

Facebook Campaign Building Tips

From 'Spending Smarter to
Generate Leads' (Sep 2022)



Helpful Advertising Resources from Facebook



[How to create a Facebook ad account](#)

[Facebook advertising help center](#)

[Campaign objective overview](#)

[Recommended aspect ratios and character limits for ad types](#)

[Creating campaigns in ads manager](#)

[Creating ad sets in ads manager](#)

[Creating ads in ads manager](#)

[Facebook ad placements overview](#)

[Facebook reporting metrics](#)

[Facebook budget settings](#)

Building Campaigns in Facebook Ads Manager

Campaign Settings

Campaign Objectives

Traffic: Best to use if you're sending people to a website or landing page.

Engagement: Best to use if you're working with a smaller monthly budget and/or you're looking for more organic followers.

Leads: Best to use if you have conversion tracking set up or if you're using lead form ads.

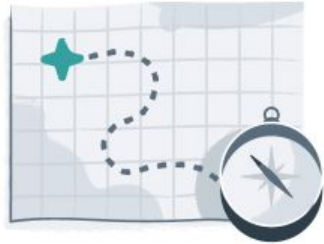
[Create new campaign](#) Use existing campaign ×

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.

Building Campaigns in Facebook Ads Manager

Ad Set Settings

Budget Settings

We recommend lifetime budgets, but consider testing daily budgets to see if they drive stronger performance.

Budget & schedule

Budget ⓘ

Lifetime Budget ▼ \$1,000.00 USD

You won't spend more than \$1,000.00 during the lifetime of your Ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities. [Learn more](#)

Schedule ⓘ

Start date

Sep 19, 2022 4:43 PM
Pacific Time

End

Nov 20, 2022 4:43 PM
Pacific Time

Optimization Settings

While Facebook often does a good job at maximizing results with smaller budgets, consider setting target cost per result amounts to have more manual control.

Optimization & delivery

Optimization for ad delivery

Link clicks ▼

Cost per result goal (optional) ⓘ

\$X.XX

Meta will aim to spend your entire budget and get the most link clicks using the highest volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

Building Campaigns in Facebook Ads Manager

Ad Set Settings (cont.)

Geotargeting

We recommend radius targeting or county targeting based on your local metro. Make sure you select 'People living in this location' for the targeting setting!

Locations ⓘ

People living in this location

United States

Atlanta, Georgia City + 25mi

Include Search locations Browse

Drop pin

Add locations in bulk

Placement Settings

Facebook auto-optimizes ad delivery by placement depending on your goals, but consider removing 'Audience network' to ensure ads only show on FB+IG properties.

Platforms

Facebook Instagram

Audience network Messenger

Asset customization

17 / 17 placements that support asset customization

Placements

Feeds

Get high visibility for your business with ads in feeds

Facebook Feed

Instagram feed

Facebook Marketplace

Facebook video feeds

Facebook right column

Instagram Explore

Instagram Shop

Messenger inbox

Facebook Business Explore

View media requirement

Building Campaigns in Facebook Ads Manager

Ad Settings

Creative Testing

Add up to 5 headlines and primary text options to test different messaging. Consider duplicating ads to test different calls to action.

Primary text 1 of 5

What's your ad about? Try up to 5 options

You can add multiple text options and we'll show one of them to each person, based on what they're most likely to respond to.
[Learn more](#)

Add text option

Headline · Optional

Write up to 5 short ad headlines

Description · Optional

Why should people visit your website?

Optimize text per person
Enabled

Call to action

Learn more

Aspect Ratios

Create ads for each aspect ratio and placement (feed + story)

Ad preview Share Advanced preview

Instagram Stories

Instagram Stories

In-stream

Overlay and post-loop ads on Reels

See variations