareness
- Traffic
- Engagement
- Leads
- Sales (Conversions)
- App installs

This is critical because:
Meta does not optimise for clicks by default.
It optimises for the objective you select.

If you choose:
Traffic → Meta looks for people who click links.
Engagement → Meta looks for people who like and comment.
Sales → Meta looks for people who buy.

You are training the system what success looks like.

2. Choose Budget (How much you will spend)



How much are you willing to spend?

This determines:

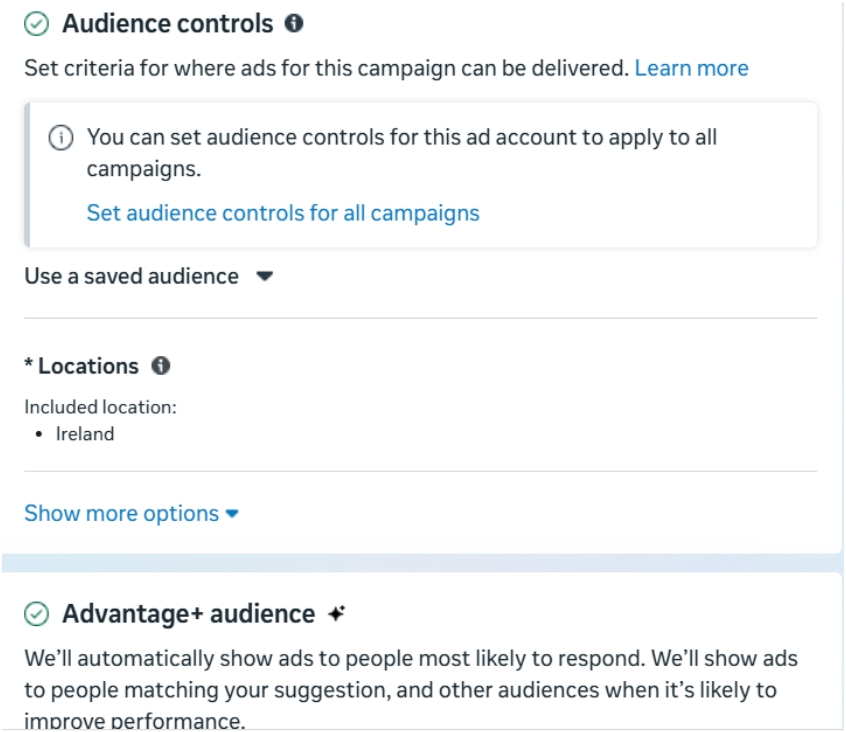
- How many auctions you can compete in
- How much data Meta can collect
- How quickly the system can optimise

Important for beginners:

Your budget influences how many impressions you might get.
Not whether Meta will show your ad
Not whether your ad is good.
But how big the opportunity is.

It does not guarantee winning individual auctions.

3. Choose audience (targeting)



Before anything runs, you choose your audience.

You can:
Use **Advantage+ (broad targeting)**
→ Let Meta decide who is most likely to convert.

Use **Original audience settings**
→ Choose age, location, interests.

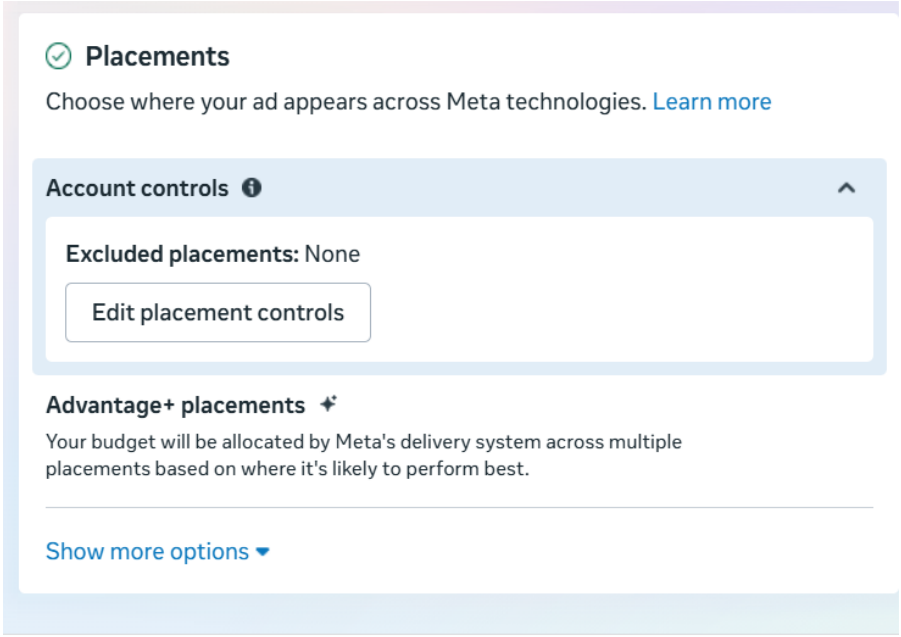
Target **warm audiences only**
→ Website visitors
→ Social media followers

At this stage, you are simply defining who *could* be eligible.

You are not choosing who will definitely see it.

You are creating the potential pool.

4. You choose where it can appear (placements)



Next, you choose placements.

You can:

Use **Advantage+ placements (recommended)**
→ Meta chooses automatically.

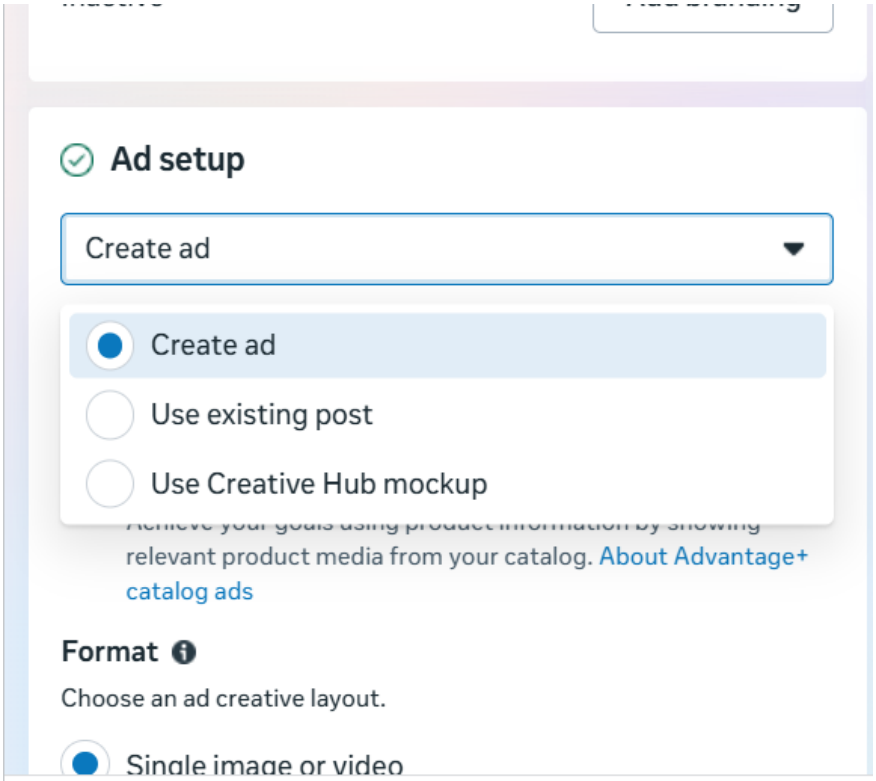
Or manually choose:

- Facebook
- Instagram
- Threads
- Messenger
- Audience Network

Again, this does not guarantee placement.

It simply tells Meta where your ad is allowed to compete.

5. You Choose the Creative (The Actual Ad



You Choose the Creative (The Actual Ad)
This is what people see.

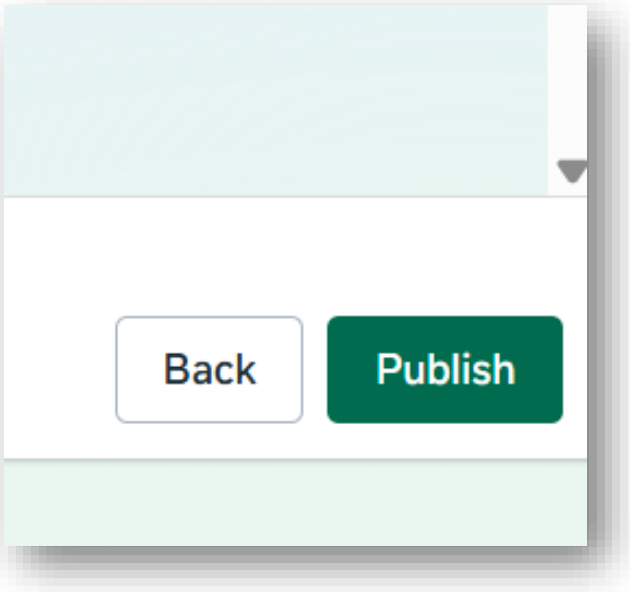
You can:

- Boost an existing post or reel
- Create a brand new image ad
- Create a brand new video ad

Each creative version becomes a separate candidate inside the system.

Meta now has something to test.

6. You publish the ad



You Publish the Ad

Once you click publish:

- The ad goes into review.
- Meta checks it against advertising policies e.g. No swearing, shocking or poorly written ads
- If approved, it becomes active.
- Now the delivery system takes over.

It is after this point that most people are unsure what happens

7A – Once approved, Meta checks eligibility



When someone opens Facebook or Instagram: Meta's ads system asks itself:

Which ads is this person eligible to see?

Eligibility is based on:

- Targeting settings
- Location
- Age
- Custom audience matches

This creates a massive pool of possible ads. There could be hundreds of thousands or millions of ads that this person could be shown

7b – Meta uses a retrieval system (Andromeda)



This is the first filtering step. Meta cannot evaluate millions of ads in real time. So it uses a system called **Andromeda**.

Andromeda:
- Looks at all eligible ads
- Uses past behaviour and signals from the user and your account

E.g. The FB / IG user
- What they've clicked on before
- What they've watched
- What they've bought
- What they've ignored
- What they've hidden

But also your advertising account. If your account regularly produces:
- Strong engagement
- Conversions
- Positive user feedback

Meta becomes more confident in retrieving your ads.

Andromeda narrows the list to a few thousand likely candidate ads that can be shown to a specific person
- It creates the shortlist. If your ad is not shortlisted to be seen by a specific person they have zero chance of seeing it.

7c – Meta uses a ranking system (GEM)



Now the shortlist goes to Meta's ranking system (often referred to as GEM – Global execution model).

GEM evaluates:

- **Your bid** – what your budget is
- **How likely the person is to take action** e.g. based on previous behaviour, how other similar people have reacted to your ad
- **Ad quality signals** e.g.
- For new ads, it looks at performance of you previous ads, how similar ads have performed, your image / video to predict how it will do
- For ads that have been though learning stage ... People hiding the ad, reporting the ad, not engaging, high bounce rate of the landing page,

Each ad receives a **total value score.**

7d – The Auction Happens



You ad now enters an auction and your total value score is looked at . The auction is not about who pays most.

It is about:
Which ads are likely to deliver more for the user and Meta. For example, I could have a lower budget but my ad is more like to be clicked on or generate a conversion so Meta wants to show my ad.
.
If your ad wins:
- It is shown.

An impression is recorded.
- You are charged.

If it loses:
- Nothing happens.
- You are not charged.

7e – Learning Begins



After your ad starts appearing Meta starts learning:

- Who clicks
- Who converts
- Who ignores it
- Who hides it

This data feeds back into future retrieval in the campaign and the ranking of your ad.

The system gets smarter over time.

So, when someone scrolls down the FB or Instagram feed ...



In a fraction of a second ...

- Meta checks which ads a person is eligible to see.
- Andromeda retrieves a shortlist.
- GEM calculates total value scores.
- The auction selects the highest scoring ad.
- That ad is shown.

So, what are the important things we need to get right?



1. Targeting

What is the size of your eligibility pool (target audience)?
How many impression opportunities do you qualify for?
How much flexibility Meta has during retrieval?

Very narrow targeting can:
- Limit retrieval opportunities
- Reduce scale

Broad targeting gives Meta more room to optimise.

So, what are the important things we need to get right?



2. Creative

This is the biggest area that can improve your performance. Creative can impact:

- Engagement signals – views, time watched, likes, comments
- Quality signals – high quality ad
- Retrieval probability
- Ranking score

Strong creative increases your chances of:

- Being shortlisted
- Winning auctions
- Scaling successfully

Weak creative reduces everything.

.

But the size of your budget has a huge impact



A lot of the advice you see online regarding Meta ads is really for larger businesses that are spending large budgets

If you have a large budget e.g. €250 to €500 per day then you should

1. Mainly focus on Advantage + targeting and let the AI find your best audience,
2. Create 10 – 20 different creatives (ads) and Meta will test which works and then focus on the budget on the best ads

.

If your total budget is around €50 - €100 (e.g. €20 a day for 5 days)… …



You don’t have the budget for Meta to do lots of testing of audiences and creatives.

You cannot afford:

- 8 creatives
- Layered targeting experiments

You need to focus your campaign

If your total budget is around €50 - €100 (e.g. €20 a day for 5 days)... ...



Step 1 – Prioritise Warm Audiences
Warm audiences give you:

- Higher conversion rates
- Stronger predicted action rates
- Easier auction wins
- Better early learning signals

Examples:

- Website visitors (30–180 days)
- Instagram engagers
- Facebook engagers

Budget Allocation Suggestion

If total budget is €50–€100
60–70% to warm audiences
30–40% to cold (broad advantage +)

If budget is closer to €50, you may even go:
80% warm
20% cold

If your total budget is around €50 - €100 (e.g. €20 a day for 5 days)… …



Step 1 – Prioritise Warm Audiences

Why Warm Audiences First?

Because:

- They are more likely to convert.
- Estimated action rate is higher – meta deciding whether they are likely to take an action.
- Retrieval probability increases.
- You compete more effectively in auctions.

If your total budget is around €50 - €100 ...



Step 2 – Keep Cold audience targeting Simple

If targeting cold audiences :
Do not overcomplicate targeting.

Use:
Advantage+ audience + some suggestions

Let Meta optimise within that.

Do not:
Use original audience options and stack 6 interests
Micro-segment

Small budgets need simplicity

If your total budget is around €50 - €100 (e.g. €20 a day for 5 days)...
...



Step 3 – Focus on very strong creative in the ad

How Many Creative Variants?
At €10/day:
1 strong ad
Optional: 1 slight variation

At €20/day:

2 creatives maximum
No more.

If you run 4 creatives on €10/day:
Each one gets tiny delivery.
None gather meaningful signal.
Meta cannot learn properly.

If your total budget is around €50 - €100 (e.g. €20 a day for 5 days)...



Step 3 – Focus on very strong creative in the ad

What You Should Prioritise in the Creative

At very small budgets, focus on:

- Clear pain point
- Clear benefit
- Clear next step
- Simple structure
- Strong first 2 seconds in a video

Avoid:

- Fancy edits
- Complex storytelling
- Multiple offers
- Overly long copy

Clarity wins at low budgets.

When you create an ad from scratch ...



When you create an ad from scratch using an image of a video, Meta will suggest lots of Variants that you can add (text, image, Call to action)

This is a major benefit to creating an ad from scratch

What We Will Cover

1. How to turn a previous post or reel into an Ad
Step by step look at how to turn a previous post into an Ad

2. Let's now look at the big picture – How Meta ads work in 2026
Recent changes to Meta ads and how that impacts targeting and creative

3. Creative option: How to create a single image ad
•How to create the 3 correct sizes for images/videos that will work
•How to use the latest in-built AI tool that will create different versions of your text in order to generate the best results.
•How to use the latest in-built AI tool that will create different overlays and Calls to Action on your images or videos in order to get the best response

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5. How to look at your campaign results

Why create an image ad?



When you create an Image ad you benefit from using AI to test variants of your ads to find the best version / results . These Variants Include

- Different text variants
- Different Image versions
- different text overlays
- Different Calls to Action

How to create the 3 image sizes.



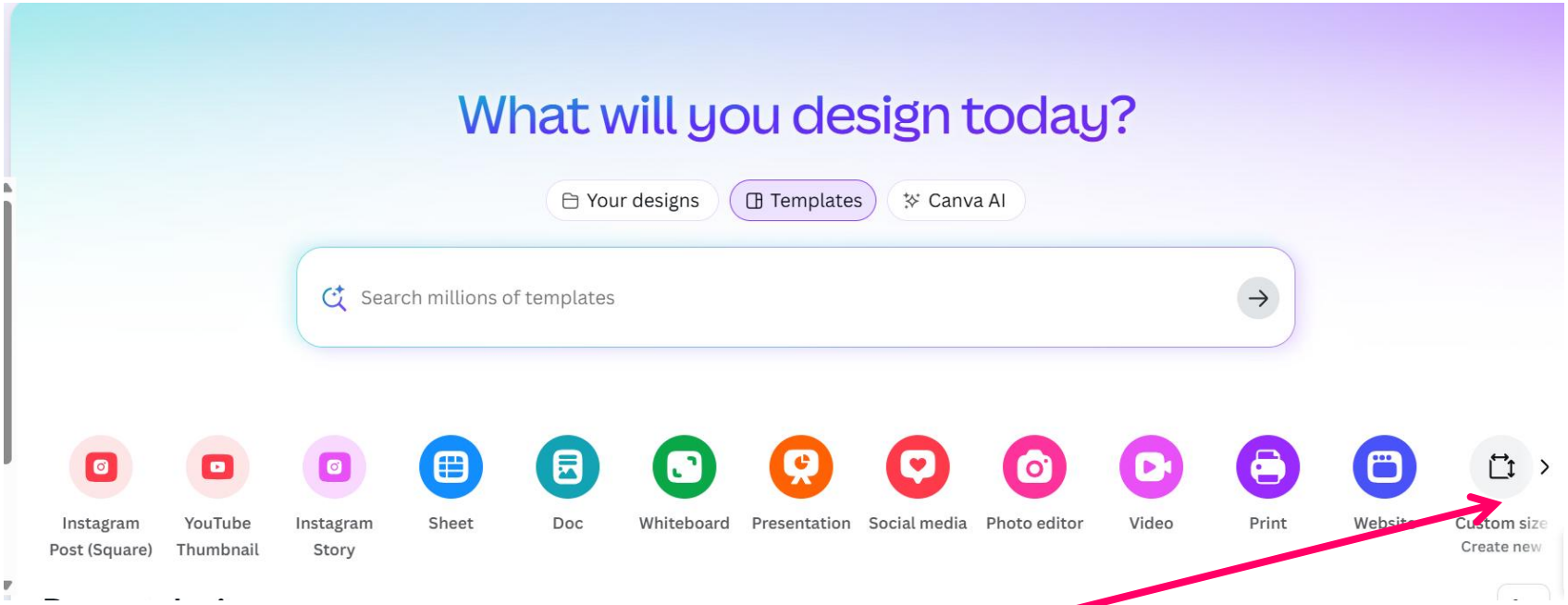




You will need 3 different image sizes

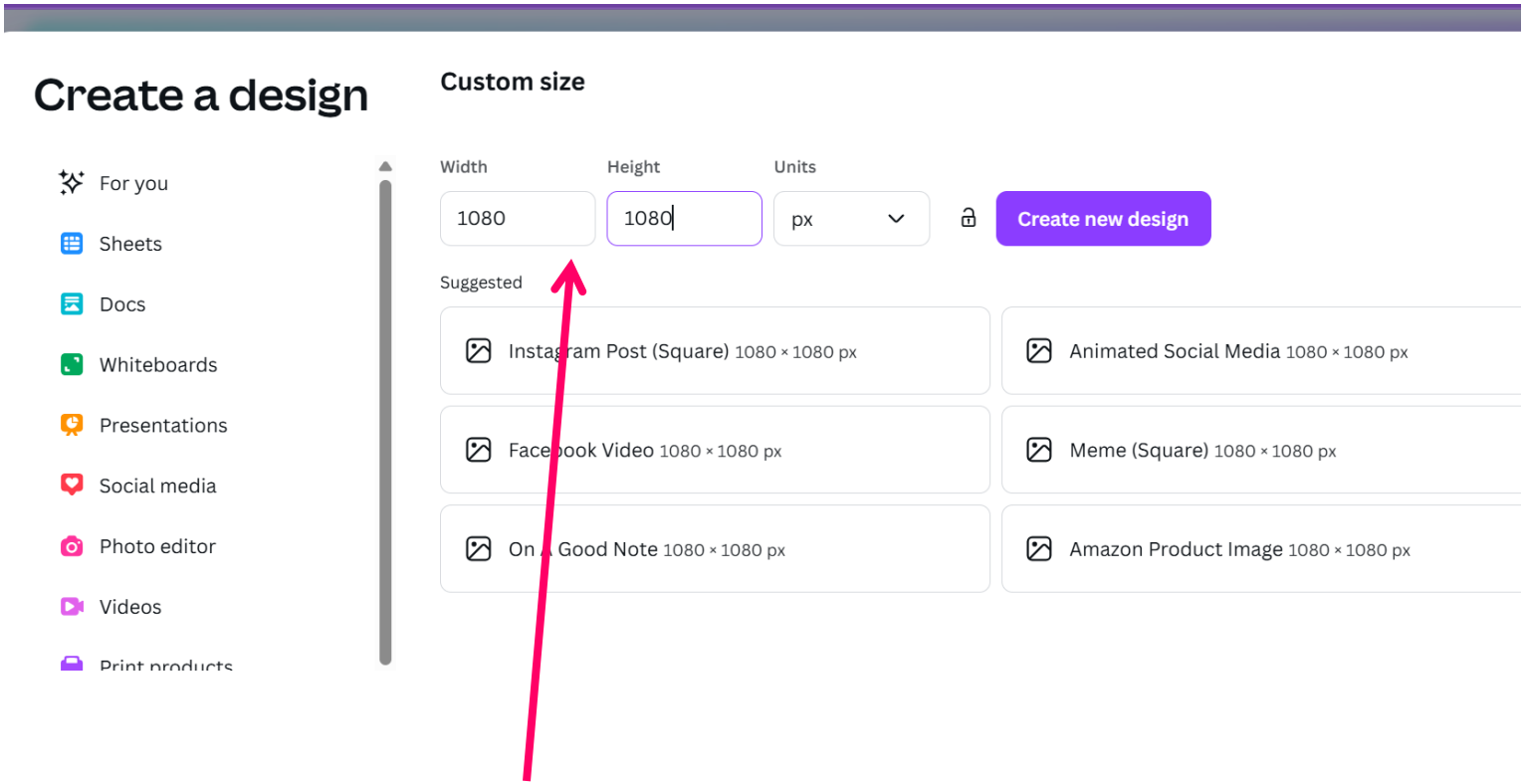
1. Square 1:1 (1080 x 1080)
2. Portrait 9:16 (1080 x 1920)
3. 1200 x 628

How to create the 3 image sizes.



Go to Canva.com
Click on Custom size

How to create the 3 image sizes.

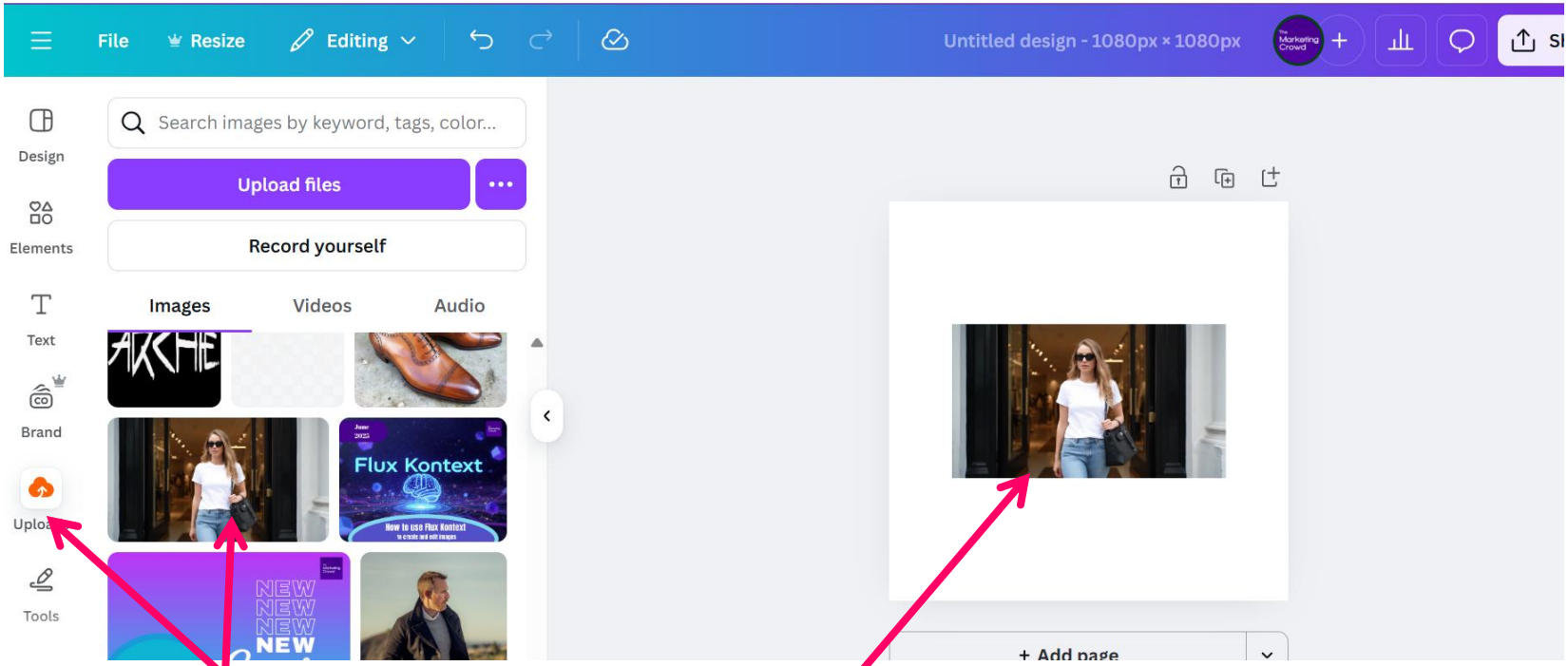


Type in the dimension you want and then click create new design

Eg

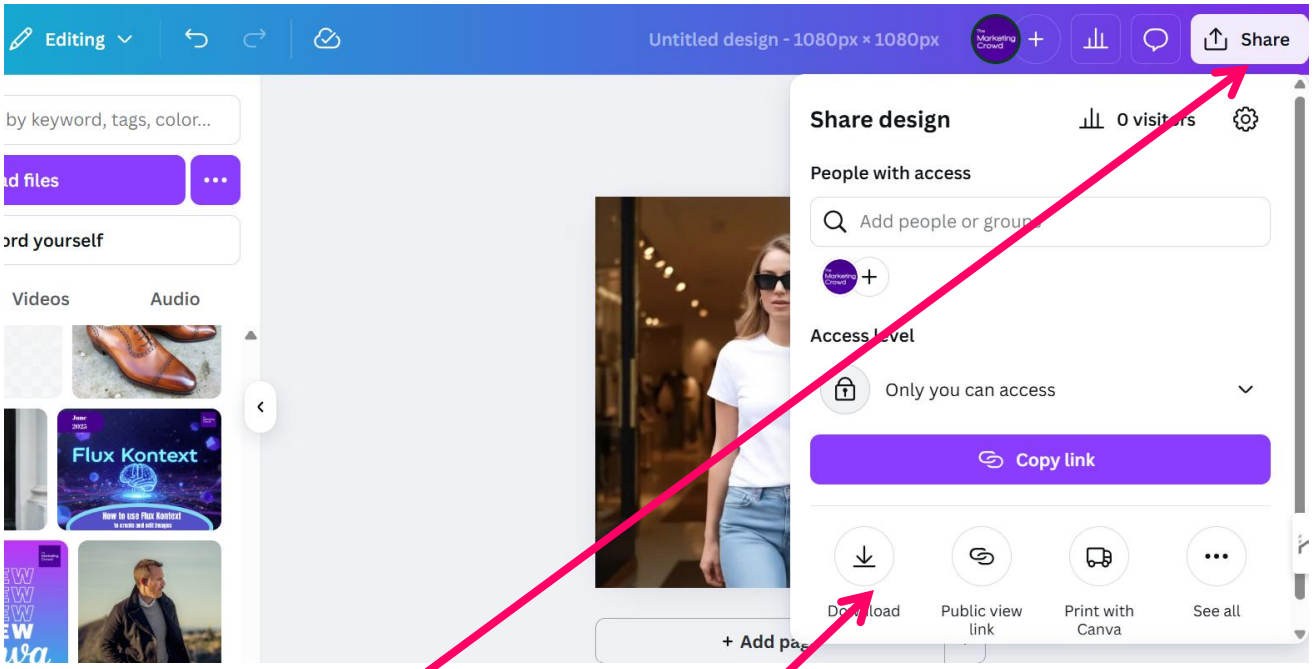
1. Square 1:1 (1080 x 1080)
2. Portrait 9:16 (1080 x 1920)
3. 1200 x 628

How to create the 3 image sizes.



Then click on Upload
Then upload your image
Click on your image and it will appear on the canvas
Then right click the image on the canvas and select set as background and it will then fit the canvas

How to create the 3 image sizes.

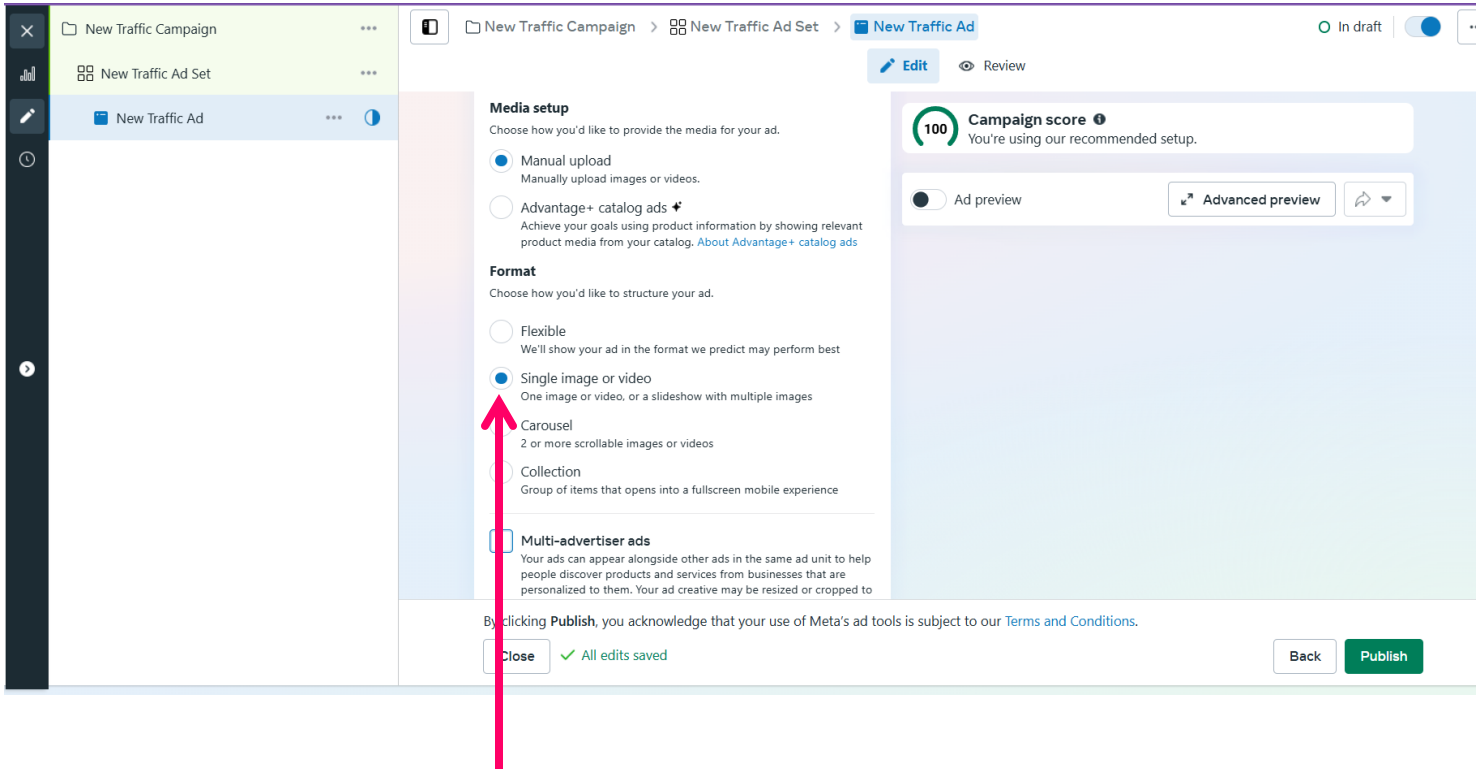


Then click on Share

Then click download and download to your PC

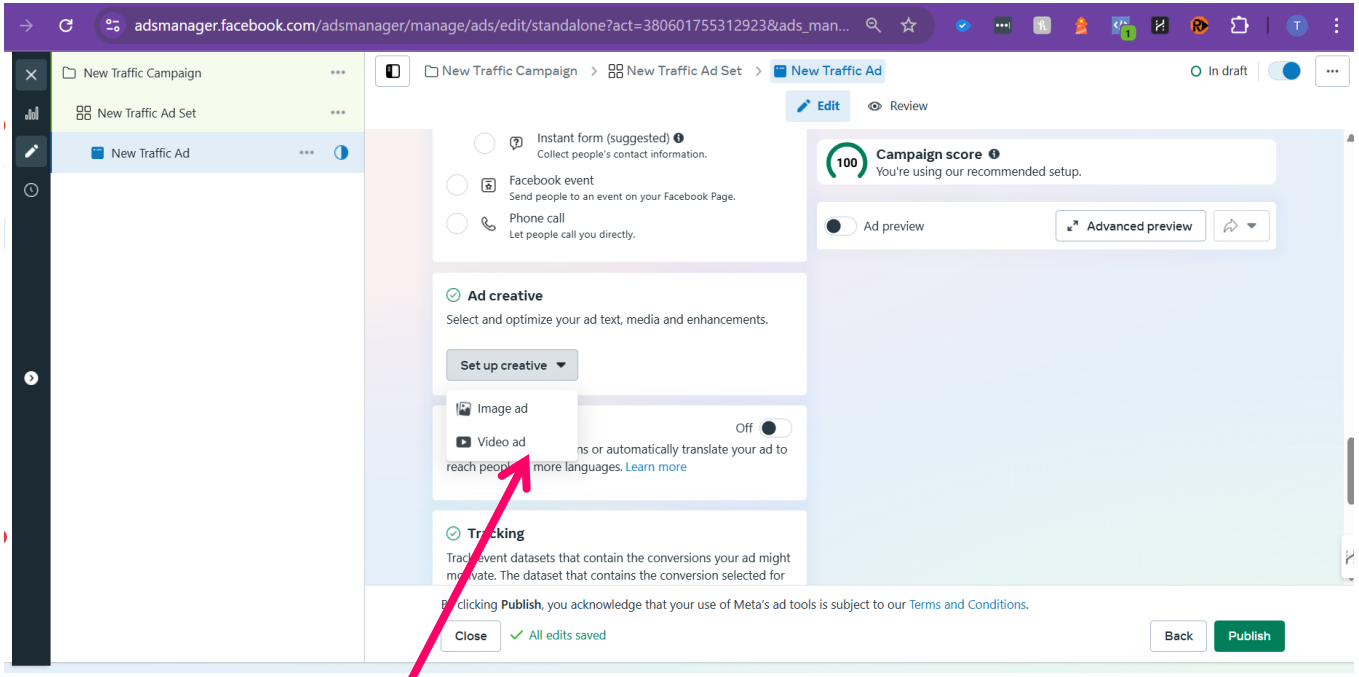
Repeat this process for the other 2 images

How to create a single image ad



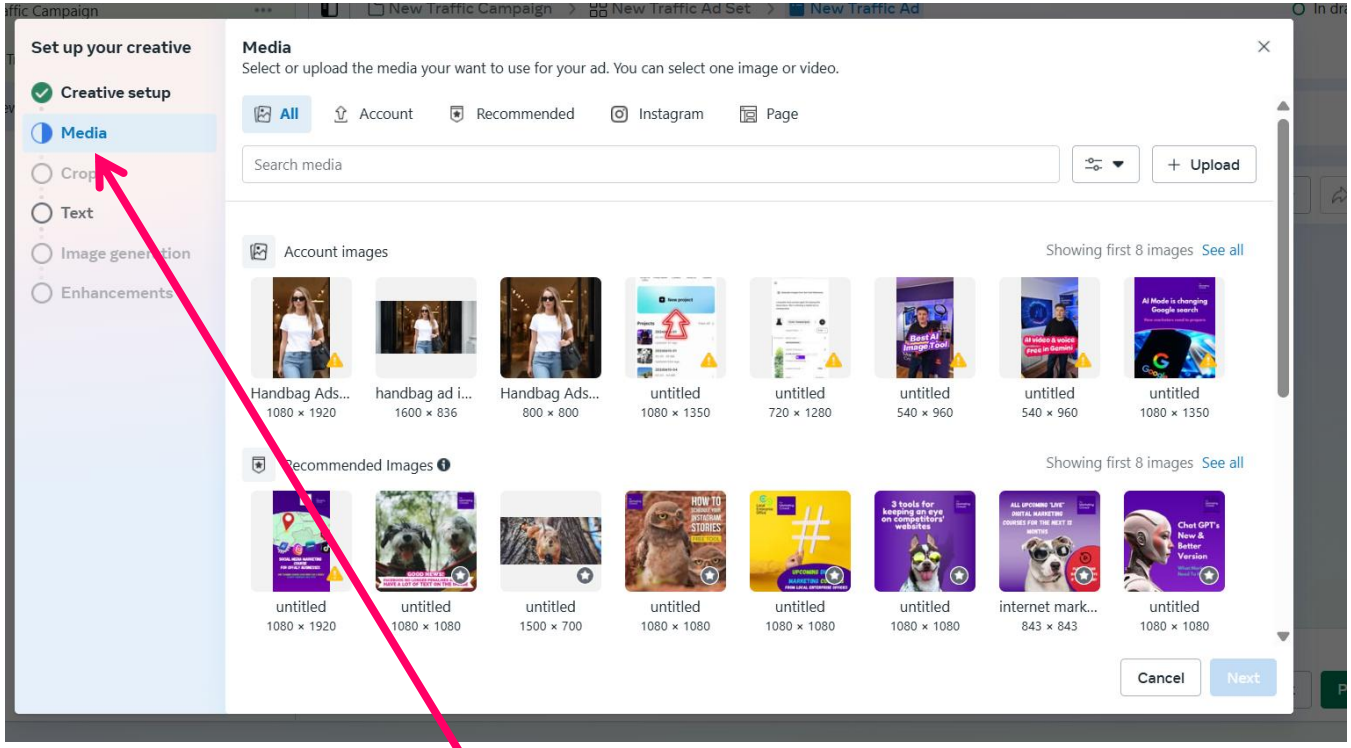
Scroll down and select Single image or video

How to create a single image ad



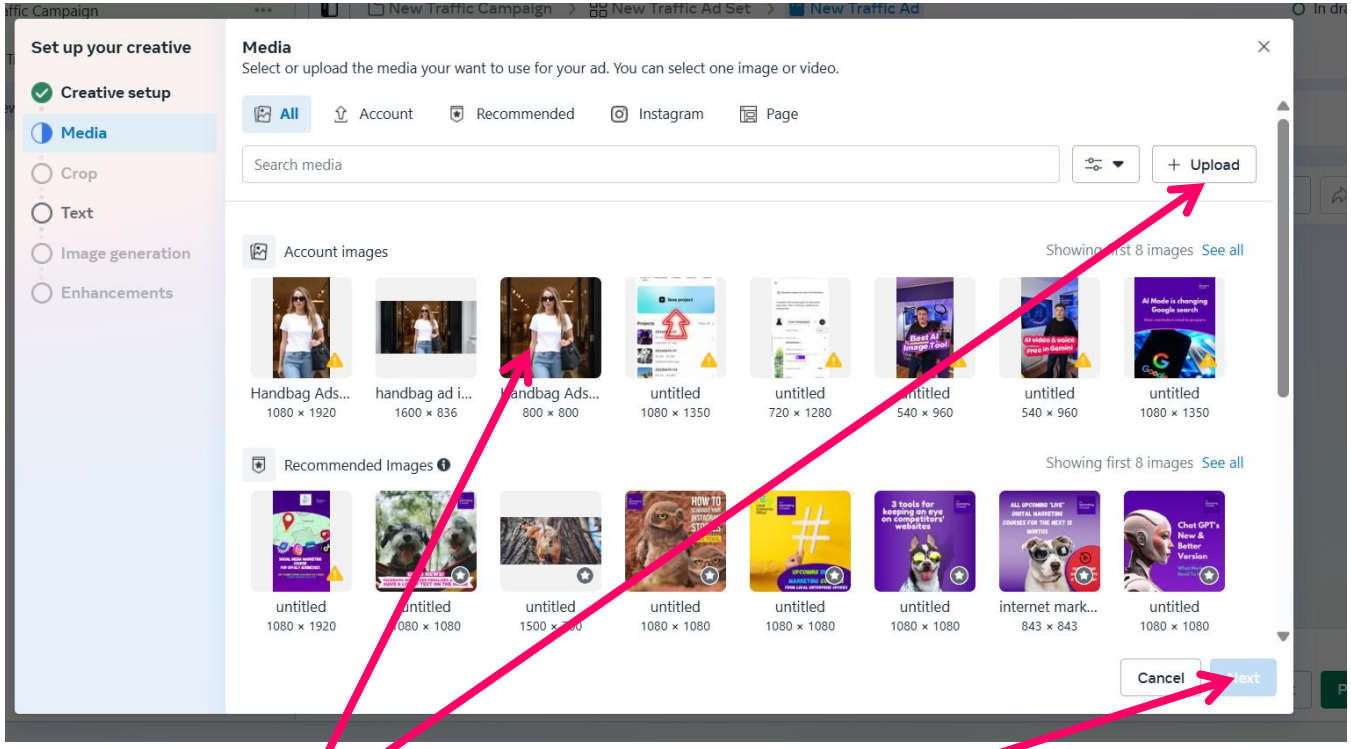
Click on Setup creative
Click image ad

How to create a single image ad



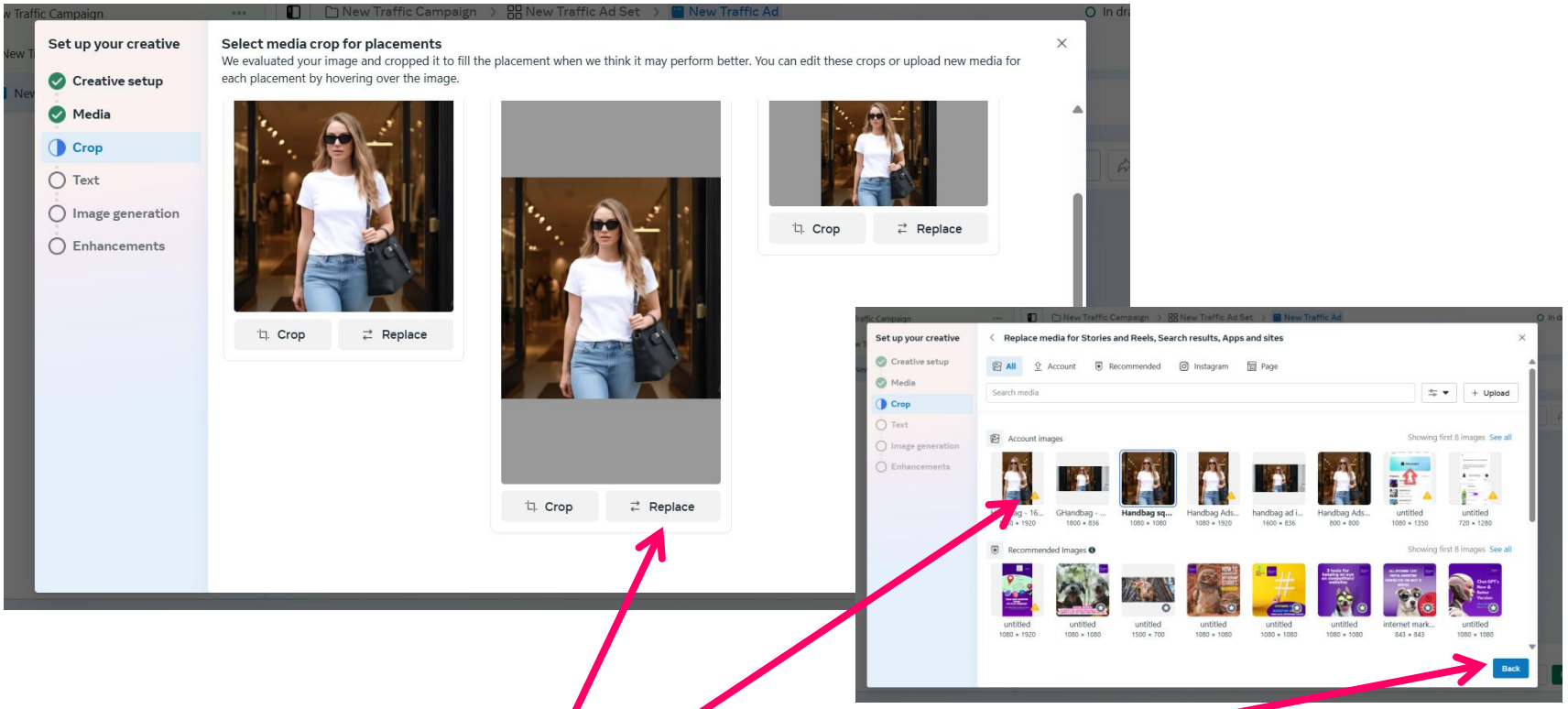
On the left hand menu click on Media to select your images

How to create a single image ad



You now need to upload three images
Click upload
Then select the square image
Then click Next

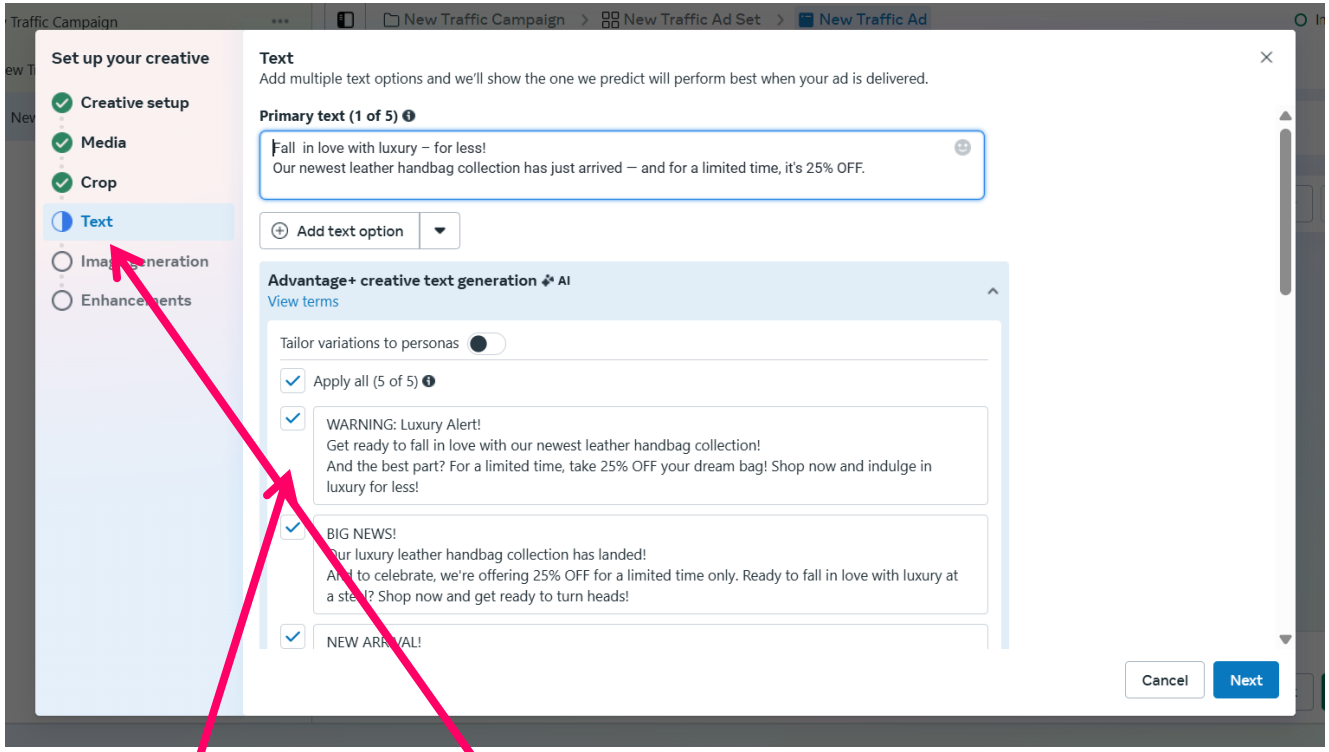
How to create a single image ad



The square image fits perfectly but it does not fit the portrait or landscape placements
Click replace on the Portrait placement
Then select your portrait image
Then click Nex

Then repeat this process for the landscape image. Then click next

How to create a single image ad

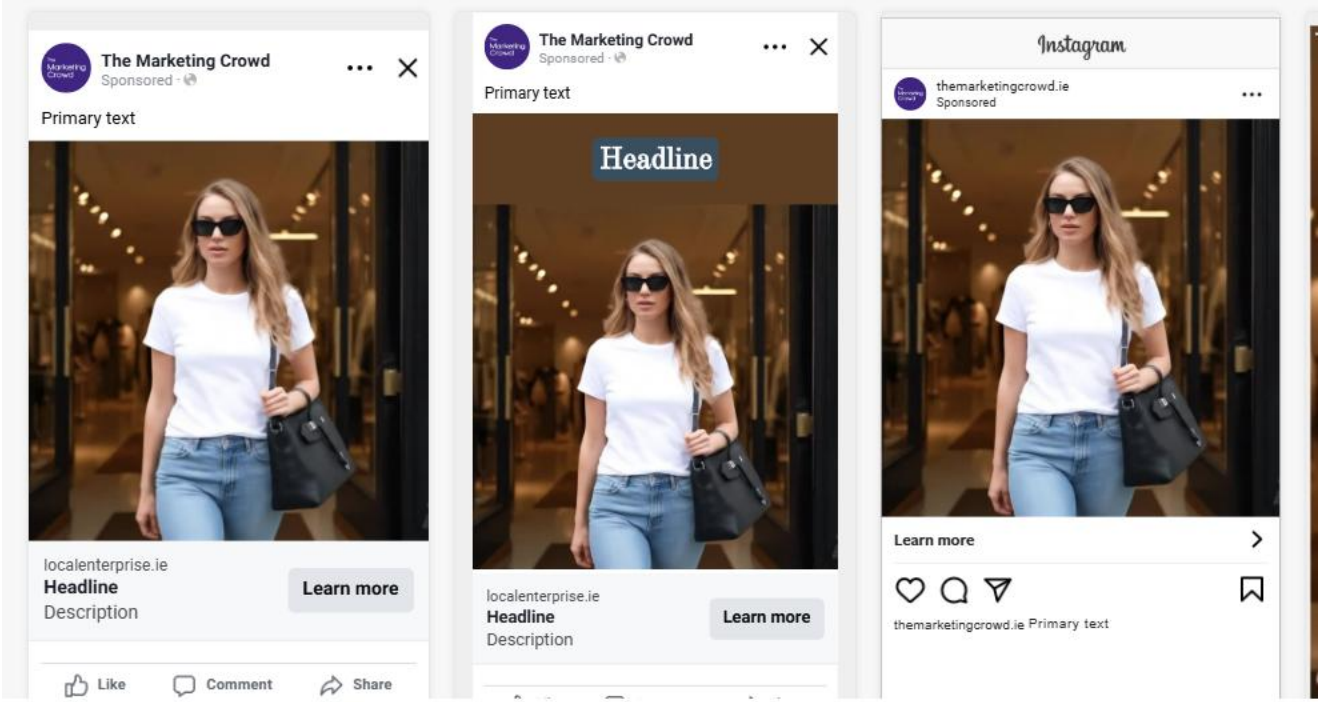


You have now progressed to the Text section

Write text under “Primary Text”

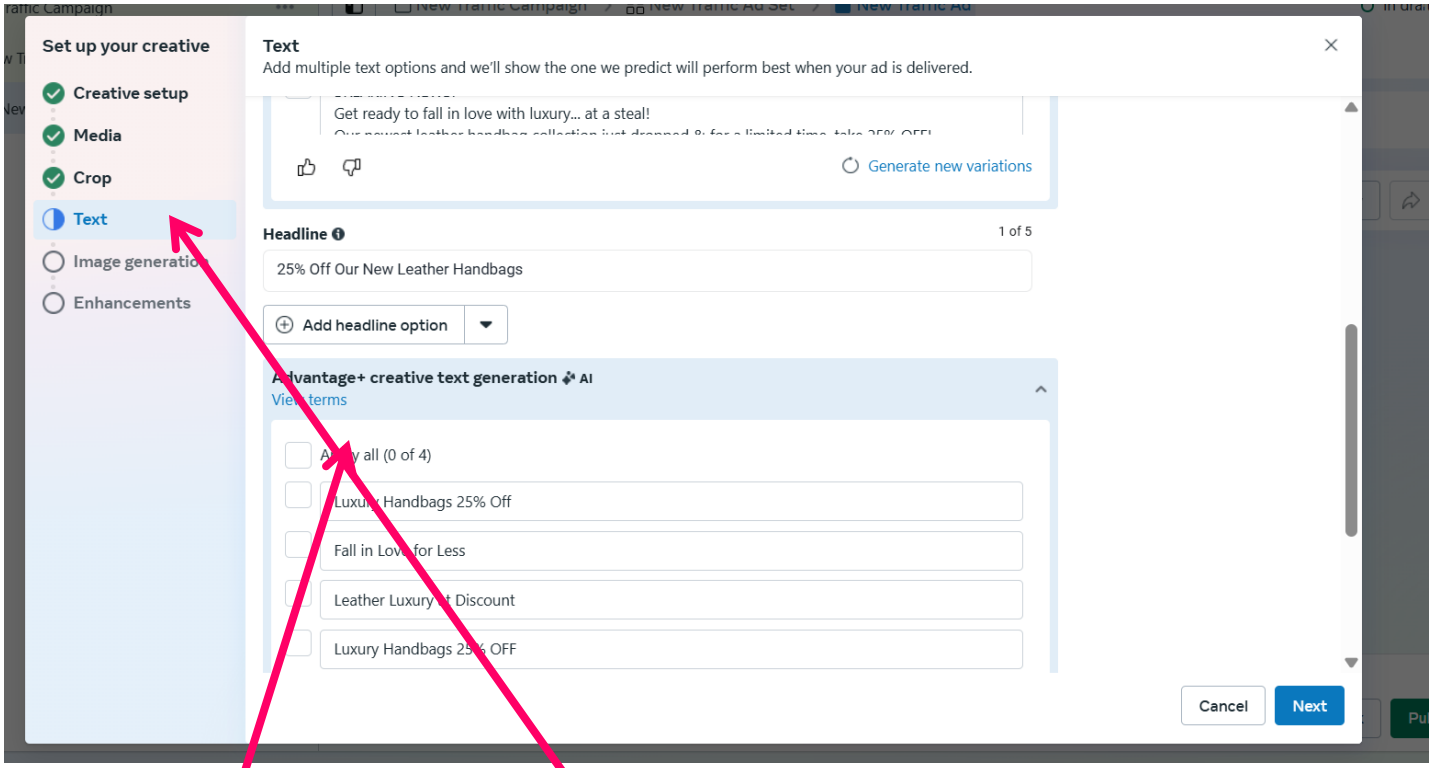
The ai will then suggest 5 alternatives. If you don't want any of these untick them. If you leave them ticked Meta till test each of these primary text options to see which get the most responses / clicks. Then scroll down

How to create a single image ad



This shows you where Primary text, headline and description appear

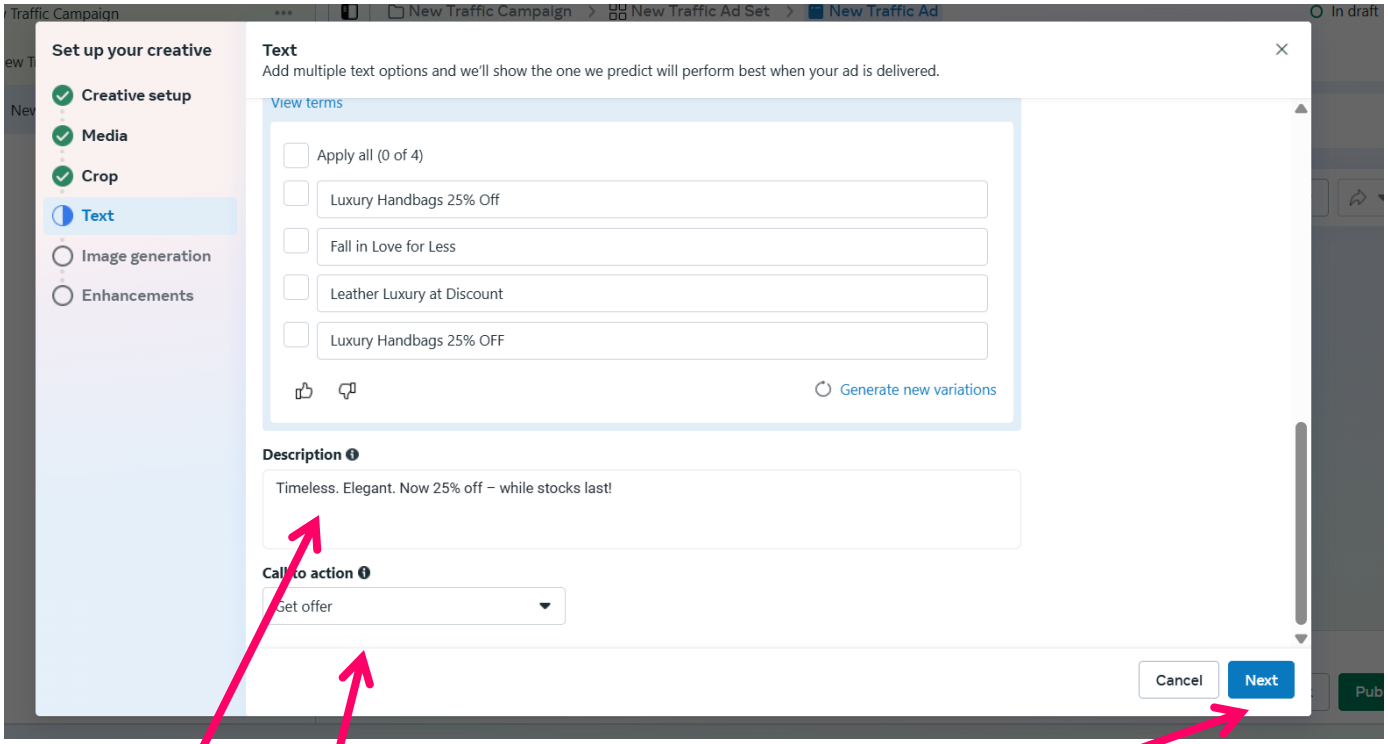
How to create a single image ad



Write text under “Headline”

The ai will then suggest 5 alternatives. If you don't want any of these untick them. If you leave them ticked Meta till test each of these primary text options to see which get the most responses / clicks. Then scroll down

How to create a single image ad

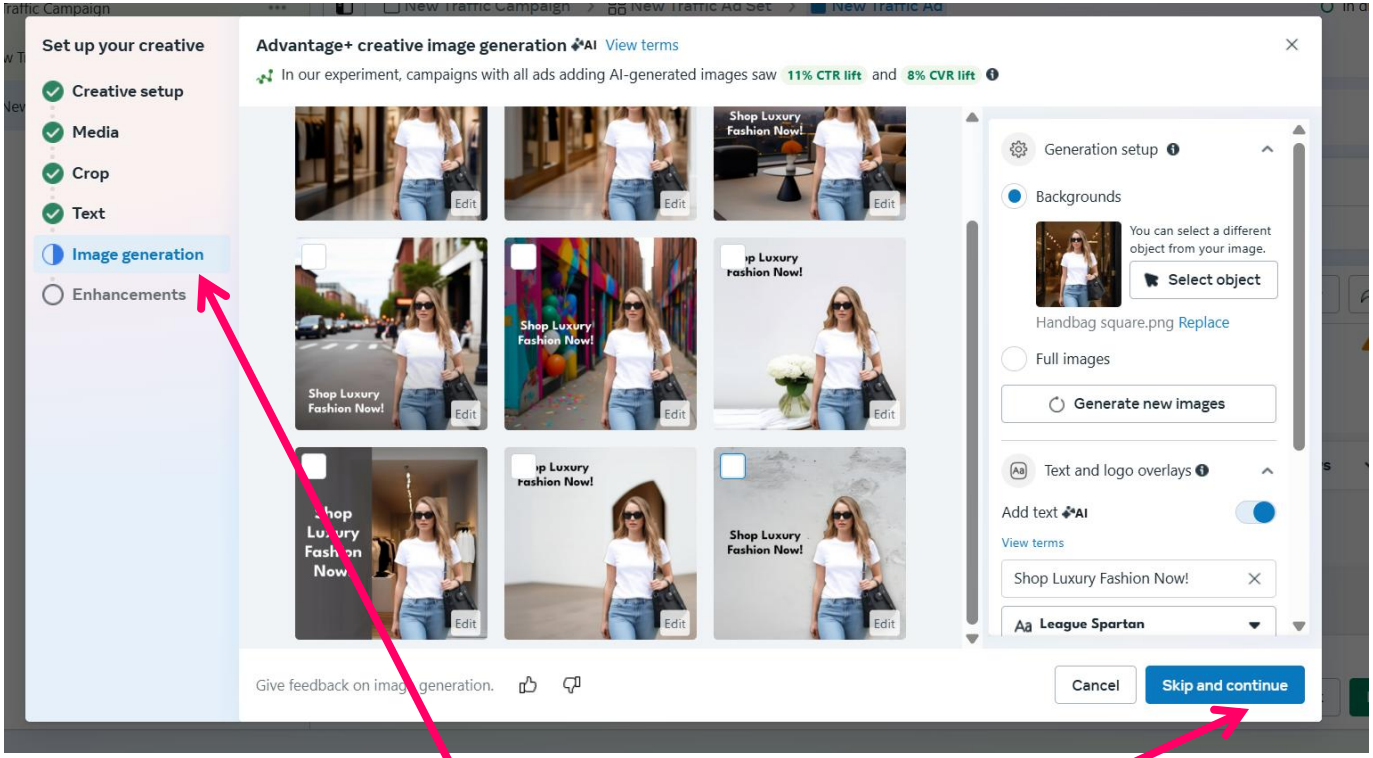


Write text under “Description”

Then choose a call to action

Then click Next

How to create a single image ad

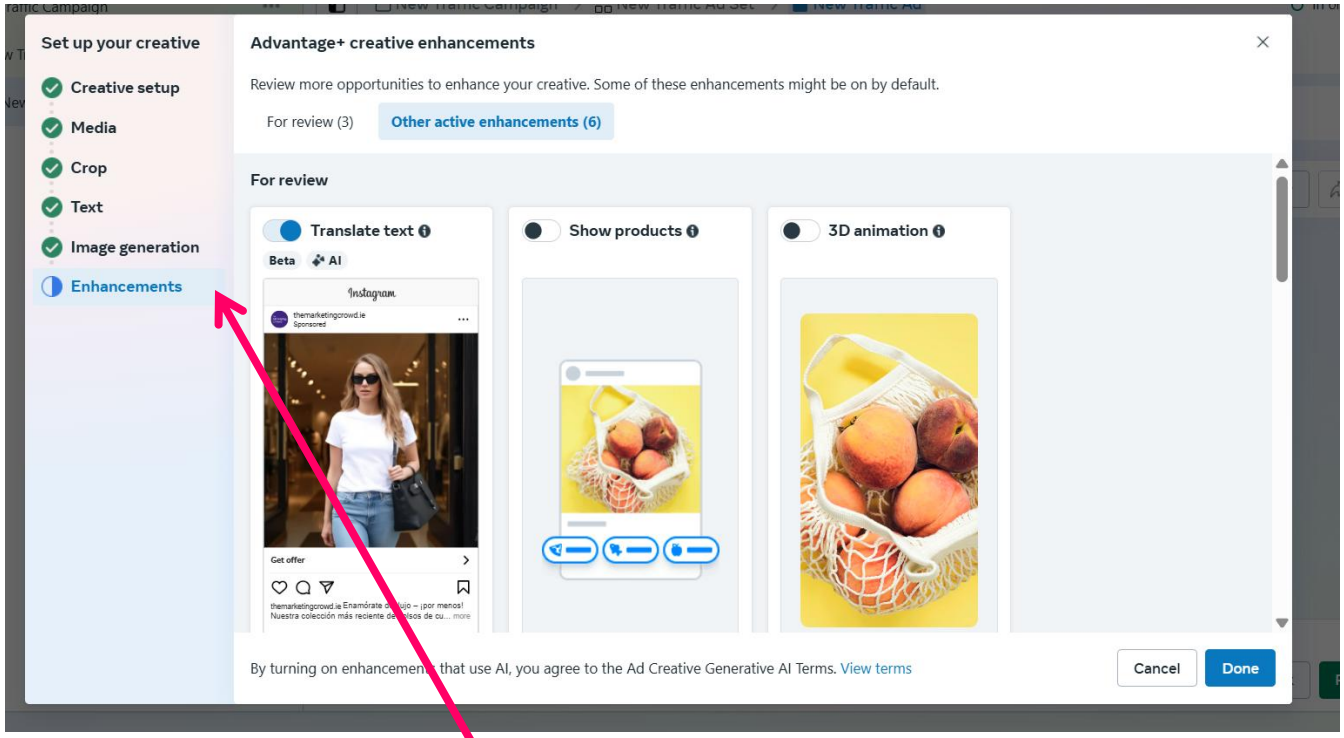


You are now in the image generation section

The AI is providing you with options where it has enhanced your image e.g. Removed the background and placed it on another background. Changed colours etc.

If you want Meta to use any of these in your ad to test which works best tick them Otherwise do not tick and click “Skip and continue”

How to create a single image ad

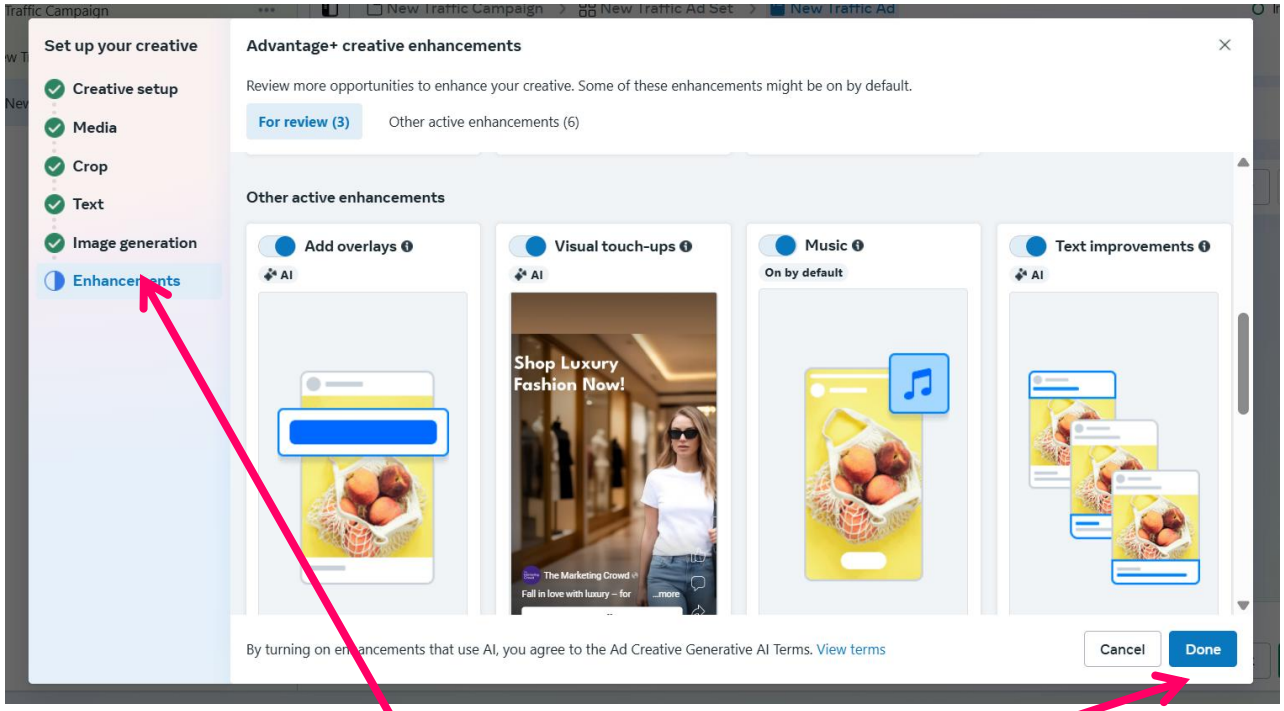


You are now in the “Enhancements” section

Switch on or off any of these enhancements.
It is a good idea to have your ad translated

Then scroll down to see more

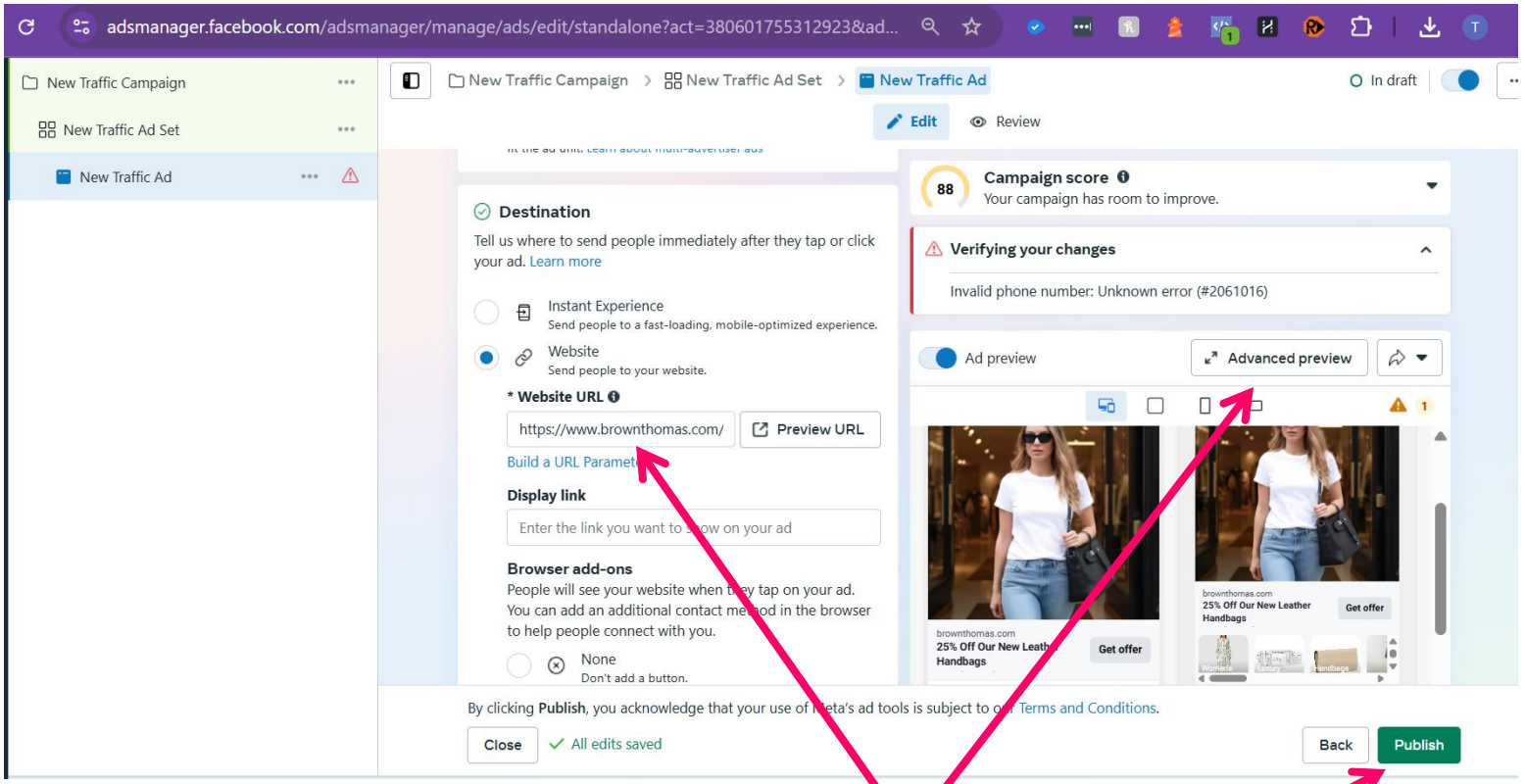
How to create a single image ad



If you leave music switched ion they will add music that you do not choose
If you leave text improvement on they will add text that you do not choose but that the Ai thinks would improve the ad

Then click Next

How to create a single image ad



You can now add the link to the page that you want to drive people to

You will now see your ad on the right hand side
To see larger previews click on advanced preview

When you are happy to run the ad click “Publish”

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5. How to look at your campaign results

Why create a video ad?



When you create a video ad you benefit from using AI to test variants of your ads to find the best version / results . These Variants Include

- Different text variants
- Different text overlays
- Different Calls to Action

Also, your video will be more impactful than turning a Reel into an ad because the 3 different video versions will perfectly fit the placement and will be more impactful

How to create the 3 video sizes



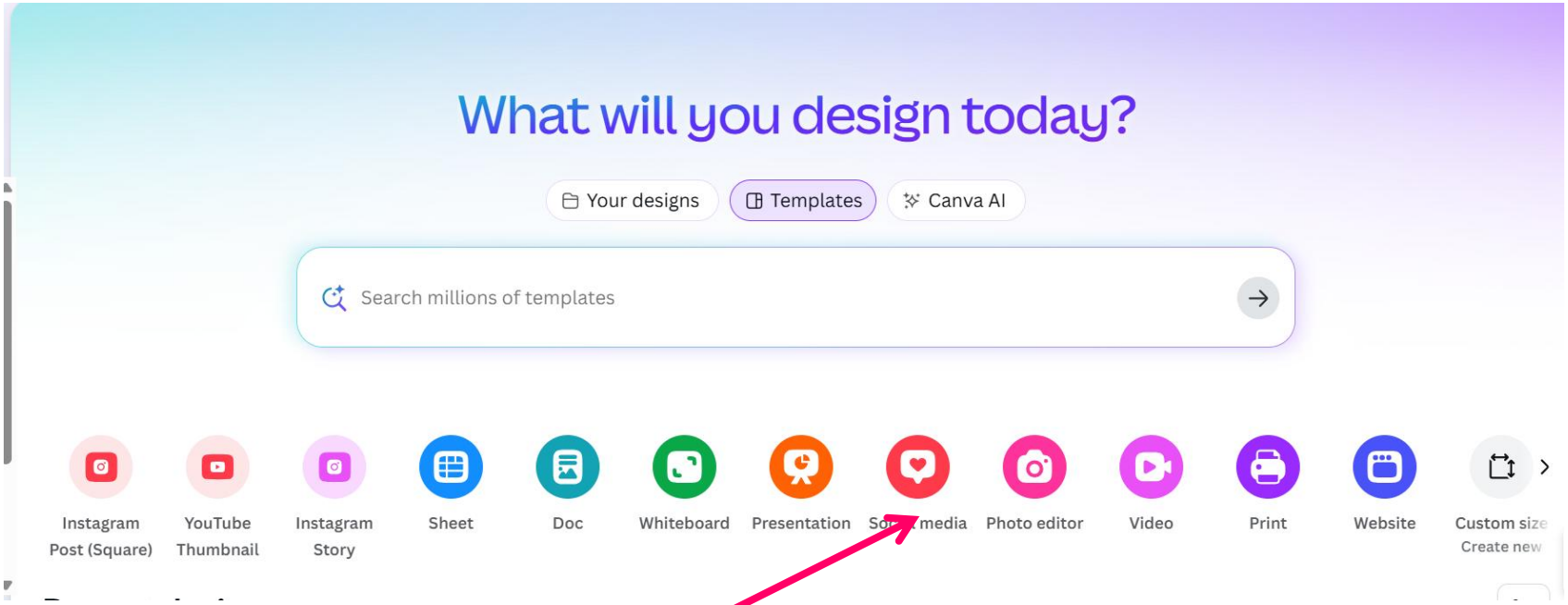




You will need 3 different video sizes

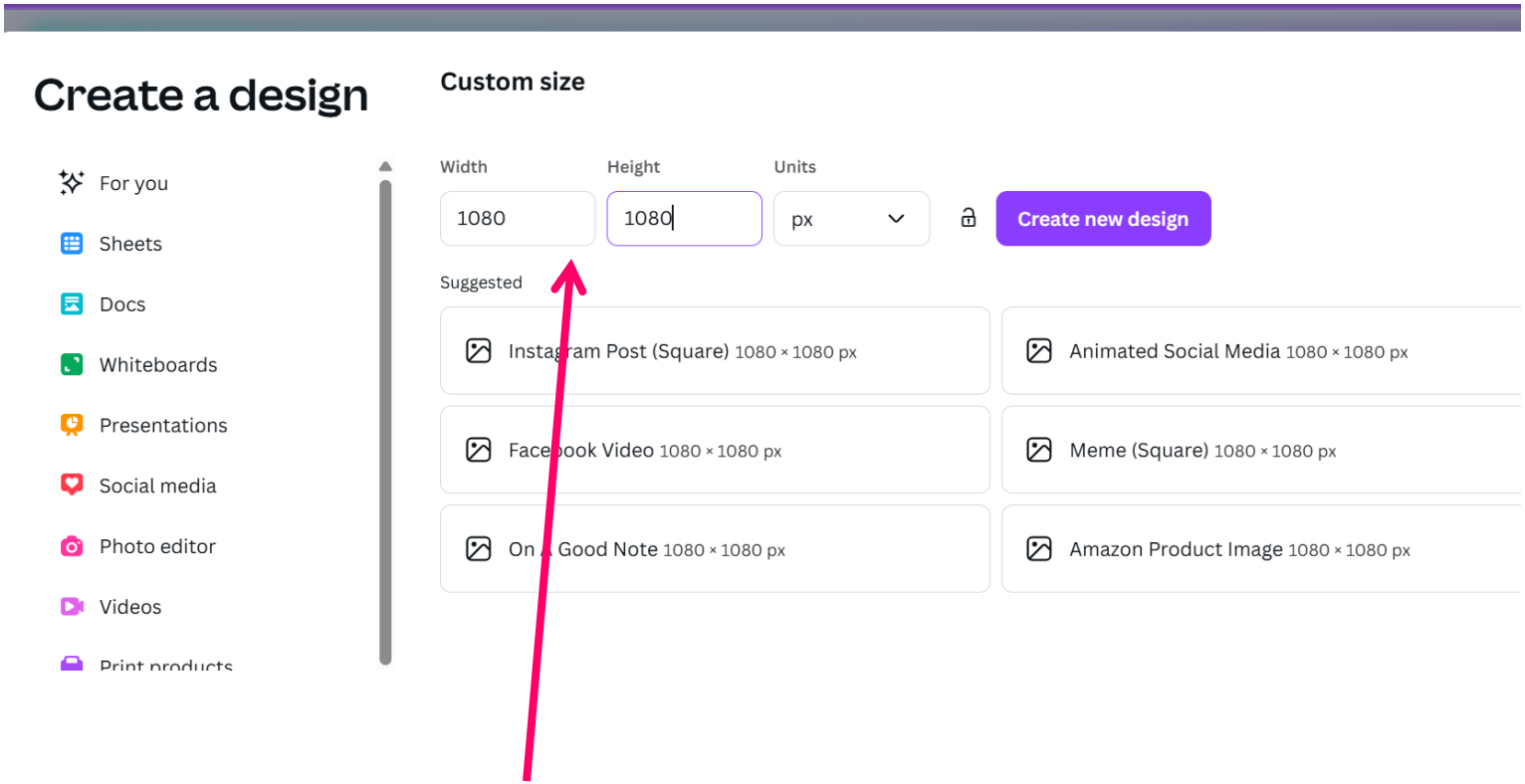
1. Square 1:1 (1080 x 1080)
2. Portrait 9:16 (1080 x 1920)
3. Landscape (1920 x 1080)

How to create the 3 video sizes



Go to Canva.com
Click on social media

How to create the 3 video sizes

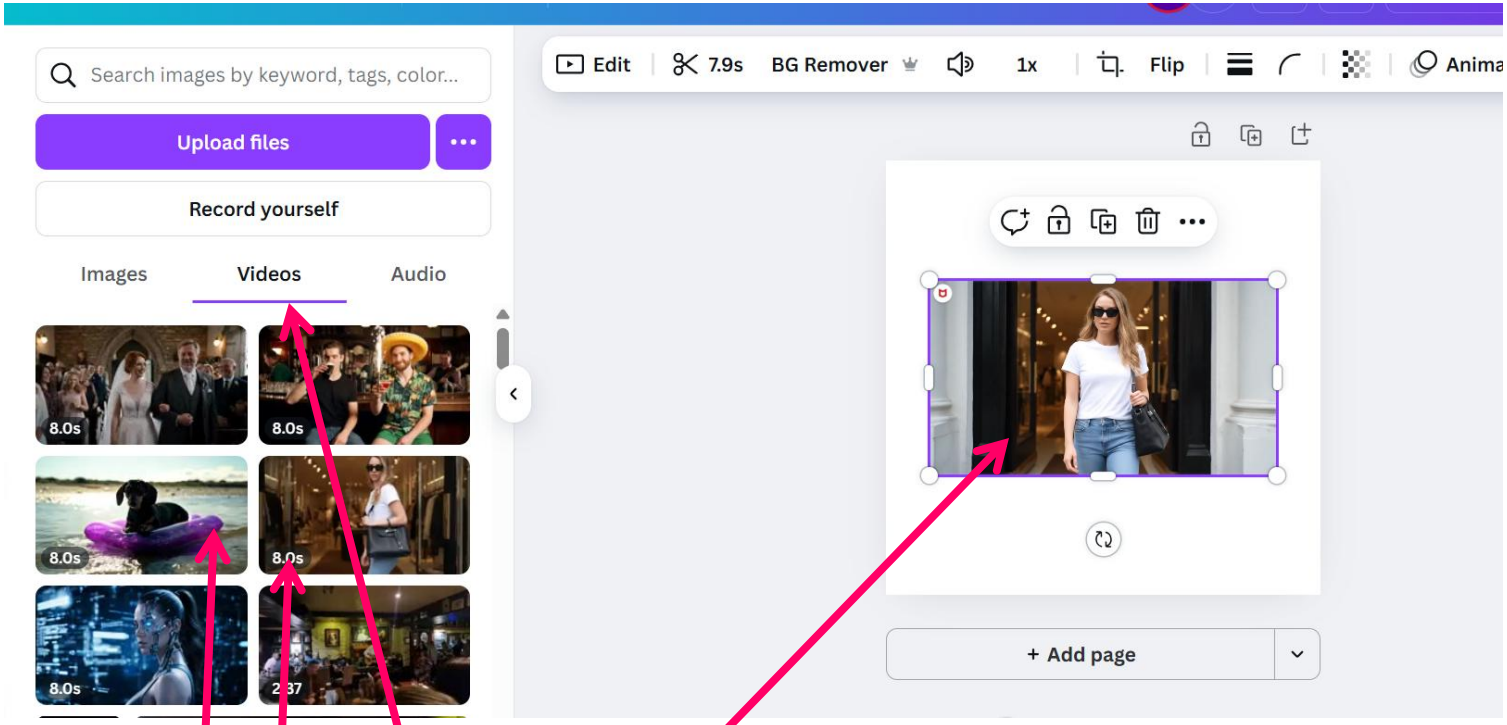


Type in the dimension you want and then click create new design

Eg

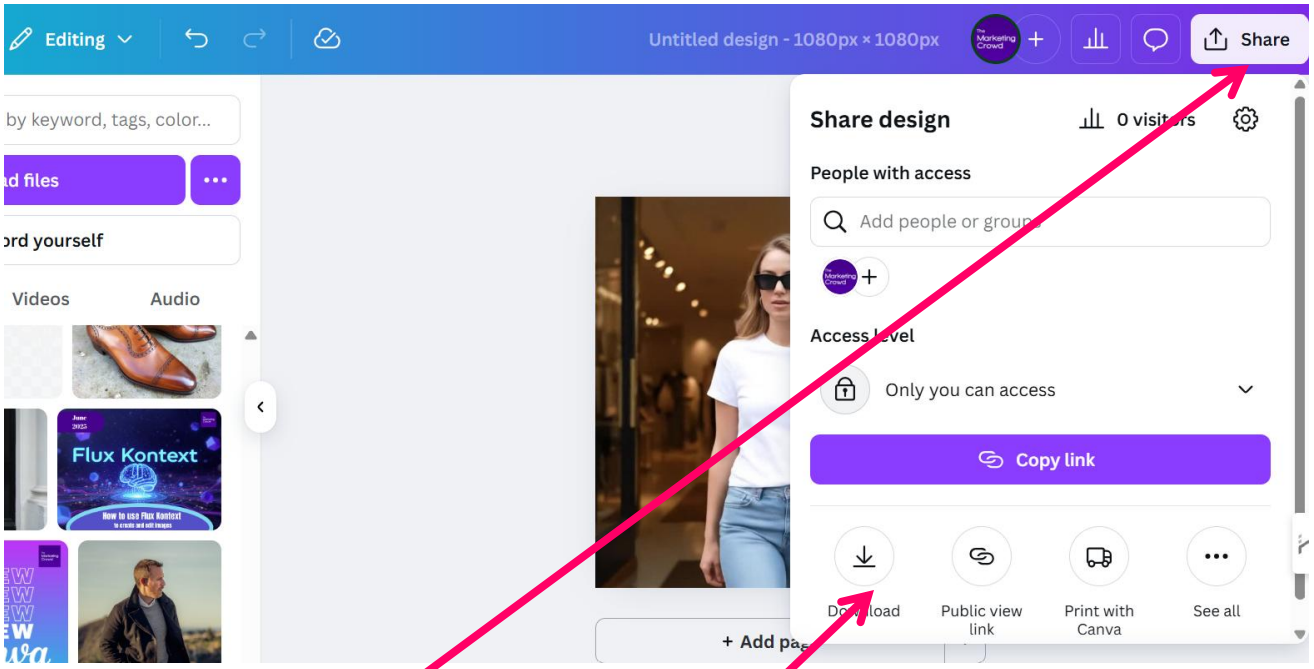
1. Square 1:1 (1080 x 1080)
2. Portrait 9:16 (1080 x 1920)
3. Landscape (1920 x 1080)

How to create the 3 video sizes



Then click on Upload
Then upload your video
Ensure you click on the Video section to see your video uploads
Click on your video and it will appear on the canvas
Then right click the Video on the canvas and select set as background and it will then fit the canvas

How to create the 3 video sizes

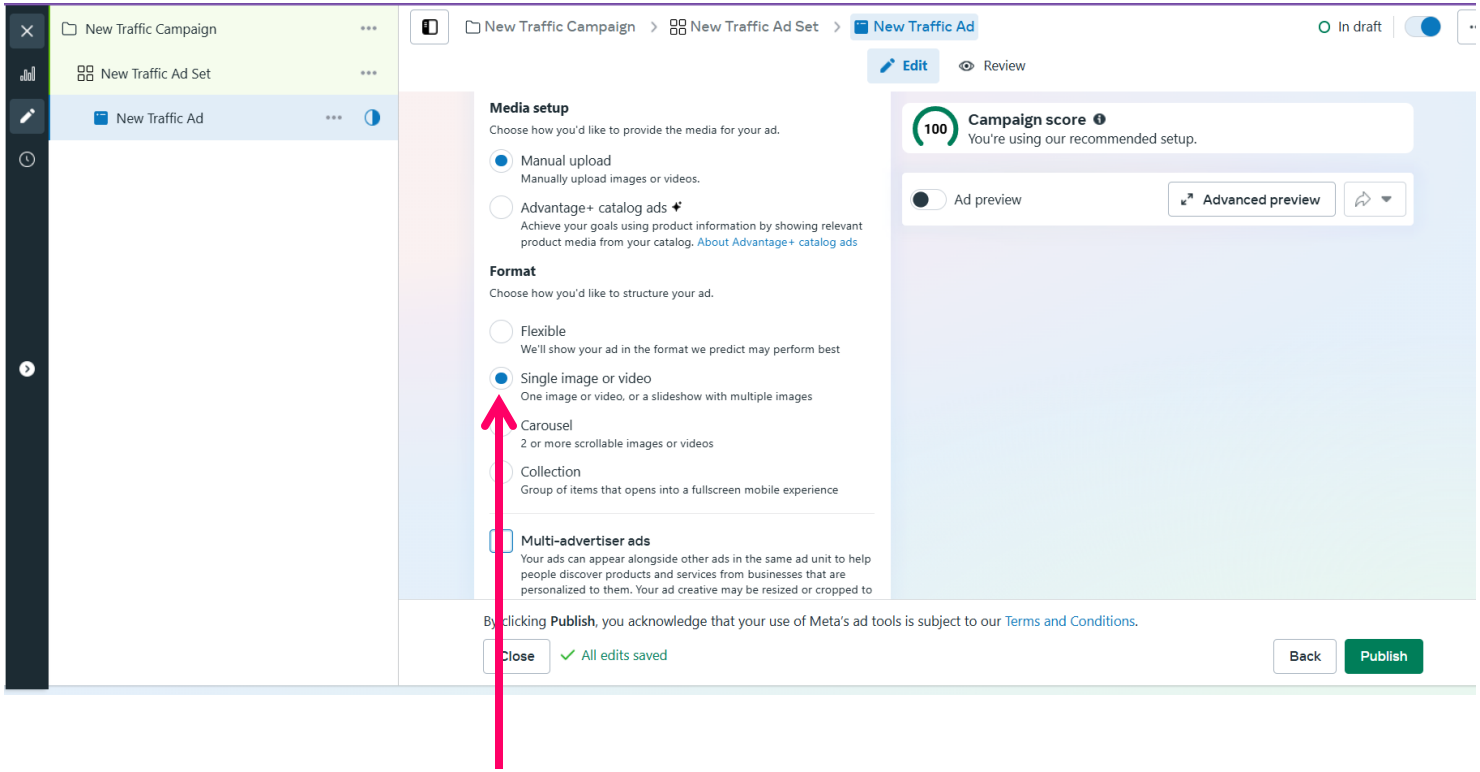


Then click on Share

Then click download and download to your PC

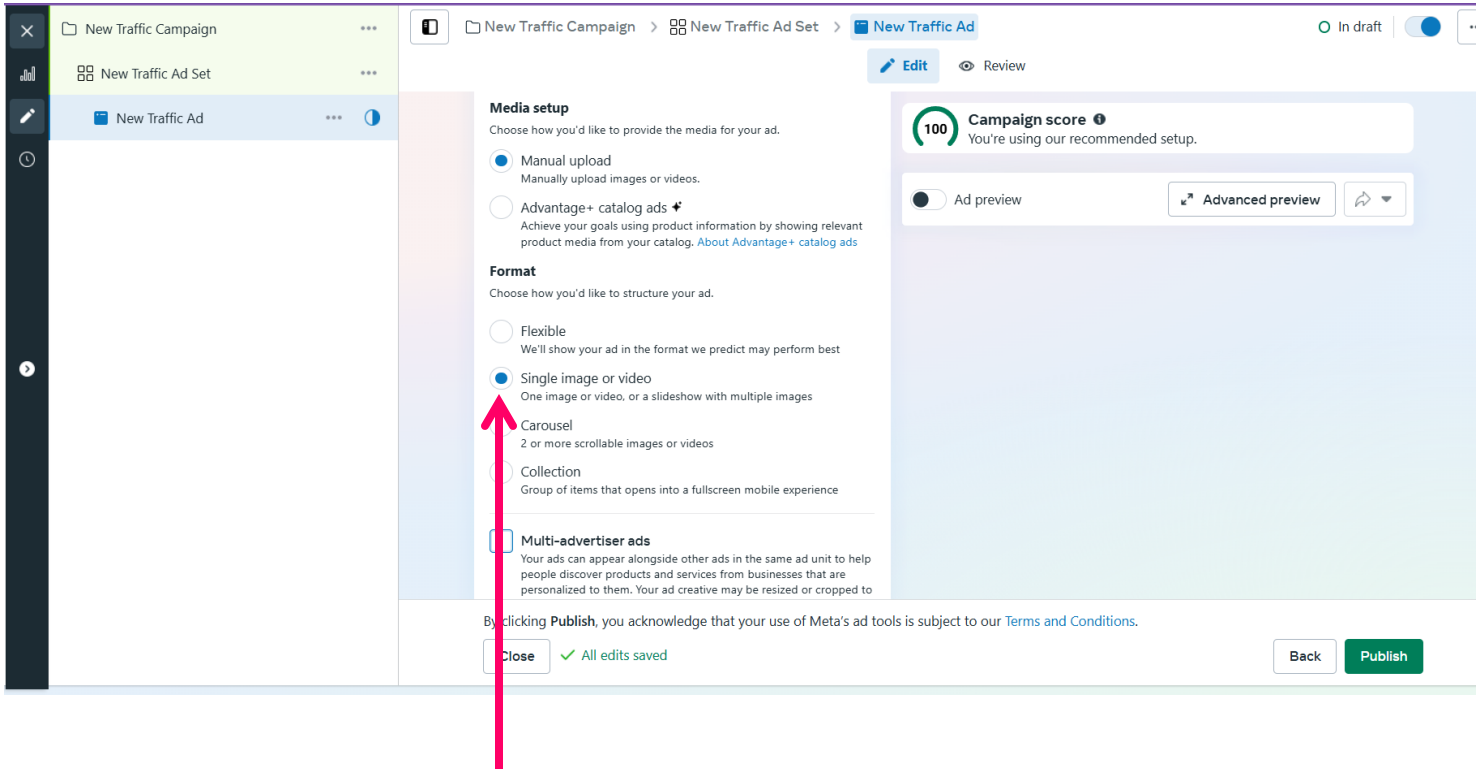
Repeat this process for the other 2 video

How to create a video ad



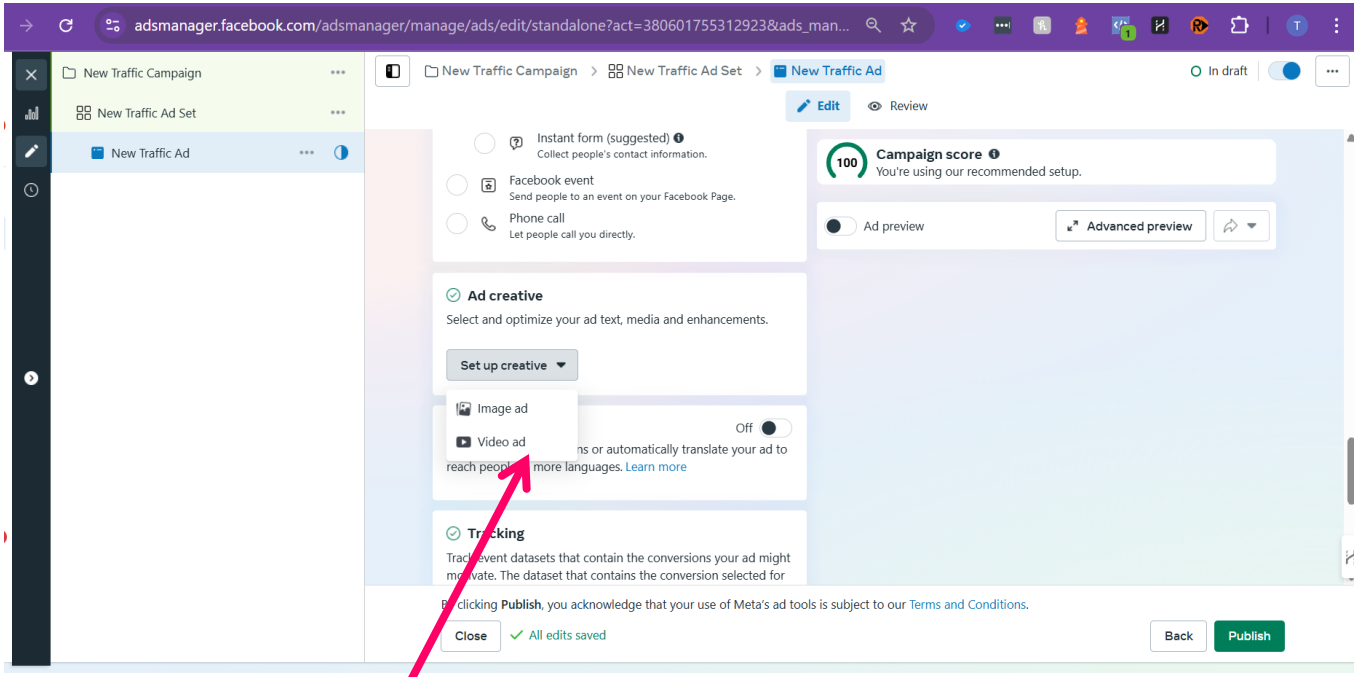
Scroll down and select Single image or video

How to create a video ad



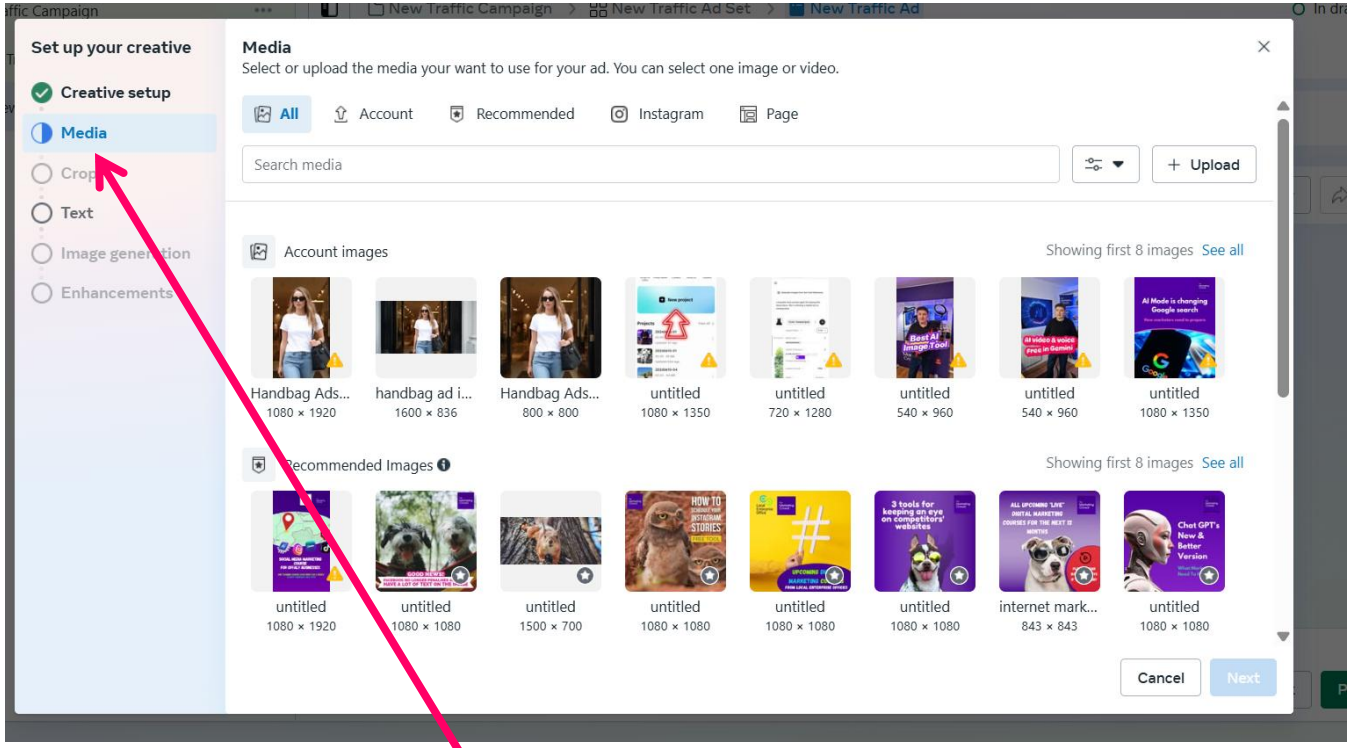
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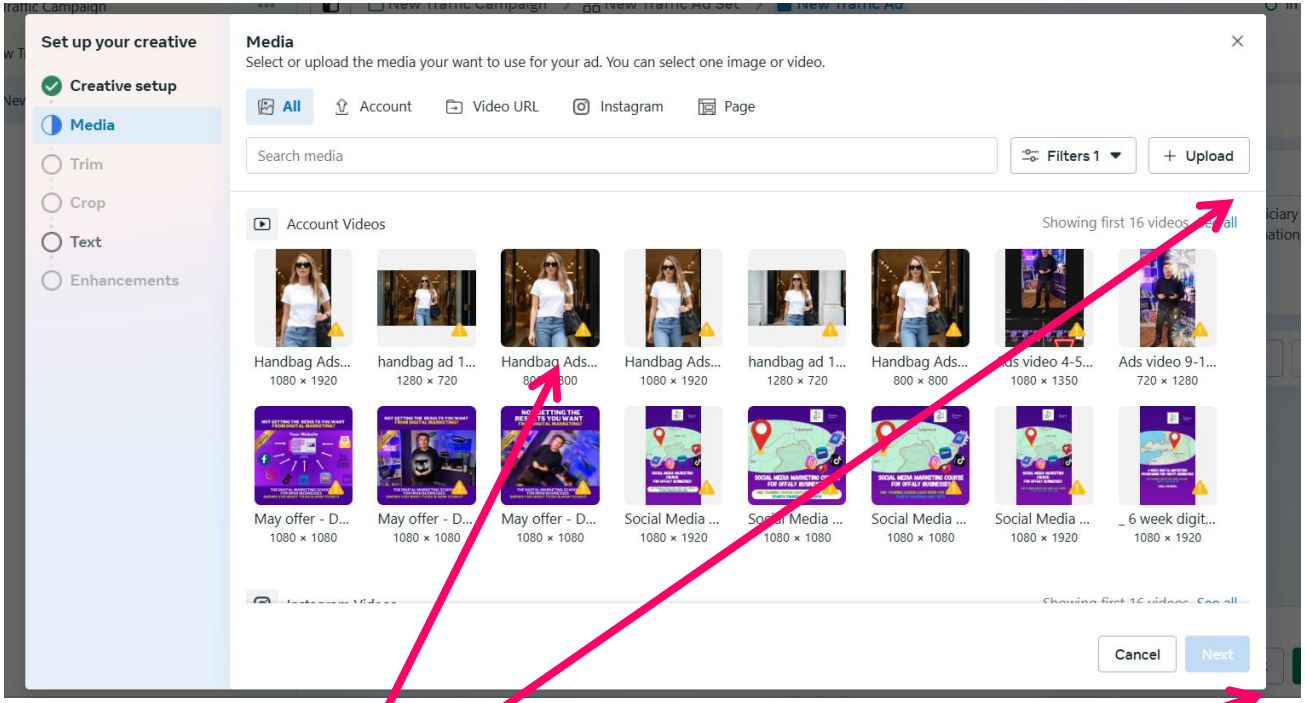
Click on Setup creative
Click image ad

How to create a video ad



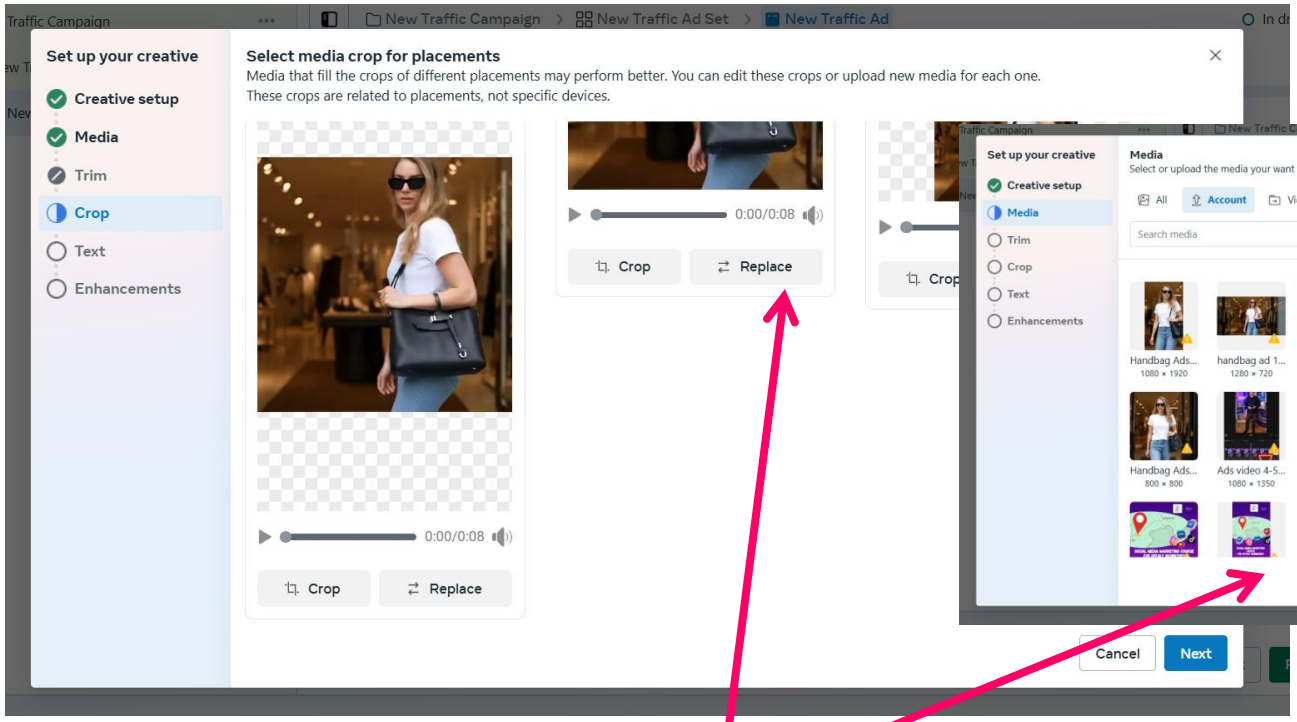
On the left hand menu click on Media to select your videos

How to create a video ad



You now need to upload three videos
Click upload
Then select the square video
Then click Next

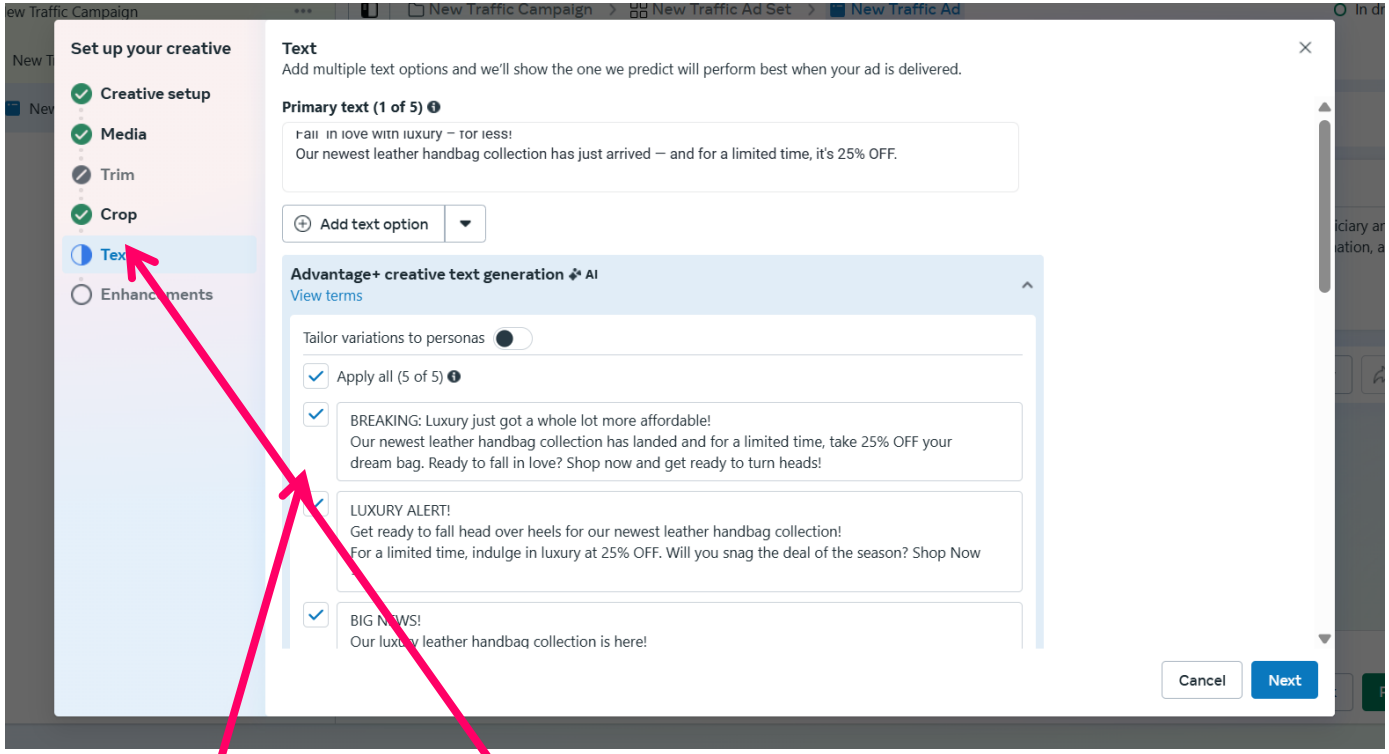
How to create a video ad



The square video fits perfectly but it does not fit the portrait or landscape placements
Click replace on the Portrait placement
Then select your portrait video
Then click Nex

Then repeat this process for the landscape video. Then click next

How to create a video ad

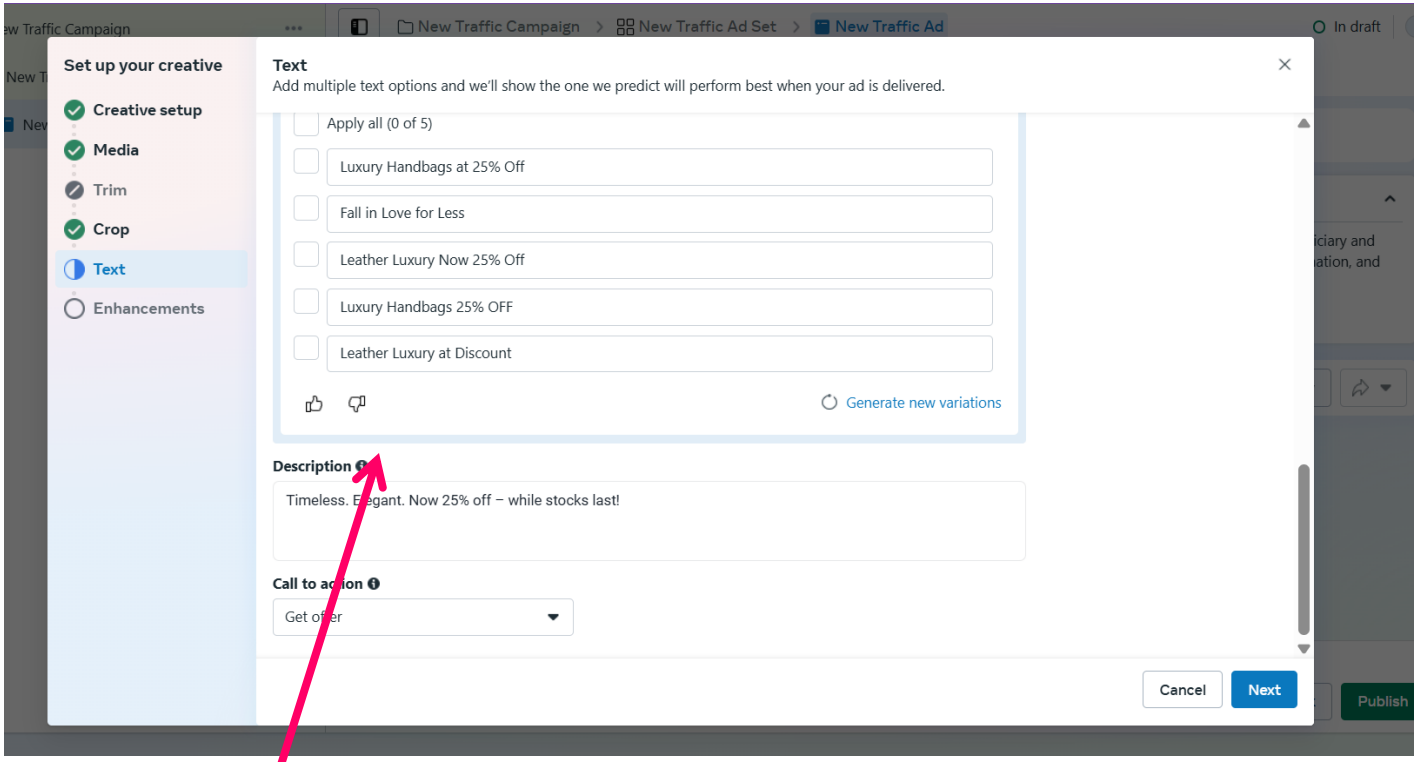


You have now progressed to the Text section

Write text under “Primary Text”

The ai will then suggest 5 alternatives. If you don't want any of these untick them. If you leave them ticked Meta till test each of these primary text options to see which get the most responses / clicks. Then scroll down

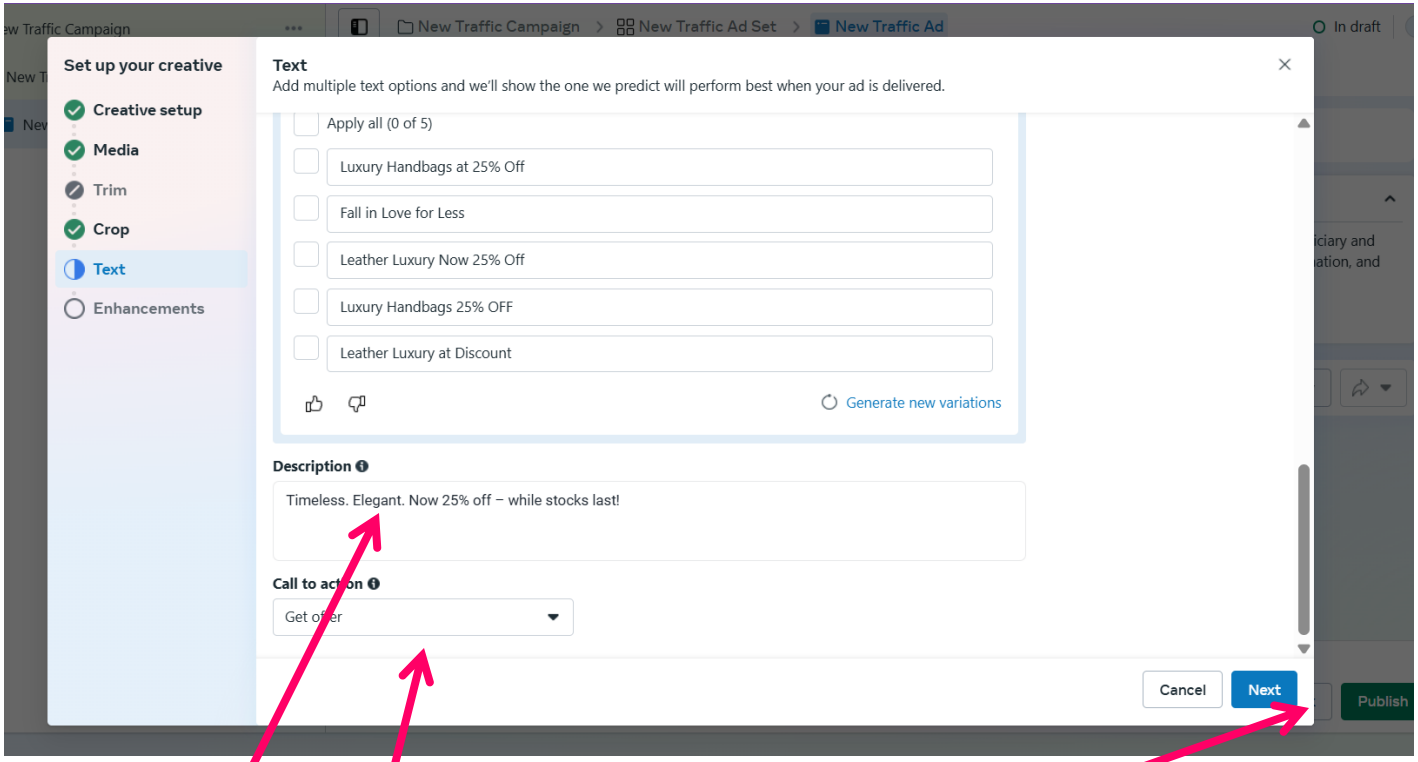
How to create a video ad



Write text under “Headline”

The ai will then suggest 5 alternatives. If you don't want any of these untick them. If you leave them ticked Meta till test each of these primary text options to see which get the most responses / clicks. Then scroll down

How to create a video ad

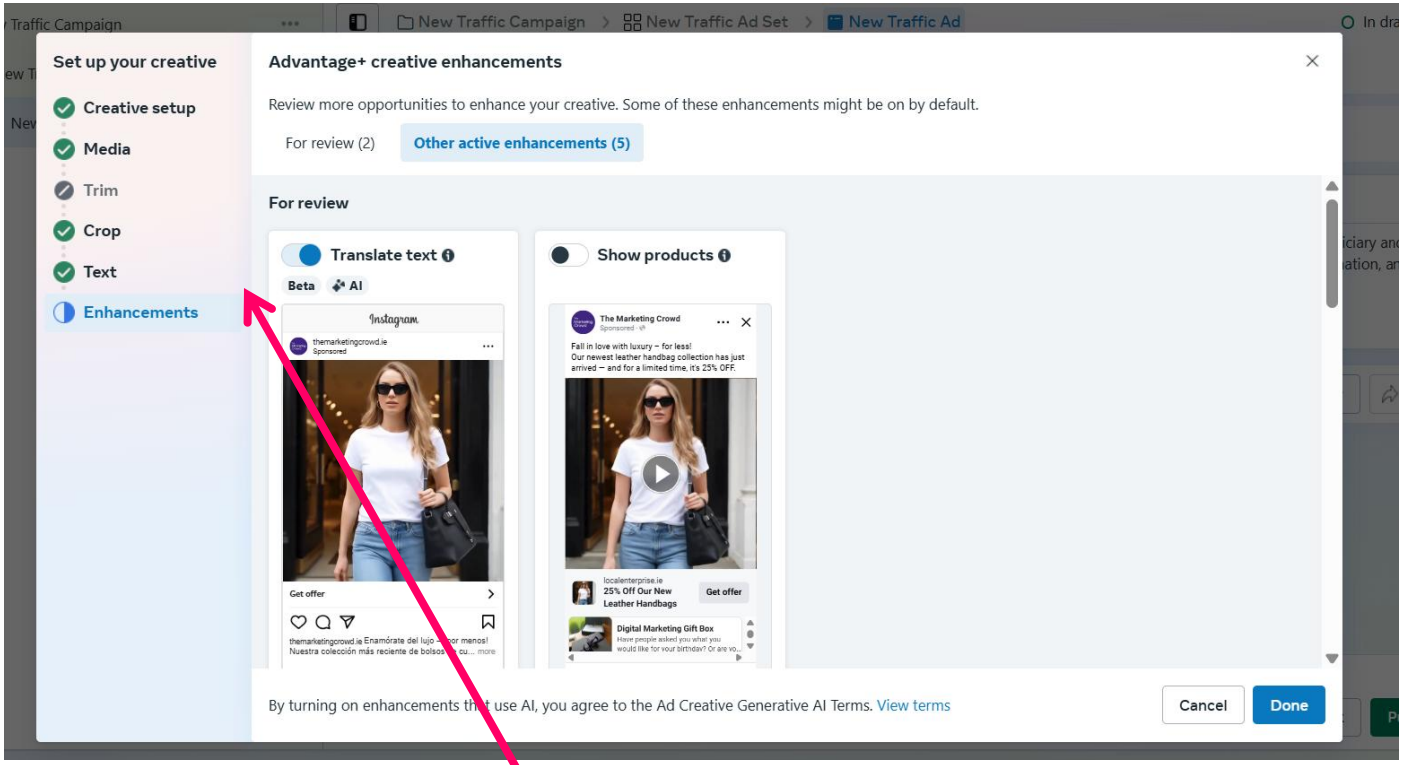


Write text under “Description”

Then choose a call to action

Then click Next

How to create a video ad

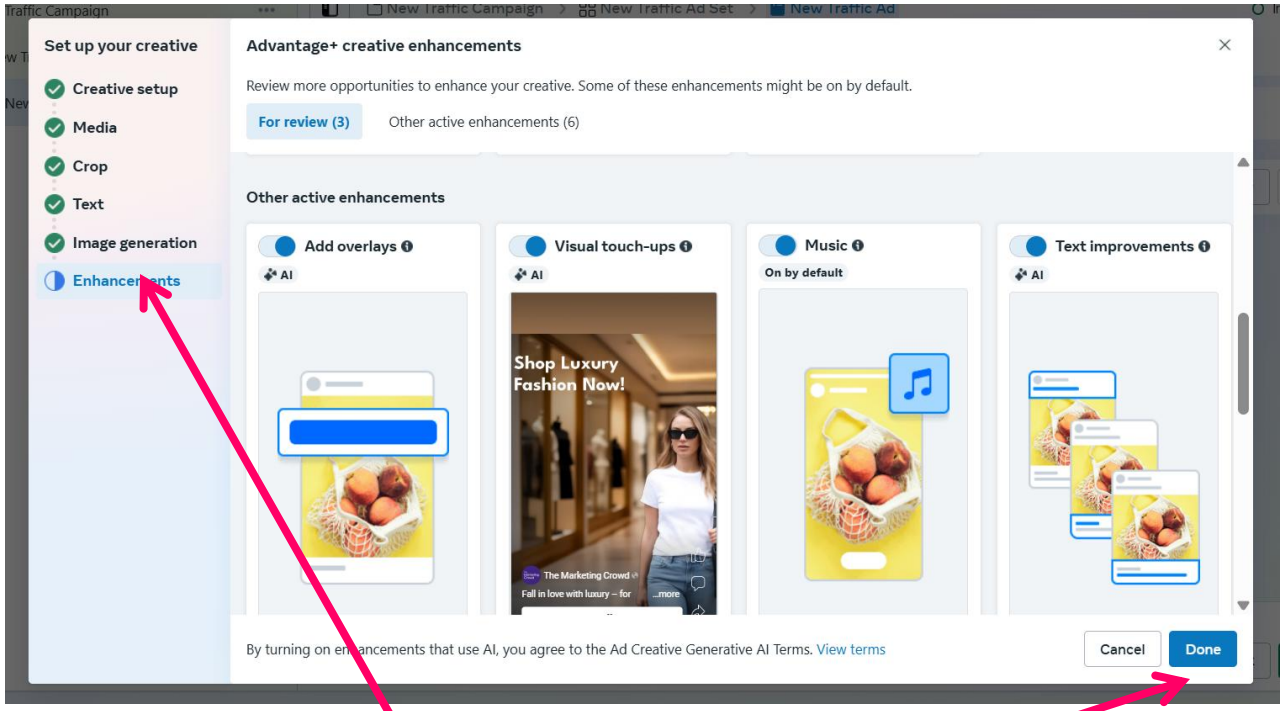


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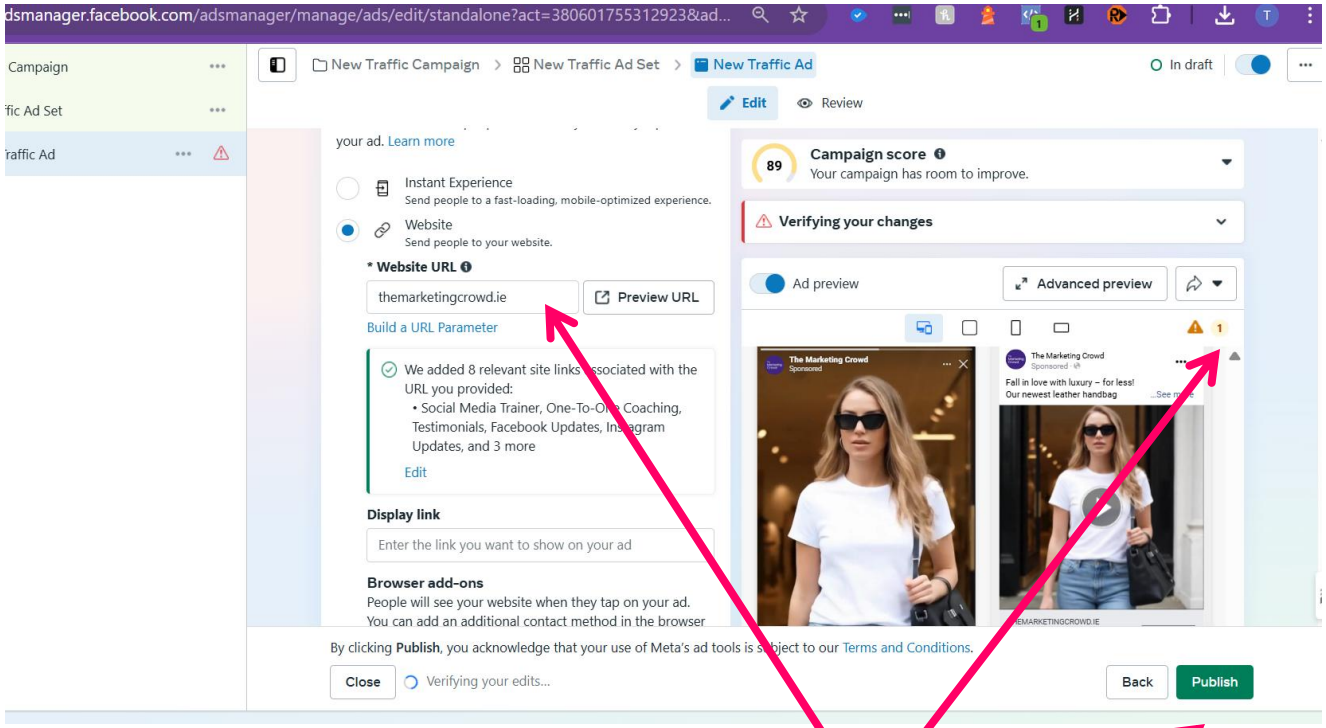
How to create a video ad



If you leave music switched on they will add music that you do not choose
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Then click Next

How to create a single image ad



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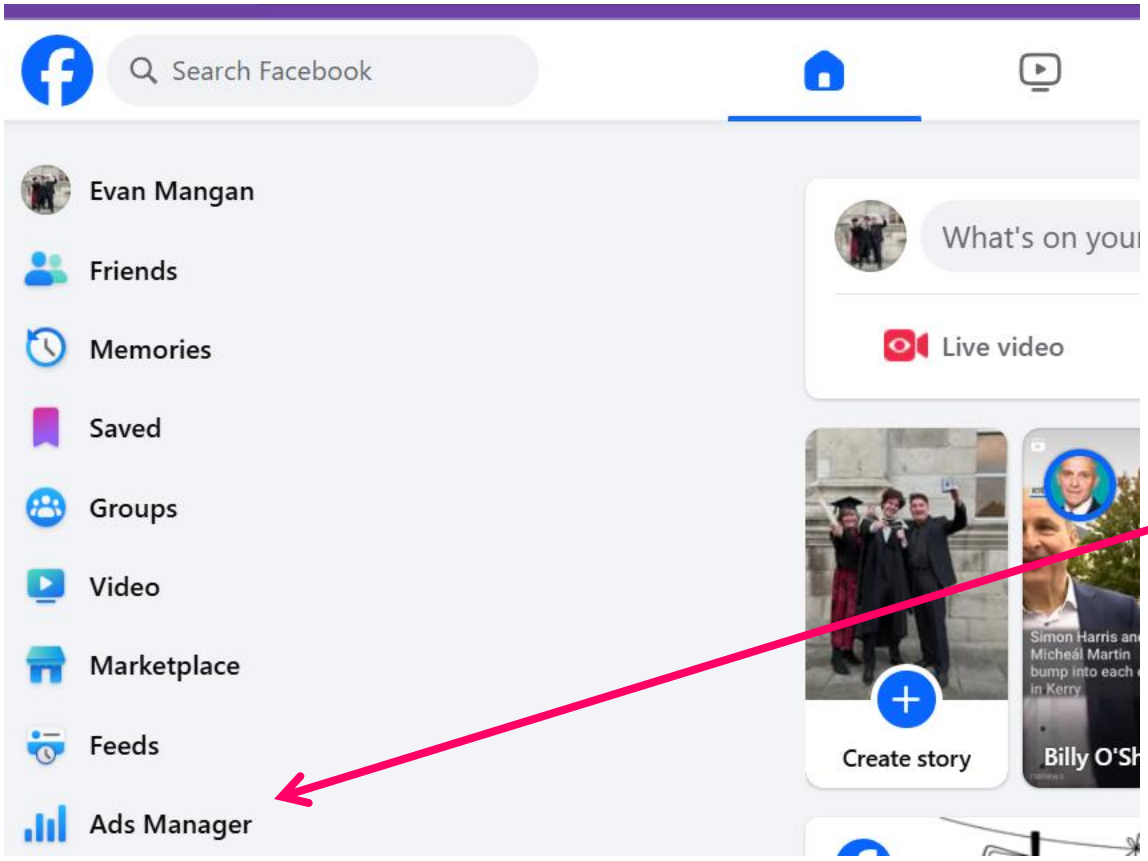
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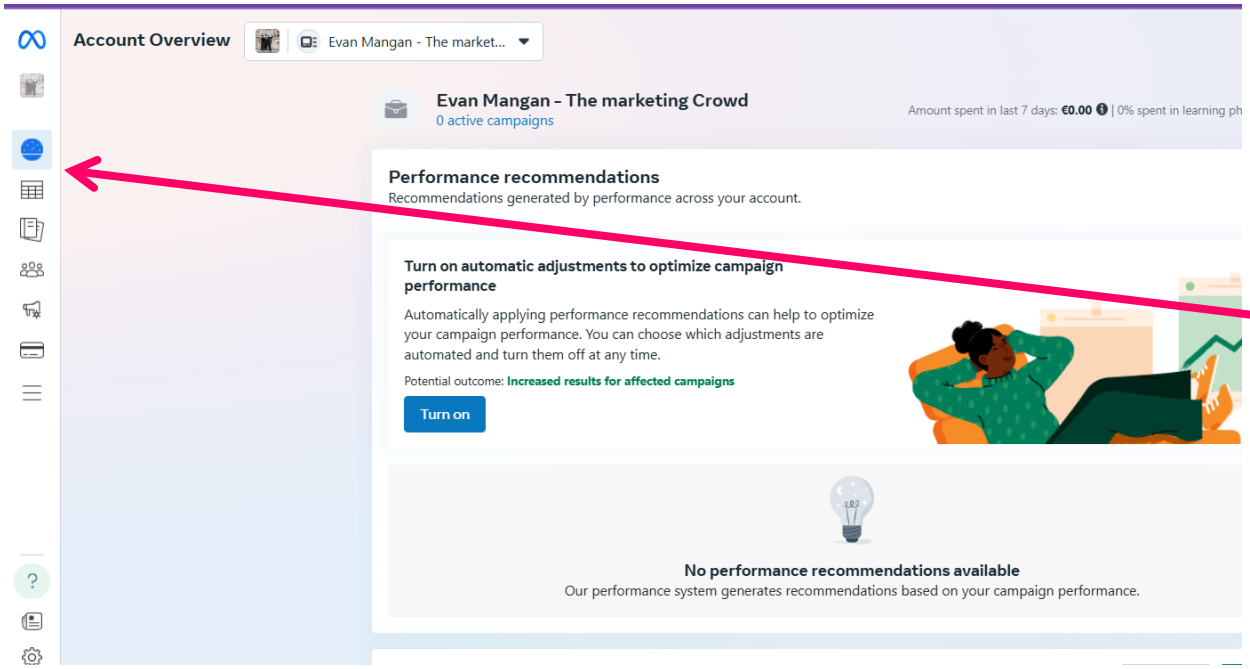
How your campaign results are reported



In order to see the result of your campaign you need to go into Ads Manager

On your main feed, on The left hand menu click on Ads Manager

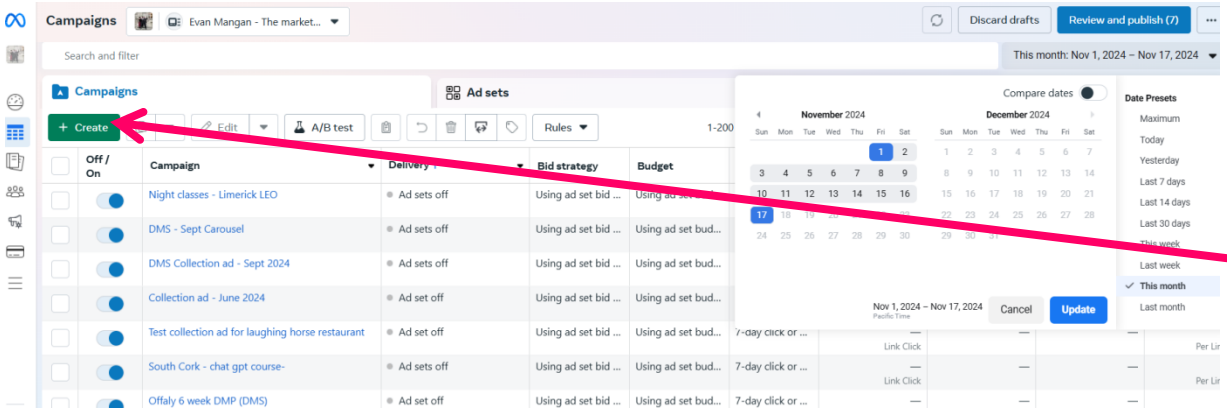
How your campaign results are reported



When you land on Ads manager you are taken to account overview

Hover your mouse over the left hand menu and select campaigns

How your campaign results are reported



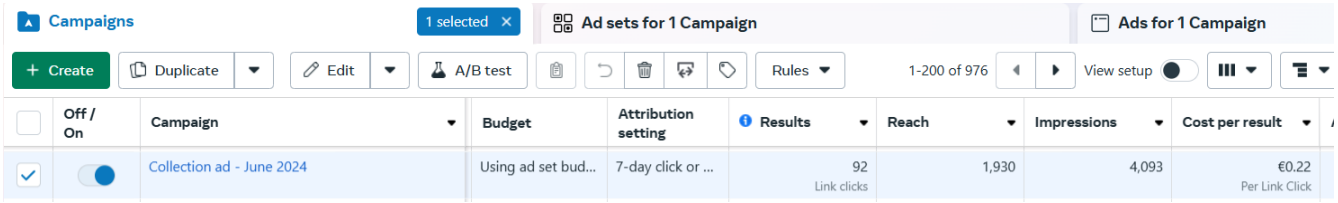
You will then see all of your campaigns

However, there might not be any data for the Campaigns

Click on the date on the top right and then select “maximum”

You will then see the data for all your previous campaigns

How your campaign results are reported



When you look at one of your campaigns ...

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

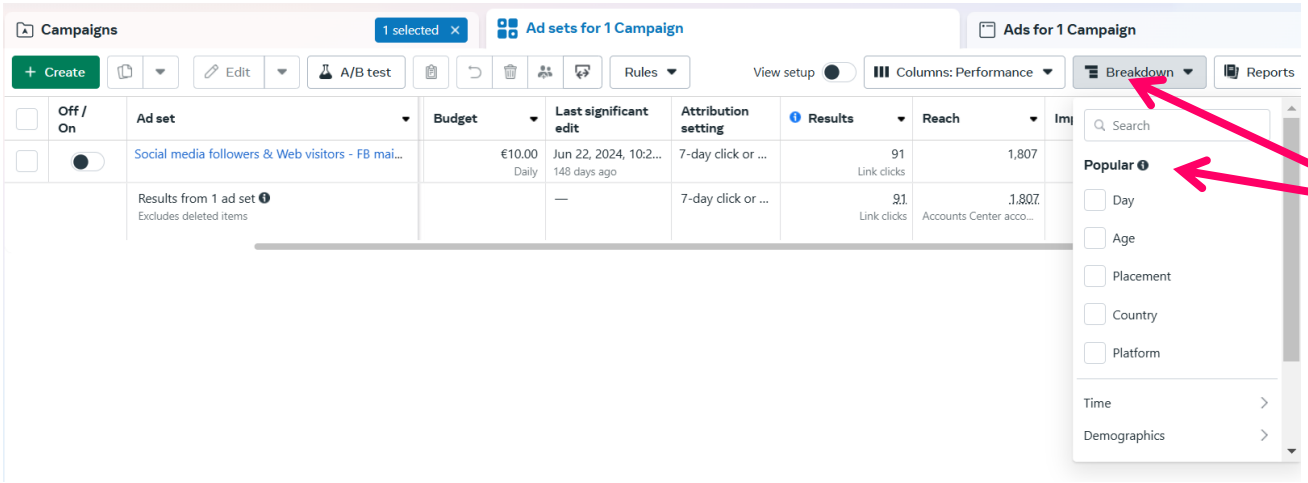
What is a good Cost per click?

Between €0.20 and €0.40 is excellent

Between €0.40 and €1.20 is typical

Over €2 or €3 is getting expensive

How your campaign results are reported

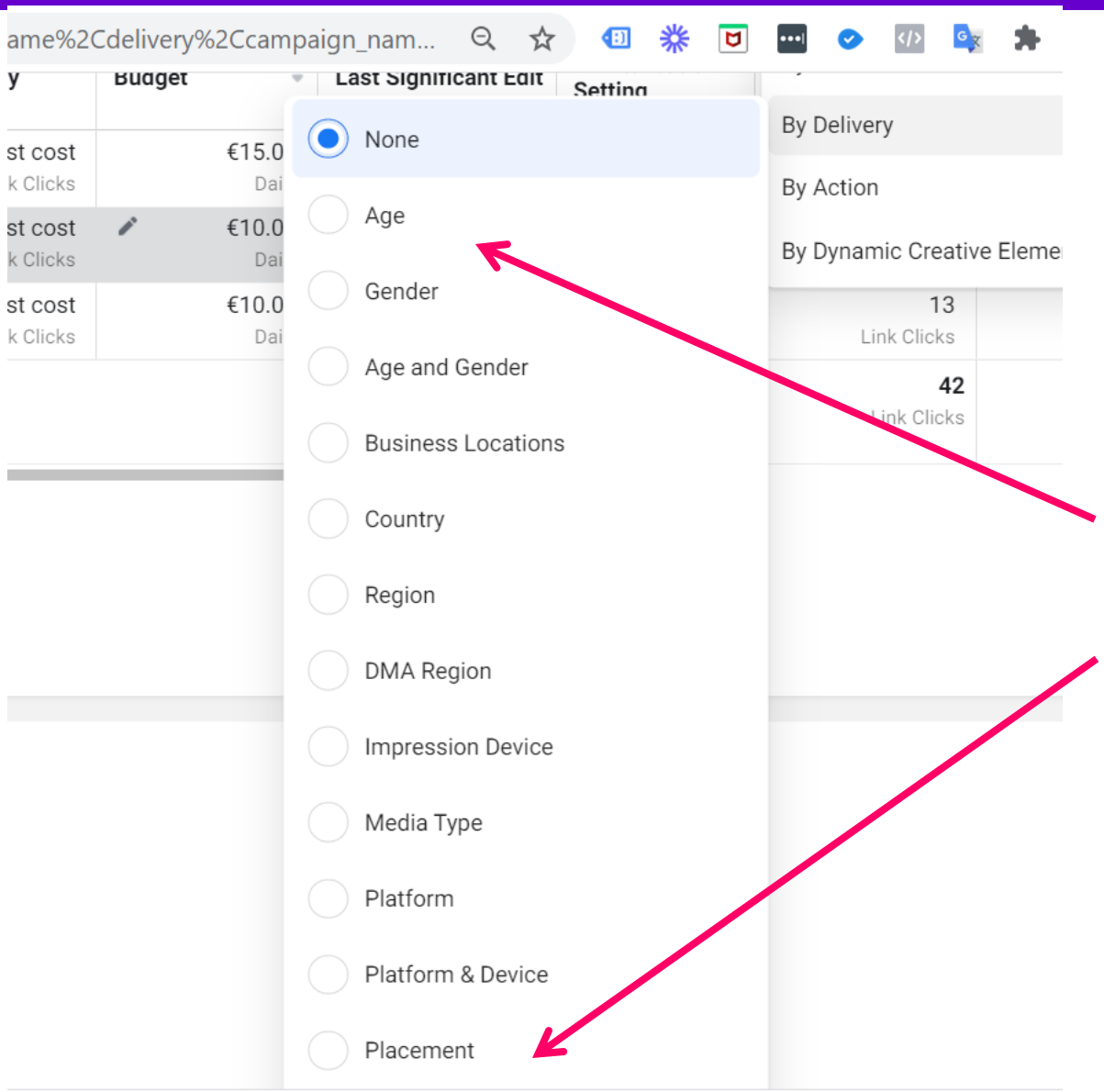


To drill down and understand more about your campaign click on your campaign

Then click Breakdown

You can then choose lots of options

How your campaign results are reported

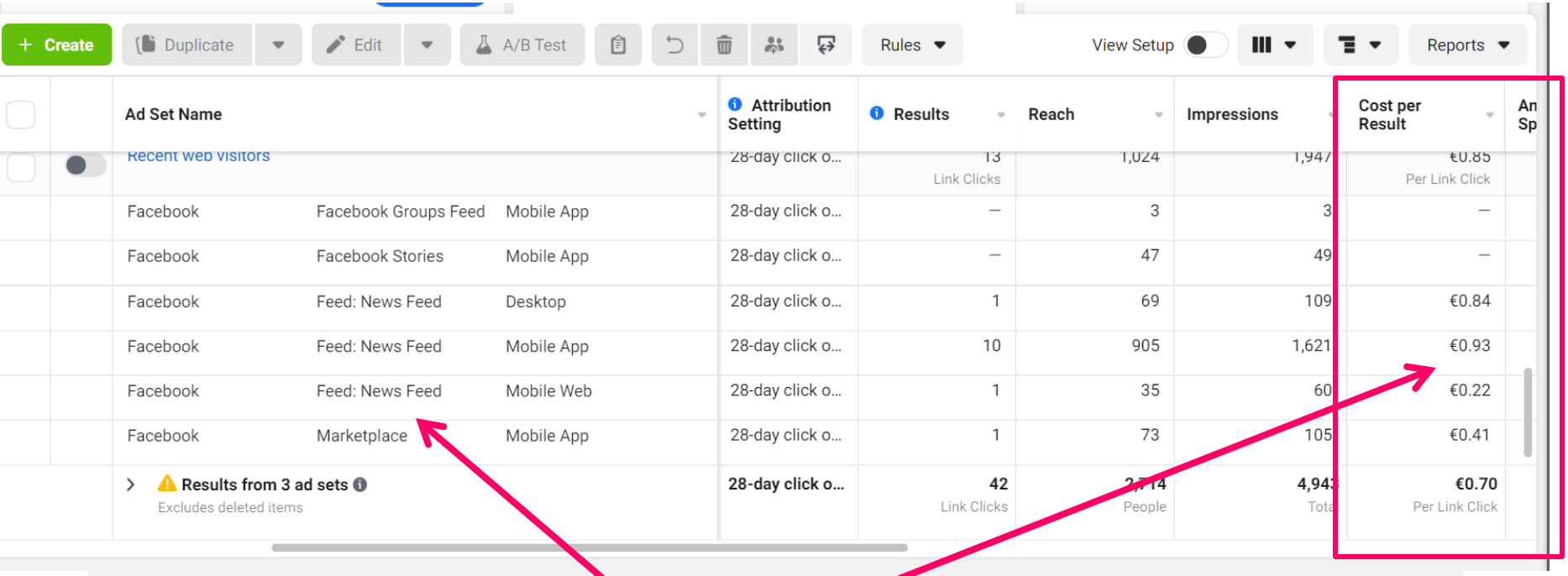


You can then choose to get a break down of the people who clicked on your add by

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



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