



FACEBOOK BUSINESS HOW-TO GUIDE

Facebook advertising campaigns are organized into three components: Campaigns, Ad Sets, and Ads. In this guide, we'll take you through each one and explain how ads and ad sets contribute to a campaign.

FACEBOOK BUSINESS - HOW-TO GUIDE

Facebook advertising campaigns are organized into three components:

Campaigns, Ad Sets, and Ads.

The screenshot displays the Facebook Business Manager interface for a campaign named "Choose Life Marketing (162094...". The interface is organized into three main sections: Campaign, Ad Set, and Ad. Each section is represented by a card with a grid icon and a title. The Campaign card is selected and highlighted in blue, showing a sub-section for "Objective". The Ad Set card shows sub-sections for "Audience", "Placements", and "Budget & Schedule", each with a lock icon. The Ad card shows sub-sections for "Format", "Media", and "Additional Creative", each with a lock icon.

Choose Life Marketing (162094... ▼

Campaign

- Objective

Ad Set

- Audience
- Placements
- Budget & Schedule

Ad

- Format
- Media
- Additional Creative



FACEBOOK BUSINESS - HOW-TO GUIDE

1.

Campaign

THE BASIS OF YOUR AD

Here, you choose your campaign's objective, which determines what action you want people to take when they view your ads.

There are three objective categories: Awareness, Consideration, and Conversion.

After an objective is chosen and you have named your campaign, you will move into creating an Ad Set.

Campaign: Choose your objective. [Help: Choosing an Objective](#) | [Use Existing Campaign](#)

What's your marketing objective?

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	

FACEBOOK BUSINESS - HOW-TO GUIDE

2. Ad Set

The first thing you will do in your ad set is create an audience.

After you have determined which audience you will be targeting, you will decide where you want your ads to be placed on Facebook and Instagram.

You can either choose for Facebook to place your ads automatically, or you can choose “Edit Placements” to remove certain placements. This is usually done if one of your ads does not format correctly in one of the placements (for example, an image or text is cut off.)

You can check this in the “Ads” section of your campaign, and come back to Placements if you notice you need to make an edit.

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

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, Instagram and Audience Network. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types **All Devices (Recommended)** ▾

Platforms

Facebook	<input checked="" type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input checked="" type="checkbox"/>
In-Stream Videos	<input checked="" type="checkbox"/>
Right Column	<input checked="" type="checkbox"/>
Suggested Videos	<input checked="" type="checkbox"/>
Instagram	<input type="checkbox"/>
Feed	<input checked="" type="checkbox"/>
Stories	Ineligible
Audience Network	<input checked="" type="checkbox"/>

FACEBOOK BUSINESS - HOW-TO GUIDE

Next, you will budget & schedule your ads.

You have the option to schedule a daily budget (how much you will spend on the ad every day), or a lifetime budget (how much you will spend on the ad for its whole “lifetime”).

You can also determine if your ad will run continuously, or only run on certain times and days of the week.

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ **Lifetime Budget** ⇅
\$350.00 USD

Schedule ⓘ

Start	<input type="text" value="Jun 27, 2017"/>	<input type="text" value="8:40 AM"/>
End	<input type="text" value="Jul 27, 2017"/> (Central Time)	<input type="text" value="8:40 AM"/>

Your ad will run until **Thursday, July 27, 2017.**

You'll spend up to **\$350.00** total.

FACEBOOK BUSINESS - HOW-TO GUIDE

3. Ad

In this section, you will choose the Facebook page and Instagram account that your ad will run on, as well as its format.

Next, you can enter the text that you want your ad to show, as well as the image. You can then preview the ad to ensure that you are happy with its aesthetic and text.

The image shows two side-by-side screenshots from the Facebook Business Manager interface. The left screenshot is titled 'Page & Post' and shows options for connecting a Facebook Page (Choose Life Marketing) and an Instagram Account (choosellfemarketing). It also includes a section for selecting a Page Post (Timeline Photos - Create your own h...) and a note that Instagram ad mentions will render as regular text. The right screenshot is titled 'Ad Preview' and shows a mobile news feed view of a sponsored post. The post features the 'life' logo, the text 'Create your own happiness. #MondayMotivation', and an image of a woman in a blue swimsuit lying on a beach. A quote overlay reads 'A POSITIVE OUTCOME REQUIRES A POSITIVE ATTITUDE'. The post is attributed to 'Kathy Dbr and 5 others' and has 1 share.

Features such as the “call to action button” can be added to make the ad more effective.

Once you are happy with your ad, its placements, and budget/scheduling, review your order to double check budget and date, then place your order.