Module 3:
Marketing with Facebook Ads

Social Media Marketing from facebook

Learning Objectives

Students will learn to create Facebook Ads using Ads Manager

- Understand the basic process needed to create an ad

- Understand how to determine an objective for an ad campaign

- Understand how to use Ads Manager to target ads to specific audiences

- Understand how to set a budget and schedule for an ad campaign

- Understand how to use Ads Manager to create various types of ads (image, video, slideshow, carousel, etc.)

- Understand how to use Ads Manager to monitor and measure the performance of an ad campaign

Skills Aquired

- Determine the right ad objective for a business's goals

- Use tools to target specific audiences for an ad campaign

- Set a specific budget and schedule for an ad campaign

- Produce ads of different types (images, videos, slideshow, carousel, etc.)

- Use tools to monitor, measure, and edit an ad campaign to meet the campaign goals

6-8 hour class duration

3 sessions plus out-of-class homework

Challenge

- Create a simple ad campaign for your organization that is in line with their specific business goal(s). For example, this could be creating awareness through an event, generating leads for new members, selling a product or service, or boosting loyalty to the organization.

The rise of social media has had a dramatic effect on how people communicate with friends and how news is spread, but possibly no industry has seen more change than than the advertising world.

Remember Nielsen ratings? That's where data is gathered on the viewing habits of one or two million people in order to understand what they are watching on TV, and it's used to determine the cost of television commercials. It used to be best way to estimate what an audience would do. Today, that data is much more comprehensive and much more specific.

The more you know how to appeal to specific demographics and how to measure your ad's effectiveness, the better prepared you will be as a social media marketer. Even if your organization is nonprofit, advertising is an excellent outreach tool.

In this module, you will work with your organization to create and run at least two ad campaigns. Because the process can be a little complicated, we'll take you through it step by step in the following six lessons:

- WhyAds?
  Organic vs paid ads

- The Basics
  Overall process

- Choose Audience
  Target specific audiences

- Ad Placement
  When and where your ads are shown

- Budget and Schedule
  Determine a good budget

- Create Your Ad
  Create beautiful, compelling ads

- Manage and Measure Your Ads
  Ad performance

Remember, this is the fun part! This is the chance to get creative and learn how to create compelling ads that help your organization add members, sell products or services, have a successful event, or whatever business goal you have!
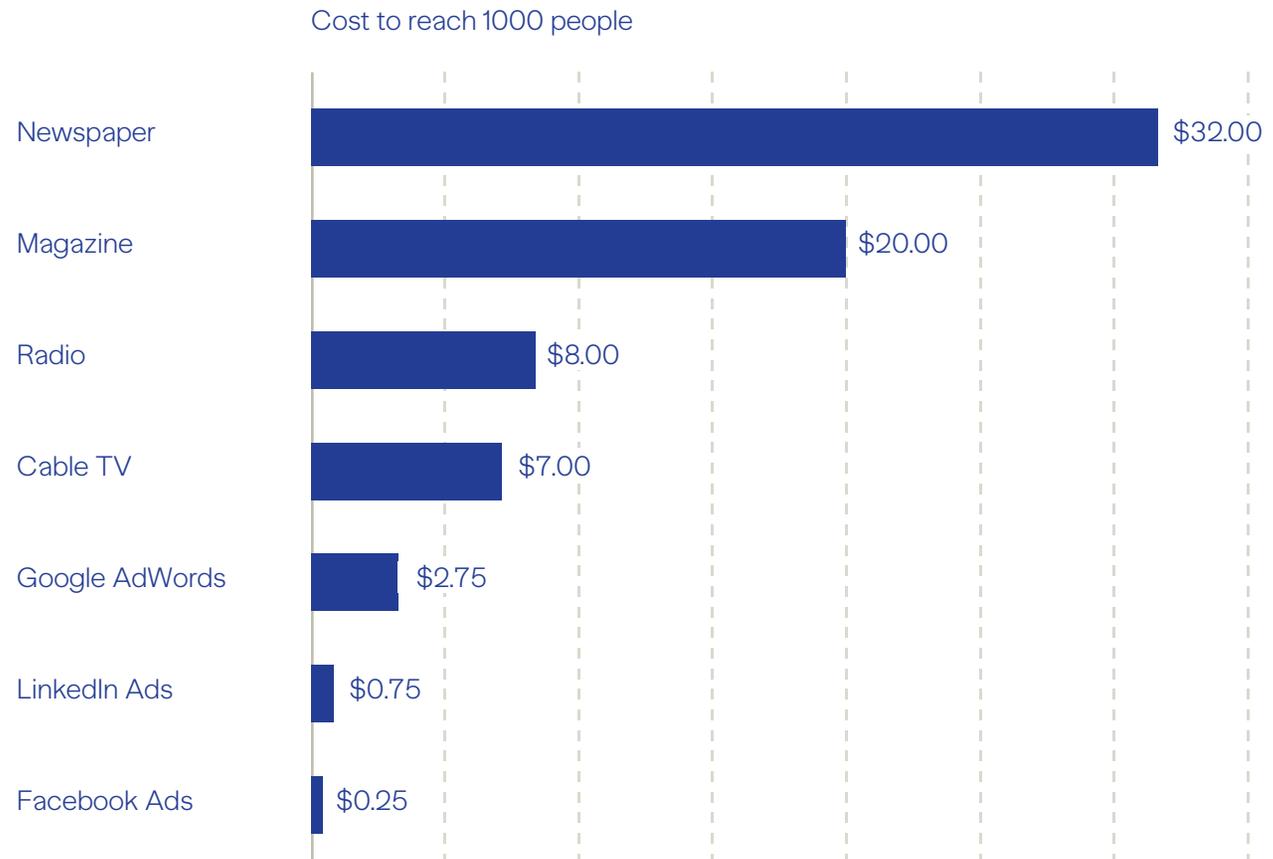
Why Ads?

Why should I buy ads on Facebook?

Social Media Marketing from facebook
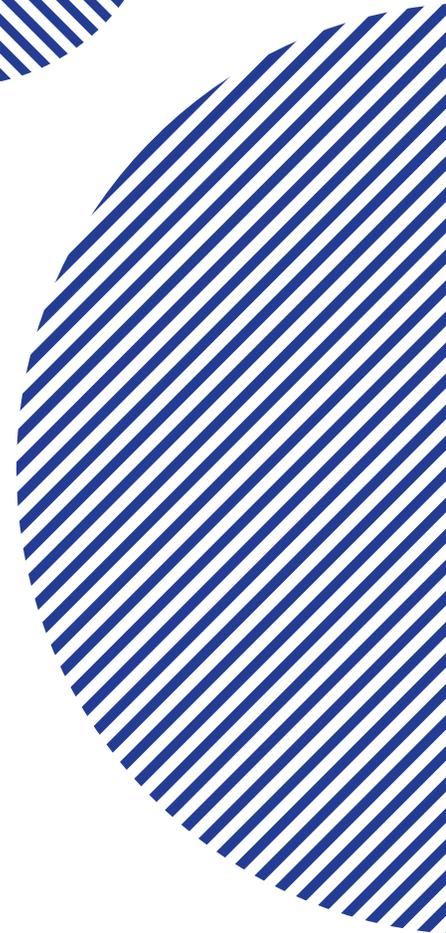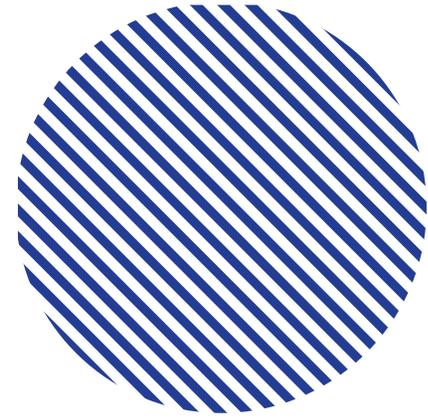
① Advertising on Facebook is relatively inexpensive as compared to other channels.

This graph from Brian Carter's Moz article really says it all. In terms of cost to reach a thousand people, Facebook is far less expensive than all other channels (online and offline):

Cost to reach 1000 people

Channel	Cost
Newspaper	$32.00
Magazine	$20.00
Radio	$8.00
Cable TV	$7.00
Google AdWords	$2.75
LinkedIn Ads	$0.75
Facebook Ads	$0.25

Why should I buy ads on Facebook?

2 Facebook's tools for targeting specific audiences are excellent.

Along with tons of different ad types, like video ads, the level of detail you can get with Facebook targeting capabilities is vast. Whether it be by demographics, connections, age ranges, languages, or locations, you can dig pretty deep with these targeting capabilities.
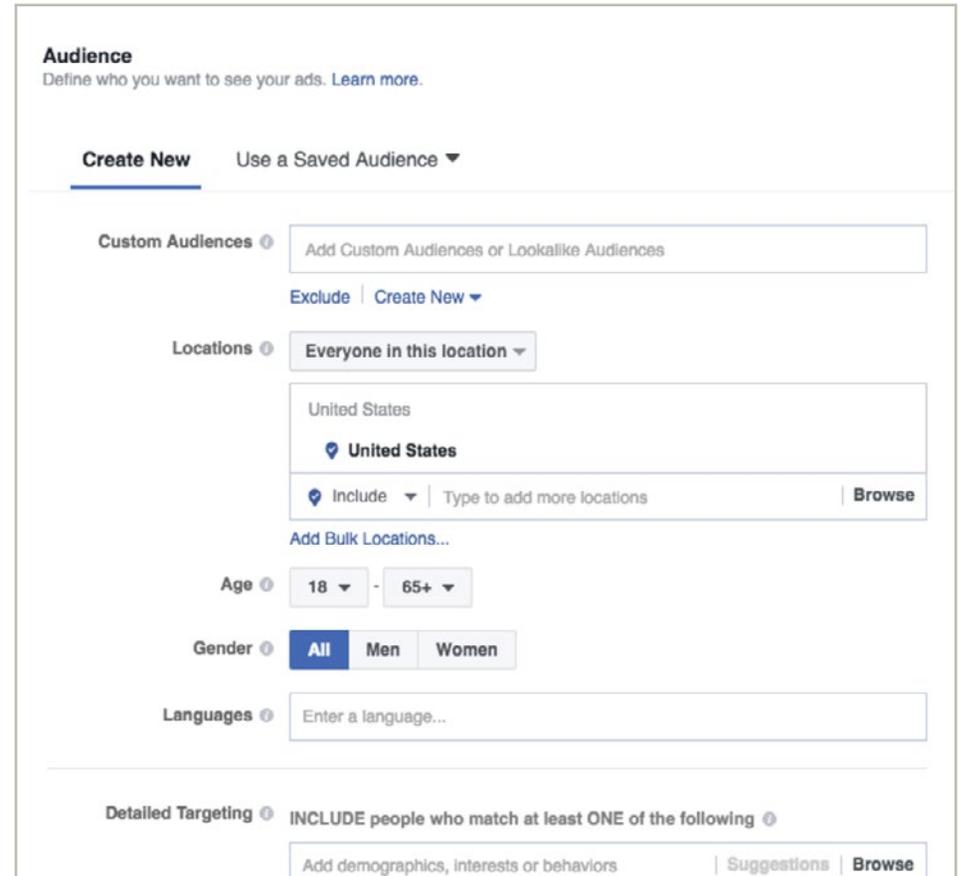
Why should I buy ads on Facebook?

③ Facebook's tools for measuring and reporting ads are excellent.

With Facebook advertising you can clearly see what you have spent and what results it has provided. You can report on a range of performance metrics including the number of times your ad was shown, the number of clicks on your ad, and the cost per click you received.
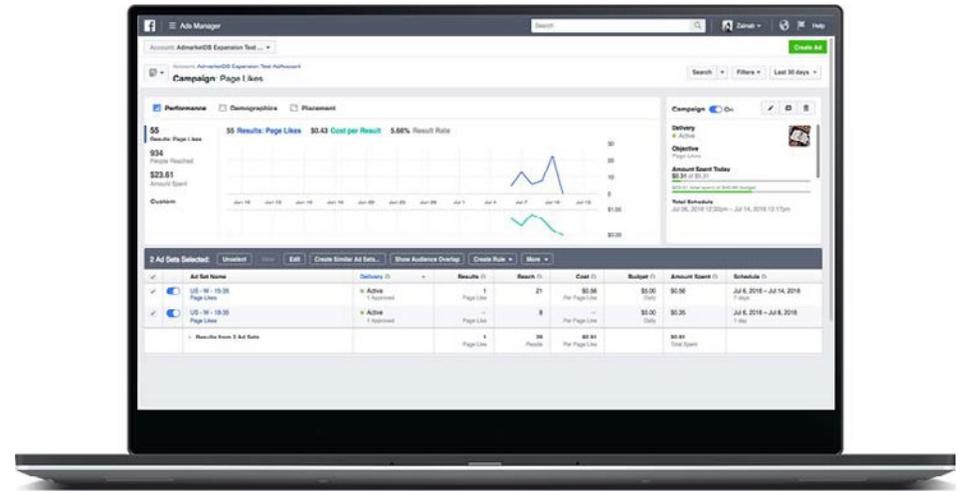
What are best practices related to advertising on Facebook?

There are 3 key things to remember when thinking about advertising on Facebook:

1 Be clear about your business goals before you start.
Know the purpose of your Facebook Ad before you decide on a budget. Understand whether the aim is to increase for brand awareness, conversions, video views, etc. Each action made by your audience on your Facebook ad costs money, so make sure you are clear about your goals before spending the money.

2 Target your audience specifically.
Take the time to narrow your audience targeting to make sure your ad will appear where the people you want to see it will be.

3 Rotate your ads regularly.
To avoid ad fatigue, rotate your Facebook ads regularly. "Ad fatigue" is when people see your ad too many times, so they can get bored and stop clicking. And, when people stop clicking, running an ad can get expensive.

Module 3: Lesson 2

The Basics
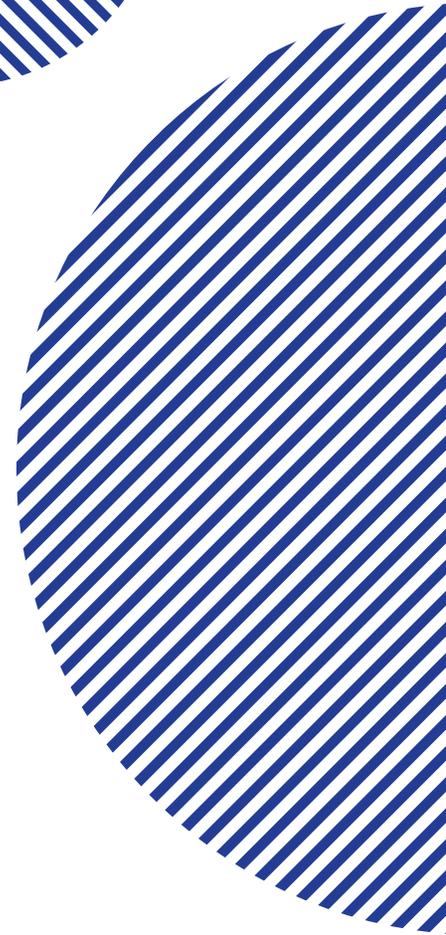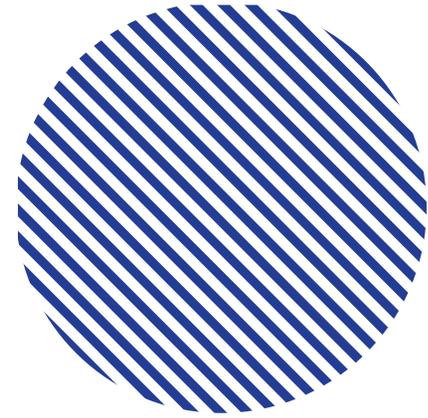
What do I need to start creating an ad?

Resources

https://www.facebook.
com/business/learn/
facebook-ads-basics

You will create your ads using Ads Manager, which is easy to use. There are five things you'll need to have thought about before you start creating your ad:

- Your ad objective
- Your target audience
- Where you want to place your ad
- Your budget and when you'd like your ad to appear
- Your content for the ad

How do I figure out my ad objective?

Resources

https://www.
facebook.com/

We've talked before about your
organization's goals for marketing
on Facebook—are you looking to
create awareness, pique interest, or
get customers? How will this ad help
with those goals?

It is important that you choose the
right objective because your setting
in Ads Manager drives all of the other
choices you will make as you create
your ad.

How do I figure out my ad objective?

Here is what your choices will look like:

- **Brand Awareness:** Increase awareness for your brand by reaching people who are more likely to be interested in it.
- **Reach:** Show your ad to the maximum number of people.
- **Traffic:** Send more people to a destination on or off Facebook.
- **Engagement:** Get more people to see and engage with your post or page. Engagement can include comments, shares, likes, event responses, and offer claims. You can chose post, page, or event responses.
- **App Installs:** Get more people to install your app.
- **Video Views:** Get more people to view your video content.
- **Messages:** Get more people to have conversations with your business in Messenger to complete purchases, answer questions, or offer support.
- **Lead Generation:** Drive more sales leads, such as email addresses, from people interested in your brand or business.
- **Conversions:** Drive valuable actions on your website or app.
- **Catalog Sales:** Create ads that automatically show products from your product catalog based on your target audience.
- **Store Visits:** Get more people nearby to visit your brick-and-mortar locations.

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

What do I need to know about my audience? How do I target specific groups?

Facebook has great tools for helping you target your ads to people who are most likely to view your ads and take action. Depending on the ad objective, you will be guided through selecting ways to target your ads.

But it's worth thinking ahead about a few things before you get started:

- Age: Is there an age range of people you want to target?
- Gender: Are you interested in targeting men, women, or both?
- Location: Do you want to reach folks in your community or in other parts of the city, state, or country?
- Demographics: Will you target people by education level, income, or other information?

You'll learn more about this in later lessons.

What kind of budget do I need?

You'll want to think about how much of a budget your organization has for advertising on Facebook.

If you are new to Facebook ads, it's a good idea to keep your budget low and consider testing different things. Fortunately, you can do this with a pretty small budget—sometimes as low as $15.

When you set a budget, it's important to remember that this figure represents the maximum amount of money you want to spend. You can also set your budget to Daily or Lifetime:

- Daily: A daily budget is the average that you'll spend every day.
- Lifetime: A lifetime budget is the maximum that you'll spend during the lifetime of this advertising campaign.

You'll learn more about this in later lessons.

What ad formats are available?

You'll also want to think about what your ad will look like before you get started with the process of creating it. There are a variety of ad formats you can use:

- Image
  Use beautiful images to convey your message.

- Video
  Tell your story with sight, sound, and motion.

- Carousel
  Show multiple images or videos in a single ad.

- Slideshow
  Create lightweight video ads to connect with people across connection speeds.

- Collection
  Tell a story with a single ad that showcases what you are offering.

- Canvas
  Build a custom, fast-loading mobile advertising experience to tell your story beautifully.

How will I manage and measure my ads?

Managing and measuring your ads is an important part of what you'll need to do and Facebook has great tools to help you do that.

You'll learn more about Ads Manager and the Ads Manager App later in this lesson.

Ads Manager and Business Manager are more advanced tools and won't be covered in this workshop.

Facebook Ads Manager
Quickly create, edit, and manage Facebook ads, all in one place. This is the tool that works for most people and that you'll learn about a little later.

Facebook Ads Manager App
Monitor and control your ads from anywhere using your smartphone or tablet. We'll also give you an introduction to this tool a little later.

Facebook Business Manager
Allows businesses to securely share and control access to their advertising accounts, Pages, and more. This is an advanced tool and we won't cover it in this module.

Activity: Campaign Objectives

Resources

https://www.facebook.
com/business/success/
teach-for-america

The ad objective drives your entire campaign on Facebook. As such, it's important to think about your organization's business goals.

Let's consider some examples.

Example 1: Ad for Teach for America

25 years **Teach For America**
Sponsored · 🌐

Teach For America finds, trains and places outstanding people as teachers in 52 regions.

Learn About Teaching
Teach for two years in a low-inco…
www.teachforamerica.org   [Learn More]

Discussion Question:
What do you think the ad objective was for this ad?
- Conversions
- Store Visits
- Brand Awareness
- Traffic

Answer: The ad objective was Brand Awareness. The idea was to tell the general public about this organization and what they do.

Additional Questions:
- What does the Learn More button tell you about this ad and the business goal?
- What elements of the ad are compelling and make you want to learn more?
- How might you use a Learn More button with your organization?
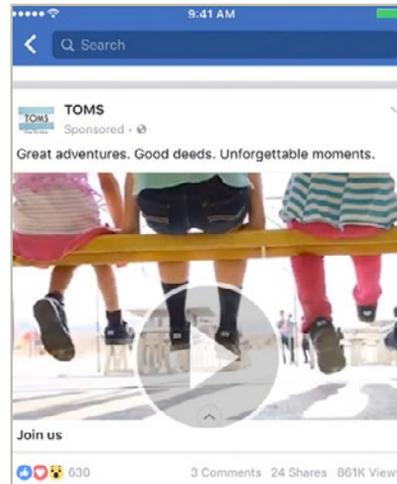
Activity: Campaign Objectives

Example 2: Ad for Toms Shoes

Discussion Question:
What do you think the ad objective was for this ad?
- Conversions
- Store Visits
- Brand Awareness
- Traffic

Answer: This ad objective was Brand Awareness. The idea was to have people be inspired by the mission of the company.

Additional Questions:
- What about the video ad is compelling?
- Why would this ad work for raising brand awareness? What do you learn about their ad?
- What function does the slogan "We live for one, another" have in the ad?
- How might you use some of these elements in your ads?

Example 3: Ad for Quaker Canada

Discussion Question:
What ad objective do you think was chosen for this example?
- Conversions
- Reach
- Brand Awareness
- Traffic

Answer: The ad objective was Brand Awareness. Quaker wanted to bring awareness to their #StopCOMPAREnting campaign and created video ads to draw parents into the campaign.

Additional Questions:
- How does the 360-degree photo help tell a story about parenting?
- How does the question posed on the ad help draw people in?
- In what way does this ad help build brand awareness?
- How might you use stories to build your organization's brand awareness?

Activity: Campaign Objectives

Example 4: Ad for the Canadian Diabetes Association

Discussion Questions:
What do you think was the ad
objective for this example?
- Conversions
- Reach
- Brand Awareness
- Traffic

Answer: The ad objective was Reach.
The hope was to reach as many
people as possible to share the two-
minute test.

Additional Questions:
- How did using a diabetes risk test
  help engage and reach a lot of
  people? Would you take it? Why?
- How can a little education help
  engage people?
- Are there ways you can find to
  help educate people about your
  organization?

Mini Challenge: Decide on Your Ad Objective

As we said at the beginning of this lesson, choosing the right ad objective is key. The first thing you'll be asked to do when you create your ad is to pick an objective.

So in this mini-challenge, you'll need to determine the objective of your first ad.

Look again at the description of each objective. Consider each one, talk with others in your organization, and decide on the objective for your first ad.

Write it down. You'll need it later when you begin to create your ad.

Discussion Questions

- What does "conversion" mean in terms of my organization's needs?

- What is the ultimate action they want people to take?

- Who is already aware of my organization's "brand"?

- Who might benefit by knowing more about my organization?

- Do people know about my organization and what we do?

- How can I create an ad that helps build that awareness?

- Can I drive traffic to somewhere specific like the website or an event page?

Choose Audience
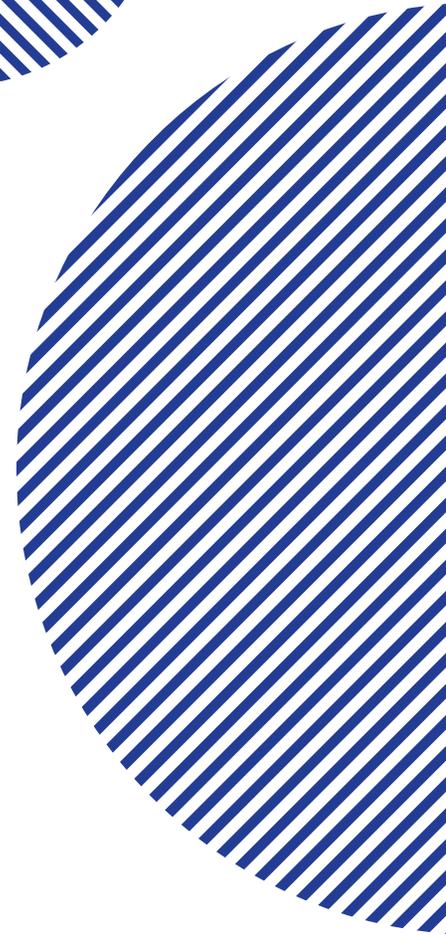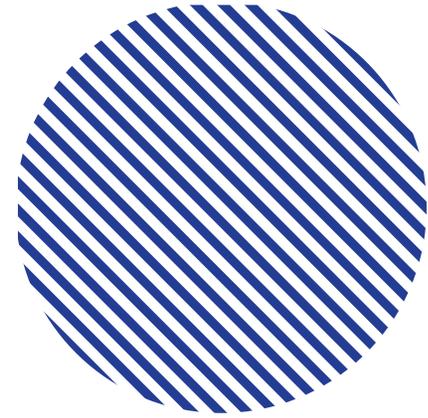
Who is my audience and how do I find them?

Your people are here! More than a billion people use Facebook, Instagram, and Audience Network every day. With powerful audience selection tools, you can target the people who are right for your business.

Using what you know about your customers, such as demographics and interests, you can connect with people similar to them. There are three options for choosing your audience on Facebook:

Core Audiences

Select your audience manually based on characteristics, such as age and location.

Custom Audiences

Upload your customer list to connect with your customers on Facebook.

Lookalike Audiences

Use your customer information to find people similar to them on Facebook.

# How do I reach people in my core audience?

Whether you're a flower shop that wants more local customers or an online electronics retailer looking for people interested in your products, you can target people based on their demographics, location, interests, and behaviors.

Facebook Ads Manager lets you do this in specific ways.

Location

Reach people in areas where you want to do business. You might want to target only people in our local community. You can do that. You might want to offer your services to people all over your state or all over the country. You can do that. You can even create a radius around a store to help create more walk-ins.
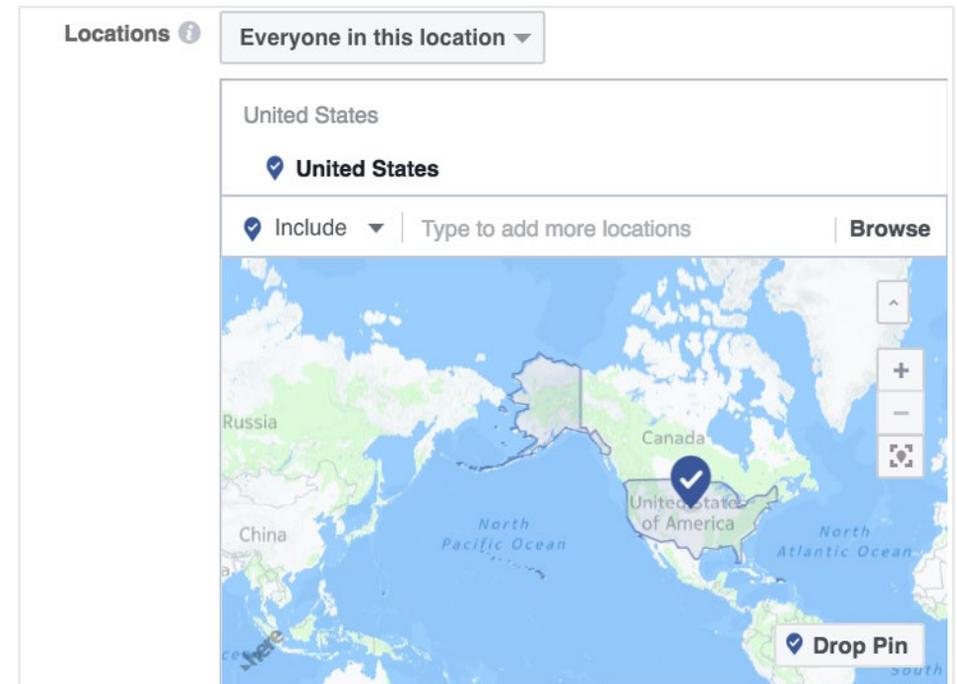
How do I create a Core Audience?

Age and Gender

Consider the age range of the people you are advertising to. Are you targeting older men who need auto repair services? Are you focusing on women in their 40s who would be interested in joining your group? Think about the age range and gender of the people who are most likely to engage with you and choose that range.

Language

Are you targeting Chinese speakers for your organization? You can you do that too!

How do I create a Core Audience?

Detailed Targeting

A really interesting feature of Facebook is the ability to target groups by demographics (education, relationship status, etc.) interests, behaviors, and more. Here's where it really gets powerful. If you want to tell parents about your daycare, you can target only parents. If you want folks interested in biking to see ads for your bike repair shop, you can do that! Take some time to explore this feature—it'll help you really target your specific audience.

Connections

Connections allow you to choose people who have liked your Page(s) and posts, used your app, or gone to your event. This feature is a good way to reconnect with people who have been with you before.

What is a Custom Audience?

Custom Audiences help you find your existing customers and contacts on Facebook. Connecting with people on Facebook who already know about your business can help you build relationships and drive sales.

Using Ads Manager, you can build lists of people who have visited your website, used your app, or engaged with your posts before.

If your organization has email or other member lists, this can be a powerful way of reaching those people directly! In general, however, this may be a feature to be used once you've built up your online community.

Create a Custom Audience ✕

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

Customer File
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

Website Traffic
Create a list of people who visited your website or took specific actions using Facebook Pixel.

App Activity
Create a list of people who launched your app or game, or took specific actions.

Engagement [UPDATED]
Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

What is a Lookalike Audience?

Once your Page has been active for a while, you may want to build your audience based on people who are similar to your customers.

Lookalike Audiences helps you find people on Facebook who are similar to your existing customers or contacts. It's a powerful tool that uses the insights you've gained from your Facebook marketing and increases your chances of reaching people who might be interested in your business.

Activity:
Target Audiences

Resources

To take full advantage of Facebook's targeting options, you'll want to spend time thinking about the demographics, interests, and behaviors of your potential audience.

Here are examples from four organization.

Example 1: Ad from Major League Soccer

Discussion Question:
What can you tell about the demographics, location, interests, and behaviors that were considered when this ad was created?

Answer:
- Goal: Raise brand awareness
- Gender: Men and Women
- Language: English and Spanish Speakers
- Interests: Soccer, Fans of specific MLS teams
- Demographics: Parents of kids who play soccer

Additional Questions:
- What elements of the ad were tailored to their target audience?
- Why is language an important element in this case? What does MLS understand about their US audience?
- What other demographics, interests, or behaviors might you add here?

Activity:
Target Audiences

Example 2: Ad from Sarasota Ford

Discussion Question:
What can you tell about the demographics, location, interests, and behaviors that were considered when this ad was created?

Answer:
- Goal: Increase sales of services and cars using specific promotions
- Gender: Ad 1 - Men and Women, Ad 2 - Women
- Age: Ad 1 - 30+, Ad 2 - 30+
- Location: Living near dealership
- Interests: Ad 1 - veterans related groups like Veteran of America, Ad 2 - cars, specifically Fords
- Demographics: Ad 1 - Veterans, Ad 2 - Car owners
- Behaviors: Likely to purchase a new or used car

Additional Questions:
- What role did location have in this ad? Why choose folks living near the dealership?
- Why do you think they picked Veterans and women to target?
- Do you think that targeting people who were likely to purchase a car is limiting or do you think it was a good choice?
- Are there any similarities between your target audience and this target audience?

Activity:
Target Audiences

Example 3: Ad from Sheetz

Discussion Question:
What can you tell about the demographics, location, interests, and behaviors that were considered when this ad was created?

Answer:
- Goals: Increase store visits, increase sales of food and beverages
- Gender: Men and women
- Age: 25-44
- Location: Living near stores
- Interests: Fast food, fast casual restaurants
- Custom Audience: targeted audience who liked their Page

Additional Questions:
- How does the target audience of Sheetz match its goals?
- What other interests might have been targeted?
- How does location play a role and why?
- Is there something in these ads that helps you think about your organization?

Activity:
Target Audiences

Example 4: Ad from CMRF

Discussion Question:
What can you tell about the demographics, location, interests, and behaviors that were considered when this ad was created?

Answer:
- Goal: Fundraising
- Gender: 83% Women
- Age: 25-45
- Custom Audience: Mothers who had been treated successfully in Crumlin

Additional Questions:
- Why might a Custom Audience be a good idea for this ad?
- What about this ad is compelling to the CMRF's target audience?
- Are there any ideas in this ad that you can apply to your organization?

Mini Challenge: Think About Your Target Audience

Using the ad objective you chose earlier, use this form to think about each of the ways you can target your audience.

Don't worry if it's not too targeted at first, you can change and refine your settings as you run your ad.

Keep the form for later. You'll want to refer to it when you are creating your ad.

location

age:

gender:

language:

demographic:

interests:

behaviors:

Discussion Questions:
- What have you noticed about the age and gender of most of the people involved in your organization?
- What type of person would be very unlikely to join your organization?
- Even if your organization wants all types of people, what type of person is most interested?
- What would a young person say was great about your organization?
- What would an older person say is great about it?
- Are those different things?

Module 3: Lesson 4

Ad Placement

How do I get the widest reach for my ad?

With a few clicks, you can run ads across Facebook, Instagram, and Audience Network. The ad placement options (the places where you can run ads) let you grow your reach with precision.

More Places
You will be able to reach people on their favorite apps and websites with ads across Facebook, Instagram, and Audience Network.

Across Devices
You can show your ads on whichever device your audience happens to be using, with ad placement options for mobile or desktop.

Running ads across platforms and devices is easy. Just build your ad once, then select Facebook, Instagram, and Audience Network under Placements. No resizing or reformatting required.

How do ad placements work?

Through Ads Manager, you can choose to run your ads across the Facebook family of apps and services. This gives the system more flexibility to get your more and better results. The different places your ads are shown are called "placements."

The available placements are:

Facebook
Feeds
Instant Articles
In-Stream Videos
Right Column
Suggested Videos
Marketplace

Instagram
Feed
Stories

Audience Network
Native, Banner, and Interstitial
In-Stream Videos
Rewarded Videos

Messenger
Home
Sponsored Messages

There are two approaches to using placements: automatic and manual. Most people will use the automatic placement that allow Facebook to optimize placements across the system.

Should I use Automatic Placements or manually choose them myself?

Facebook recommends using the automatic placements option, which basically tells our system to find the most relevant people and cost-effective results available across all of these placements.

The ad delivery system is designed to get you the most results at the lowest average cost overall—not the lowest average cost for each placement. It will look at placements on Facebook, Instagram, Audience Network, and Messenger and choose the specific placements in each that are the most relevant to your ad objectives, audience selections, and other settings.

Taking advantage of every placement is the most efficient use of your budget.

You can also choose your placements manually, using the Edit Placements option. Generally, though, doing this involves understanding a lot about your audience and their behaviors and is a more advanced set of skills than we cover in this workshop.

Budget and Schedule
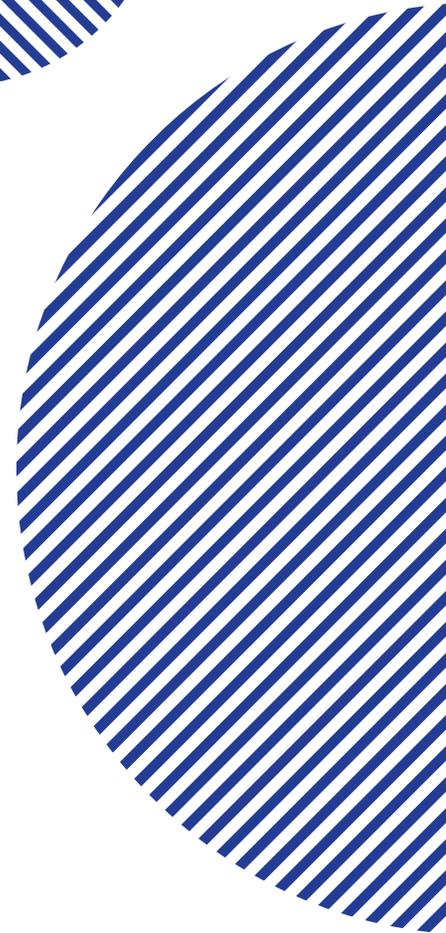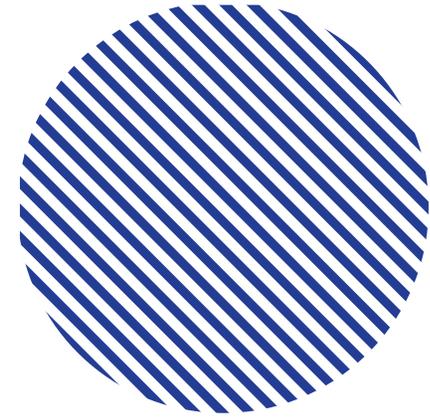
How does the auction system work?

Facebook uses an auction as a basis for their ads system. The auction can seem complicated, but it is important to have general sense of how it works before you create an ad and set a budget.

Overall, when showing ads, Facebook tries to balance two things:

1 Help advertisers reach their prospective audiences

2 Make sure Facebook users have a positive experience

To do this, they hold an auction that takes both things into account. That way, advertisers are reaching people receptive to their ads and users are seeing something they're interested in. The goal is to match the right ad to the right person at the right time. This is different from a traditional auction because the winner isn't the ad with the highest monetary bid, but the ad that creates the most total value.

The ad that wins an auction and gets shown is the one with the highest total value. Total value isn't how much an advertiser is willing to pay to show their ad. It's a combination of 3 major factors: the advertiser bid, the estimated number of clicks or purchases (or other action) the system estimates the ad will generate, and the quality and the relevance of the ad to the person who will see it.

An auction takes place whenever a Facebook user is eligible to see an ad. The "participants" in an auction are ads targeted to an audience the eligible person falls into. Billions of these auctions take place everyday.

To learn more about how the auction works, see Resources.

Should I use a Daily budget or a Lifetime budget?

When you buy ads on Facebook, there are two ways to set your budget:

Daily Budget
Your ad runs until your maximum budget is met each day, for a pre-specified number of days.

Lifetime Budget
Your ad runs continuously until a maximum amount is reached, or the advertising end date arrives.

A daily budget gives you the most control, since you know exactly how much you're spending each day. With a lifetime budget, your spend will vary from day to day. Both models can be adjusted or terminated at any time, so as long as you're keeping a close eye, you don't have to worry about unexpected charges.

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. **Learn more**.

| Budget ⓘ | ✓ Daily Budget | $5.00 |
| | Lifetime Budget | $5.00 USD |

Actual amount spent daily may vary. ⓘ

Schedule ⓘ ● Run my ad set continuously starting today

○ Set a start and end date

You'll spend no more than **$35.00** per week.

Show Advanced Options ▾

How do I set my bid?

Once you've decided on how much you want to spend, the next step is to determine your bid. This is the amount you're willing to pay for deployment of your ad.

Facebook will automatically suggest a bid amount based on your industry and audience. This is usually a reliable estimate, so if you don't feel like playing around with bids, you can leave this as is.

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. **Learn more**.

Budget ⓘ | Daily Budget ⇅ | $5.00
$5.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ   ◉ Run my ad set continuously starting today
◯ Set a start and end date

You'll spend no more than **$35.00** per week.

Show Advanced Options ▾

What happens when I increase or lower my bid?

One thing to keep in mind is how adjusting your bid amount will affect your ad performance. Don't forget that you are competing with other advertisers who are trying to reach the same audience. The more competition for the ad, the higher the suggested bid.

Increasing the bid improves the odds of your ad getting shown. You should think about this if your ad isn't getting shown often enough to reach your daily budget.

Lowering the bid decreases the odds, AND it means you're paying less per click. Lowering the bid might be smart if you're reaching your daily budget a lot and want to spread your dollars further. Just be careful— bidding too low may drop views of your ad altogether.

Can I control the schedule and delivery of my ad?

There are two things to pay attention to as you think about scheduling your ad:

Schedule

You can choose to have your ad run continuously. Your ad will be eligible to start running after Facebook reviews and approves it. The review process typically takes up to 24 hours, although in some cases it may take longer. If you've scheduled your campaign to start immediately, it'll start running once it's been reviewed.

You can also schedule your ad to start at a specific date and time for a specific period of time.

Delivery

There are two pacing options available for ad delivery: lowest cost or target cost. The choice is called "Bid Strategy," and it's made in the "Budget & Schedule" section at the ad set level when creating a Facebook campaign.

Lowest cost: This tells Facebook to bid with the goal of getting you the lowest possible cost per optimization event while also spending your entire budget by the end of the day or your ad set's (or campaign's) lifetime (depending on its budget type—daily or lifetime). You can also set a "bid cap," which tells us the maximum amount we can bid in an auction.

Target cost: This tells Facebook to bid with the goal of achieving an average cost per optimization event as close to your cost target as possible. This strategy is only available when using the following objectives: Lead Generation, App Installs, Conversions, or Catalog Sales.

Schedule ⓘ
○ Run my ad set continuously starting today
● Set a start and end date

Start 📅 Aug 7, 2017   🕒 3:29 PM
End   📅 Sep 7, 2017   🕒 3:29 PM
(Pacific Time)

Your ads will run for **31 days**. You'll spend no more than **$155.00**.

Show Advanced Options ▾

Mini Challenge:
# Budget and Schedule

Now is the moment to think about what your budget for this first ad will be.

You'll want to discuss an amount with your contacts at the organization. Consider starting with something fairly low—maybe $15. Also consider whether you want to set a Lifetime Budget or a Daily Budget.

Lastly, you'll want to think about the scheduling. For this workshop, it will be best to start the ad run immediately.
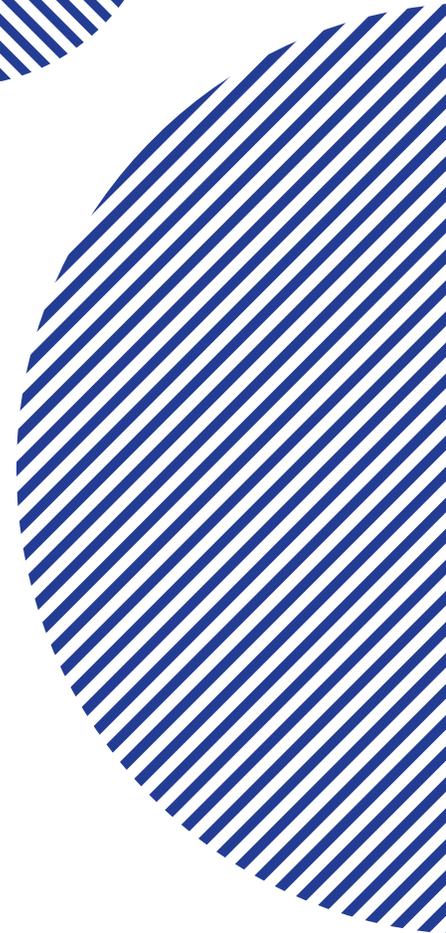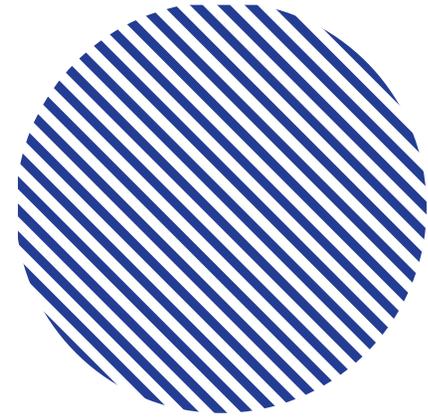
Write down your budget amount to enter later when you begin to create your ad.

budget:
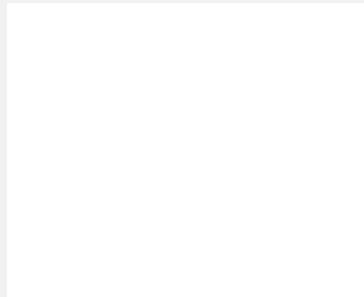
Create
Your Ad

How do I create single-image ads?

Whatever your business goals are, a single-image ad on Facebook or Instagram is a great way to increase awareness of who you are and what you do.

An image in an ad gives you a clean, simple format to use with an inspiring visual and engaging copy.

This basic format is the most popular format especially for organizations that are new to Facebook and are still learning about what works and what doesn't.

Creating an image ad is similar to creating a simple Page post with a photo. With Ads Manager, you'll upload a great photo and add engaging text.

How do I create video ads?

Over 100 million hours of video are watched every day on Facebook—that's more video than you could watch in 11,000 years. The video advertising options on Facebook, Instagram, and Audience Network are designed to reflect the way people actually consume video—from bite-sized videos they watch on the go, to longer video styles they watch on the couch.

You'll want to use video to make a memorable human connection with your viewers. Use it to tell stories, to show how people are using your products or services, to show the impact of your work, and to help people understand who you are as an organization. You can build trust and connections with your audience this way.

How do I create video ads?

Resources

https://www.facebook.com/business/

Creating a video ad is similar to posting a video to your Facebook Page. Using Ads Manager, you'll upload a video and add engaging text. You can also create a video ad right from your Facebook Page by publishing and boosting a post with an image.

To learn more about the best video quality, acceptable formats, and aspect ratios, see Resources.

Video
Choose the video you'd like to use in your ads.

Upload a video, or use one from your library.

+

Upload Video   Browse Library

Recommended Video Specs

- Format: .MOV, .MP4 or .GIF files
- Resolution: at least 720p
- File size: 2.3 GB max
- Recommended aspect ratio: widescreen (16:9)
- Facebook: 60 minutes max
- In-Stream: 5 - 15 seconds
- Instagram Feed: 60 seconds max

Paste a Video File Link

You can upload a video faster by pasting the link of a hosted video file.
Learn more

For questions and more information, see the Facebook Ad Guidelines.

Text
Enter the text for your ad. Learn more.

Text

We anodize parts

☐ Add a website URL ⓘ

Ad Preview   1 of 1 Ad < > ⧉

Desktop News Feed ▾   1 of 12 < >

How do I create carousel ads?

The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card. The ad format can be used by any business to accomplish a variety of advertising objectives. When should you use carousel ads? This format is a good way to start using more complex formats for your ads. If you're selling products, you can use them to show off several of your products at once, or show different views of the same product. If you're promoting an event, you can show several pictures of last year's event. You can tell your company's story or visually explain how you have made a difference for a client. The key advantage to this format is that you can put a call-to-action on each card of the carousel. This means you have the potential to get multiple clicks from one ad!
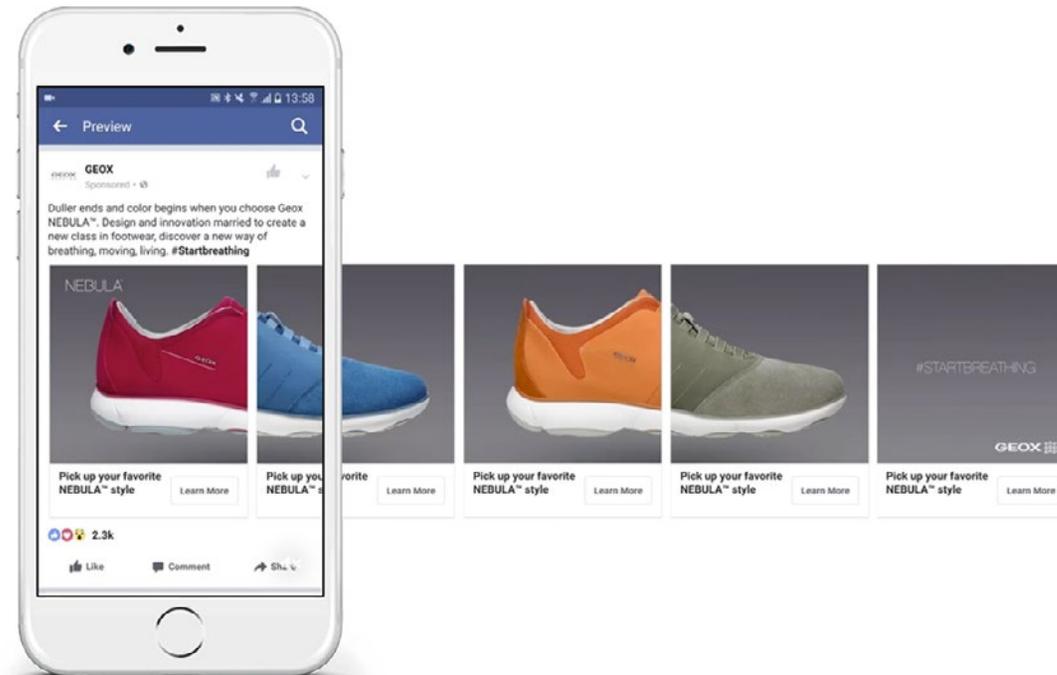
How do I create carousel ads?

Here are some ways to use the carousel format:

Show Multiple Products
Give customers more options and encourage them to purchase by showing a different product on each carousel card, with links to different landing pages.

Highlight Different Features of a Single Product
Use each carousel card to show different product angles or details to better inform customers.

Tell a Story
Use images or videos in succession to illustrate a compelling narrative.

Explain a Process
Walk people through how your business works step by step.

Creating a carousel ad is easy. You'll select up to 10 images or videos, add text for each, and post them as a set.

How do I create slideshow ads?

Slideshow ads give you the power of video, without the time and expense.

Facebook slideshow ads are video-like ads that use motion, sound and text to tell your story beautifully across devices and on every connection speed. You can create a slideshow ad in minutes and use it to tell a story that develops over time. You can even create a slideshow ad out of stock images available in Ads Manager or use an existing video.

How do I create slideshow ads?

You can think about using slideshow ads instead of video ads if you don't already have a video. You can also think about slideshow ads instead of carousel ads if you have a series of images that string together to tell a good story.

Creating a slideshow ad is easy. You'll select up to 10 images or a video and automatically create a slideshow. You can also add text, transitions, and music.

Slideshow
Show 3 to 10 images in a video.

Create a new slideshow using images or video, or find one you've already created in your library

+

Recommended Slideshow Specs

- Use high resolution images or a video file to create a slideshow
- Recommended aspect ratio: widescreen (16:9)
- Facebook and Instagram: 50 seconds max
- Slideshows will loop

Learn more about how to create a slideshow.

For questions and more information, see the Facebook Ad Guidelines.

Browse Library   Create Slideshow

Use 3 - 10 images to create a slideshow video for your ad   ✕

Text
Enter the text for your ad. Learn more.

Text

We anodize parts

☐ Add a website URL ⓘ

Ad Preview   1 of 1 Ad   < >   ⬈

Desktop News Feed ▾   1 of 12   < >

How do I create collection ads?

Collection is an ad format that makes it easier for people to discover, browse, and purchase products and services from their mobile device in a visual and immersive way. With collection, people who tap on your ad can browse more products or learn more about the features of a specific product, in a fast-loading, full screen experience, without leaving the Facebook app.

A collection ad has a "lead" video or image, followed by four product images below. If someone taps on the ad, it opens up a broader catalog of up to 50 different products. Then if they tap on a specific product, they'll go to the advertiser's website or app to make the purchase.
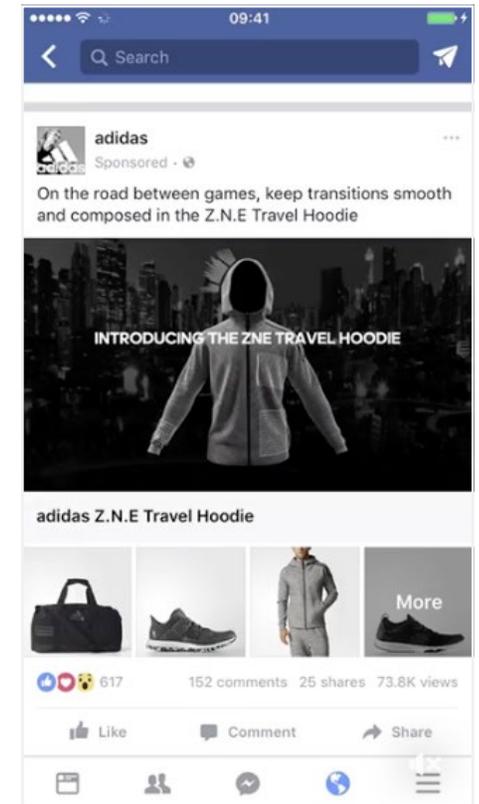
How do I create collection ads?

Creating a collection ad can be done through Ads Manager. You'll select the photos you want to use and add the URLs on your website that you want each photo to go to.

What is a Canvas and how do I create ads with it?

Canvas is a powerful tool that allows you to build custom ads for various purposes. For the purposes of this workshop, we'll describe how it works and when to use it. A more advanced discussion of it is out of the scope of this workshop.

Canvas is a fullscreen experience for mobile devices. It can be used with all Facebook ad formats—carousel, single image, single video, slideshow, or collection.

The easiest and quickest way to build a Canvas is with templates. You can find Canvas templates in Ads Manager or Power Editor. Canvas templates are perfect if you are new to Canvas or have limited time to create your ads.

There are three simple templates to choose from. Each template is optimized for a business goal:

Sell products
Shows features and benefits of your products or services to inspire mobile shopping from your online catalog.

Showcase your business
Drives awareness of your brand and educates people through Canvas storytelling—a powerful way to engage your audience.

Get new customers
Brings your landing page to Canvas, and highlights the features and benefits.

What should I think about as I design and create my ads?

Start With a Goal

Start by choosing a goal for your ads, then tailor their style and format around what you hope to achieve. For example, you can increase awareness of your brand by using media that tells a story about the people behind your products. Here, Tio Gazpacho's ad tells a story about why he started the business.

Show People Using Your Product

Facebook ads often run in someone's News Feed or Instagram feed, right next to posts from their family and friends. To create attention-grabbing ads that feel like a familiar part of someone's social fabric, show images of people benefiting from your product, instead of just the product itself.

What should I think about as I design and create my ads?

Less (Text) is More
Too much text is distracting and can lead to your ad being shown to fewer people. Images that are uncluttered by text have greater impact.

Ad Image

Ad Image in Grid with Text Boxes Selected

0 boxes = 0% text

BORN TO FLY

BORN TO FLY
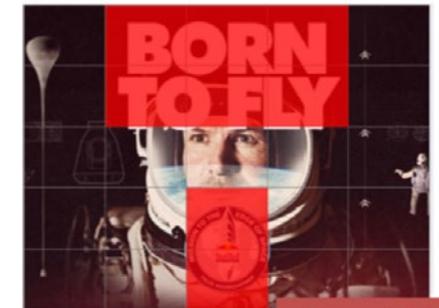
8 boxes = 32% text

Focus Your Message
Crop tightly around the important part of the image. If you're trying to fit too much information into a single piece of media, consider using the Carousel format to show off multiple images within a single ad.
If you're running multiple ad sets within a single campaign, be sure all your images have a consistent theme.

Use High Resolution Images
You don't have to be a professional photographer to create great looking ads. Just be sure to pay attention to the size and quality of the media files you're working with. Find size recommendations for your particular advertising objective in the Facebook Ads Guide.

Play Around
Be sure to play around with different images and formats before you commit to a particular ad, and always preview how your ad will look "in the wild" before you run it. You can do all of this over at Creative Hub. You can also create mock-ups, get feedback on your creative, and find inspiration from other advertisers.

What strategies can I use to create good ads?

What makes a good ad? Good ads are ads that people interact with. Think about these 4 elements when you are creating your ads:

① Make it Visual
The more visually appealing you make your ad the better. It will be more likely to grab people's attention, be shared, and be remembered. The Facebook algorithms also treat visual content more favorably and will do better when the system is choosing which ads "win" the auction to be shown to users. No matter what type of ad you create, your image needs to be visually appealing.

② Make it Relevant
Find ways to make sure your content and ads match the interests of your audience. Remember, you are spending money when someone views or clicks on your ad (depending on the settings you use). If you're showing ads that aren't relevant to your target audience, you're wasting your time and money and will likely not see success with any kind of advertising.

What strategies can I use to create good ads?

③ **Give Them a Value Proposition**
A value proposition is the reason a user clicks on your ad to learn more about your product. How is your product or service different from any other? Why should the viewer click on your ad?

Your value proposition should be believable. For example, saying you have the best massages in the city will not make people come to your business's Page, but maybe offering 20% off will—something like, "Nashville loves a good massage! Come try ours today and get 20% off your order with this coupon."

④ **Give It a Clear Call to Action**
A beautiful and relevant ad is great, but without a call to action (CTA), your viewer might not know what to do next. Add a CTA like "Buy now and save X%," or "Offer ends soon" and add a sense of urgency to your viewer. Your CTA should encourage people to click on your ad now.
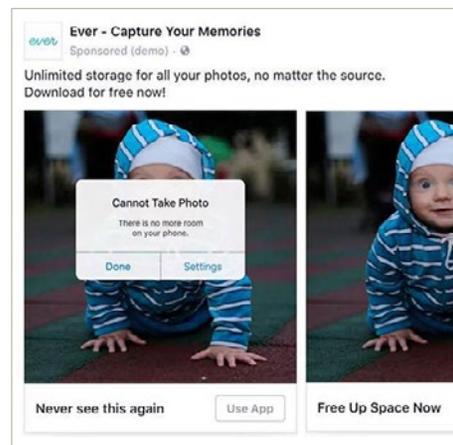
Activity:
Creating Good, Effective Ads

Resources

https://www.facebook.
com/business/success/
ever

To get your creative juices flowing, look at a few examples of some different ads. Look for ways in which each uses strategies for creating good, creative ads.

Example 1: Ad and case study from Ever

Discussion Question:
What strategies do you think make this a good, effective, creative ad?

Answer:
- It's Visual: This ad uses a carousel of cute photos showing a familiar experience for so many of us!
- It's Relevant: It was targeted to iPhone users, many of whom have had storage and space problems with their phones.
- It's Valuable: This ad is full of value. Words like "Never see this again" and "Free up space now" help viewers understand how the app can help them.
- It Has a Clear Call to Action: Viewers are invited to download the app for free, and on each photo in the carousel, you're invited to Use the App.

Additional Questions:
- What elements of this ad strike you as effective?
- What might you change to make it better?
- Are there strategies here that you can apply to your ads?

Activity:
Creating Good, Effective Ads

Example 2: Ad and case study from Cupcakin' Bake Shop

Discussion Question:
What strategies do you think make this a good, effective, creative ad?

Answer:
- It's Visual: This ad uses beautiful, close up images of their cupcakes to make them look delicious!
- It's Relevant: It was targeted at people who lived within 5 miles of the store, making sure that it would be easy for them to come in. After running ads for a bit, they learned that running ads in the late afternoon encouraged people to stop in on their way home from work for a great dessert!
- It's Valuable: This ad is full of value. "Berkeley's Best Cupcakes" and the images clearly show what the store offers. Great cupcakes!
- It Has a Clear Call to Action: Viewers are invited to "come try" the cupcakes and because they want to encourage visits to their store, they include a "get directions" button as well.

Additional Questions:
- What elements of this ad strike you as effective?
- What might you change to make it better?
- Are there strategies here that you can apply to your ads?

Activity:
Creating Good, Effective Ads

Example 3: Ad and case study from Cheetos

Discussion Question:
What strategies do you think make this a good, effective, creative ad?

Answer:
- It's Visual: Fun video ad that uses Cheetos iconic mascot, Chester Cheetah, and a team of freestyle soccer stars called Los Cheetahs. They travel to many everyday locations such as a laundromat and a bakery, entertaining customers with a fun and unexpected show.
- It's Relevant: The ad was targeted at parents and younger soccer fans who also like snacks.
- It's Valuable: The value in this ad is in the "fun attitude" it promotes— all associated with Cheetos!
- It Has a Clear Call to Action: Viewers are invited to join the Cheetos Football Club.

Additional Questions:
- What elements of this ad strike you as effective?
- What might you change to make it better?
- Are there strategies here that you can apply to your ads?

Activity:
Creating Good, Effective Ads

Example 4: Ad and case study from Nilla Wafers

Discussion Question:
What strategies do you think make this a good, effective, creative ad?

Answer:
- It's Visual: Great photo ads featuring mouth-watering images of Nilla Wafers used in a variety of recipes, including strawberry shortcake and banana pudding.
- It's Relevant: The ad was targeted at moms 35-50 years old who liked snacks and were bakers. The objective of the campaign was to remind their target audience that Nilla Wafers are an easy, fun way to make delicious snacks.
- It's Valuable: The ads provide great ideas for simple, fun recipes to make and share.
- It Has a Clear Call to Action. Because this was a brand awareness campaign, viewers were invited to "like" the Nilla Wafer Page to get more recipes and fun.

Additional Questions:
- What elements of this ad strike you as effective?
- What might you change to make it better?
- Are there strategies here that you can apply to your ads?

Mini Challenge: Create Your Ad

This mini-challenge has two parts.

Part 1

Prepare the creative for your ads. You'll want to prepare 2-3 ads to run in this first campaign. Try to experiment with different ad formats as much as you can.

- Gather the photos and/or videos (or go take a few if you need to!) you want to use.

- Write the copy you'll use. Keep it as short and engaging as you can— just like you would in a post.

- Decide on your call to action. You'll want to make sure you are asking your audience to DO something in response to your ad—Like your Page, go to your website, sign up for an event, buy something.

Part 2

Use Ads Manager to create your first ad campaign.

You will use all that you've prepared in this module to create your first real, running ad. Make sure you have the following things ready before you start:

- Your ad objective

- Information you will use to target your audience (demographics, age, location, interests, behaviors)

- The amount of money you want to spend on the campaign

- The creative—photos, videos, copy—for your ad

Ready? Let's get started!

Mini Challenge: Set Goals for Your Ad

Before you get started running your ad, it's important to set some goals. Remember, setting goals will help you measure how well you are doing. Think about actions you want people to take with your ad. Do you want them to link to your website, Like your Page, buy something, sign up for an event? Think about the numbers of people you think you'd like to take that action. What about the people you want to reach?

It's okay to keep your goals modest until you learn more about what works and what doesn't with your audience.

My Goals:

action I want people to take

number of those actions:

target audiece:

gender

location

age

amount of money to spend:

Now have a discussion and write a brief paragraph describing what it is you think makes people engage with some ads but not others. Yes, the simple answer is that some ads are more interesting to certain people, but a lot of ads get ignored because there are so many. What kind of emotion or attitude is going on in a person's head when they choose click on an ad in Facebook?
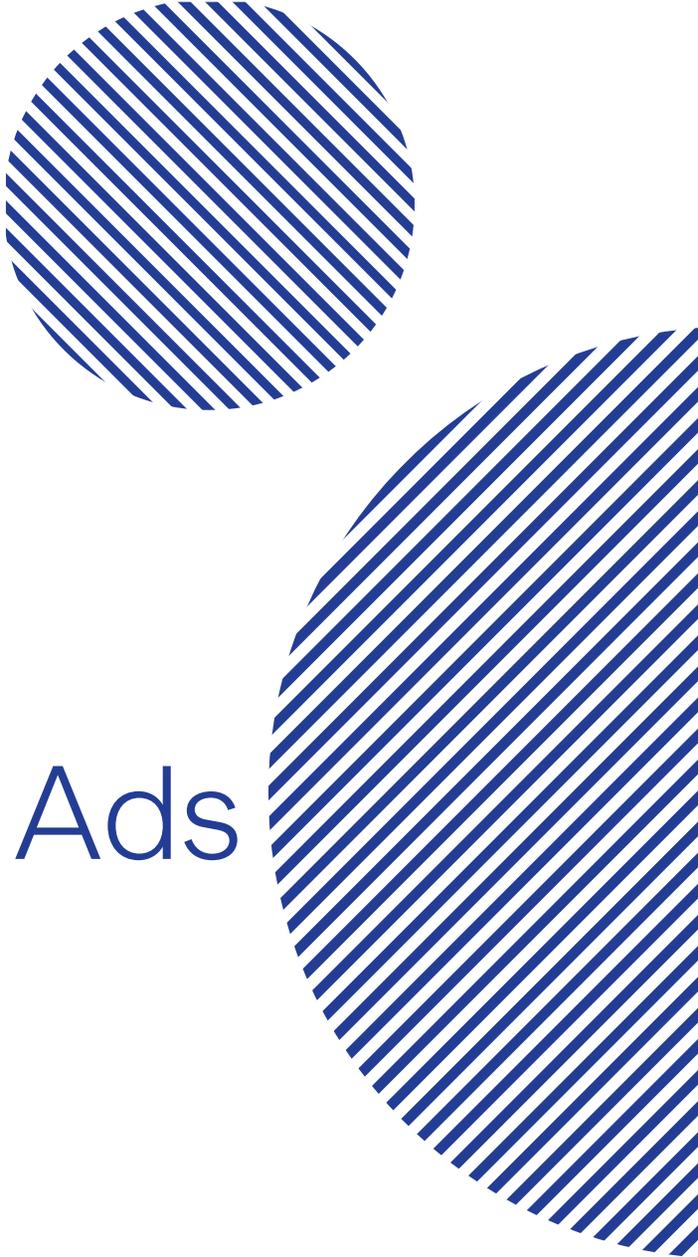
Module 3: Lesson 7

Manage and Measure Your Ads

What tools do I use to manage and measure my ads?

Creating great ads on Facebook is just the beginning. You'll also want to measure the effectiveness, reach, and quality of your ads. Facebook ad management tools give you several ways to do this, based on how many and what kinds of ads you're running. See what's working and what's not, and experiment with different images and headlines to gauge what gets the best reaction. You can also create and manage your ads right from your phone, wherever you happen to be.

You'll use the same tools you use to create your ad, to manage your ad—Facebook Ads Manager or the Facebook Ads Manager App.
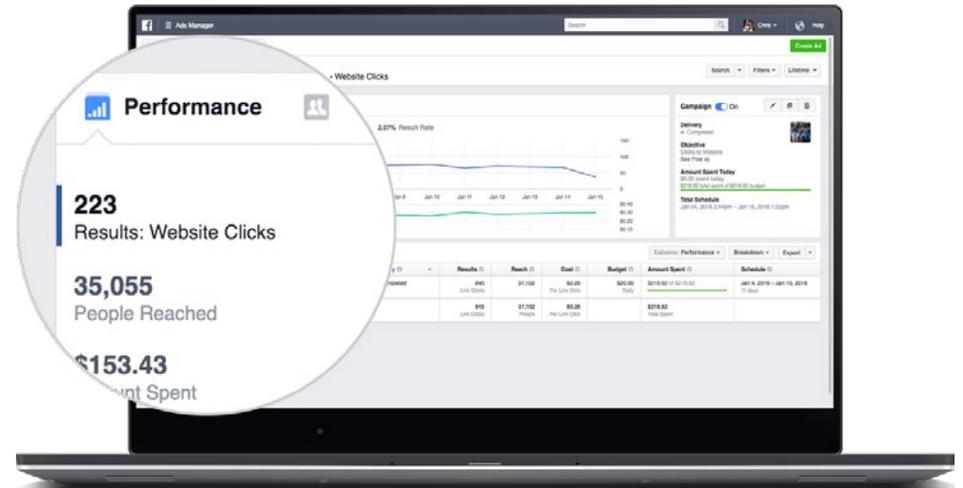
What tools do I use to manage and measure my ads?

Ads Manager

Use Ads Manager's powerful features to analyze results and make informed changes to your ads and campaigns.

In Ads Manager you can:

- Quickly duplicate your ads, ad sets, and campaigns.

- Edit all your ad settings, such as targeting and budget, from one place.

- See all the metrics that matter to you, right from one consolidated view.

- Customize your graphs and tables to see the metrics most important to you.

What tools do I use to manage and measure my ads?

Ads Manager App

With the Facebook Ads Manager app for iOS and Android, you can monitor current ads or create new ones from anywhere.

Download the app for free on the App Store or Google Play Store, and:

- Create ads

- Edit existing ads

- Measure ad performance

- Receive push notifications

How do I use Ads Manager to measure ad performance?

Ads Manager shows you how your advertising is helping you achieve your business goals across Facebook, Instagram, and Audience Network. You can analyze your campaign results and learn more about your audience, your product sales, your campaign's reach, and much more. With this data, you can make more informed decisions when building your campaigns and ultimately improve your results. Under the Account Overview tab, you can view a detailed summary of all your advertising activity, learn how your campaigns are performing, and gain insights for future campaigns.

First, you can use the charts to understand how your campaigns are performing over time and analyze trends. Hover over the charts to see more information on your campaigns.
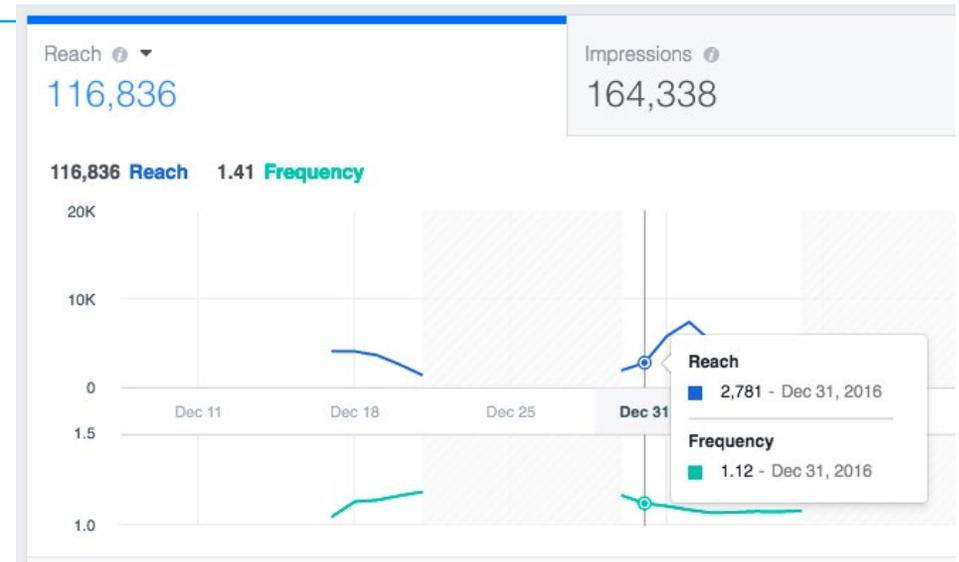
How do I use Ads Manager to measure ad performance?

You can customize the metrics you want to see. There are four sections with metrics you can adjust (such as reach, impressions, amount spent, and link clicks). To change the metric you see in a section, click the icon next to the metric name and choose a new metric from the list.


You can compare your results between two time periods to understand if your ads performed better in one period over another. Click on the date range drop-down menu. Click Compare and choose the dates that you want to compare.

How do I use Ads Manager to measure ad performance?

If you want to see what group of people are interacting with your ads based on age and gender, select Age & Gender, Age, or Gender.
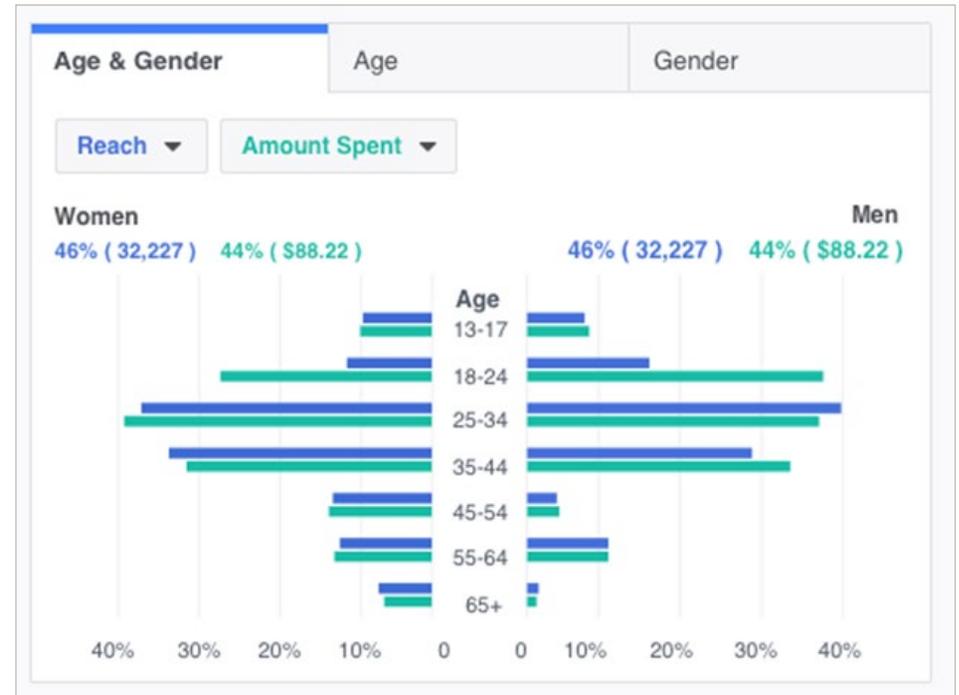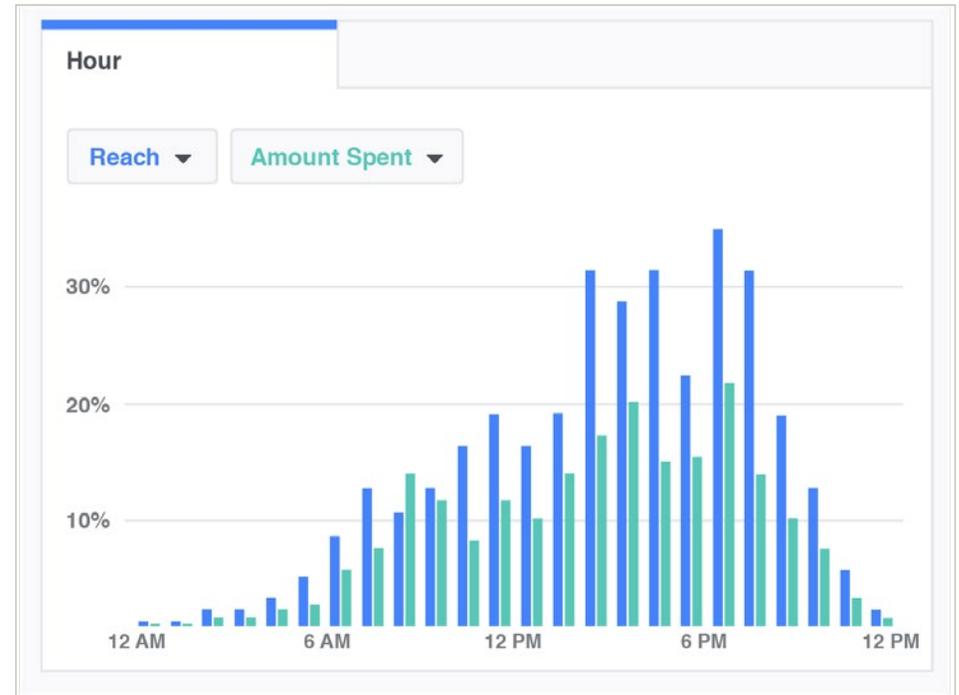

To see the location of the people viewing your ads, select Country, Region, or DMA.

How do I use Ads Manager to measure ad performance?

You can also see what time of day people are viewing your ads and the corresponding ad spend.

What data do I look at to understand my ad performance?

Most of the time what data you should look at depends on your goal, but there is a way to think about this overall.

In most cases, it is useful to think about these four things:

- Actions
- Cost Per Action
- Spend
- Frequency

Actions

For campaigns you run, you know what action you want your audience to take, like make a purchase on your website (conversion).

Make sure you are clear about what action you want and use the Facebook reports to monitor that action.

There is a long list of actions that you can monitor. In fact, the Facebook ad reports provides dozens of options to choose from. Choose the ones that are appropriate for your ad.

Cost Per Action

The number of actions alone may not provide enough information about your ad performance. If one ad generates 20 actions, is it more successful than an ad that generates 15? Not if its costs you more money to get those 20 actions.

For most actions, you can monitor your costs in Ads Manager.

header logo: Social Media Marketing from facebook

What data do I look at to understand my ad performance?

Spend

It's often a good idea to combine the Cost Per Action metric with the spend. The spend will tell you if you need to shift your budget from one ad or campaign to another. Or raise or lower the spend of an effective or underperforming ad.

Frequency

Frequency is the average number of times your audience sees your ad. It's related to reach and the number of impressions your ad has had.

You might think that the more times they see your ad the better, but in fact, there is a balance you have to think about. You don't want people to see your ad so many times that they ignore it completely, or worse, get angry about seeing it so much.

In general, think about a frequency score of 5.0–too much higher than that might mean that you viewers are getting ad fatigue.

What is the difference between Cost per Click and Cost per 1,000 Impressions?

On Facebook (and in the digital marketing world in general), there are two ways to think about costs:

- Cost per Click (CPC) is the cost for 1 click on your ad.

- Cost per 1,000 Impressions (CPM) is the cost for 1000 impressions/views of your ad.

If your goal is to get people to take a certain action—such as getting people to click on your website— you should select CPC. This is because Facebook will show your ad to people who are more likely to complete that action. If you want a lot of people to view your ad, choose CPM but keep in mind that your ad may get shown to more people overall, but not necessarily those who will follow your link or "Like" your Page.

How do I monitor the amount that I am actually paying for my ad?

When you want to see how much you're spending on your ads, you can see an estimated daily spending limit in Ads Manager. In the Billing section of Ads Manager, you'll find all your final charges including the specific ads you paid for and exactly what you paid for, like running an ad for awareness or getting people to click your ad.

How do I set a spending limit on my account?

You can set an account spending limit to ensure your ad account doesn't spend more than you're comfortable with. If you set an account spending limit, your ads will turn off when your limit is reached. An account spending limit is an overall limit on how much your ad account can spend over its lifetime.

It doesn't reset automatically after a certain amount of time, such as at the end of the month. To continue advertising after you've reached your limit, you can reset, the amount spent toward your limit to $0.
You can create, change, reset or remove a spending limit on your account at any time.

Mini Challenge:
Measure Your Ad Performance

This week, as your ad runs, use Ads Manager or the Ads Manager App to monitor ad performance.

Depending on your objective, you'll want to look at several things:

- Did your ad generate the number of link clicks to your website or signups for your event that you were hoping for?
- What was the cost per click, signup, etc.?
- What have you spent so far on the ad campaign?
- What is the frequency that your ad is being shown?
- What else can you learn about how your ad is doing with your audience?

Reflect and analyze your results, perhaps with a partner or in a class discussion. What surprised you? What went well? What isn't going so well? What can you tweak or change that you think will help?

Don't worry if things didn't go as well as you hoped. This is your first try. Even the most experienced digital marketers have to try, fail, and try again to learn what works and what doesn't. Don't be afraid to explore and try new things!

Write down this reflection. You'll need it for the Micro-credential.
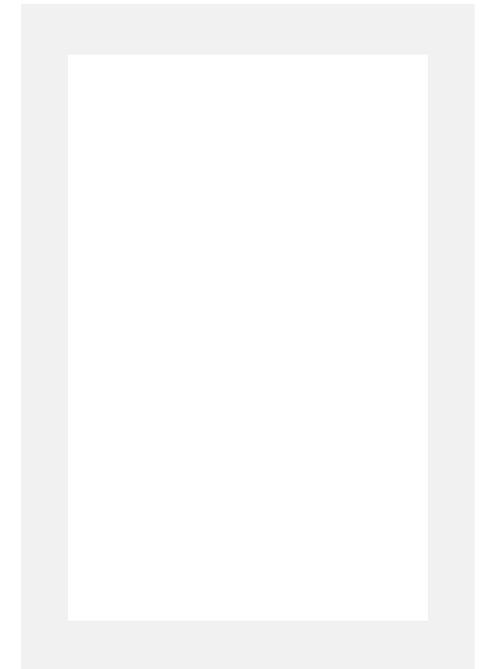
Mini Challenge:
Run and Measure a Second Ad

Now's your chance to take what you've learned from creating and running your first ad and do something different with a second ad. Use the creative—images, videos, etc.—that you created for other ads in Lesson 6 to start another ad.

You'll want to have the same things ready before you create your ad:
- Your campaign objective
- Information you will use to target your audience (demographics, age, location, interests, behaviors)
- The amount of money you want to spend on the campaign
- The creative—photos, videos, copy—for your ad

And then you'll want to monitor your ad regularly to see how it's doing.

Be creative. Try something different. Who knows what you'll learn when you explore and try new things!

At the end, do another reflection (with a partner or in class) about how this second ad performed and write it down. You'll also use that reflection for the Micro-credential.
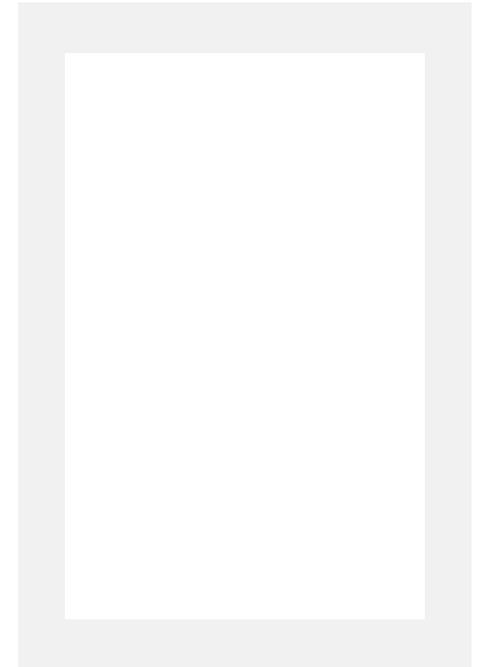
Get the Micro-credential

Congratulations! You have completed this module by:

☑ Choosing your ad objective for your ad

☑ Choosing your target audience for your ad

☑ Setting a budget and schedule for your ad

☑ Creating 2-3 ads of different types (image, video, carousel etc.)

☑ Measuring and monitoring ad performance to learn what is working and what is not

Once you think you're ready, you can submit your work for review to earn the Marketing with Facebook Ads Micro-credential. Your instructor will have instructions as to how to do the submission.

With this micro-credential, you can show employers and others that you have demonstrated the basic skills needed to run a basic ad campaign using Facebook!

We invite you to continue developing your skills with the next module, Marketing with Instagram.