



FACEBOOK AD SETTINGS

Summary

Reach your target demographic based on factors like interests, age, location and more. Facebook will show your ads to the people most likely to be interested in your products, services and causes.

Set Your Campaign Goal

Reach- Push content out to the largest audience possible at the lowest price

Engagement- Get more comments, page likes, event responses, or offer claims, Increases organic content delivery over time, helps build brand reputation

Traffic- Push content to users most likely to click on the content which brings them to a destination on or off Facebook

Conversion- increase and track the number of people taking specific actions on your website

Brand Awareness- pushes content out to people more likely to be interested in it. Increases understanding of values and recognition of iconography

Create An Ad Set

This is where you will define your target demographic, ad placement, and budget.

AUDIENCE

Location- Based on your business targeting, select a city, state or country that you would like to advertise to. Make sure indicate whether you would like to advertise in that one location only, or include a radius around the location. Automatically adds 25 mile radius, remove for more detailed targeting.

Age- Pick one or more age ranges of people to target with your ad: 13-17, 18-24, 25-34, 35-44, 45-54, 55-64, and 65-100.

Gender- Restrict your ads to a male audience, female audience, or both.

Detailed Targeting- Enter keywords that represent a user's potential likes, interests, behaviors, occupations or hobbies. If the user has that keyword(s) in a profile that match the keywords you provide in this targeting filter, that user is eligible to see your ad. Try to remain broad when using this tool. Sometimes it can limit your reach.

Connection Type- Use this tool to reach people who may have already interacted with your brand, such as people who have liked your page, responded to an event, or any combination of actions.

PRO TIP: SAVE TIME BY SAVING YOUR AUDIENCE FOR EACH AD SET. NEXT TIME, YOU'LL BE ABLE TO DUPLICATE THE SETTINGS YOU JUST CREATED!



PLACEMENT

Automatic Placements- Facebook claims that your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook and Instagram. However, social media best practices are to tailor your content specifically to each social media platform. Stick to Facebook or Instagram only for best results.

Edit Placements- also known as Manual Placement. We recommend using this setting. Use the following settings for ideal placement for each type of campaign:

- Brand awareness (including Reach & Frequency buying): Facebook and Instagram
- Engagement (including Reach & Frequency buying): Facebook and Instagram
- Video views (including Reach & Frequency buying): Facebook, Instagram and Audience Network
- App installs: Facebook, Instagram and Audience Network
- Traffic (for website clicks and app engagement): Facebook and Audience Network
- Product catalog sales: Facebook and Audience Network
- Conversions: Facebook and Audience Network

Do not use the following as they have not been proven effective:

- Instant Articles
- Right Columns
- Suggested Videos
- Instagram Stories
- Sponsored Messages

BUDGET AND SCHEDULE

Set your budget for at least \$5 per day. It's better to run an ad for a shorter period of time than to stretch out your ad over the course of a month. You'll be able to target better, and Facebook will push your ad out more frequently with a higher per-day budget.

For maximum control, choose the "Set a start and end date" for your ads. Keep in mind that Facebook has a daily minimum for each ad type. For instance, engagement ads have a \$1 daily minimum.

Optimization: leave at default setting

Bid Amount: automatic

When you get charged: impression

Ad scheduling: Unless your ad is time or day specific (Yay Friday or Good Morning), set your ads to run all of the time.

Delivery type: standard



Create Your Ad

- Choose the Facebook Page you would like to advertise from
- Choose the existing post you would like to push out to the audience
- Do not track conversions (this is an advanced feature)
- Do not choose an offline event set (this is an advanced feature)
- Review your ad on different displays
- Place Order

PRO TIP: FACEBOOK DOES NOT ALLOW ADS THAT CONTAIN MORE THAN 20% TEXT. MAKE SURE THAT YOUR AD IS MOSTLY AN IMAGE!