

Facebook Ads Getting Started Guide



The Facebook Mission

Give people the power to
share and make the world
more open and connected

Introduction

Facebook offers a new marketing solution for businesses. People use Facebook to keep in touch with their family and friends, learn about what businesses their friends like, comment about what they are doing and upload photos. They are part of an ongoing conversation that takes place in an **open and authentic** setting. And they want their favourite businesses to be part of that conversation too.

Facebook gives businesses the opportunity to form **personal and ongoing relationships** with their customers, through publishing content to their Facebook Page on a regular basis and listening to feedback. This **two-way relationship** helps turn these customers into their greatest advocates. Facebook is the first platform that enables effective **word-of-mouth marketing at scale**.

Facebook Ads provide the most powerful combination of **reach and engagement** available to marketers today. Marketing on Facebook lets you engage with people who are most likely to be interested in your business.

At Facebook's core is the social graph, a map of people and their connections to everyone and everything they care about. The most successful businesses on Facebook are a part of that social graph, either through a Facebook Page or implementing Social Plugins on their own websites and actively promoting that presence.

This guide will focus on Facebook Ads and help you get started:
facebook.com/advertising

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Facebook Ads Explained

Difference from search

Facebook Ads are integrated into the Facebook user experience, meaning that advertisers can target potential customers before they search, offering interaction and engagement unseen on other advertising platforms.

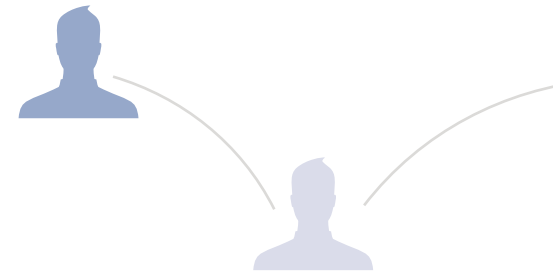
With search advertising you target users based on what you think they will be searching for. With Facebook Ads you target using the information people share and enter in their profiles. You can target broadly by demographic and geographic preferences or you can get granular by targeting people's specific likes and interests.

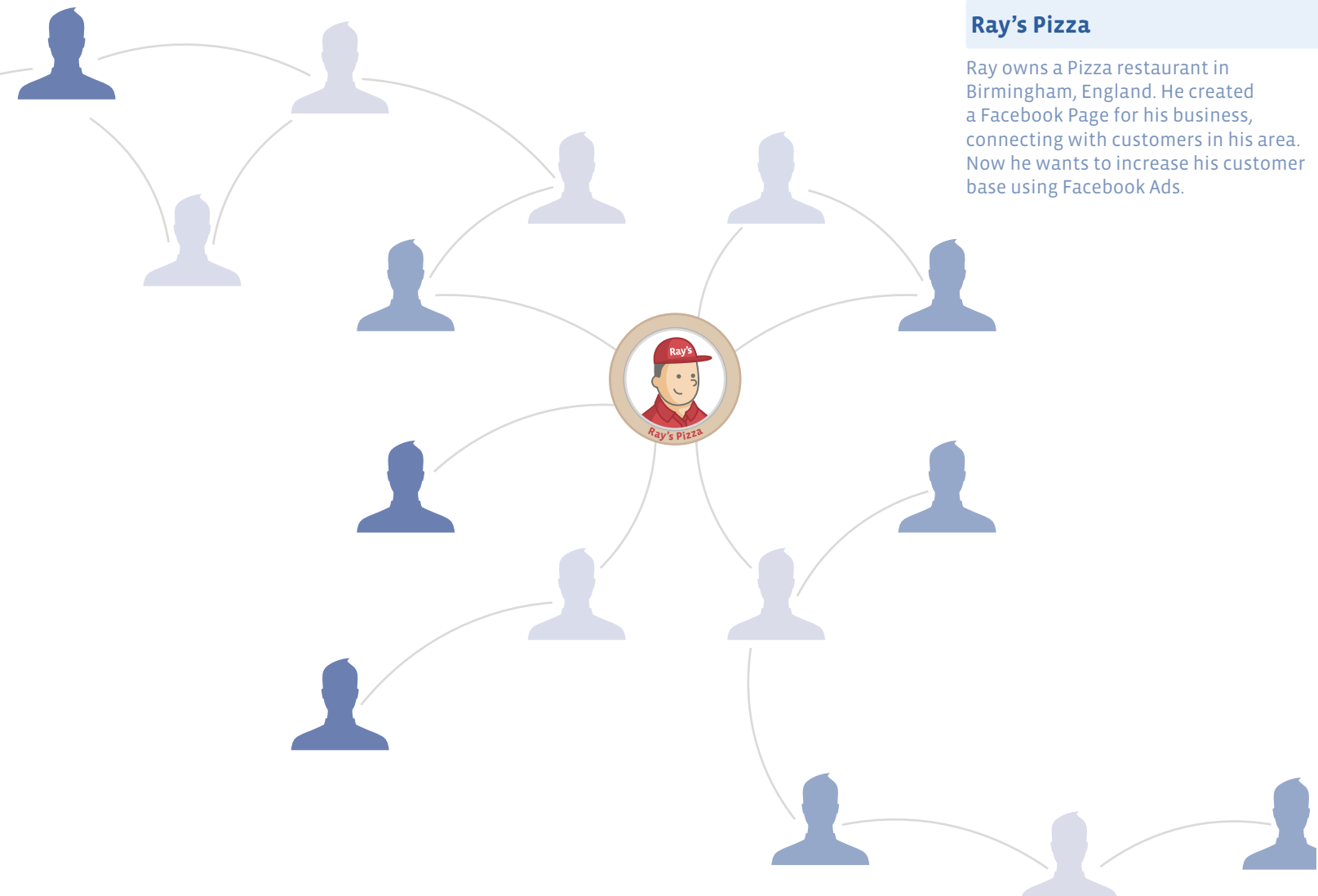
Privacy First



While targeting on Facebook allows companies to reach the most likely users based on information they list in their profiles, it does not reveal any personal data of the people who fit into the targeting categories.

Through a series of simple social actions, such as liking your business' Facebook page or RSVPing to your event, people can quickly interact with your business, without ever leaving their current page. When this happens, a user sees a friend's name in your ad, giving the ad a personal recommendation. Just like in real life, recommendations from friends on Facebook are really powerful. If a user sees a friend's name in an ad on Facebook, they are 68% more likely to remember the ad and twice as likely to remember the brand.





Ray's Pizza

Ray owns a Pizza restaurant in Birmingham, England. He created a Facebook Page for his business, connecting with customers in his area. Now he wants to increase his customer base using Facebook Ads.

To create successful ads you need to:

- 1 Identify your goals**
- 2 Know your audience**
- 3 Create your ad and set your budget**
- 4 Understand Facebook's advertising policies and ad approval process**

1 Identify your goals

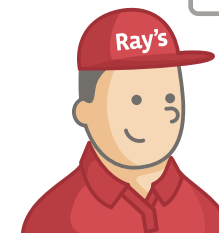
What is most important to you as a business owner?

Do you want to:

- Drive awareness of your company's Facebook Page?
- Increase recognition and awareness of your business brand or name?
- Acquire new sales leads?
- Get more people to like your Facebook Page?
- Get more people to visit your company website or online store?
- Increase sales by offering a special discount code for Facebook customers?

Tip

- The most effective ad campaigns focus on just one goal at a time.
- For example, to encourage people to visit your store during a one day promotion for half-price pizzas, you would create an event ad, highlighting the date, time and location.
- To increase phone calls to your store you would create an ad including your phone number, encouraging users to call your store now.



My Goal

I want to increase the number of calls to my **pizza restaurant**

2 Know your audience

Who do you want to reach with your ad?
What information will get their attention?

- Who shops in your store, buys on your website or tells friends about your business today?
- Where are your customers located? Are they all over the world or in a particular location, or both?
- Are your customers a specific age range?
- Does your audience share an interest in a particular topic?

Once you know who's in your audience, create different versions of the ad to appeal to different customer groups.



Tip

For example, let's say you own a pizza restaurant. Your customers fall into 3 main groups:

- College students studying
- Busy families in the local area
- Bargain diners who look for special offers

You could create three different ads, each with slightly different goals, to target each of these groups.

You will start to learn what images and ad text work best for each customer group.

My Audience
I have three main groups of customers and an ad for each group

Ray's Pizza ×

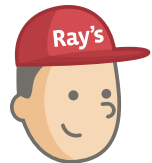
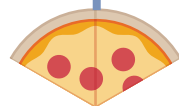


Show your student card for a 20% discount on delicious pizzas! Open 7 days until midnight!

David Nguyen likes this.

Like


College kids studying



Busy Families

Bargain diners

Ray's Pizza ×



Find your nearest store & order online, for delicious pizza delivery!

David Nguyen likes this.

Like

Ray's Pizza ×



2 for 1 deal on takeout pizza. Order here to claim this offer!

David Nguyen likes this.

Like

3 Create your ad and set your budget

Create Your First Ad

Once you know what goal you want to focus on and the audience you want to target, start creating your ad: facebook.com/advertising

- ✓ a Design your ad
- ✓ b Choose your target audience
- ✓ c Control your costs
- ✓ d Review and submit your ad

✓ a Design your ad

- Your ad is made up of a title, ad body text and image. You'll also need to specify a destination URL (web address) that you want people to go to when they click on your ad.
- When your destination URL leads users to your Page, Event or Application, your ad title will be the name of your Page, Event or Application. "Like" will also appear in an ad leading to a Page, and RSVP will appear in an Event ad.



"Like" will appear when your ad links to Facebook Pages. RSVP will appear for Events.

Here's a step by step process for creating your ad:

- **Destination URL** – the web address you want your ad to link to
- **Ad Title** – If your ad links to your Facebook Page, Event or Application, your ad title will be the name of your Facebook Page, Event or Application. If you are directing users to your website, use the 25 characters to capture people's interest
- **Ad Body Text** – In 135 characters or less, describe the benefits of your product or service. If you want people to click through your ad to take specific action, be sure to call that out with simple, active language like “Learn more now” or “Like us now to receive special offers”
- **Image** – The most successful ads on Facebook include images that are clear, easy to spot and directly related to the content of your ad

As an alternative, while creating your ad you also have the option for Facebook to suggest an ad title, body text and image based on your URL. You can then further modify what is automatically suggested.

A good ad



What works well:

- The image is strong and good quality
- The ad text clearly outlines the offer and has a clear call to action
- By linking to Ray's Pizza Facebook Page users can see if their friends have liked it

A bad ad



What could be improved:

- The image is poor quality and hard to read
- The ad text doesn't call out any special offers
- There is no call to action

✓ b Choose your target audience

To make your ad more successful, it's important to target the ad to reach only the people who would find the ad text most compelling.

You can reach people based on their:

- **Location** – by city, state, province, or country
- **Demographics** – by age range, gender, language, relationship status
- **Likes and interests** – what are your customers' hobbies or passions? Unlike search advertising where you target the words people search for, on Facebook you can target people by their interests. Focus on topics and themes rather than individual terms.

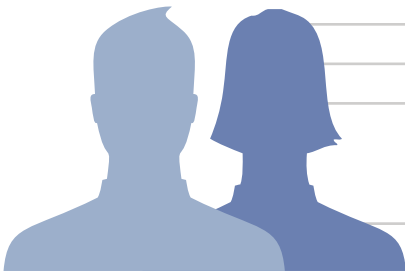
For example, if you are targeting students, think about the interests of those students. Is there a particular tv program that your target audience are likely to be interested in? If so, you could use this tv program in your likes and interests targeting along with more pizza specific themes, 'eating out with friends', 'takeouts', 'italian pizza'.

- **Education and work** – you can direct your campaign to students in a specific university or people with a particular level of education



I want to target special offers to **college students** in this city, **Birmingham**

Good targeting



Gender: Males & females

Age: 18-22

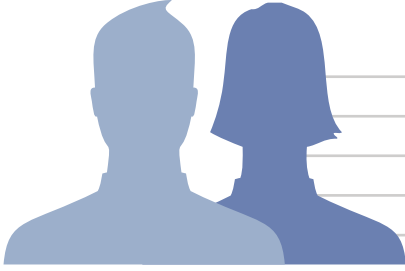
Location: Birmingham

Interests: Pizza, Italian food, takeouts, Italian pizza, Pizzas, Pizza Napolenta, Pizza rolls, Pizza ristorante, Italian food lovers, Italian cuisine

Education: In College



Bad targeting



Gender: Males & females

Age: 13-65

Location: United Kingdom

Interests: Food

Education: All



✓ c Control your costs

There are 3 factors that determine the cost of your campaign:

- 1 Campaign budget
- 2 Ad schedule
- 3 Bidding option you choose

1 Campaign budget

You can choose to budget for your campaign in 1 of 2 ways:

- **Daily budget:** the amount you are willing to spend on this specific campaign for each day that it's running
- **Lifetime budget:** amount to spend between a finite period of time. For example, you can specify that \$100 will be the budget for a 10 day campaign

It's useful to know that Facebook will assign your account a daily spend limit. This is the most Facebook will allow you to spend in one day, not the amount you are going to be charged.

2 Ad schedule

You choose when you want your ad to run. You can select to run your ad continuously from the day you set it up or only run it through specified dates.

3 The bidding option you choose and the max bid you set

What should I choose? CPC or CPM?

This largely depends on your advertising goals:

- **Cost Per Click (CPC):** A type of campaign pricing where you pay each time someone clicks on your ad. This is the best type of campaign pricing to use when you want to drive specific action on your website or Facebook Page
- **Cost Per Thousand Impressions (CPM):** A type of campaign pricing where you pay based on the number of people who view your ad. This is the best type of campaign pricing to use if you want to raise general awareness of your business within a targeted audience

How to choose your max bid?

- a Facebook will suggest a bid price to you based on your targeting options. You can choose to keep this bid, especially if CPC bidding matches your goal
Or
- b Choose your own: Alternatively, by selecting the advanced mode you can enter your own CPC or CPM bid. We show you a suggested bid that falls within the range of bids currently winning the auction among ads similar to yours. You can use the suggested bid or enter your own



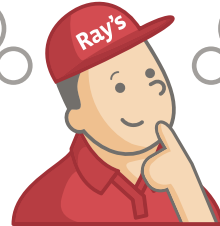
Tip

If you bid below the suggested range, your ad might lose the auction because other businesses, targeting similar customers, may have higher bids, causing their ad to be shown instead. We recommend bidding within or above the suggested range to make sure your ad is displayed on the site.

Daily vs. Lifetime

Daily

I only want to spend **\$10 per day**



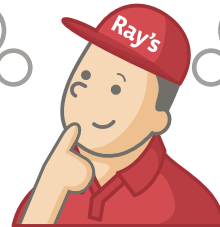
Lifetime

I want to spend **\$100 for the entire promotion**

CPC vs. CPM

CPC

I want people to check out my menu



CPM

I want more people to know about my pizza shop

✓ d Review and submit your ad

The final step of this process is to submit your ad. Once you submit, your ad will be reviewed to ensure it meets our guidelines (you can view these at the end of this guide). You will receive an email once it has been approved.

It is important that you monitor the performance of your ad over the first few days it is live.

Monitor Performance

We have a suite of tools that give you the information you need to make rapid and informed decisions about your advertising campaign.

Where do I start?

Make sure you are clear on the goal of the ad you want to analyze. What response were you looking for, what metrics would help you see if your ad is successful?

When you log into your Ads Manager you will see the main statistics for each campaign. You can also generate more detailed reports and get insights into the types of users that are most responsive to your ads from the Reports tab.

The main metrics shown are:

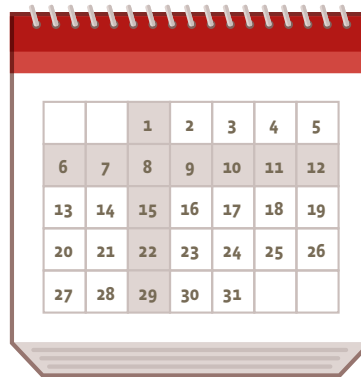
- **Social:** the percentage of your ad's impressions where the viewers saw at least one friend who liked your Page, Event, Application
- **Clicks:** each time a user clicks on your ad
- **Impressions:** each time an ad is shown to a user, regardless of whether the user clicks or takes any other action on the ad
- **CTR (click-through rate):** the number of clicks your ad receives divided by the number of times your ad is shown on the site (impressions) in the same time period
- **Avg. CPC (cost-per-click):** the amount you're paying on average for each click on your ad

Use this information to understand what types of users are engaging and interacting with your ads. The next step is applying what you've learned to your ad campaigns.

■	Campaign	Status	Budget	Impressions	Social %	Clicks	CTR (%)	Avg. CPC	Spent
<input type="checkbox"/>	College pizza	⏸	\$40.00 Daily	0	0.0%	0	0.000%	\$0.00	\$0.00
<input type="checkbox"/>	Family pizza	✓	\$10.00 Daily	335,601	0.1%	92	0.027%	\$0.33	\$30.00
<input type="checkbox"/>	Bargain diners pizza	✓	\$10.00 Daily	224,602	0.1%	100	0.045%	\$0.30	\$30.00
	Totals			560,203	0.1%	192	0.034%	\$0.31	\$60.00

💡 Tip

To make sure you analyse your campaign performance regularly, schedule reports that you want to receive on a daily or weekly basis. You can choose to receive alerts when the reports are available through the Account Settings link.



← Check performance **daily** at the start

↑
Then check at least **once a week**

4 Understand Facebook's advertising policies and ad approval process

Advertising Guidelines

At Facebook, we believe that every part of our site, including the ads, should contribute to and be consistent with the overall user experience. Thus, we are committed to protecting our users experience by keeping the site clean, consistent and free from misleading advertising.

We believe that we can transform existing advertising messages that are tailored to the individual user based on how his or her friends interact and affiliate with the brands, music artists and businesses they care about.

You will receive an email once your ad has been reviewed. Our advertising guidelines and policies can be reviewed at www.facebook.com/ad_guidelines.php

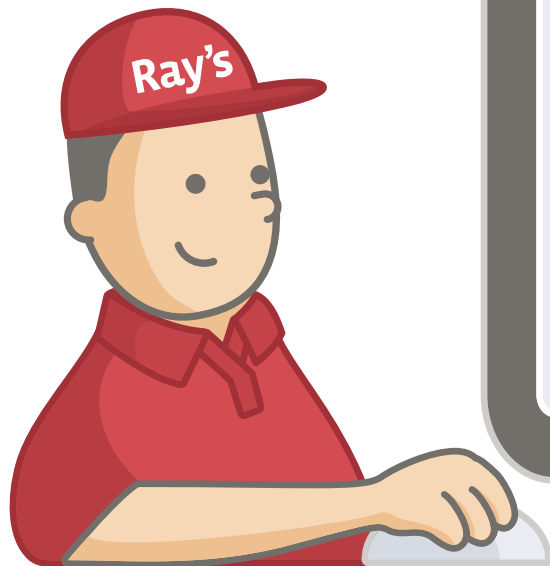
Continue to learn more!

If you would like to keep learning, you can access our online learning resources, including our webinar centre in our **Guide to Facebook Ads**: facebook.com/adsmarketing

Connect with our **Facebook Ads Page** to receive real-time updates from Facebook about the product, tips for your business and provide us with feedback on the product: facebook.com/facebookads

To create a Facebook Page visit: facebook.com/pages/create.php

To learn how you can make your website more social by using social plugins (i.e. "Like" button on your website) visit: developers.facebook.com/plugins



facebook

Key Resources

Advertising guidelines and policies:
www.facebook.com/ad_guidelines.php

Guide to Facebook Ads:
facebook.com/adsmarketing

Receive ongoing tips:
facebook.com/facebookads

Create a Facebook Page:
facebook.com/pages/create.php

Use social plugins:
developers.facebook.com/plugins

Top Tips for Ongoing Ads Management

Keep this list close by and refer to it regularly.

Body text:

- 1 Ask questions to engage your audience
- 2 Include a call to action – tell users what you want them to do
- 3 Highlight discounts or free offers
- 4 Keep the language simple, short and concise

Image:

- 5 Use an image that speaks to your audience
- 6 Avoid logos unless your business is a very well-known brand

Destination URL:

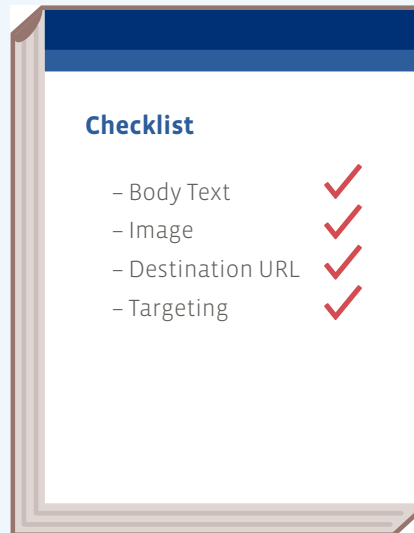
- 7 Send users to a relevant landing page

Targeting:

- 8 Choose a location where your customers live
- 9 Use the profile of your current customers to understand what demographics you should filter your audience by
- 10 Target users based on their interests and likes, not what they might search for

Keep testing and improving

The most successful advertisers on Facebook refresh their ad creatives every 10–12 days. Test multiple ads and use the reporting in your Ads Manager to see which has the biggest impact.



Why not cut-out and keep this page?





