

Introduction to Advertise

Promoting your content on social media is essential to reaching the right audience. With Social Media Management's **Advertise** product, you can supercharge your paid strategy through our seamless collaboration tools, dynamic reporting, and unique automation features.

What is Advertise?

Advertise is designed for viewing, creating, and managing paid content across **Facebook**, **Instagram**, and **LinkedIn**. You can also analyze your paid content's performance across over one hundred key performance indicators (KPIs).

All actions in Advertise are supported for Facebook and Instagram. For LinkedIn, some actions will still be restricted to LinkedIn's own Campaign Manager tool. All three networks support viewing ads and their paid insights.

	Facebook/Instagram	LinkedIn
Can view ads	✓	✓
Can create ads	✓	✗
Can edit/delete ads	✓	✗
Can view ad sets/campaign groups	✓	✓
Can create ad sets/campaign groups	✓	✓
Can edit/delete ad sets/campaign groups	✓	✗
Can view campaigns	✓	✓
Can create campaigns	✓	✓
Can edit/delete campaigns	✓	✗

	Facebook/Instagram	LinkedIn
Can view paid insights	✓	✓

Tip:

While you can't create LinkedIn ads directly in Advertise, you **can** boost the LinkedIn posts you create in Publish: [Boosting Posts as Ads](#)

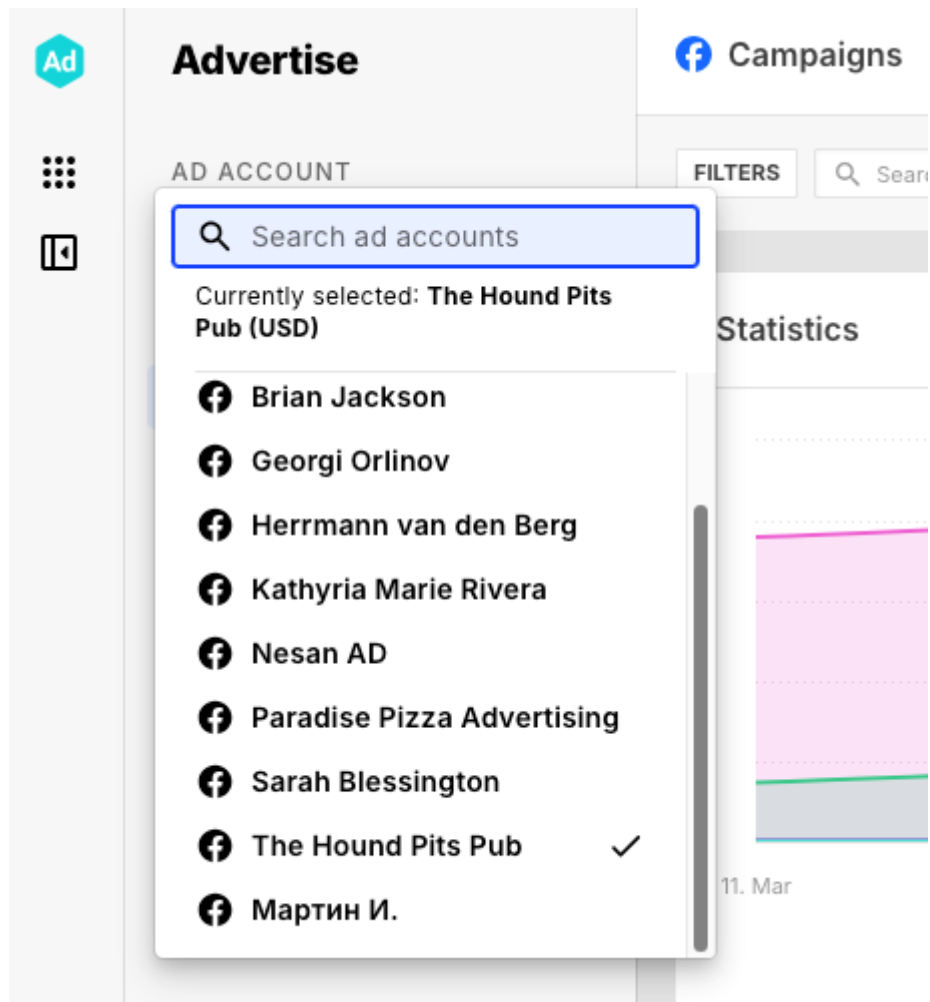
Tip:

For a complete list of which paid metrics are available in Advertise, please visit the guides below:

- [Meta Key Performance Indicators in Advertise](#)
- [LinkedIn Key Performance Indicators in Advertise](#)

Getting started

Start by connecting a [Facebook](#) or [LinkedIn](#) ad account to Social Media Management. Once connected, the ad account will appear in the Advertise module through the top left drop-down menu. You can then create **campaigns** consisting of one or more **ad sets** (for Facebook) or **campaign groups** (for LinkedIn).



Advertise user roles

You can set [user permissions per ad account](#) to reinforce your organizational structure and workflows.

You must have an Advertiser or an Analyst role for at least one ad account in order to access the Advertise module. The roles are assigned within Settings. If you don't have any ad accounts connected, or an ad account has been disconnected, an Administrator or a Team Lead can [connect](#) them and assign user roles.

Campaigns, ad sets/campaign groups, and ads

Campaigns, ad sets/campaign groups, and ads provide unique metrics on the performance of your advertising.

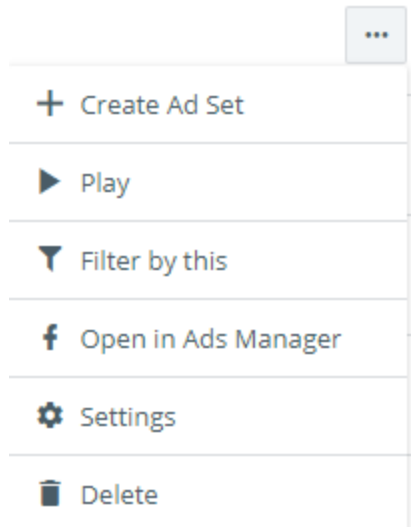
In the Campaigns section, for example, you can see the performance of your campaigns based on metrics like Conversions. For ad sets/campaign groups, you can see metrics on targeting, budget, and schedule. You can pick and choose these in the Statistics modules at the top of each section. You can also filter the results through the [Filters menu](#) in the top left.



Under the Statistics modules is a list of all your campaigns, ad sets/campaign groups, or ads, depending on which section you are in, and which filters you have chosen.

<input type="checkbox"/>	STATUS	AD SET	SPENT	REACH	LINK CLICKS	POST ENGL.	BUDGET (USD)	ACTIONS
<input type="checkbox"/>	<input checked="" type="checkbox"/> Active	attract-scan-email-lookalike Influencer Handbook - LA - Asset Download (1% - 2%) - NF	0,00	0	0	0	15,00 USD (Daily)	...
<input type="checkbox"/>	<input checked="" type="checkbox"/> Active	attract-uk/ie-email-lookalike Influencer Handbook - LA - Asset Download (1% - 2%) - NF	0,00	0	0	0	16,00 USD (Daily)	...
<input type="checkbox"/>	<input checked="" type="checkbox"/> Active	attract-dach-email-lookalike Influencer Handbook - LA - Asset Download (1% - 2%) - NF	0,00	0	0	0	16,00 USD (Daily)	...
<input type="checkbox"/>	<input type="checkbox"/> Paused	attract-us/ca-email-lookalike Influencer Handbook - LA - Asset Download (1% - 2%) - NF	0,00	0	0	0	20,00 USD (Daily)	...

On the left side you can toggle between Active and Paused status. Further actions can be found by clicking the three dots on the far right. The available actions are determined by the network (Facebook or LinkedIn).



If you want to view all of the ad sets under a campaign, or view all of the ads under an ad set, select the **Filter by this** option.

Alternatively, you can also select any amount of Advertise assets in the list and click the Filter button at the top left to view all selected ad sets under the campaigns you selected, or all the ads under the ad sets you selected.

Warning:

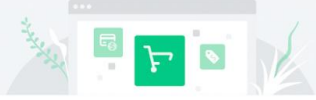
If you have an ad blocker extension installed in your browser, the Advertise module will not work properly for you. We recommend turning it off while using Social Media Management.

Creating campaigns and ad sets/campaign groups


If you are assigned the Advertiser user role, you can [create campaigns](#) by clicking the **Create New Campaign** button in the top right of the Campaigns section. This opens a pop-up menu that will guide you through the process.

What's your marketing objective?

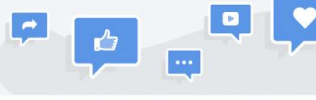
Not sure what to pick? Read more in our [Help Center](#).




Sales
Find people likely to purchase your product or service.



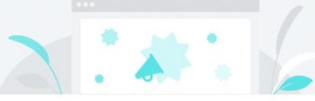
Traffic
Send people to your website, app, Messenger or WhatsApp.



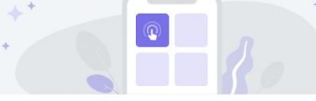
Engagement
Get more video views, post engagements, page likes or messages.



Leads
Collect leads from people interested in your business.



Awareness
Show your ads to people most likely to recall them.



App promotion
Get more people to install or engage with your app.

After creating a campaign, you can [create ad sets](#) under it. Simply navigate to the campaign in the Campaigns section and choose **Create Ad Set** in the far-right menu for your campaign.

Need help setting up your ad set? Read more in our [Help Center](#).



Using existing campaign

Brand awareness

2

Ad set setup

Ad set name

BW -

Ad set labels (optional)

 Add labels for this ad set



Auto promote posts with any of these labels

Adding any of the campaign or ad set labels to a post will promote it automatically. [Learn more](#)

CONTINUE

3

Budget and schedule

4

Targeting

5

Placements

Campaign

BW -

Objective

Brand awareness

Ad set

BW -

Unique to Social Media Management's platform are [Smart Labels](#). With Smart Labels you can quickly create an ad by adding a predefined label to a post. It only takes a moment to set up and can save you a lot of time if you need to create many ads at once.