

The
Marketing
Crowd


Local
Enterprise
Office



HOW TO ADVERTISE ON FACEBOOK AND INSTAGRAM

What We Will Cover

How to turn a post or Reel into an ad

1. **AI (Advantage+) is becoming the main way to target your ads**
 - How Advantage+ works
2. **There are now more platforms that your ad can appear on**

They will ask you what is your main objective

Create new campaign New ad set or ad

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.

About campaign objectives

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, messenger, app

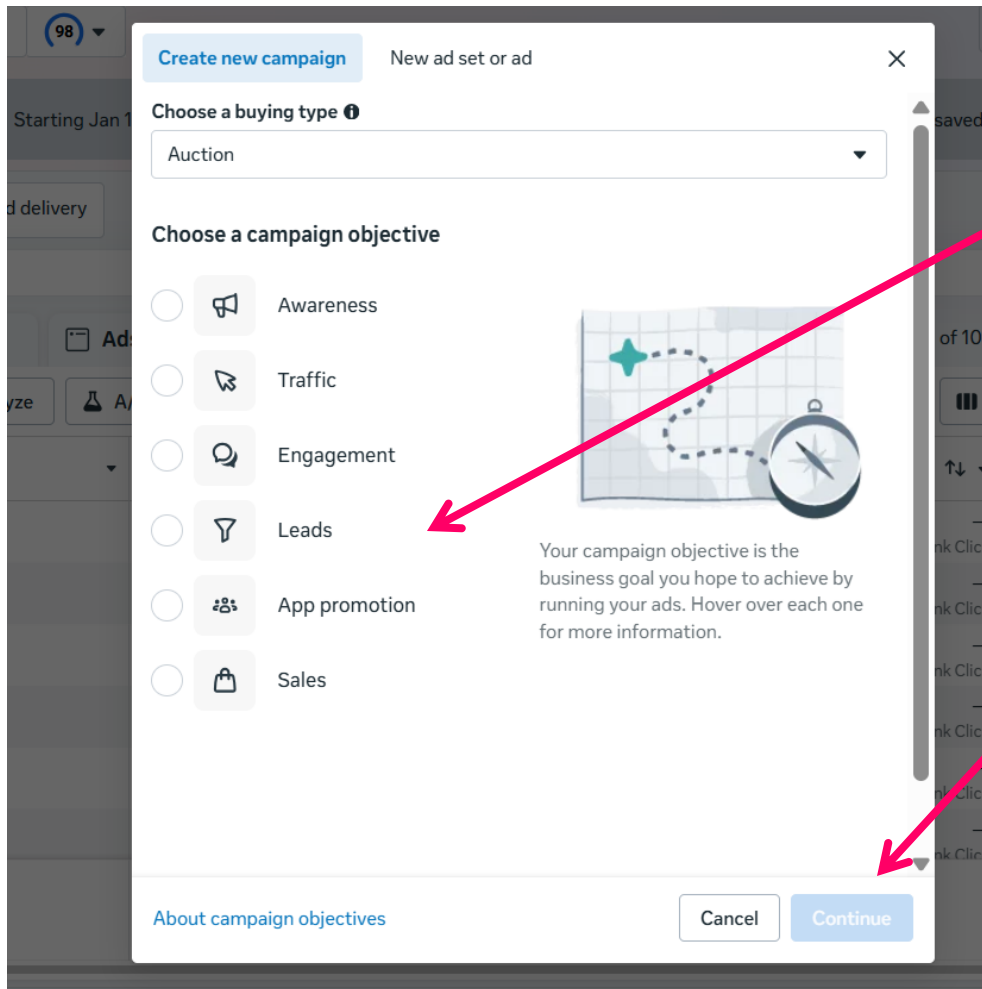
Engagement: Get more messages, video views, post engagement,

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



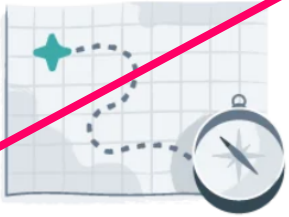
Create new campaign New ad set or ad

Choose a buying type 

Auction

Choose a campaign objective

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

[About campaign objectives](#)

Cancel Continue

Then choose either “traffic” or “engagement”

If you are driving people to your website or you want to generate message enquiries choose traffic.

Click on “continue”

On Page 1 ...

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

Name

Campaign details

Budget

Ad Categories

✓ Campaign name

New Traffic Campaign [Create template](#)

✓ Campaign details

Campaign objective ⓘ

Traffic

[Show more options](#) ▾

✓ Budget [Advantage+ on](#)

Budget strategy ⓘ ^

☐ Campaign budget

Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. [About campaign budget](#)

☒ Ad set budget

Set different bid strategies or budget schedules for each ad set.

☒ Share some of your budget with other ad sets ⓘ

We'll share up to 20% of your ad set budget with other ad sets within this campaign when it's likely to improve performance. [About ad set budget sharing](#)

Campaign bid strategy ⓘ

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

On Page 1 ...

The screenshot shows the 'Special Ad Categories' section of a Google Ads campaign setup. The left sidebar has tabs for 'Name', 'Campaign details', 'Budget', and 'Special Ad Categories', with 'Special Ad Categories' being the active tab. The main content area has 'Edit' and 'Review' buttons at the top. Below them is a section titled 'Set different bid strategies or budget schedules for each ad set.' followed by a checkbox 'Share some of your budget with other ad sets' which is checked. Below this is the 'Campaign bid strategy' section, set to 'Highest volume'. The 'A/B test' section has a toggle switch set to 'Off'. The 'Special Ad Categories' section is highlighted with a green checkmark and contains a declaration about financial products, employment, housing, social issues, elections, or politics. A red arrow points to this section. Below it is the 'Categories' section, which has a dropdown menu with the text 'Declare category if applicable'. Another red arrow points to this dropdown menu.

Set different bid strategies or budget schedules for each ad set.

☒ Share some of your budget with other ad sets ⓘ
We'll share up to 20% of your ad set budget with other ad sets within this campaign when it's likely to improve performance. [About ad set budget sharing](#)

Campaign bid strategy ⓘ
Highest volume

A/B test Off ☐
Help improve ad performance by comparing versions to see what works best. For accuracy, each one will be shown to separate groups of your audience. [About A/B tests](#)

☒ **Special Ad Categories**
Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. [About Special Ad Categories](#)

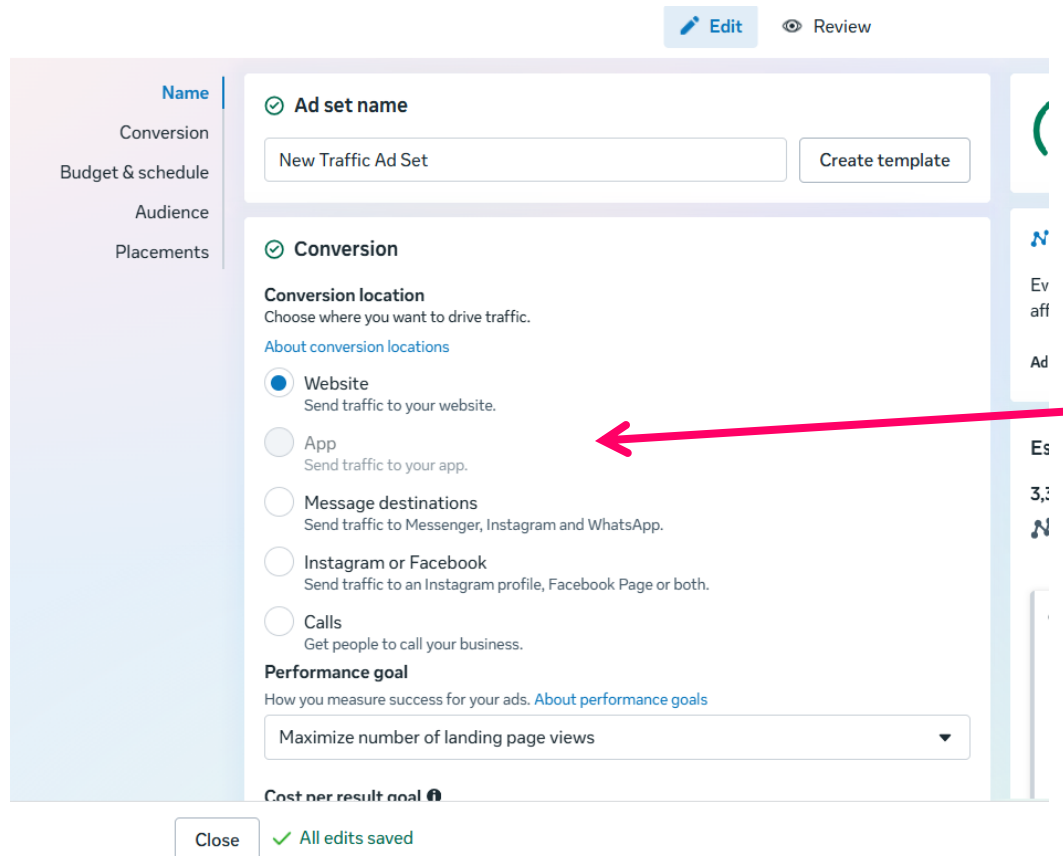
Categories
Select the categories that best describe what this campaign will advertise.
Declare category if applicable

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

On page 2 ...



The screenshot shows the Facebook Ad Set configuration interface. At the top, there are 'Edit' and 'Review' buttons. On the left, a sidebar lists the configuration steps: Name, Conversion, Budget & schedule, Audience, and Placements. The 'Name' section is active, showing a text input field with 'New Traffic Ad Set' and a 'Create template' button. Below this, the 'Conversion' section is expanded, showing options for 'Conversion location' and 'Performance goal'. A red arrow points to the 'Website' option under 'Conversion location'. At the bottom, there is a 'Close' button and a status message 'All edits saved'.

Name

Conversion

Budget & schedule

Audience

Placements

Ad set name

New Traffic Ad Set

Create template

Conversion

Conversion location
Choose where you want to drive traffic.
[About conversion locations](#)

☒ Website
Send traffic to your website.

☐ App
Send traffic to your app.

☐ Message destinations
Send traffic to Messenger, Instagram and WhatsApp.

☐ Instagram or Facebook
Send traffic to an Instagram profile, Facebook Page or both.

☐ Calls
Get people to call your business.

Performance goal
How you measure success for your ads. [About performance goals](#)

Maximize number of landing page views

Cost per result goal ⓘ

Close

✓ All edits saved

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

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

Name

Conversion

Budget & schedule

Audience

Placements

☐ Instagram or Facebook
Send traffic to an Instagram profile, Facebook Page or both.

☐ Calls
Get people to call your business.

Performance goal
How you measure success for your ads. [About performance goals](#)

Maximize number of landing page views

Traffic goals

☒ Maximize number of landing page views
We'll try to show your ads to the people most likely to visit the website linked in your ad.

☐ Maximize number of link clicks
We'll try to show your ads to the people most likely to click on them.

Other goals

☐ Maximize daily unique reach
We'll try to show your ads to people up to once per day.

☐ Maximize number of conversations
We'll try to show your ads to people most likely to have a conversation with you through messaging.

Value rules ⓘ
Tell us how much more certain audiences, conversion locations and placements are worth to your business. Our system will optimize for outcomes based on these rules. [About value rules](#)

[+ Create a rule set](#)

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 strategy

Daily budget ▼ € 20.00 EUR

You are using ad set budget sharing and we'll aim to spend an average of €20. Your maximum daily spend is €35 and your maximum weekly spend is €140. Go to [campaign level](#) to make updates.

① Businesses like yours that got results spent around €20.00 per day on ad sets in Traffic campaigns. ⓘ

Schedule

Start date

📅 May 20, 2026 ⌚ 02:58 AM PDT

End date

☐ Set an end date

[Show more settings](#) ▼

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

☐ Set an end date

[Show more settings](#) ▼

Audience Advantage+ on

Set up your audience using controls and suggestions. [About audiences](#)

Use a saved audience ▼

Controls ⓘ
We won't reach people beyond these settings, even with Advantage+ on.

Locations ⓘ
Included location:
• Ireland

[Hide controls](#) ▲

Minimum age ⓘ
• 18
• Unknown age on WhatsApp: Included

Exclude these custom audiences ⓘ
None

Languages ⓘ
All languages

✓ All edits saved

Choose the people you want to target.

Based on Advantage + targeting

The default 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 eg. Ireland or Kerry**
- 2. Choose a min age (25 is the highest min age)**
- 3. You can exclude people in your custom audiences eg. Your web visitors or followers**
- 4. You can choose a language**

How to create an ad campaign

Name

Conversion

Budget & schedule

Audience

Placements

Minimum age ⓘ

- 18
- Unknown age on WhatsApp: Included

Exclude these custom audiences ⓘ

None

Languages ⓘ

All languages

Suggest an audience ⓘ

We'll also reach people beyond any custom audience, age, gender and detailed targeting settings you apply when it's likely to improve performance.

[Show settings ▾](#)

Further limit your audience

Save audience

Advantage + (AI) continued ...

You can also click on Suggest an audience
Click show settings

Here you can specify an age range, Gender
and some demographics, interests /
behaviours

**Note: This is simply a suggestion to the AI.
It will look at it and try it but it will not be
restricted to this**

Languages ⓘ

All languages

Suggest an audience ⓘ

We'll also reach people beyond any custom audience, age, gender and detailed targeting settings you apply when it's likely to improve performance.

[Hide settings ▴](#)

Include these custom audiences ⓘ

None

Age

18 - 65+

Gender

All genders

Detailed targeting

All demographics, interests and behaviors

How to create an ad campaign

✔ Advertiser and payer details required for ads in the EU

Provide the name of the advertiser and payer to deliver ads to audiences in the European Union. These details will be publicly available in [Meta's Ad Library](#) for a year but not on the ad itself. [About requirements for ads targeting the European Union](#)

* Advertiser ⓘ

The Marketing Crowd ▼

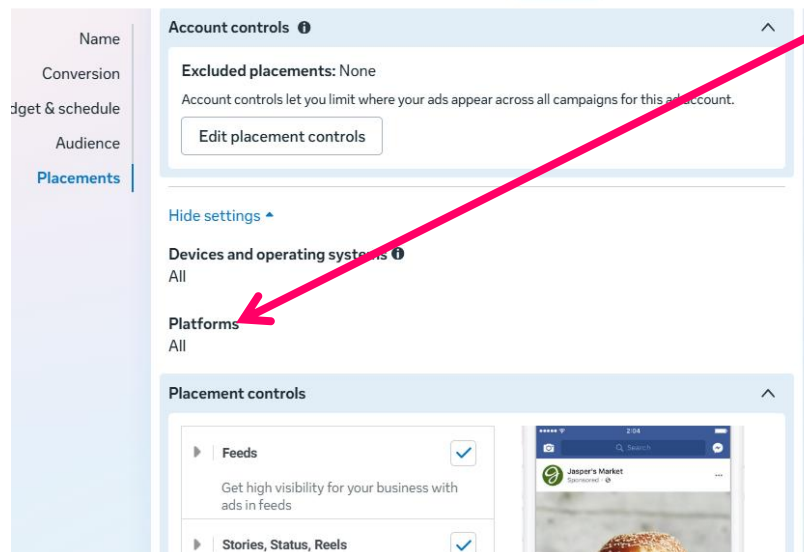
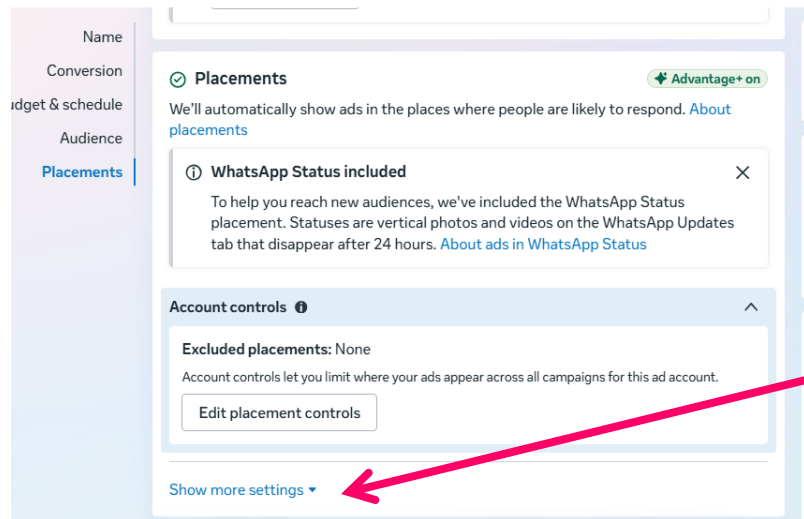


The advertiser and payer are different

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

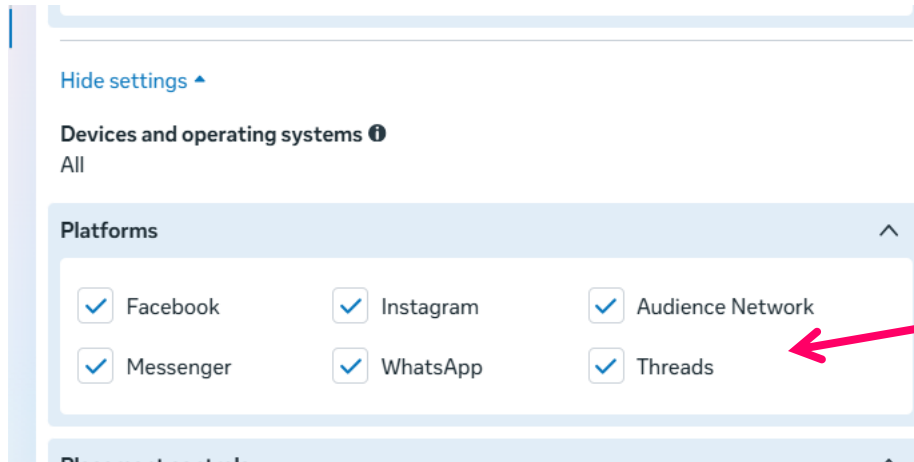


**Decide where
You want your ad to
appear. You can choose
Platforms and placements**

To view your Click Show more
settings

Then hover your mouse over
Platforms (all) and click edit

How to create an ad campaign



**Decide where
You want your ad to
appear. You can choose
Platforms and placements**

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

You can untick any of these. I would definitely keep Facebook and Instagram

I would definitely untick audience Network (3rd party website and apps)

How to create an ad campaign

The image displays the Facebook Ads campaign setup interface. At the top, there are 'Edit' and 'Review' buttons. On the left, a sidebar contains navigation links: 'Name', 'Conversion', 'Budget & schedule', 'Audience', and 'Placements' (which is highlighted). The main content area is divided into two sections: 'Platforms' and 'Placement controls'. The 'Platforms' section includes checkboxes for Facebook, Instagram, Audience Network, Messenger, WhatsApp, and Threads. The 'Placement controls' section lists various placement options: 'Feeds', 'Stories, Status, Reels', 'In-stream ads for reels', 'Search results', and 'Apps and sites'. Each option has a brief description and a checkbox. A red arrow points to the 'In-stream ads for reels' checkbox, which is checked. To the right of the 'Placement controls' section, there is a preview of a mobile phone screen showing a Facebook post for 'Jasper's Market' with a photo of a burger. Below the 'Placement controls' section, there are 'Close' and 'All edits saved' buttons. At the bottom of the interface, there is a 'Performance may be impacted' warning, a dropdown menu for 'Ad sets that include the European Region', and an 'Estimated audience size' field. A red arrow points to the 'Next' button at the bottom right.

Platforms

- ☒ Facebook
- ☒ Instagram
- ☐ Audience Network
- ☐ Messenger
- ☐ WhatsApp
- ☐ Threads

Placement controls

- Feeds**
Get high visibility for your business with ads in feeds
- Stories, Status, Reels**
Tell a rich, visual story with immersive, fullscreen vertical ads
- In-stream ads for reels** ☒
Reach people before, during or after they watch a reel
- Search results** ☒
Get visibility for your business as people search
- Apps and sites** ☐

Feeds

Close All edits saved

Performance may be impacted
Evolving changes within the ads ecosystem may affect your performance or reporting.
Ad sets that include the European Region
Estimated audience size

Close All edits saved Back Next

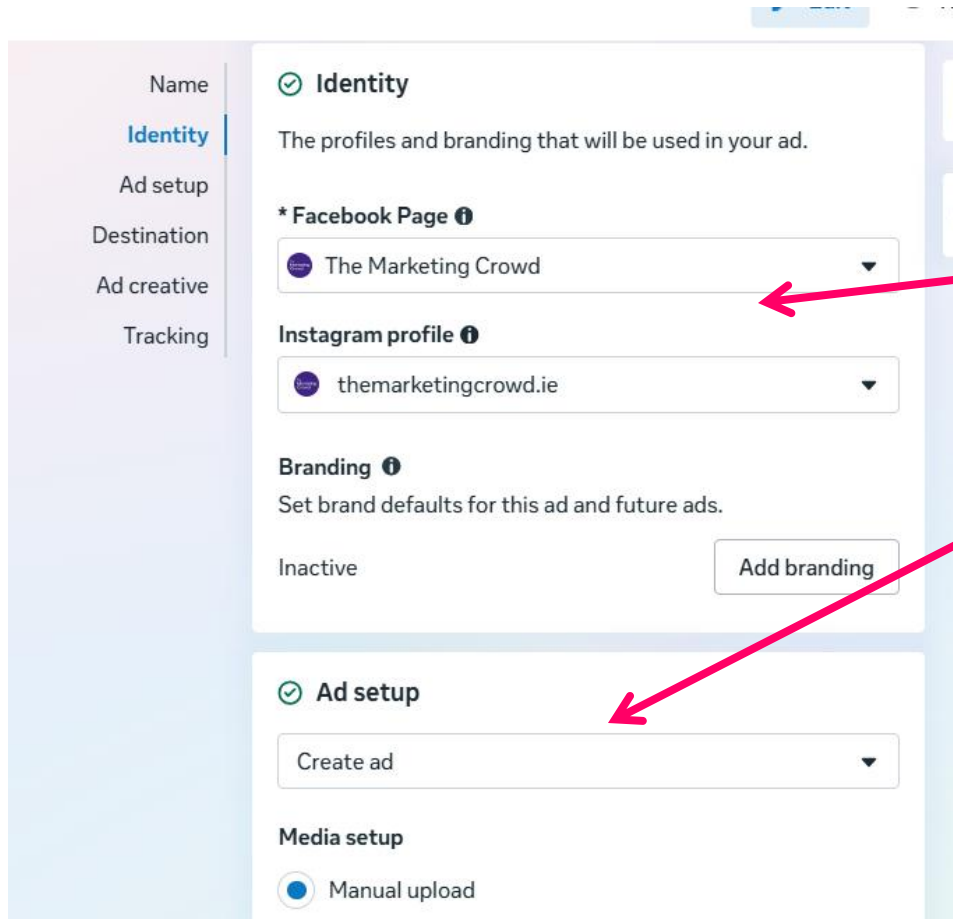
**Decide where
You want your ad to
appear. You can choose
Platforms and placements**

You can also choose where
within the platforms your ad
appears i.e. placements

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

Click next to proceed to page 3

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



The screenshot shows the Facebook Ads setup interface. On the left is a sidebar with navigation links: Name, Identity (highlighted in blue), Ad setup, Destination, Ad creative, and Tracking. The main content area is divided into two sections. The top section, 'Identity', is titled 'Identity' with a green checkmark icon and the subtitle 'The profiles and branding that will be used in your ad.' It contains a 'Facebook Page' dropdown menu with 'The Marketing Crowd' selected, an 'Instagram profile' dropdown menu with 'themarketingcrowd.ie' selected, and a 'Branding' section with an 'Add branding' button. The bottom section, 'Ad setup', is titled 'Ad setup' with a green checkmark icon and contains a dropdown menu with 'Create ad' selected. A red arrow points from the 'Choose your page' text to the Facebook Page dropdown, and another red arrow points from the 'Click Select a post' text to the Ad setup dropdown.

Name

Identity

Ad setup

Destination

Ad creative

Tracking

Identity

The profiles and branding that will be used in your ad.

*** Facebook Page**

The Marketing Crowd

Instagram profile

themarketingcrowd.ie

Branding

Set brand defaults for this ad and future ads.

Inactive

Add branding

Ad setup

Create ad

Media setup

Manual upload

Choose from the dropdown a post that you want to turn into an ad

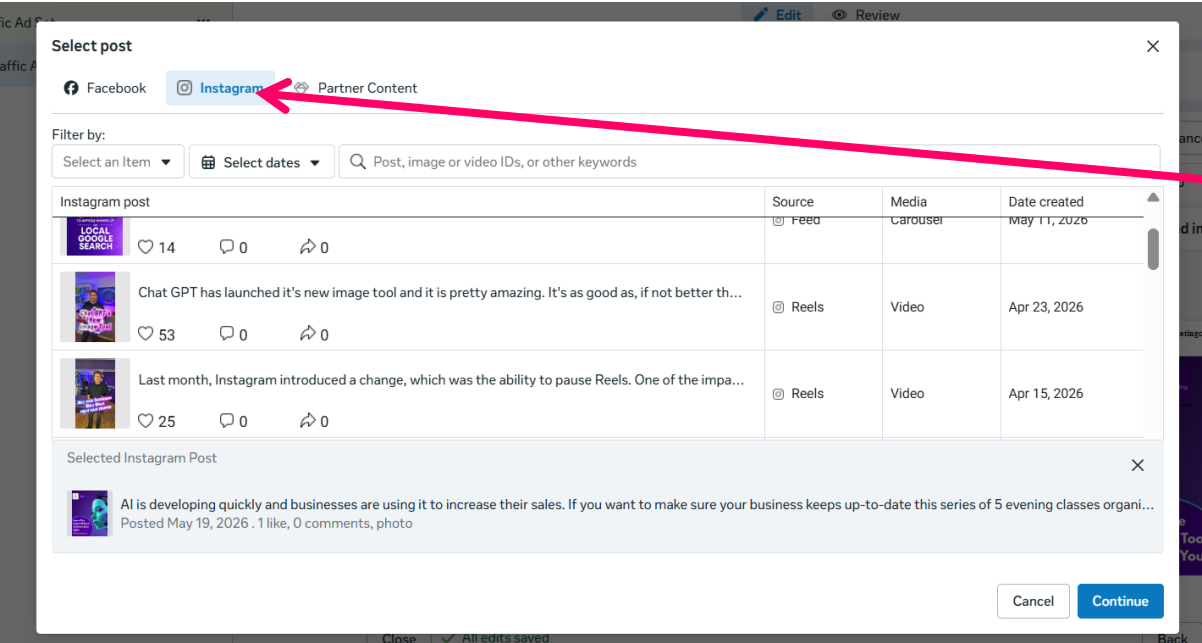
Choose your page

Decide if you want to create an ad from scratch or do you want to use an existing post or Reel from Facebook and Instagram

Click Select a post

Then choose a post from the list of previous posts

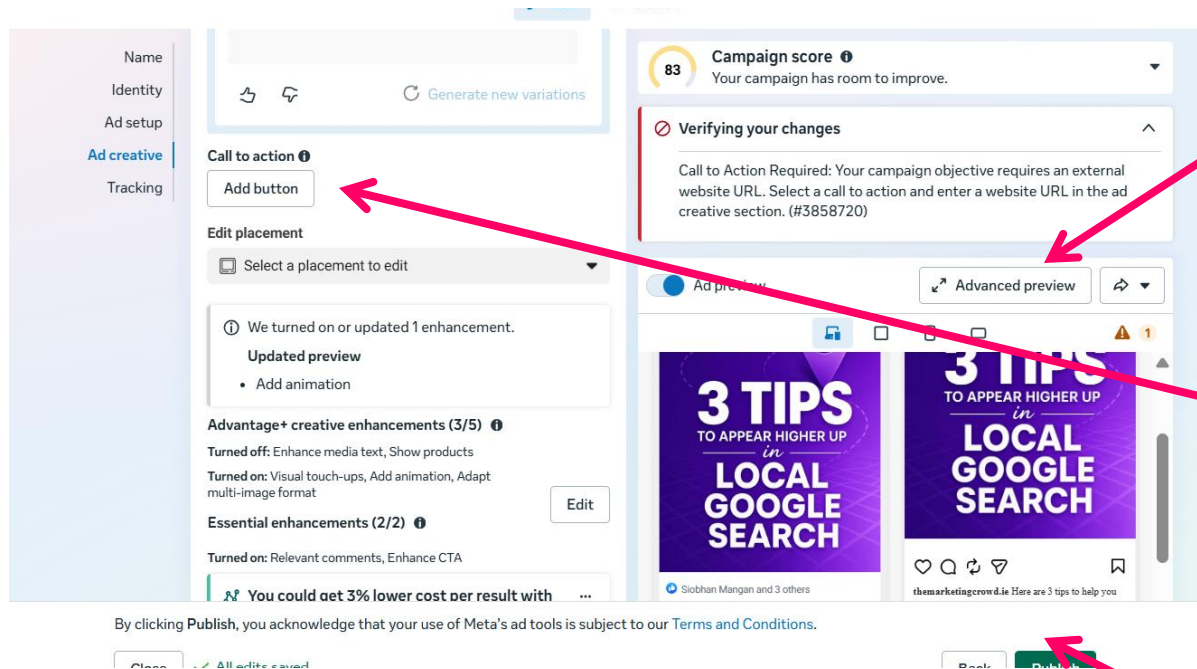
How to turn a post into an ad that goes out on Facebook & Instagram



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. Click Advanced preview to see more.

Add a link to the ad by clicking add button

You can then enter a url and choose a call to action button e.g. Learn more or buy now

When you are ready to place order click the green Button

Your ad has now gone off to Facebook for review.