

08 - How To Start Your Own Facebook Ads Campaign



HOW TO START YOUR OWN FACEBOOK ADS CAMPAIGN

S1: Hello there in this module, I will give you a walk through on creating your Facebook Ad Campaign.

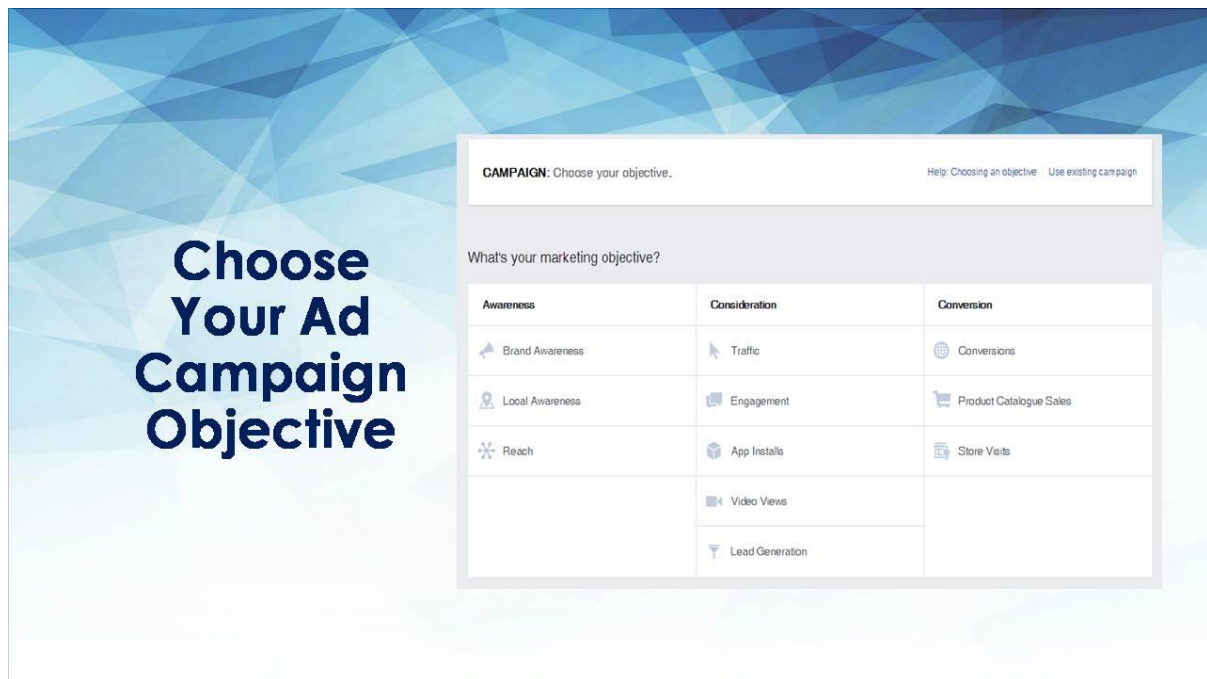
WHAT YOU WILL LEARN

- ▶ Choosing your Facebook Ad Objective
- ▶ Choosing your event code and your target audience
- ▶ Choosing ad placements
- ▶ Determining your Facebook Ad Budget



S2: In the previous 3 modules, we covered on how to target your audience, how to build your Facebook pixel and how to utilize Facebook video ads.

Here, we will go through the steps to get your Facebook Ad Campaign set-up in no time.



S3: To start creating an ad on Facebook, log in to your Facebook page and click on the top right corner and look for Create Ads section.

First, you are required to choose the objective of your campaign. There are various marketing objectives that you can choose from and each objective produce different results.

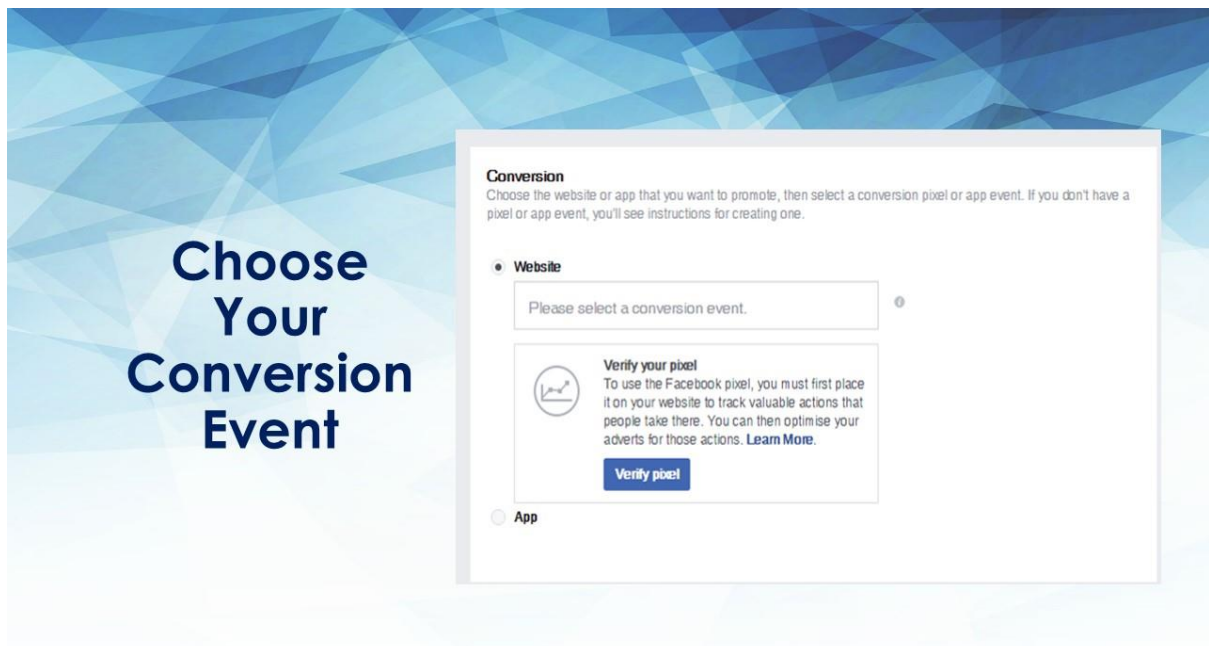
For this tutorial, I will be focusing on Conversion objectives because it is where you want to encourage and persuade your audience to purchase your product or service. Sales means revenue means profit.

There are 3 subcategories that fall under the Conversion objective.

First, there are the conversions that help you get more visitors to use your site.

Second, there is the product catalog sale that displays products from your product catalog based on your target audience.

Third are store visits to promote multiple business locations to people who are nearby.

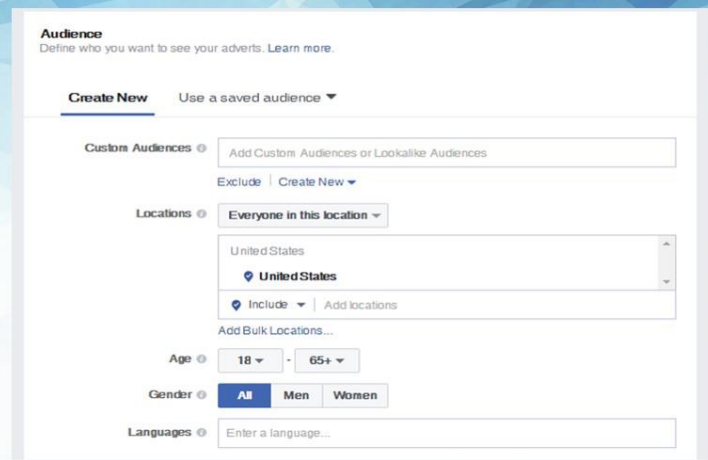


S4: Once you have selected an objective that is most relevant to you, choose a conversion pixel or app event depending on what you want to track.

Events are defined as actions that happen on your website, either as a result of Facebook adverts or organic reach.

The event code allows you to track those actions and use them in your advertisement.

Adding In Your Custom Audience



The screenshot shows the Facebook Audience creation interface. At the top, it says "Audience" and "Define who you want to see your adverts. Learn more." Below this, there are two tabs: "Create New" (which is selected) and "Use a saved audience". Under the "Create New" tab, there is a section for "Custom Audiences" with a text input field labeled "Add Custom Audiences or Lookalike Audiences". Below this, there is a section for "Locations" with a dropdown menu labeled "Everyone in this location". The dropdown menu is open, showing "United States" as the selected location. Below the dropdown, there is a section for "Age" with a range selector set to "18" to "65+". Below the age selector, there is a section for "Gender" with three buttons: "All" (which is selected), "Men", and "Women". At the bottom, there is a section for "Languages" with a text input field labeled "Enter a language...".

S5: Next is adding in your custom audience.

If you have a set on whom your target audience are, you can proceed to add in the details and go to the next step.

If you haven't determined your target audience, you can use Facebook or Google analytics to learn more about your current customers, including which searches leads them to your site and where they are located.

Choosing Your Ad Placements

Placements

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

☒ **Automatic Placements (recommended)**

Your adverts will automatically be shown to your audience in the places where they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)

☐ **Edit Placements**

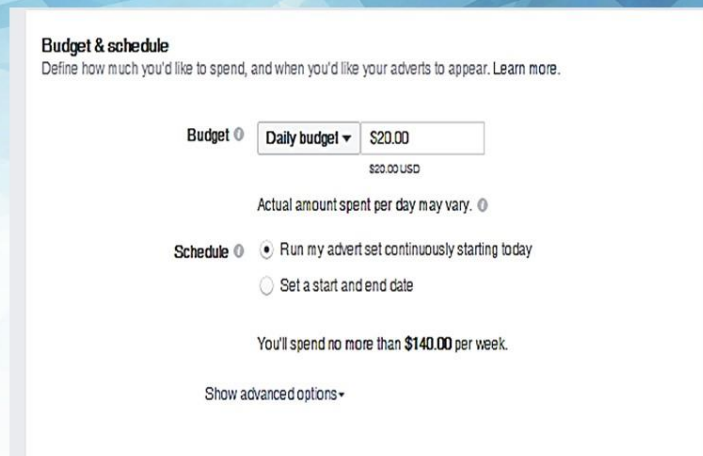
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

S6: Next section is choosing your ad placements and you can select either automated placement or narrowing down your ad placements. Placements means on which platform would you like your ad to appear in.

Ad placements that are available for advertising are Facebook Desktop and Mobile feeds, Facebook right column, Instagram and Audience Network.

If you are driving conversions to your site with Facebook ads, stick with Facebook Desktop and Mobile feeds.

Choosing Your Ad Placements



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

Budget ⓘ Daily budget ▾
\$20.00 USD

Actual amount spent per day may vary. ⓘ

Schedule ⓘ ☒ Run my advert set continuously starting today
☐ Set a start and end date

You'll spend no more than **\$140.00** per week.

[Show advanced options ▾](#)

S7: For budgeting, recommended spending is \$50 if you are opting to drive conversions for five days.

Each day, Facebook will take up \$10 per day towards advertising your ad. You do not necessarily have to go beyond \$50 for Facebook ads because you want to test it out first before investing a higher amount. Test to find the right advert and when you find that formula, scale it upwards by investing more into the ad spend. Imagine investing \$100 for your ads and the results are not what you aim for.

Running ads is all about testing, and you have to keep trying different variations of ads to get the right conversion for your target audience.