

Part 2 Facebook Ads

Set your Daily Budget for your Ads.

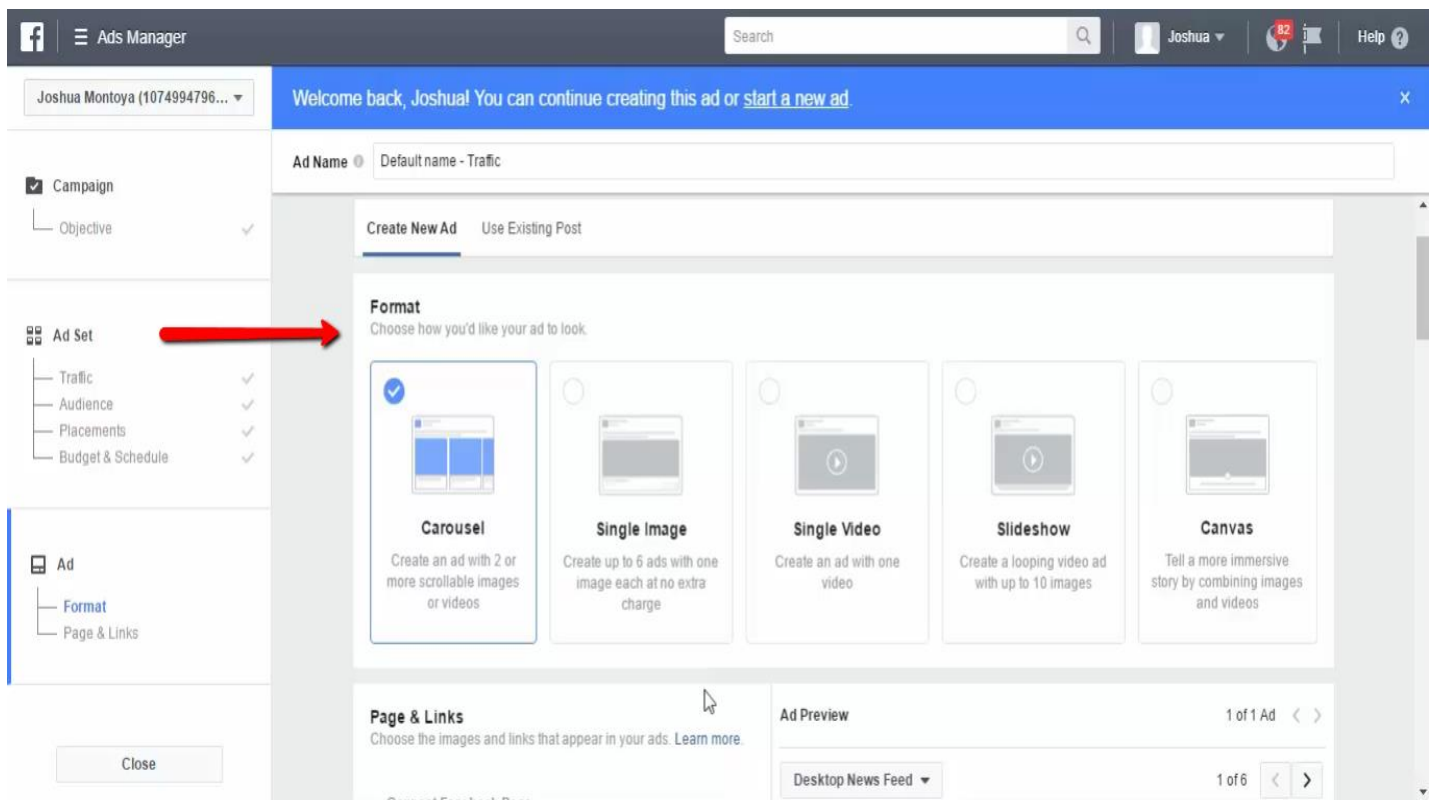
* The lower the budget the longer the conversion takes due to other campaigns with higher bids.

The screenshot shows the Facebook Ads Manager interface for a user named Joshua Montoya. The left sidebar contains navigation links for Campaign, Ad Set, and Ad. The main content area is titled 'Traffic Example 1' and shows the 'Budget & Schedule' section. A red arrow points to the 'Budget & Schedule' heading. The 'Budget' section shows a 'Daily Budget' of '\$20.00' with a subtext '\$20.00 USD'. The 'Schedule' section shows the option to 'Run my ad set continuously starting today' selected. The 'Optimization for Ad Delivery' is set to 'Link Clicks'. The 'Audience Definition' sidebar on the right shows a gauge for 'Specific' vs 'Broad' audience selection, with 'Broad' being selected. Below the gauge, 'Audience Details' are listed: Location (United States), Age (18 - 65+), People Who Match (Interests: Stephen King), and Placements (Facebook Feeds and Audience Network). The 'Potential Reach' is 2,000,000 people, and the 'Estimated Daily Reach' is 2,300 - 6,000 people on Facebook.

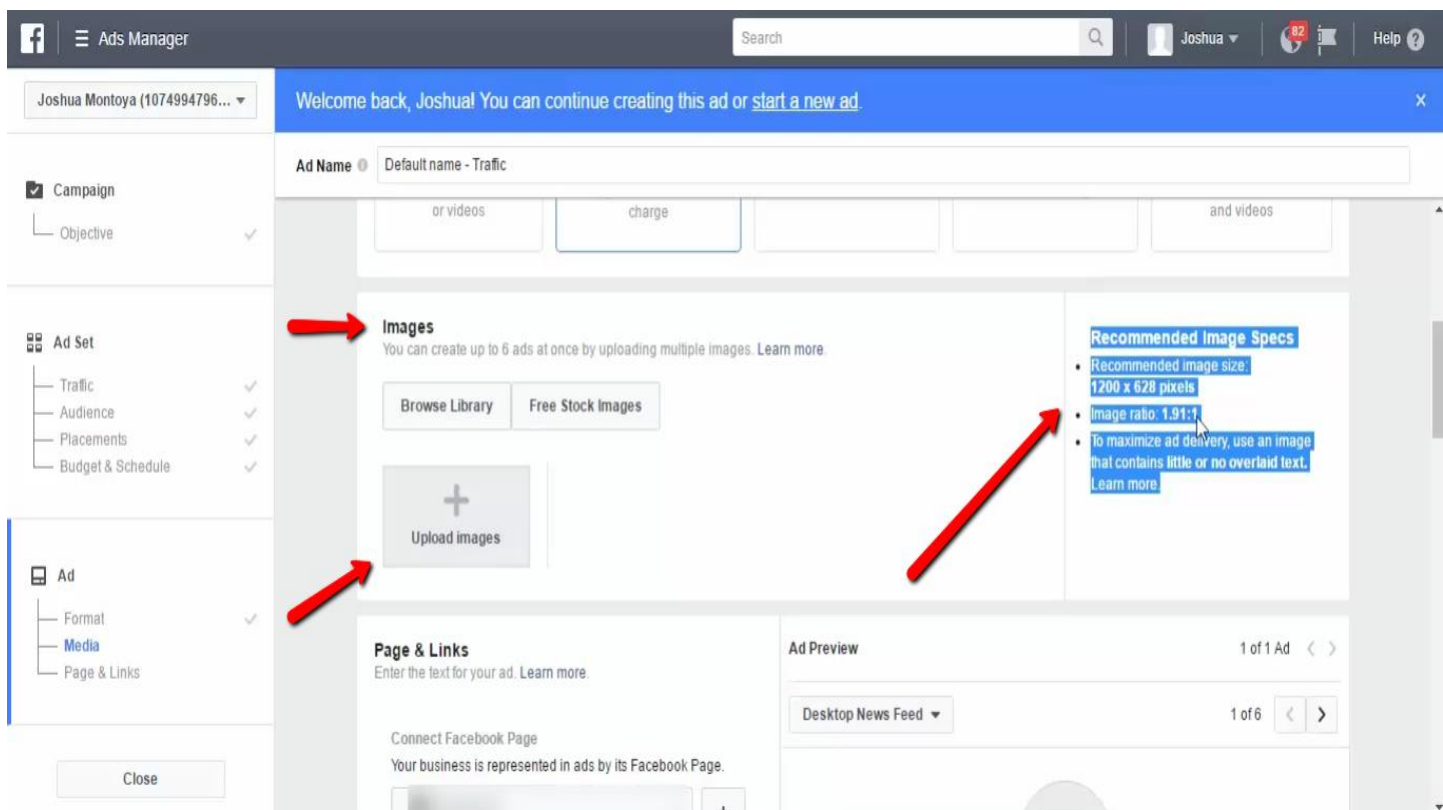
Set the Start and End date
Set on Automatic Bid
Click Continue

The screenshot shows the Facebook Ads Manager interface for a user named Joshua Montoya. The left sidebar contains navigation links for Campaign, Ad Set, and Ad. The main content area is titled 'Traffic Example 1' and shows the 'Budget & Schedule' section. A red arrow points to the 'Schedule' section, which shows the option to 'Set a start and end date' selected. The 'Start' date is set to 'Jan 31, 2017' at '2:33 PM'. The 'End' date is set to '3/7/2017' at '2:33 PM'. A red arrow points to the 'End' date field. Below the date fields, it says 'Your ads will run for 31 days. You'll spend no more than \$155.00.' The 'Optimization for Ad Delivery' is set to 'Link Clicks'. The 'Audience Definition' sidebar on the right shows a gauge for 'Specific' vs 'Broad' audience selection, with 'Broad' being selected. Below the gauge, 'Audience Details' are listed: Location (United States), Age (18 - 65+), People Who Match (Interests: Stephen King), and Placements (Facebook Feeds and Audience Network). The 'Potential Reach' is 2,000,000 people, and the 'Estimated Daily Reach' is 600 - 1,600 people on Facebook.

Choose Format on how you would want your Ad to look



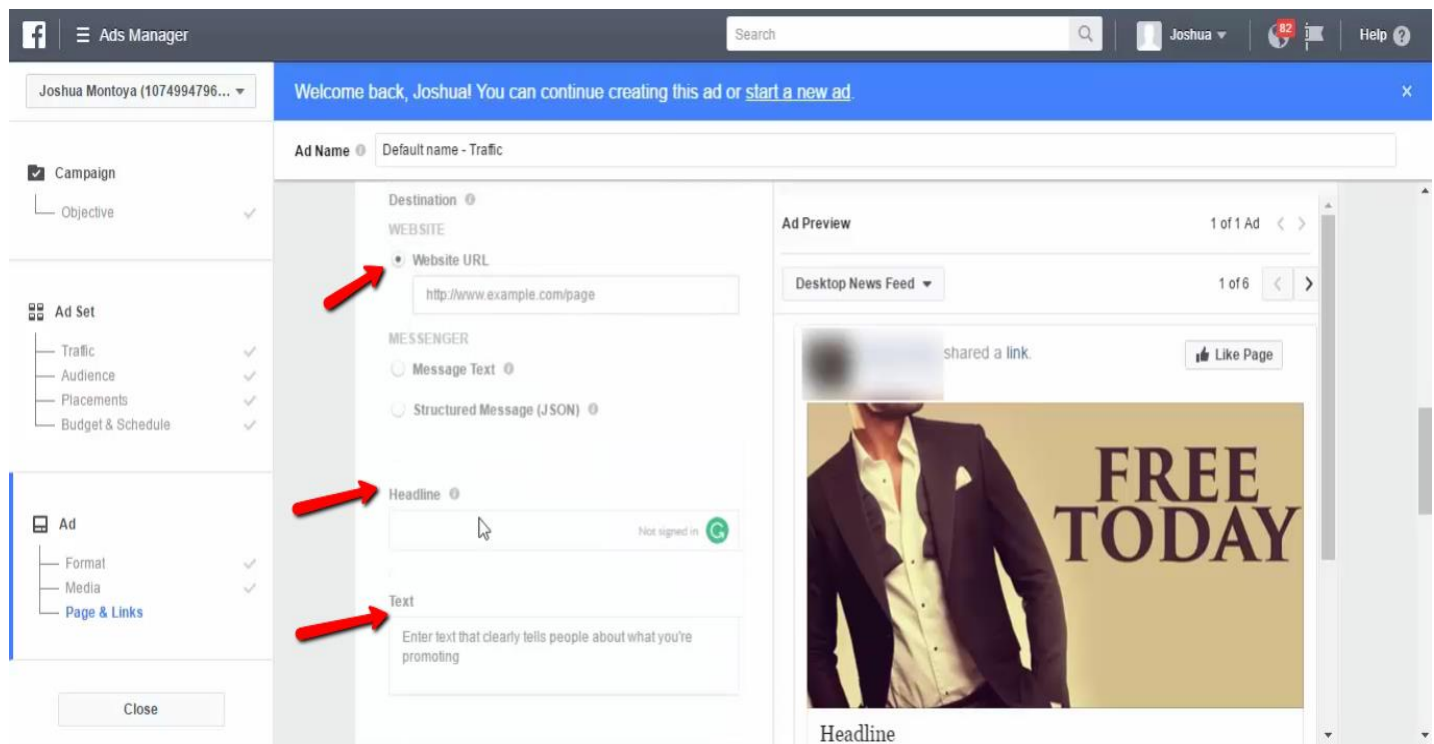
1. Go to Images
2. Upload Images
3. Refer to Required Image specs



Fill in Details

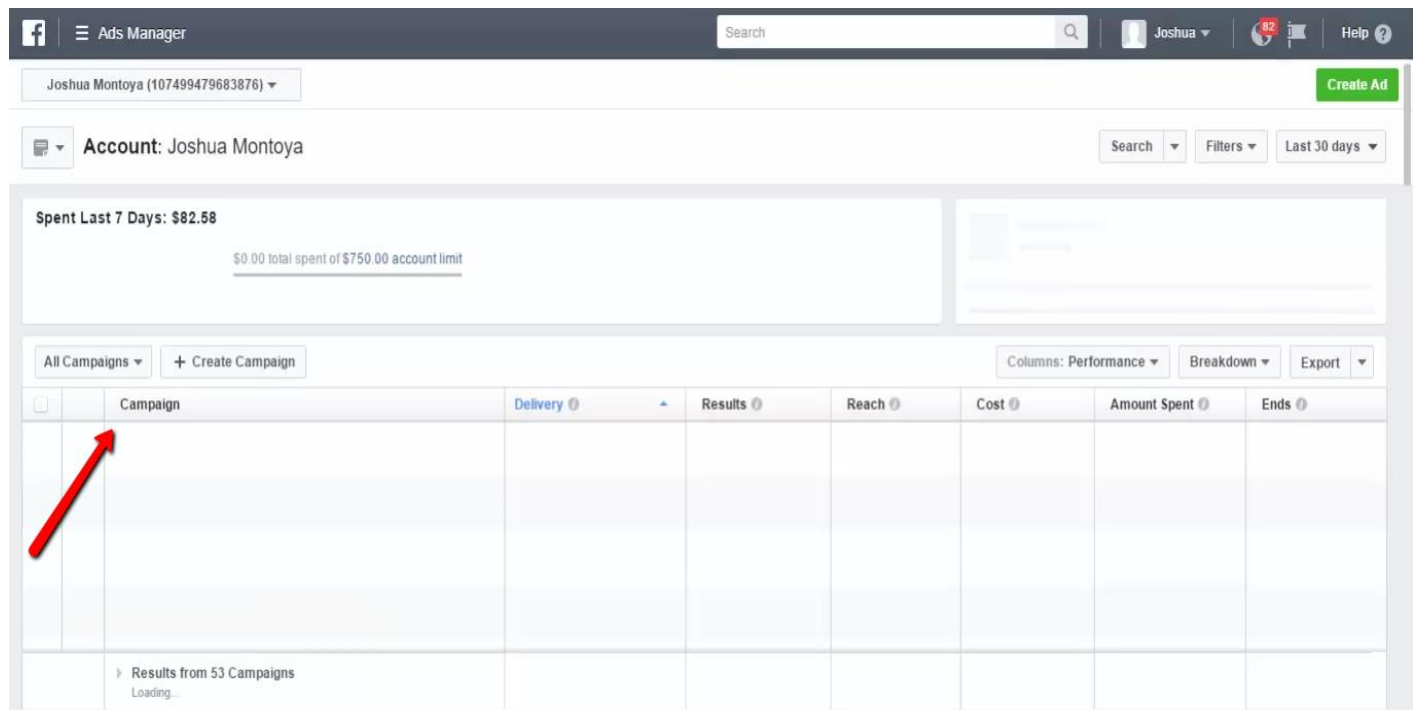
- Website
- Headline
- Text

Click on "Place Order" at the bottom



The image shows the Facebook Ads Manager interface for creating a new ad. The left sidebar contains a navigation menu with 'Campaign', 'Ad Set', and 'Ad' sections. The 'Ad' section is active, showing sub-options: 'Format', 'Media', and 'Page & Links'. The main content area is titled 'Welcome back, Joshua! You can continue creating this ad or [start a new ad](#)'. Below this, the 'Ad Name' field is set to 'Default name - Traffic'. The 'Destination' is set to 'WEBSITE', and the 'Website URL' is 'http://www.example.com/page'. The 'MESSAGE' section has three options: 'Message Text' (selected), 'Structured Message (JSON)', and 'Text'. The 'Headline' field is empty, and the 'Text' field contains the placeholder 'Enter text that clearly tells people about what you're promoting'. On the right, the 'Ad Preview' shows a desktop news feed with a post from 'Joshua' sharing a link with a 'Like Page' button. The preview image shows a man in a suit with the text 'FREE TODAY'.

1. Select desired campaign to run
2. Click on view to see details of campaign



The image shows the Facebook Ads Manager 'Account' overview page. The top bar includes the Facebook logo, 'Ads Manager', a search bar, and the user's name 'Joshua'. Below the top bar, the account name 'Joshua Montoya (107499479683876)' is displayed. A green 'Create Ad' button is in the top right. The main content area shows 'Spent Last 7 Days: \$82.58' and '\$0.00 total spent of \$750.00 account limit'. Below this, there's a table with columns: 'Campaign', 'Delivery', 'Results', 'Reach', 'Cost', 'Amount Spent', and 'Ends'. A red arrow points to the 'Campaign' column header. The table is currently empty, with a message at the bottom: 'Results from 53 Campaigns Loading...'.

Campaign	Delivery	Results	Reach	Cost	Amount Spent	Ends
Results from 53 Campaigns Loading...						

Choose Audience for your Ads

The screenshot shows the Facebook Ads Manager interface. The 'Audience Insights' menu item is highlighted with a red arrow. The main content area displays a table of ad performance metrics, including Reach, Cost, Amount Spent, and Ends. The table is filtered by 'Performance' and 'Breakdown'.

	Reach	Cost	Amount Spent	Ends
74 Link Clicks	1,041	\$0.26 Per Link Click	\$19.40	Ongoing
1,302 Link Clicks	17,472	\$0.12 Per Link Click	\$156.27	Ongoing
504 Link Clicks	8,828	\$0.27 Per Link Click	\$137.09	Ongoing
892 Link Clicks	10,776	\$0.14 Per Link Click	\$123.80	Ongoing
Results from 53 Campaigns	36,583 People	—	\$743.20 Total Spent	

Fill in Demographic Details

The screenshot shows the Facebook Audience Insights interface. The 'Location' section is highlighted with a red arrow. The 'Age' section is highlighted with a red arrow. The 'Gender' section is highlighted with a red arrow. The 'Interests' section is highlighted with a red arrow. The 'Demographics' tab is selected, showing a bar chart of age and gender distribution. The 'Lifestyle' section is also visible, showing a bar chart of lifestyle data.

Location

UNITED STATES
All United States
+ Country, region, or city

Age and Gender

Age: 18 - 62

Gender: All Men Women

Interests

+ Interest

Business and industry +

Entertainment +

Family and relationships +

Fitness and wellness +

Food and drink +

Hobbies and activities +

Shopping and fashion +

Demographics

Page Likes Location Activity Household Purchase

Age and Gender

0% Women
54% All Facebook

100% Men
46% All Facebook

0% 0% 0% 0% 0% 0%

18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 +

22% 30% 21% 17% 10% 0%

Lifestyle

US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix
Request audiences here from Acxiom Data Guru.

Lifestyle	Selected Audience	Compare
Careers & Travel	0.8%	+33%