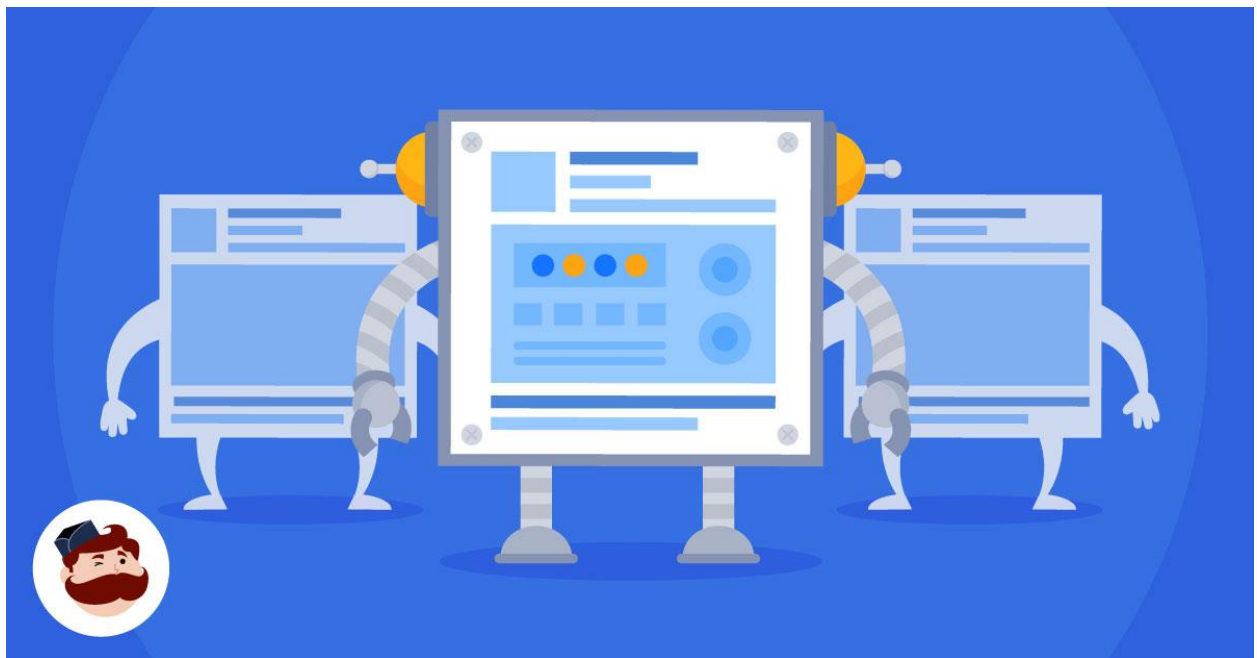# Facebook Automated Ads: Everything You Need to Know to Get Started

Good advertising takes time, but maybe not as much as it once did. Technology allows us to streamline nearly every part of marketing, and advertising on social media is no exception. Meet Facebook Automated Ads, the **automated ad creation system** powered by AI and data at the world's largest social network.

This article has everything you need to know about Facebook Automated Ads: what they are, how they work and whether they are right for you.

Facebook Automated Ads make Facebook marketing easy and effective. They don't require a complicated setup and technical know-how. Instead, Facebook Automated Ads reduce the ad creation process to answering a few simple questions about your business, inserting ad copy and images, and signing off on the finished product.

If you're looking to move past the Boost button and start driving more conversions for your business with minimal setup time, Facebook Automated Ads could just be what you've been looking for.

What are Facebook Automated Ads?

Facebook Automated Ads are **ads created through a simplified process that uses AI and offers limited customization** to make ad creation as easy as possible for users.

Using Facebook Automated Ads is like having a professional advertising expert leaning over your shoulder, helping you create the most effective Facebook ad campaign that you possibly can. It won't do everything for you, but it will take your ad goals, copy and design, and offer suggestions on what you should do to **set your campaigns up for success**.

Automated Ads can help you with your Facebook ad campaigns by:

- **Creating multiple versions of your ad** for A/B testing
- Giving you **personalized ad recommendations** from Facebook's AI
- Helping you **select your audience and budget** based on your business and marketing goals
- Providing **campaign tracking metrics** so you can understand how your ads are performing
- Suggesting **ongoing ad optimizations** to improve your campaign as it runs

Automated ads hit that sweet spot of putting you in control of the creative process while guiding you towards the best outcome.

How do you set up Facebook Automated Ads?

You can set up Facebook Automated Ads by going to your Facebook Page and clicking the **Promote** button.

Next, you want to select **Get Started With Automated Ads** from the **Choose a Goal** menu.

If you have multiple Facebook ad accounts, use the drop-down menu to pick the one you want to create an ad campaign for. Then, click **Get Started**.

Automated Ads

Let's Create Your Personalized Plan

Answer a few questions about The Learner's Nook

We'll test up to 6 different versions of your ad to find the best-performing one

Review and start your plan

Ad Account

Get Started

Now, you are going to answer some basic questions about your business.

These questions are pretty straightforward and are there to help Facebook understand how your business works so it can offer you the best advice it can.

With most of the questions, you can simply answer yes or no. For the question regarding interests, you are allowed to add ten interests that best represent your audience.

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Automated Ads
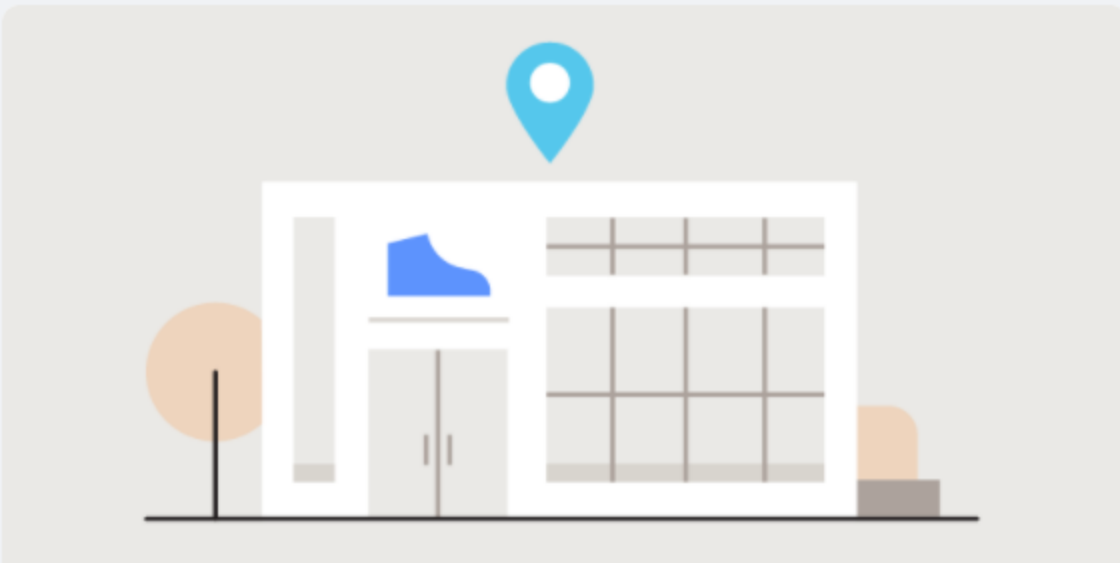
Do you want people to come to your business location?

Yes ⚪

No ⚪

This doesn't apply to me 🔵

Automated Ads

Do people buy products on your website?

Yes   ○

No   ●

Automated Ads

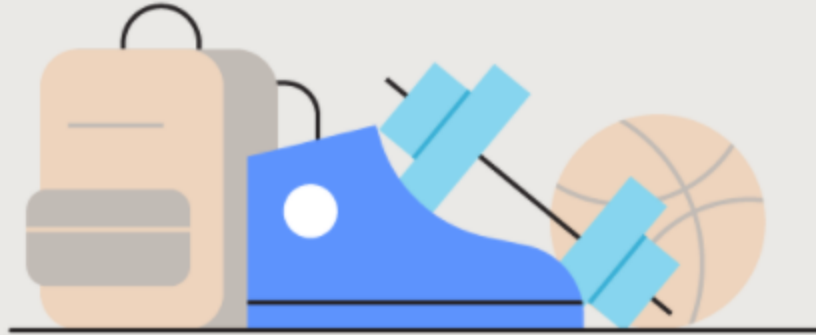
How do you want people to contact you? Select all that apply.

They call me ☐

They share their contact information and I reach out ☐

They message me on Facebook ☐

They message me on WhatsApp ☐

Automated Ads

What are some topics your audience might like?

Add interests

Sports

Sports
Sports Illustrated
Sports page admins
Sports and outdoors
Sports games

For the next section, you'll need to pick the different ad versions you would like Facebook to test and use.
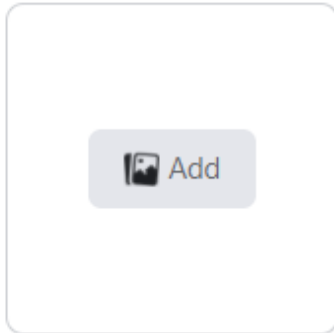
You can choose up to six images. You can upload them, select from previously used photos from your Facebook or Instagram, or browse through stock images.
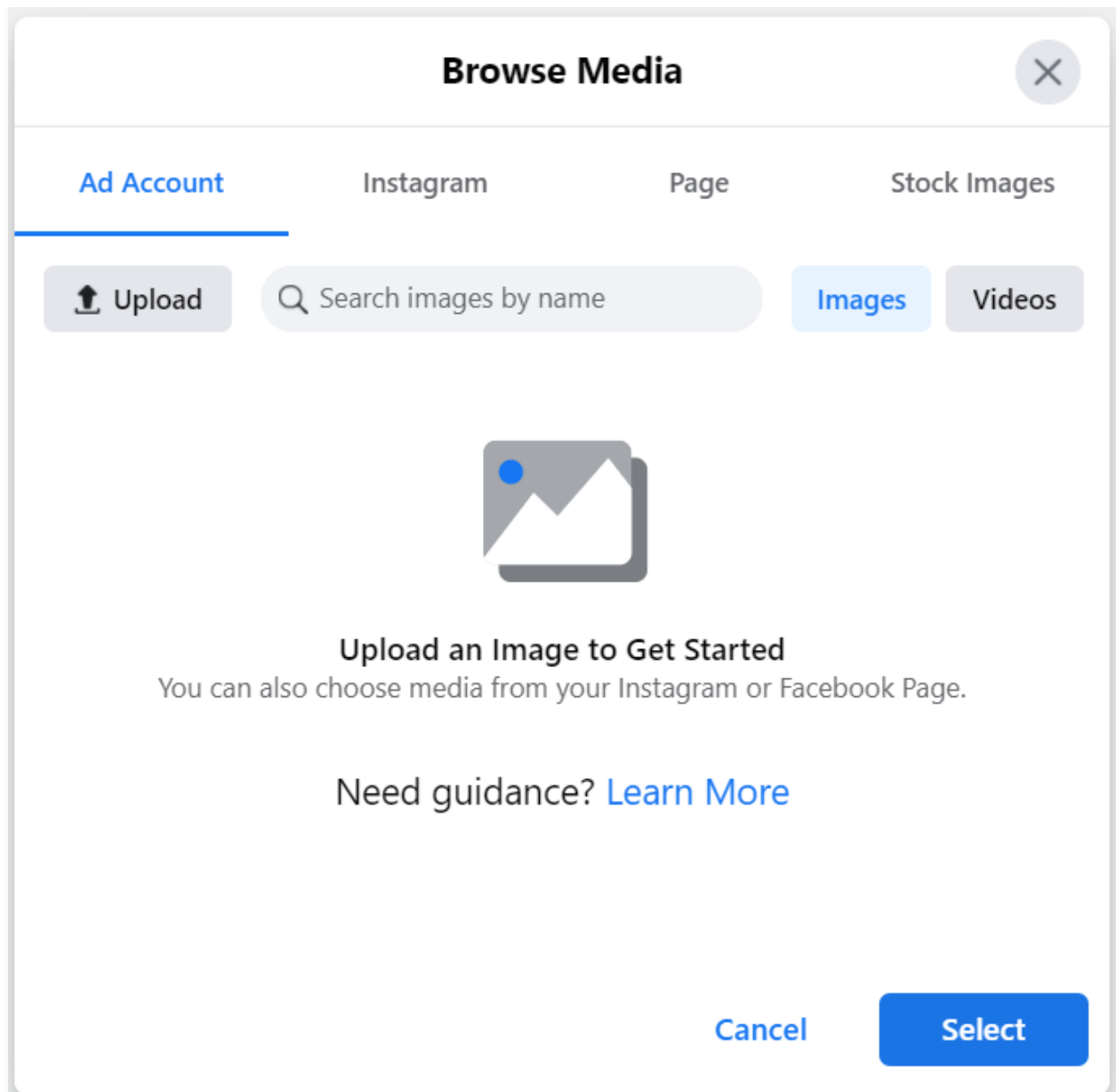
If you are unsure about what makes for a good Facebook ad image, you can read Facebook's advice or our expert take on ad design.

Automated Ads

Create Your Ad Versions

0/6 Selected

🖼 Add

You are now on the final page, where you need to finalize what your ads will look like.

The first step on this page is to choose the goal for your ad campaign.

You can choose from:

- Get more leads
- Get more bookings

- Get more traffic

Based on your answers in the previous steps, Facebook will recommend a goal for your campaign (see the star in the image below), but you are free to change it if it doesn't fit with what you need.

If you choose **Get more leads**, you will also have to fill in the lead form that will be used in your ad. You can select from saved forms or make a new one specifically for this ad campaign.

Next, you want to make sure that your ad design is right. To do that, click on each ad version to see a preview.

You can edit:

- the image
- the headline
- the description
- the button label (call to action)

You can also see a live preview of your changes on the right.