

# Meta Ads

## Facebook + Insta

Paid ads on social media are a powerful tool for businesses to reach their target audience and achieve a variety of marketing goals.

- 1. Precise Targeting:** Social media platforms collect vast amounts of data about their users, allowing advertisers to target their ads with incredible precision. You can reach people based on demographics, interests, behaviors, and even their past interactions with your brand.
- 2. Increased Reach:** While organic posts can be helpful, they often reach only a small fraction of your followers. Paid ads significantly expand your reach, ensuring your message is seen by a much larger audience, including potential customers who haven't discovered your brand yet.
- 3. Measurable Results:** Social media advertising platforms provide detailed analytics that allow you to track the performance of your campaigns in real-time.
- 4. Various Ad Formats:** Social media platforms offer a variety of ad formats, including image ads, video ads, carousel ads, and story ads. This allows you to choose the format that best suits your message and target audience.
- 5. Cost-Effectiveness:** Compared to traditional advertising methods, social media ads can be very cost-effective. You can set a budget that works for you and adjust it as needed.
- 6. Increase brand awareness:** Reach a wider audience and introduce your brand to new potential customers.
- 7. Increase engagement:** Encourage users to like, comment, and share your content, fostering a sense of community around your brand.

<https://www.facebook.com/business/m/get-started-meta-advertising>

## How to advertise on Facebook?

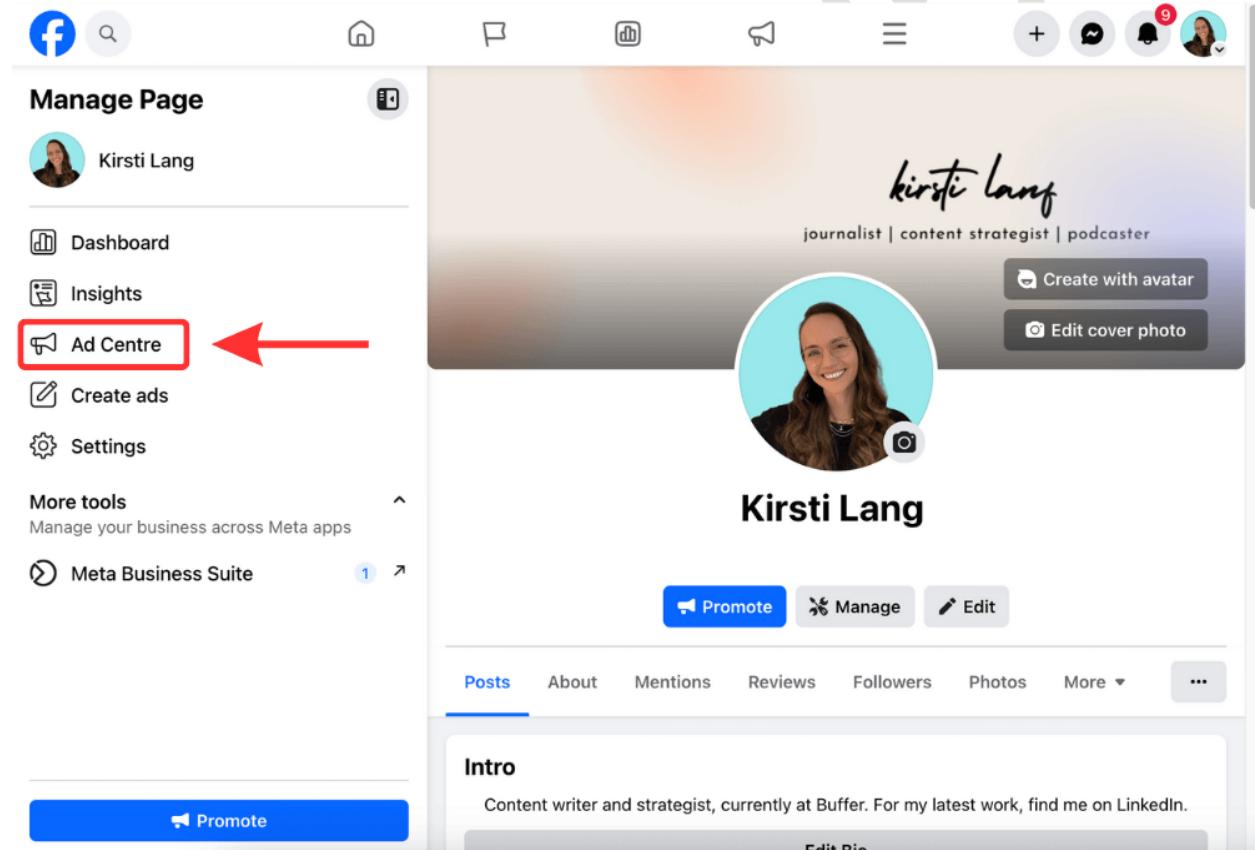
- 1. Facebook Ads Manager**

When you sign up for Facebook, you're given a personal ad account ID by default. You can see this ID by going to Ads Manager and looking in the upper left-hand corner.

To use Facebook Ads Manager, you need a verified payment method and:

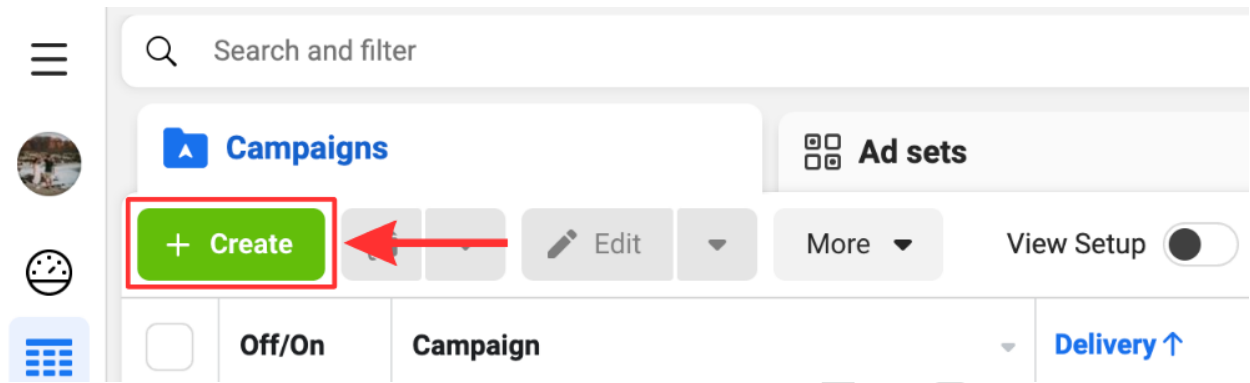
- A Facebook Page or
- To be an admin, editor, or advertiser on someone else's Page

To navigate to Ads Manager right from your business Page, head to the left sidebar and click on the **Ad Centre** drop-down arrow of any Facebook Page, then choose **All Ads** from the drop-down. At the bottom of that Page is an option to click **Ads Manager**.



## 2. Create Ad

Click the green Create Ad button to get started with your first ad.

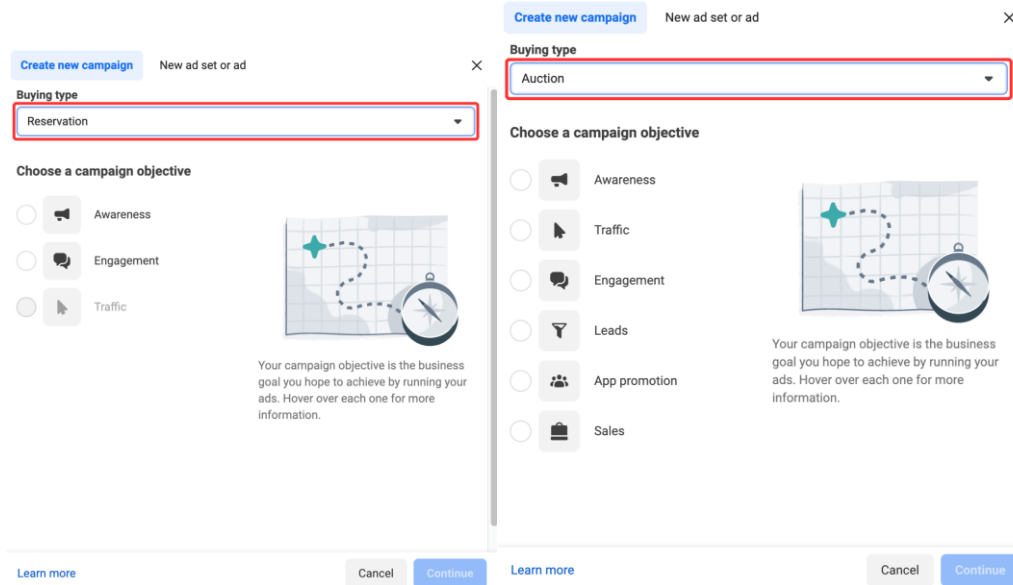


### 3. Choose your buying type

Meta's ads have two different buying types: Auction and Reservation (formerly Reach and Frequency). Here's Meta's explainer for both:

**Auction:** Offers more choice, efficiency, and flexibility, with less predictable results. Ads can be placed across Facebook, Messenger, Instagram, and Meta Audience Network.

**Reservation:** Lets you plan and buy your campaigns in advance, with predictable performance goals and more control over your frequency controls. Ads can be placed on Facebook and Instagram.



#### 4. Choose your campaign objective

Meta and Facebook let you set up your ads with your ultimate goal in mind. There are six you can choose from:

1. **Awareness:** Your ad will be shown to people most likely to remember them. According to Meta, this goal type is good for reach, brand awareness, video views, and store location awareness.
2. **Traffic:** This ad type will send people to a specific destination, like your website, an event, or a download link. It's best for link clicks, landing page views, and calls.
3. **Engagement:** This ad type will make you more likely to receive messages, in-app purchases, likes, and comments. It's also great for video views, conversions, and calls.
4. **Leads:** Your ad may help you collect info from potential customers. It's good for forms, conversions, and calls.
5. **App promotion:** Get more users for your app or encourage current users to keep using it.
6. **Sales:** Find people who are likely to buy your product or service. This route is obviously great **for conversions and in-app sales**.

## 5. Name for your ad campaign

Facebook Ads campaign setup interface, step 5: Name for your ad campaign.

**Campaign name**

New Awareness campaign [Create Template](#)

**Special ad categories**

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

**Benefits of declaring special ad categories**

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

**Categorise your ads**

**Categories**

Declare category if applicable

**Campaign details** [See what's new](#)

**Buying type**

Auction

**Campaign objective**

Close ✓ All edits saved [Next](#)

## 6. Declare your ad category

Facebook Ads campaign setup interface, step 6: Declare your ad category.

**Campaign name**

☐ **Credit**  
Ads for credit card offers, vehicle loans, long-term financing or other related opportunities.

☐ **Employment**  
Ads for job offers, internships, professional certification programmes or other related opportunities.

☐ **Housing**  
Ads for property listings, home insurance, mortgages or other related opportunities.

☐ **Social issues, elections or politics**  
Ads about social issues (such as the economy, or civil and social rights), elections, or political figures or campaigns.

[Get help with declaring categories](#)

Declare category if applicable

**Campaign details** [See what's new](#)

**Buying type**

Auction

**Campaign objective**

Close ✓ All edits saved [Next](#)

## 7. Campaign budget

New Awareness campaign > 1 Ad set > 1 Ad

In draft

After you publish this campaign, we'll take you to the A/B test setup, where you can finish creating your test.

**Advantage campaign budget +** On ☒

Advantage campaign budget will distribute your budget across currently delivering ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. [Learn more](#)

**Maximising opportunities through greater daily budget flexibility**

On days when better opportunities are available for you, we may spend up to 75% over your daily budget. On a weekly basis, we won't spend more than 7 times your daily budget. [Learn more](#)

**Campaign budget**

Daily budget  ZAR

You'll spend up to R87.50 on some days and less on others. You'll spend an average of R50 per day and no more than R350 per calendar week on currently delivering ad sets. [Learn more](#)

**Campaign bid strategy**

Highest volume

[Show more options](#)

Close ☒ All edits saved [Next](#)

## 8. Customize your target audience

New Awareness campaign > New Awareness ad set > 1 Ad

In draft


**Locations**

Reach people living in or recently in this location.

South Africa

☒ South Africa

☒ Include  [Browse](#)



[Drop Pin](#)

[Add locations in bulk](#)

[Hide options](#)

**Minimum age**

18

**Exclude these custom audiences**

**Audience definition**

Your audience selection is fairly broad.

☒ Specific ☐ Broad

Estimated audience size: 26,600,000 - 31,300,000

Your criteria is currently set to allow Advantage detailed targeting.

Estimates may vary significantly over time based on your targeting selections and available data.

**Estimated daily results**

Reach

**8.7K-25K**

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Close ☒ All edits saved [Back](#) [Next](#)

## 9. Choose your ad placements

The interface shows the 'New Awareness campaign' setup. The 'Placements' section is highlighted with a red box and a red arrow. It includes options for 'Advantage+ placements (Recommended)' and 'Manual placements'. The 'Audience definition' section on the right shows 'Your audience selection is fairly broad' and 'Estimated audience size: 26,600,000 - 31,300,000'. The 'Estimated daily results' section shows 'Reach 8.7K-25K'.

**Placements** [Learn more](#)

- ☒ **Advantage+ placements (Recommended)** <sup>+</sup>  
Use Advantage+ placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- ☐ **Manual placements**  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show more options](#)

[Close](#) [All edits saved](#) [Back](#) [Next](#)

The interface shows the 'New Awareness campaign' setup. The 'Placements' section is highlighted with a red box and a red arrow. It includes options for 'Feeds', 'Stories and Reels', 'In-stream ads for videos and reels', 'Search results', and 'Messages'. The 'Audience definition' section on the right shows 'Your audience selection is fairly broad' and 'Estimated audience size: 26,600,000 - 31,300,000'. The 'Estimated daily results' section shows 'Reach 8.7K-25K'.

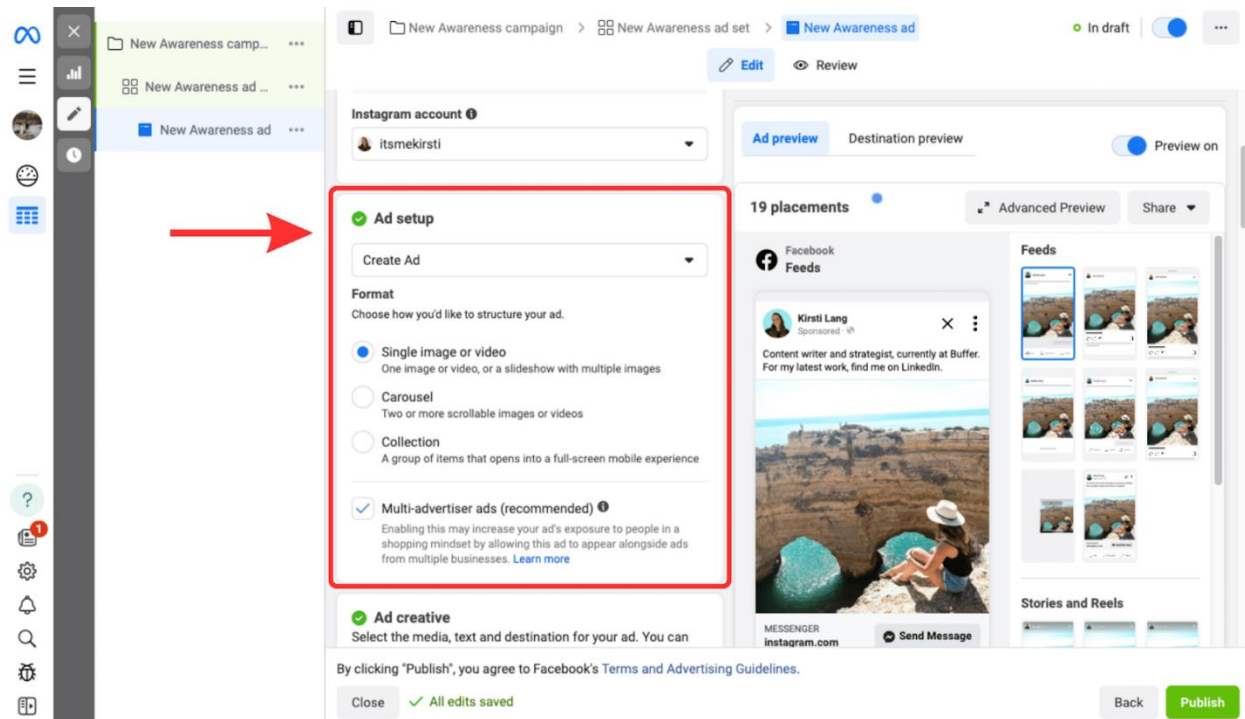
**Placements**

- ☒ **Feeds**  
Get high visibility for your business with ads in feeds
- ☒ **Stories and Reels**  
Tell a rich, visual story with immersive, full-screen vertical ads
- ☒ **In-stream ads for videos and reels**  
Reach people before, during or after they watch a video or reel
- ☒ **Search results**  
Get visibility for your business as people search
- ☐ **Messages**  
Send offers or updates to people who are already connected to your business

[Close](#) [All edits saved](#) [Back](#) [Next](#)

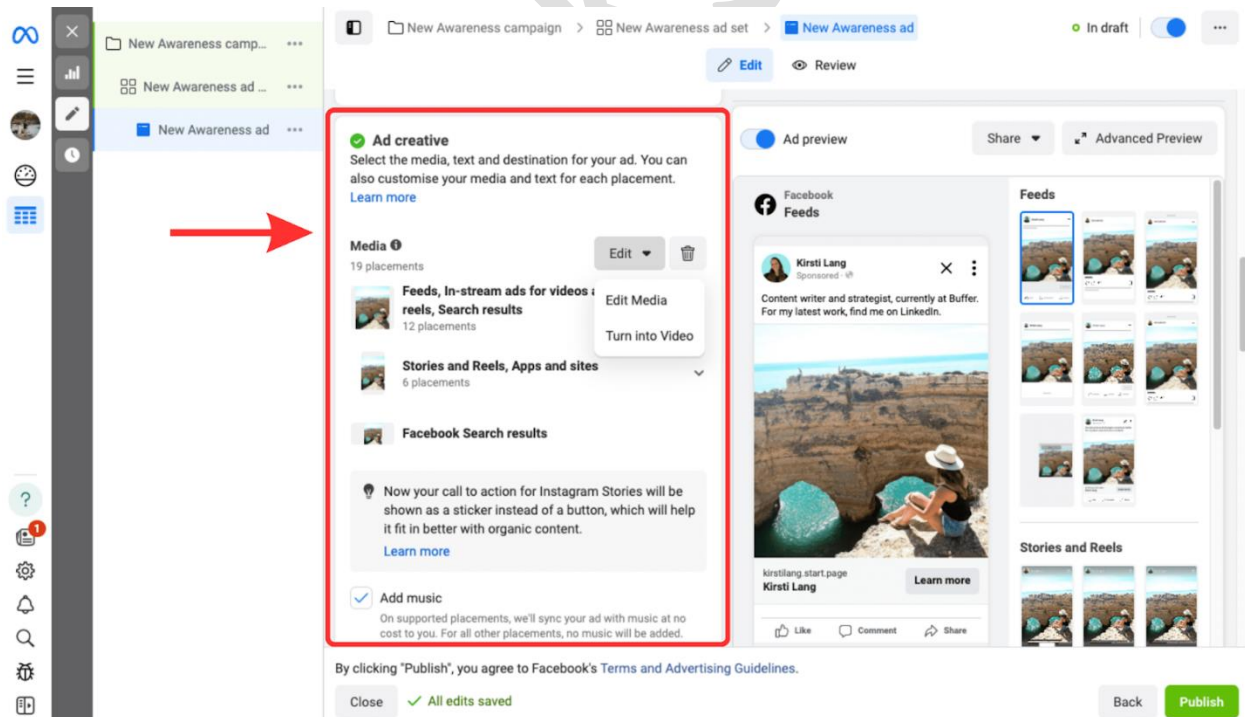


## 10. Choose your ad format



The screenshot shows the Facebook Ads Manager interface for a new awareness campaign. The left sidebar contains navigation icons. The main content area is titled 'New Awareness campaign' and 'New Awareness ad set'. The 'Ad setup' section is highlighted with a red box and a red arrow. It includes a 'Create Ad' dropdown, a 'Format' section with options: 'Single image or video' (selected), 'Carousel', 'Collection', and 'Multi-advertiser ads (recommended)'. The 'Ad creative' section is also visible, showing a preview of the ad with a landscape image and text: 'Kirsti Lang Content writer and strategist, currently at Buffer. For my latest work, find me on LinkedIn.' The bottom right has 'Back' and 'Publish' buttons.

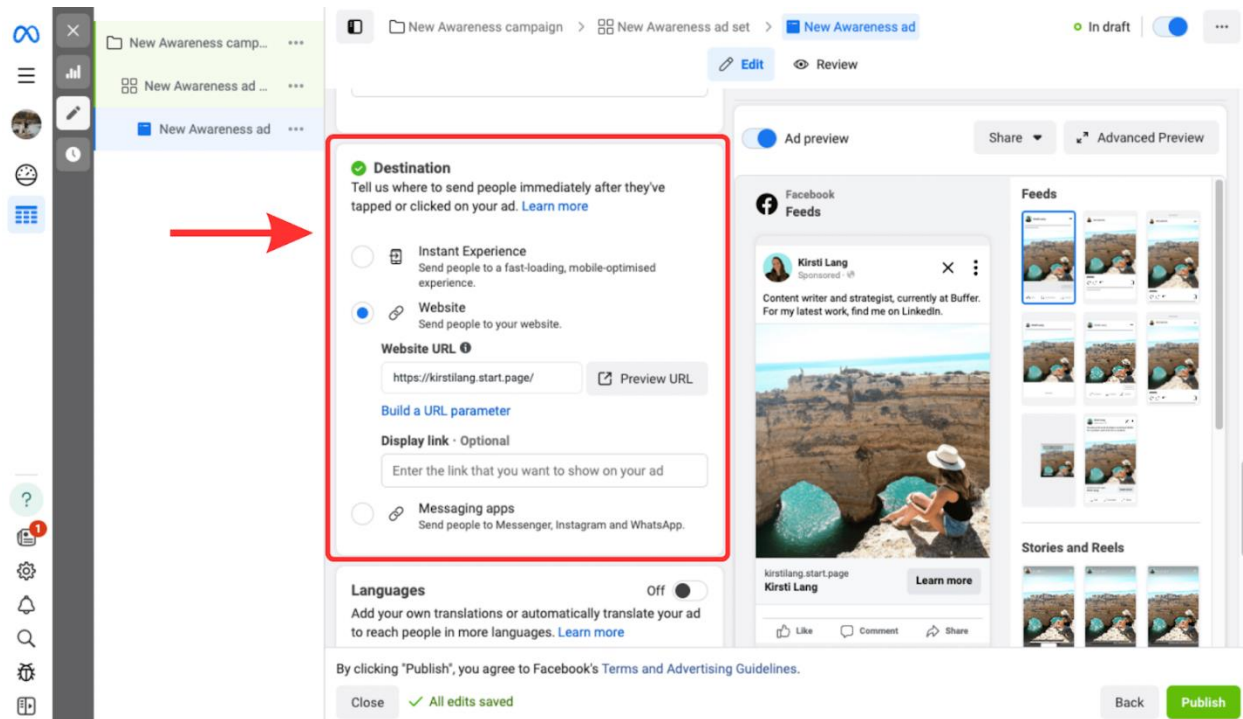
## 11. Choose your media and write your text



The screenshot shows the Facebook Ads Manager interface for the same campaign, now at the 'Ad creative' step. The 'Ad creative' section is highlighted with a red box and a red arrow. It includes a 'Media' section with options: 'Feeds, In-stream ads for videos, reels, Search results' (selected), 'Stories and Reels, Apps and sites', and 'Facebook Search results'. The 'Add music' section is also visible, showing a preview of the ad with a landscape image and text: 'Kirsti Lang Content writer and strategist, currently at Buffer. For my latest work, find me on LinkedIn.' The bottom right has 'Back' and 'Publish' buttons.



## 12. Choose your destination



## 13. Publish your ad

To submit your ad, click the 'Publish' button at the bottom right-hand corner of the Page.

### Video Tutorial:

<https://www.youtube.com/watch?v=8OSj90r6aTA>