

Creating a 'Like' Campaign in Facebook



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SET UP A FACEBOOK LIKE CAMPAIGN



Creating a Facebook Like campaign is a simple and straightforward process. You simply need to create a Facebook Ads campaign with the goal of getting more Facebook Page likes.

Step 1. Create the campaign

You can set up Facebook Ads campaigns by using Facebook Ads Manager.

A screenshot of the Facebook Ads Manager 'Create New Campaign' interface. The interface has a top bar with 'Create New Campaign' (underlined in blue) and 'Use Existing Campaign' (with a close 'X' button). Below this are three columns: 'Awareness', 'Consideration', and 'Conversion'. Under 'Awareness' are 'Brand awareness' and 'Reach'. Under 'Consideration' are 'Traffic', 'Engagement' (selected with a blue dot and highlighted in light blue), 'App installs', 'Video views', 'Lead generation', and 'Messages'. Under 'Conversion' are 'Conversions', 'Catalog sales', and 'Store traffic'.

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

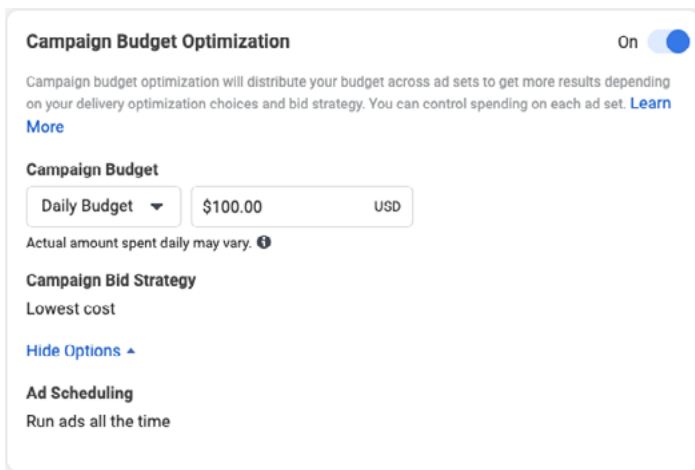
When using Facebook Ads Manager, click on “Create a New Campaign.” Leave the buying type as ‘auction,’ and select the objective “Engagement.”

As you scroll down a little, you’ll notice a selection “Page likes.” Click that, then hit “Continue” to set up your campaign.

You can optionally name your campaign, then hit next.

Step 2: Set your budget and edit settings.

You can leave most of these settings alone unless you have a specific reason. All you should be changing on the 'campaign' level is your budget. We suggest turning on Campaign Budget Optimization. You then have two options: lifetime and daily. If you've never run ads before, we suggest \$5 per day for 7 days.

A screenshot of the Facebook Campaign Budget Optimization settings interface. At the top, there's a toggle switch for 'Campaign Budget Optimization' which is turned 'On'. Below this, a brief explanation states that the optimization will distribute the budget across ad sets based on delivery optimization choices and bid strategy, with a 'Learn More' link. The 'Campaign Budget' section shows a dropdown menu set to 'Daily Budget', a text input field containing '\$100.00', and a currency selector set to 'USD'. A note below indicates 'Actual amount spent daily may vary.' The 'Campaign Bid Strategy' section shows 'Lowest cost' as the selected option, with a 'Hide Options' link. The 'Ad Scheduling' section shows 'Run ads all the time' as the selected option.

If you chose a lifetime budget, click 'show more options,' click 'edit' next to ad scheduling, then click the check box that says 'run ads on a schedule.' Then click next to edit the ad set level. This will be where you set your targeting.

Step 3: Set a target audience.

Name your ad set. We recommend naming it based on your target audience. You do not need to use your Facebook pixel for this campaign unless you're retargeting people (if this is your first time running ads, don't worry about this today). Select the page you want people to 'like.'

Then, scroll down to Budget & Schedule and select a start date (optionally, you can select an end date). Then scroll down to 'audience.'

You can also target people based on all sorts of things like: Location, Age, Gender, Interests, Relationship status, Purchase behaviors, Education level, and more. Avoid targeting people who have no interest in your product or service. Narrow down your Facebook Like campaign audience to reach only the people who could potentially like your Facebook Page.

The screenshot shows the Facebook Audience Targeting interface. At the top, under 'Audience', there are options to 'Create New Audience' (highlighted) or 'Use Saved Audience'. Below this is the 'Custom Audiences' section with a search bar for 'Search existing audiences' and a 'Create New' link. There is also an 'Exclude' button. The 'Locations' section shows 'Location: United States'. The 'Detailed Targeting' section includes a note 'Include people who match' and two columns of interest suggestions. The first column, titled 'Interests > Additional Interests', lists 'Alli Brown', 'Brené Brown', 'Kim Garst', 'Marie Forleo', and 'Allison Maslan'. The second column, also titled 'Interests > Additional Interests', lists 'Rich Dad Poor Dad', 'The 4-Hour Workweek', 'The Secret (book)', and 'Think and Grow Rich'. Both columns have a search bar at the bottom that says 'Add demographics, interests or behaviors' and a 'Suggestions Browse' link.

Step 3 continued.

First, set your target location. If you primarily work in the United States, then only target people who live there. Later on in your coaching journey, you can target people around the world.

If you only work with a certain gender, you can set that here as well. All is selected by default.

This next part is the true money-maker but is often neglected. We'll have you create two interest groups that someone has to match. This helps narrow your target audience to the most qualified people. We want between 1 - 4 million people in your target audience.

Under 'detail targeting,' begin adding interests that your target market might have. This can be people, books, magazines, lifestyle choices, etc. What Facebook allows you to target will seem pretty random, but as you begin to make selections, Facebook will begin to make useful suggestions - so they do try to make things somewhat easy for you. For this first column, we recommend only targeting people - like Allison Maslan, Gary Vee, Marie Forleo, Simon Sinek, Tim Ferriss, and many more.

NOTE: If you hover your mouse over a potential selection, you'll see an audience size number in box that pops up. This is helpful, but you want to select names & interests that are lower than 10,000,000 total people.

Next, click narrow audience and select publications (or lifestyle interests).

Step 4: Build your ad

Now that you've got your Facebook audience built, you can leave everything else on its default setting and click next. This screen is where you'll build your ad - the combo of image & text you'll use to convince them to 'like' your page

This training assumes you've already designed your Facebook like creative. If you haven't, we recommend doing so in Canva - it's an easy to use website that helps you create beautiful designs in minutes for free. You'll need a square design that is 1080 pixels x 1080 pixels. Don't overthink this part - your creative could be a nice portrait of you with no text.

Once you upload your design via 'Add Media,' you'll want to write your primary text. This is where you explain a reason for them to like your page. It might be because you're going to create helpful content over time that can help them. It might be because your content will inspire and motivate them to take action on something that's been holding them back. Or maybe your page just entertains. All of these are valid reasons for people to follow with their 'like.' Here are examples of our creative and copy.



Primary Text ⓘ

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Get the best advice for running your business as a Coach, Healer, or Expert. Like our page now!

Once your satisfied with your content, hit publish and you're done!

Congratulations on your new like campaign!