* How can we do advertisement using Facebook?
* Facebook advertising is an important way to connect with your audience on the world’s largest social network.
* The [ever-changing Facebook algorithm](https://blog.hootsuite.com/facebook-algorithm/) can make it a challenge to connect organically with fans. But Facebook’s micro-targeting features allow you to reach your exact target audience. That means Facebook ads can get your message in front of the people who are most likely to want your products or services.
* That’s great for your budget, conversion rates, and [return on investment](https://blog.hootsuite.com/measure-social-media-roi-business/). You only pay to reach the most valuable potential customers.
* It’s important to understand the different Facebook ad [types](https://blog.hootsuite.com/facebook-ad-types/) and targeting options before you dive in if you want to get the best results. In this guide, we’ll walk you through everything you need to know, from planning your first ad to developing advanced campaign strategies
* **Types of Facebook ads**
* **Image ads**
* These simple ads are a great way to get started with Facebook advertising. You can create one with just a few clicks by [boosting an existing post](https://blog.hootsuite.com/how-does-facebook-boost-posts-work/) with an image from your Facebook Page.
* Image ads may be simple, but that doesn’t mean they have to be boring. For example, you might think socks are a pretty ho-hum product, but [Happy Socks](https://www.facebook.com/HappySocks/) puts them in surprising contexts to create fun Facebook photo ads.

### Video ads

Video ads can run in News Feed and Stories, or they can appear as in-stream ads in longer Facebook videos. Video ads can show your team or your product in action

### Video poll ads

This mobile-only Facebook ad format incorporates an interactive component with video polls. It’s a brand-new type of Facebook paid advertising, but Facebook’s [early data](https://www.facebook.com/business/news/facebook-invites-people-and-businesses-to-play) shows that these ads can increase brand awareness more effectively than regular video ads.

### Carousel ads

A carousel ad uses up to 10 images or videos to showcase your product or service. You can use this format to highlight different benefits of one product, a number of different products, or even use all the photos together to create one large panorama image

### Slideshow ads

Slideshow ads offer an easy way to create short video ads from a collection of still photos, text, or existing video clips. If you don’t have your own images, you can choose stock photos directly from Ads Manager.

Slideshow ads have eye-catching motion, just like videos, but use [five times less bandwidth](https://www.facebook.com/business/ads/slideshow-ad-format), so they load well even for people on slow internet connections. They’re an easy, low-impact way to draw attention.

### Collection ads

These Facebook paid ads, which are offered only for mobile devices, allow you to showcase five products that customers can click to buy.

### Instant Experience ads

Instant Experience ads used to be called Canvas. They’re a full-screen ad format that loads [15 times faster](https://www.facebook.com/business/news/bring-brands-and-products-to-life-with-instant-experience) than a mobile website outside of Facebook

### Lead ads

Lead ads are only available for mobile devices because they’re specifically designed to make it easy for people to give you their contact information without a lot of typing. They’re great for collecting newsletter subscriptions, signing someone up for a trial of your product, or otherwise allowing people to ask for more information from you.

Tokio Marine, an insurance company, used lead ads to generate [11,000 leads](https://www.facebook.com/business/success/3-way-marketing) in just 17 days. In addition to an easy-to-complete lead form, the ads used a [Messenger bot](https://blog.hootsuite.com/facebook-messenger-bots-guide/) to further qualify potential new clients. The campaign reduced the cost of lead collection by 60 percent.

Because these ads are such a great way to feed your sales funnel, we’ve got a whole [guide to using Facebook lead ads](https://blog.hootsuite.com/how-to-use-facebook-lead-ads/) that breaks down all the details you need to know to make the most of this important type of Facebook ad campaign.

### Dynamic ads

Dynamic ads allow you to promote targeted products to the customers most likely to be interested in them.

For instance, if someone has visited a product page or placed a product in their shopping cart on your website, but then abandoned the purchase, dynamic ads for that precise product will appear in their Facebook feed.

This reminds the potential customer to complete the purchase, and can be a very effective [Facebook marketing strategy](https://blog.hootsuite.com/facebook-marketing-tips/).

The French store [Smallable](https://www.facebook.com/smallable)used dynamic ads to retarget potential customers with carousel, collection, image, and Stories formats. Smallable showed Facebook users ads for products they had already expressed interest in, resulting in a [124 times](https://www.facebook.com/business/success/smallable) return on ad spend.

### Messenger ads

[Facebook Messenger ads](https://blog.hootsuite.com/facebook-messenger-ads/) give you access to the [1.3 billion people](https://www.facebook.com/business/ads/messenger-ads)who use Messenger every month. When creating your ad, simply choose Messenger as the desired placement. You also need to select Facebook feed.

### Stories ads

Scientific American [found that](https://www.scientificamerican.com/article/video-looks-most-natural-horizontally-but-we-hold-our-phones-vertically/) 72% of millenials won’t rotate their phones to watch widescreen videos. Stories ads are a full-screen vertical video format that allow you to maximize screen real estate without expecting viewers to turn the screen.

### Stories augmented reality ads

Augmented reality ads use features like filters and animation to allow people to interact with your brand. This ad format is new to Facebook, but [63%](https://www.facebook.com/business/news/facebook-invites-people-and-businesses-to-play) of U.S. Internet users say they have already tried an AR brand experience. Facebook AR Stories ads go into open beta this fall.

### Playable ads

This is another new ad format that incorporates interactivity. You create a game experience that encourages people to interact with your creative content.

[Vans used a playable ad](https://www.facebook.com/business/news/facebook-invites-people-and-businesses-to-play) to increase brand lift and favorability.

If you already have a [Facebook business page](https://blog.hootsuite.com/steps-to-create-a-facebook-business-page/) (and you should), you can head straight to the Facebook Ads Manager or Business Manager to create your Facebook ad campaign. If you don’t yet have a business page, you’ll need to create one first.

We’ll follow the steps for Ads Manager in this post. If you’d prefer to use Business Manager, you can get the details in our post on [how to use Facebook Business Manager.](https://blog.hootsuite.com/facebook-business-manager-guide/)

### Step 1. Choose your objective

Log into [Facebook Ads Manager](https://www.facebook.com/adsmanager) and select the **Campaigns** tab, then click **Create** to get started with a new Facebook ad campaign.

Facebook offers 11 marketing objectives based on what you want your ad to accomplish. Here’s how they align with business goals:

* **Brand awareness**: Introduce your brand to a new audience.
* **Reach**: Expose your ad to as many people in your audience as possible.
* **Traffic**: Drive traffic to a specific web page, app, or Facebook Messenger conversation.
* **Engagement**: Reach a wide audience to increase the number of post engagements or Page Likes, increase attendance at your event, or encourage people to claim a special offer.
* **App installs**: Get people to install your app.
* **Video views**: Get more people to watch your videos.
* **Lead generation**: Get new prospects into your sales funnel.
* **Messages**: Encourage people to contact your business using Facebook Messenger.
* **Conversions**: Get people to take a specific action on your website (like subscribe to your list or buy your product), with your app, or in Facebook Messenger.
* **Catalog sales**: Connect your Facebook ads to your product catalog to show people ads for the products they are most likely to want to buy.
* **Store traffic**: Drive nearby customers to bricks-and-mortar stores.

### Step 2. Name your campaign

Scroll down to name your Facebook ad campaign and choose whether to [set up an A/B split test](https://blog.hootsuite.com/social-media-ab-testing/). You will also choose whether to turn on budget optimization. This option can be useful if you’re using multiple ad sets, but for now you can leave it turned off.

For the Engagements objective, you’ll also choose whether to focus on post engagement, page likes, or event responses

### Step 3. Set up your ad account

If you’ve already set up an account, you’ll see a button that says . Click that to move on to the next step.

But if you’re new to Facebook advertising, you’ll see a button that says **Set Up Ad Account**. Click that and you’ll be prompted to enter some key details to create your ad account. Enter your country, preferred currency, and time zone, then click **Continue**.

Choose wisely, because if you want to change these options later, you’ll have to create a separate ad account.

### Step 4. Target your audience

At the top of this screen, you will name your Facebook ad campaign and choose which Page to promote.

Now it’s time for the detailed targeting. Remember: Effective targeting is key to maximizing ROI—and there’s no shortage of ways to target your audience using Facebook Ads Manager. You have two fields here in which to make your audience as specific as you choose:

* **Detailed targeting**: Use this field to specifically include or exclude people based on demographics, interests, and behaviors. You can get really specific here. For instance, you could choose to target people who are interested in both meditation and yoga, but exclude people who are interested in hot yoga.
* **Connections**: You can target or exclude people who have an existing connection to your Facebook Page, your app, or an event you managed. For example, if you want to reach a new audience, your would select “Exclude people who like your Page.” If you want to promote an offer or new product to existing fans, select “People who like your Page” to reach people who already know your brand. You can also choose to target friends of people who have previously interacted with your brand.

Check out these [eight essential Facebook targeting tips](https://blog.hootsuite.com/facebook-targeting/) for more on this subject.

### Step 5. Choose your Facebook ad placements

Scroll down to choose where your ads will appear. If you’re new to Facebook advertising, the simplest choice is to use **Automatic Placements**. When you select this option, Facebook will automatically place your ads across Facebook, Instagram, Messenger, and the Audience Network when they are likely to get the best results.

Once you have more experience, you may wish to place your Facebook ads in specific locations. You have the following options:

* **Device type**: Mobile, desktop, or both.
* **Platform**: Facebook, Instagram, Audience Network, or Messenger
* **Placements**: Feeds, Stories, in-stream (for videos), messages, in-article, and apps and sites (external to Facebook).
* **Specific mobile devices and operating systems**: iOS, Android, feature phones, or all devices.

### Step 6. Set your budget and schedule

Next, you decide how much money you want to spend on your Facebook ad campaign. You can choose a daily or lifetime budget, then set the start and end dates if you want to schedule your ad in the future, or choose to make it live right away.

You can also add in an optional cost and bid controls, which will cap the amounts per action rather than for your overall campaign.

### Step 7. Create your ad

First choose your ad format, then enter the text and media components for your ad. The formats available will vary based on the campaign objective you selected back at the beginning of this process.

## Use the preview tool at the bottom of the page to make sure your ad looks good for all potential placements (mobile, desktop news feed, right column, and so on). When you’re happy with your choices, click the green **Confirm** button to submit your order, then wait to get an email from Facebook notifying you that your ad has been approved. Facebook ad specs

There are a lot of details to keep in mind when getting your images and videos ready for Facebook ads. Since these details can change often, we’ve compiled them in a separate, regularly updated post of [Facebook ad sizes](https://blog.hootsuite.com/facebook-ad-sizes/).

We’ve also got a set of [16 free Facebook ad templates](https://blog.hootsuite.com/facebook-ad-templates/) you can use to help create your ads in just a few minutes.

### Text and objective specs for Facebook ads

To create the best Facebook ads, you need to keep the recommended character counts in mind. Anything beyond these text limits will be cut off.

You also need to understand which types of Facebook ad work with each of the ad campaign objectives described above.

### Image ads

* **Headline**: 25 characters
* **Link description**: 30 characters
* **Body text**: 125 characters
* **Campaign objectives**: All except video views

### Video ads

* **Headline**: 25 characters
* **Link description**: 30 characters
* **Body text**: 125 characters
* **Campaign objectives**: All except catalog sales

### Facebook Stories ads

* **Text**: No set character count. Aim to leave 250 pixels text-free at the top and bottom of the ad.
* **Campaign objectives**: Engagement, messages, catalog sales, store traffic

### Carousel ads

* **Headline**: 25 characters
* **Link description**: 20 characters
* **Body text**: 125 characters
* **Campaign objectives**: All except engagement and video views

### Slideshow ads

* **Headline**: 25 characters
* **Link description**: 30 characters
* **Body text**: 125 characters
* **Campaign objectives**: All

### Collection ads

* **Headline**: 25 characters
* **Link description**: n/a
* **Body text**: 90 characters
* **Campaign objectives**: Traffic, conversions, catalog sales, store traffic

### Instant Experience ads

* **Text**: Blocks of text up to 500 words each.
* **Campaign objectives**: All except lead generation, catalog sales, and messages

### Messenger Inbox ads

* **Headline**: n/a
* **Link description**: n/a
* **Body text**: 125 characters
* **Campaign objectives**: Traffic, app installs, conversions, catalog sales, messages