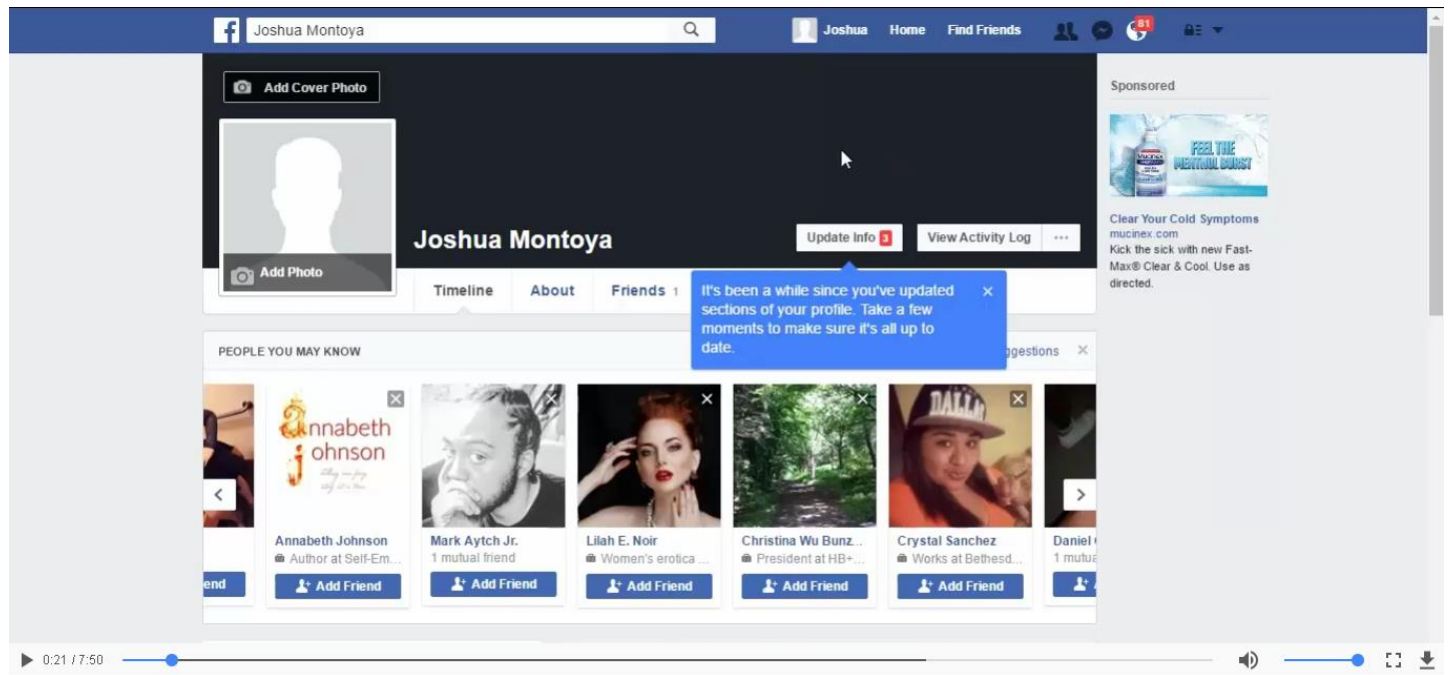
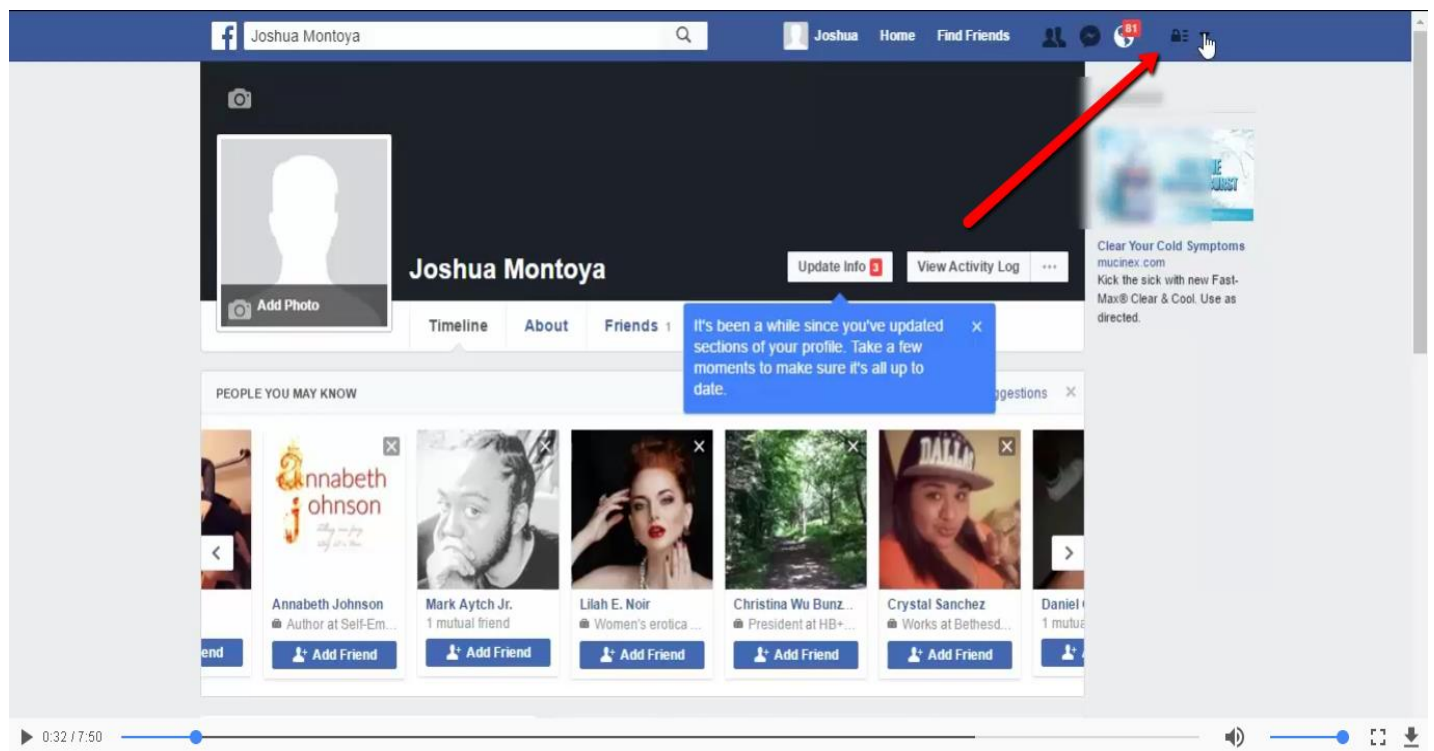


Part 1: Introduction to Facebook Advertising

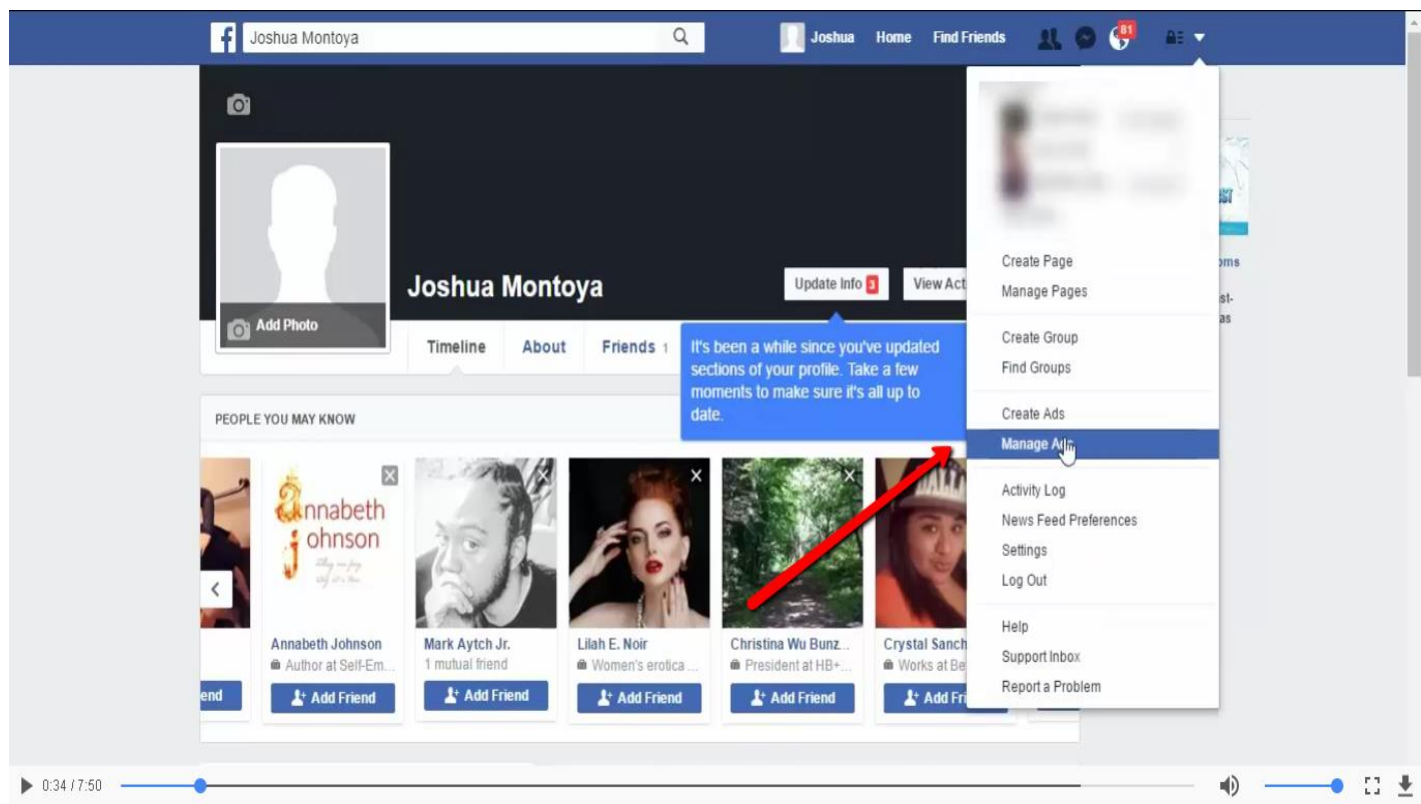
Go to your Profile Page



Click on the Menu

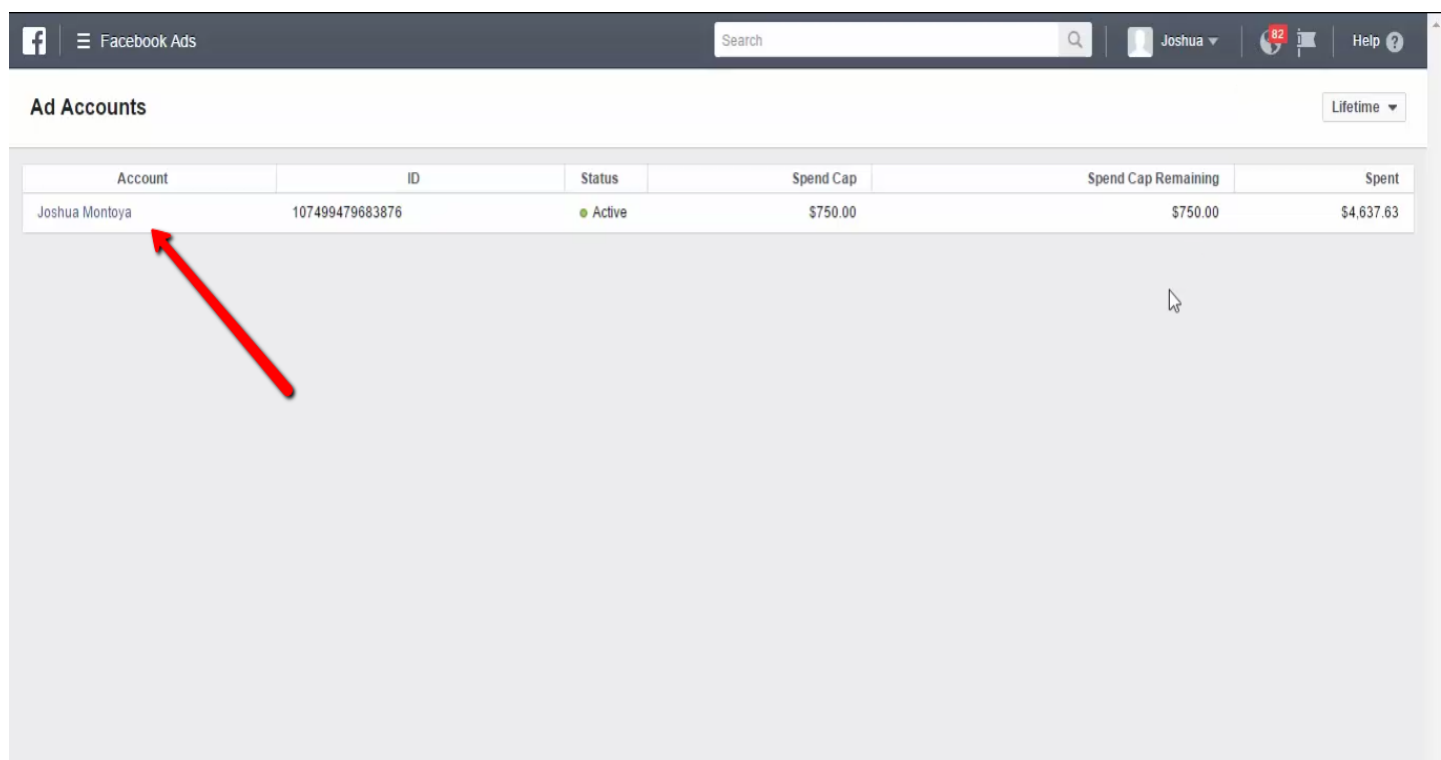


Click on Manage Ads

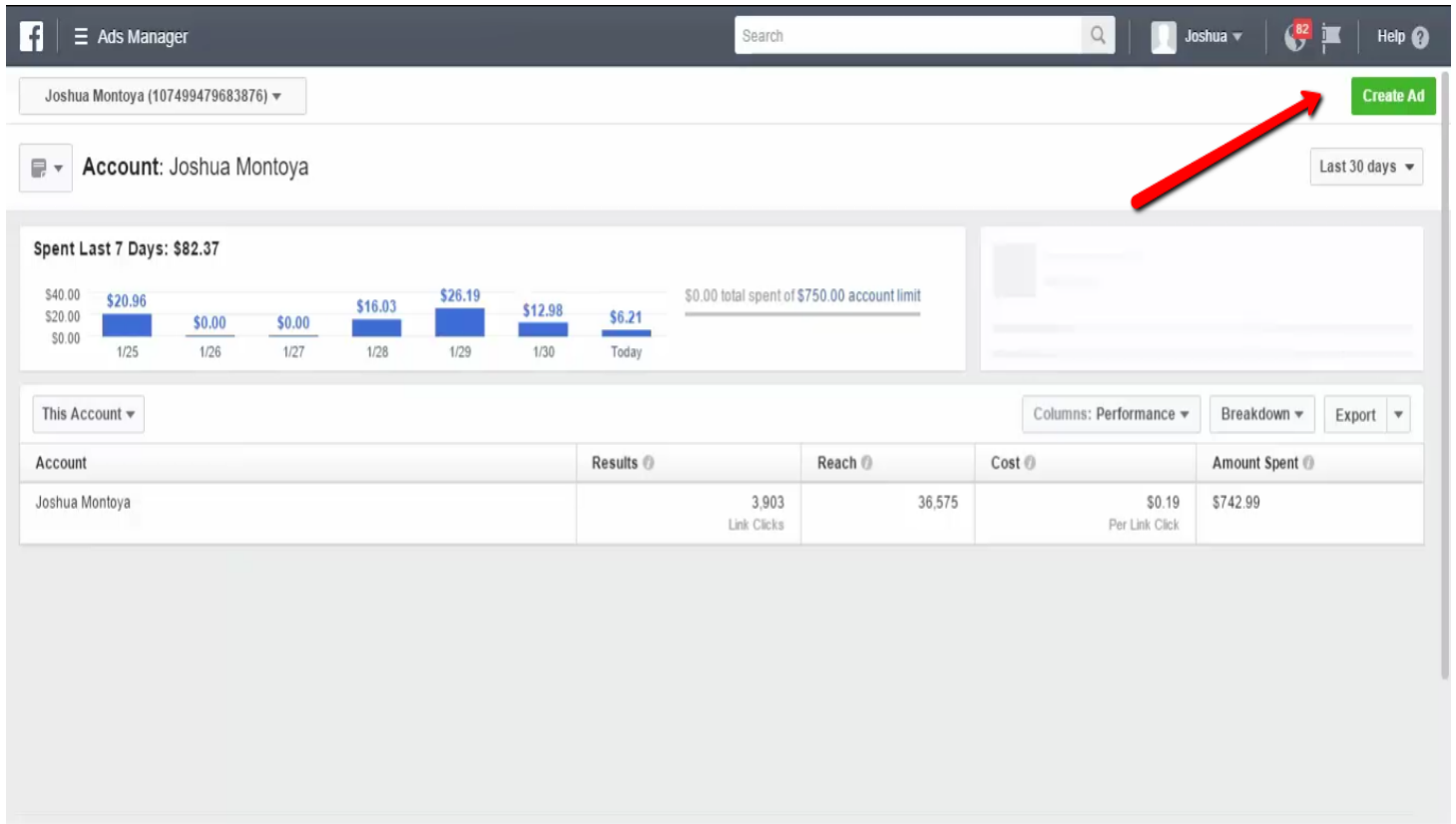


* For First Timers - You will need to click on "Create Ad" to activate Ad Account and go through the process.

* For existing account - click on your Ad account name



You will arrive on this page click on "Create Ad"



Click on what type of campaign you want created

Joshua Montoya (1074994796... ▼)

Campaign Name Enter your campaign name here... Help: Choosing an Objective Use Existing Campaign

☒ Campaign
[Objective](#)

Ad Set

- Audience
- Placements
- Budget & Schedule

New Ad

- Format
- Media
- Text

Close

What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Local awareness	Engagement	Product catalog sales
Reach	App installs	Store visits
	Video views	
	Lead generation	

Report a Problem

Label your Campaign

Joshua Montoya (1074994796...)

Campaign Name: **Traffic Example 1** Help: Choosing an Objective Use Existing Campaign

Objectives Have Changed
We updated objectives to make it easier to choose the right one for your marketing goal.

What's Changed

- Website clicks and app engagement are now called **traffic**
- Post engagement, Page likes, event responses and offer claims are now called **engagement**
- Website conversions and app engagement are now called **conversions**

Explore the new objectives and learn more. [Take the Tour](#)

What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Local awareness	Engagement	Product catalog sales

Close

Click on Continue

Joshua Montoya (1074994796...)

Campaign Name: **Traffic** Help: Choosing an Objective Use Existing Campaign

Traffic
Send more people to a destination on or off Facebook.

[Continue](#)

Campaign Spend Limit: [Set a Limit \(optional\)](#)

Close

Label your Ad set Name the same with your campaign to keep track.

Joshua Montoya (1074994796...)

Ad Set Name: Traffic Example 1

Traffic
Choose where you want to drive traffic. You'll enter a destination, like a URL, later.

Audience
Define who you want to see your ads. [Learn more](#)

Create New | Use a Saved Audience ▼

Custom Audiences: Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations: Everyone in this location ▼

United States

Audience Definition

Your audience selection is fairly broad.

Audience Details:

- Location: United States
- Age: 18 - 65+
- Placements: Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed and Audience Network

Potential Reach: 214,000,000 people

Estimated Daily Reach

5,700 - 15,000 people on Facebook

0 - 160,000,000 of 160,000,000

Close

*For newly created account:

Customize you target Audience

Joshua Montoya (1074994796...)

Ad Set Name: Traffic Example 1

Define who you want to see your ads. [Learn more](#)

Create New | Use a Saved Audience ▼

Custom Audiences: Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations: Everyone in this location ▼

United States

United States

Include ▼ | Add locations

Add Bulk Locations...

Age: 18 - 65+

Gender: All Men Women

Languages: Enter a language...

Audience Definition

Your audience selection is fairly broad.

Audience Details:

- Location: United States
- Age: 18 - 65+
- Placements: Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed and Audience Network

Potential Reach: 214,000,000 people

Estimated Daily Reach

5,700 - 15,000 people on Facebook

0 - 160,000,000 of 160,000,000

4,000 - 10,000 people on Instagram

Close

For Existing Ads:

Upload an existing email list.

The screenshot shows the Facebook Ads Manager interface. On the left, the 'Audiences' menu is open, showing options like 'Audiences', 'Billing & Payment Methods', and 'Audience Insights'. The main area displays the 'Create New' audience setup screen for 'Traffic Example 1'. It includes fields for 'Custom Audiences', 'Locations' (set to 'United States'), 'Age' (18-65+), 'Gender' (All), and 'Languages'. On the right, the 'Audience Definition' panel shows a gauge indicating 'Your audience selection is fairly broad' and provides 'Audience Details' such as Location (United States), Age (18-65+), and Placements (Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed and Audience Network). It also shows 'Potential Reach: 214,000,000 people' and 'Estimated Daily Reach' for Facebook (5,700 - 15,000 people) and Instagram (4,000 - 10,000 people).

Go to Ads Manager - Audiences - Upload existing Audience list.

The screenshot shows the Facebook Ads Manager 'Audiences' page. At the top, there's a search bar and a 'Create Ad' button. Below the header, the 'Audiences' section is active, showing a table of existing audiences. The table has columns for 'Type', 'Size', 'Availability', 'Date Created', and 'Sharing'. A dropdown menu is open under 'Create Audience', showing options like 'Custom Audience', 'Lookalike Audience', and 'Saved Audience'. The table lists several audiences, including a 'Custom Audience' with a size of 3,500 and a 'Lookalike Audience' with a size of 2,072,700.

Type	Size	Availability	Date Created	Sharing
Custom Audience	3,500	Ready Last updated 01/29/2017	01/29/2017 11:17am	--
Lookalike Audience	2,072,700	Ready Last updated 01/28/2017	12/06/2016 10:24pm	--
Lookalike Audience	2,099,000	Ready Last updated 01/28/2017	12/06/2016 10:23pm	--
Lookalike Audience	2,097,000	Ready Last updated 12/07/2016	12/06/2016 10:23pm	--
Lookalike Audience	2,126,400	Ready Last updated 01/31/2017	12/06/2016 10:23pm	--
Lookalike Audience	1,000	Ready Last updated 12/06/2016	12/06/2016 10:22pm	--
Lookalike Audience	3,700	Ready Last updated 12/06/2016	12/06/2016 10:22pm	--
Lookalike Audience	2,000	Ready Last updated 12/06/2016	12/06/2016 10:22pm	--

Audiences

Joshua Montoya (107499479683876)

Ad Account: 107499479683876 (USD)

Create Audience

Filters

Customize Columns

Name
<div><div></div><div>AudienceMember-3793e66e13a863254e932542648b75</div></div>

Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

People who visit your website or view specific web pages

People who have taken a specific action in your app or game

Engaged on Facebook NEW

People who have engaged with your content on Facebook

Details about your customers will be kept private.

Create Ad

Search by name

Date Created	Sharing
01/29/2017 11:17am	--
12/06/2016 10:24pm	--
12/06/2016 10:23pm	--
12/06/2016 10:23pm	--
12/06/2016 10:23pm	--
12/06/2016 10:22pm	--
12/06/2016 10:22pm	--
12/06/2016 10:22pm	--
12/06/2016 10:22pm	--

Audiences

Joshua Montoya (107499479683876)

Ad Account: 107499479683876 (USD)

Create Audience

Filters

Customize Columns

Name
<div><div></div><div>AudienceMember-3793e66e13a863254e932542648b75</div></div>

Create a Custom Audience

1

2

3

4

Add Customer List

Edit Data Mapping

Hashed Upload & Creation

Next Steps

Preview and map your identifiers

Map your data to upload it. Your data will be hashed before it's uploaded. [Learn more](#)

first_name

Do Not Upload

Do Not Upload

Email

Upload & Create

Create Ad

Search by name

Date Created	Sharing
1/29/2017 11:17am	--
2/06/2016 10:24pm	--
2/06/2016 10:23pm	--
2/06/2016 10:23pm	--
2/06/2016 10:23pm	--
2/06/2016 10:22pm	--
2/06/2016 10:22pm	--
2/06/2016 10:22pm	--

Create Lookalike Audience

Audiences

Search

Joshua

82

Help

Joshua Montoya (107499479683876)

Create Ad

Ad Account: 107499479683876 (USD)

Audiences

Create Audience

Filters

Customize Columns

Create Ad

Actions

Search by name

Custom Audience

Lookalike Audience

Saved Audience

	Type	Size	Availability	Date Created	Sharing
5f4e9325426f48b75	Custom Audience Customer List	3,500	Ready Last updated 01/29/2017	01/29/2017 11:17am	--
		2,072,700	Ready Last updated 01/28/2017	12/06/2016 10:24pm	--
		2,099,000	Ready Last updated 01/28/2017	12/06/2016 10:23pm	--
		2,097,000	Ready Last updated 12/07/2016	12/06/2016 10:23pm	--
		2,126,400	Ready Last updated 01/31/2017	12/06/2016 10:23pm	--
		1,000	Ready Last updated 12/06/2016	12/06/2016 10:22pm	--
		3,700	Ready Last updated 12/06/2016	12/06/2016 10:22pm	--
		2,000	Ready Last updated 12/06/2016	12/06/2016 10:22pm	--

Audiences

Search

Joshua

82

Help

Joshua Montoya (107499479683876)

Create Ad

Ad Account: 107499479683876 (USD)

Audiences

Create Audience

Filters

Customize C

Search by name

Name
AudienceMember-3793e66e13a86325f4e9325426f48b75

Create a Lookalike Audience

Find new people on Facebook who are similar to your existing customers.

Source

Choose a Custom Audience, a conversion tracking pixel, or a Page.

Page

Custom Audience

Page

Page

56e13a86325f4e9325426f48b75

Custom Audience

Page

Custom Audience

st Promotion Leads

Custom Audience

Cancel

Create Audience

Choose a Custom Audience - Fill in other information according to your preference - click on "Create Audience"

The screenshot shows the Facebook 'Create a Lookalike Audience' dialog box. The 'Source' field is populated with 'AudienceMember-3793e66e13a86325f4e9325426f48b75'. The 'Country' field is set to 'Choose a country to target'. A slider for '% of country' is shown, ranging from 1 to 10, with a note: '1% to 10% of the total population in the country you choose, with 1% most closely match your source.' The 'Create Audience' button is highlighted. In the background, the 'Audiences' section of the Facebook Ads Manager is visible, showing a list of audiences with columns for Name, Size, Status, Last updated, and Date created.

Go Back to your Ad Create Main Menu - and fill in information.

The screenshot shows the Facebook Ads Manager 'Create New' dialog box. A red arrow points to the 'Create New' button. The 'Audience Definition' section on the right shows a gauge indicating 'Your audience selection is fairly broad.' The 'Audience Details' section lists: Location: United States; Age: 18 - 65+; Placements: Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed and Audience Network. The 'Potential Reach' is 214,000,000 people. The 'Estimated Daily Reach' is shown for Facebook (5,700 - 15,000 people) and Instagram (4,000 - 10,000 people). The 'Custom Audiences' section on the left has a text input field with the placeholder 'Add Custom Audiences or Lookalike Audiences'.

*You can also fill in "Detailed Targeting"

The screenshot shows the Facebook Ads Manager interface. On the left, the navigation menu includes Campaign, Ad Set, and Ad. The Ad Set section is selected, and the 'Audience' tab is active. The main content area shows the 'Detailed Targeting' section for an ad set named 'Traffic Example 1'. The targeting is set to 'INCLUDE people who match at least ONE of the following'. Under 'Interests > Additional Interests', 'Stephen King' is selected. Below this, a list of suggestions includes 'Ravens Fanatics', 'Baltimore Ravens Fans', 'Lauren Blakely', 'Erotic romance novels', 'Women's erotica', and 'E. L. James'. On the right, the 'Audience Definition' panel shows details: Location (United States), Age (18 - 65+), and Placements (Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed and Audience Network).

Edit your preferred placements

The screenshot shows the Facebook Ads Manager interface with the 'Edit Placements' section selected. The 'Automatic Placements (Recommended)' option is selected. The 'Edit Placements' section shows a list of platforms: Facebook, Instagram, Audience Network, and Messenger. The 'All Devices (Recommended)' dropdown is open, showing a list of device types. Red arrows point to the 'Automatic Placements (Recommended)' option, the 'Edit Placements' section, and the 'All Devices (Recommended)' dropdown. On the right, the 'Audience Definition' panel shows details: Location (United States), Age (18 - 65+), People Who Match (Interests: Stephen King), and Placements (Facebook Feeds, Facebook Instant Articles, Facebook Right Column, Instagram Feed and Audience Network). The 'Potential Reach' is 3,100,000 people, and the 'Estimated Daily Reach' is 3,300 - 8,700 people on Facebook.