**How Do Beginners Run Facebook Ads?**

Your product is finally ready! Now, it's time to sell it like crazy. But as a rule, you are to take that product where your buyers are likely spending their time. Well, good news! As of the last quarter of 2021, Facebook takes about 2.91 billion users per month. (<https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>)

It would be a real struggle not to have your target audience among this number. But how to get started with Facebook ads as a beginner? Don't sweat it! Here, you will learn all about launching your first ad in its most basic form. Ready? Let's get right into it.

## **How Does Facebook Advertising Work?**

Good question! It's always good to understand how it all works. That way, you can bend it to give you its best result. Now, Facebook advertising is all about competing and winning big.

Facebook algorithmically determines the best content to show its users — as in an auction, and if you're lucky to be its creator, you get charged. And the best part is Facebook offers each user the most relevant content.

That means your ad only comes up to the most interested user of your content type. And if only interested users see your ads, you have a higher chance of reaching your goal.

## **How Much Does it Cost?**

Well, you don't want to worry too much about this as a beginner. However, no money gets wasted on this platform. With every of your campaign, there is something to learn. And the more you know, the more strategic your targetting is — and more money for your purse.

However, the advertising cost depends on your target audience. Your advertising cost will differ based on demographics and your audience's interests.

## **Setting Up Your First Facebook Ad**

For ease, you will be learning these in two different instances — before and during the launch of your first campaign.

### **Before Launching Your First Campaign**

You need to have a Facebook Ads Manager account to run any Facebook ad.

It's easy to set up. Only head over to the Facebook Ads Manager tool on your browser and create your ad account. Fill in the necessary details like your ad account name, advertising purpose, billing details, and many more.

Also, before moving on to the primary process, you need to understand your target market. You can conduct research by asking specific questions. These aim to define who they are and what they like, which helps ensure only the most relevant users get your ads on their screens.

A starting point I like to use is to give my audience a name — say, Tony. Questions about Tony would include the kind of books/magazines he reads and the type of events he attends.

Also, where does he live, and what websites does he like visiting? Most importantly, what interests him?

Facebook helps with its Audience Insights tool right on the Ads Manager. It lets you see the top pages of interest for your defined audience — Tony. And instead of having to state a broad "interest" as in "running," you can get right to details by using any of the top pages from the Insights list.

### **During the Launching Process**

Now that you know your audience, it's time to create your ad.

For this, you could either be boosting a post you have up already. Or you could create one from scratch.

Free advice — start afresh. It's always the better option.

So, after clicking on "Create Ad," what comes next is your ad objective.

Don't rush at this stage. It determines every other step of your ad creation. You select the most relevant objective by stating your marketing goal before starting on the ads manager. It makes your process a lot easier.

Choose your ad objective, and ignore the A/B testing for now. Write a campaign name, and let's move on to the next page.

After objectives, the following are the sections you will have to fill. As you go through these sections, keep your eyes on the right panel of your manager window. That's where Facebook will display an estimate of the reach you're likely to have based on your current selections. You also see how many are likely to carry out your ad objective.

#### **The sections include:**

* Set ad set name.
* Create/Select your audience. If this isn't your first time, you probably have a custom audience you've created before now. But as a beginner, you'd be starting with a clean slate. But recall you've decided on who Tony, our target audience, is and what he likes, this section becomes a lot easier.   
    
  Fill in the demographics, and try not to mix large countries (marketplaces) in one ad. Add his interests to the detailed targeting, and next will be placements.
* Placements are all about where you want the ad displayed. Since Meta has an array of platforms, with Facebook as one, choosing the default, which is automatic, works well for you as a beginner.   
    
  As you go on and learn from the results of each campaign, you become better able to determine where you want your ad displayed.
* Set your Budget and Schedule. As stated earlier, it's okay to put a bigger daily budget for your first day. Changing your budget during a campaign affects the set algorithm. You should avoid this as much as possible.   
    
  After all, Facebook won't use up your budget that first day, so you have nothing to fear.   
    
  Regarding schedules, as it is your first time, it's okay to go with the defaults till you understand the best times to reach your target audience.
* Select the Facebook page to host your ad and design your ad content. The primary thing here is to keep the content minimal as you don't want your audience struggling to see the ad's primary purpose.   
    
  Also, ensure there is a clear value proposition and call to action, as are the rules of copywriting.
* Finally, set up translation languages and tracking, which helps you monitor your campaign results.

Once done, cross-check all your selections and then publish.

Finally! You've created your first Facebook ad.

So far, you've learned all about starting and launching a Facebook ad. Now, it's time to put all you've learned into practice; it's time to create your first Facebook ad. Cheers to selling more!