



# THE ADS MANAGER

## Advertising Tools

- Ads limit per page
- ADS
- Adverts Manager
- Audiences
- Automated Rules
- Campaign Planner
- Creative Hub
- Events Manager
- Instant Forms

## Analyse and Report

- Ads Reporting
- Creative reporting
- Experiments
- Insights
- Meta Brands Collabs Manager
- Traffic Analysis Report

## Sell Products

- Appointments
- Commerce
- Monetisation
- Orders

# Must Watch Tutorials?

## Must Watch Tutorials

- Understanding Facebooks ads Manager (<https://youtu.be/hdqCYcJFPkY?si=sICx2igmE9sORiou>)
- How to run facebook ads using the ads Manager (<https://youtu.be/QbTDo7vjI0?si=s1q6Ly1cwTQui1Ch>)
- How to set up facebook Pixel (<https://youtu.be/AQkQI-Pi4PU?si=RMRCstCLbZU-5o-x>)
- Facebook and Instagram Shops ([https://youtu.be/CZbJcxv-3mk?si=ceITiGfIPBT\\_YNWg](https://youtu.be/CZbJcxv-3mk?si=ceITiGfIPBT_YNWg))
- Facebook Product Catalog ([https://youtu.be/1ODGFwsdlcM?si=kUojDdoCb\\_u5I\\_v1](https://youtu.be/1ODGFwsdlcM?si=kUojDdoCb_u5I_v1))
- Intergration of facebook pixel with google tag Manager (<https://youtu.be/Qhr0Fny7h9A?si=8OOxamSWqQI1Lt7>)
- How reduce cpc and cpm on facebook ads ([https://youtu.be/TazmIfzofkk?si=8Or-y0FfHYakil7\\_](https://youtu.be/TazmIfzofkk?si=8Or-y0FfHYakil7_))

# THE ADS MANAGER

- ② Facebook's tools for targeting specific audiences are excellent.

Along with tons of different ad types, like video ads, the level of detail you can get with Facebook targeting capabilities is vast. Whether it be by demographics, connections, age ranges, languages, or locations, you can dig pretty deep with these targeting capabilities.

**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](#)  
 **United States**

[Include ▾](#) | [Type to add more locations](#) | [Browse](#)

[Add Bulk Locations...](#)

**Age** [18 ▾](#) - [65+ ▾](#)

**Gender** [All](#) [Men](#) [Women](#)

**Languages** [Enter a language...](#)

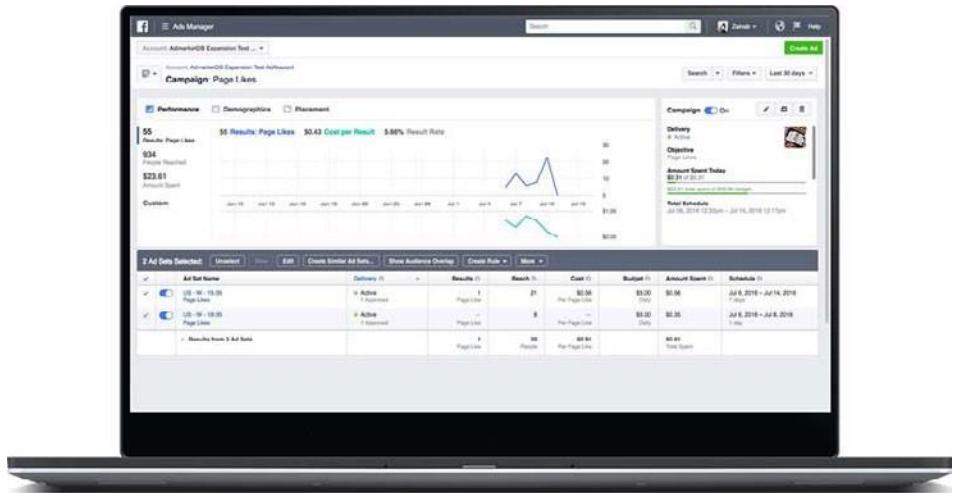
**Detailed Targeting** [INCLUDE people who match at least ONE of the following ▾](#)

[Add demographics, interests or behaviors](#) | [Suggestions](#) | [Browse](#)

# Must Watch Tutorials?

- Facebook's tools for measuring and reporting ads are excellent.

With Facebook advertising you can clearly see what you have spent and what results it has provided. You can report on a range of performance metrics including the number of times your ad was shown, the number of clicks on your ad, and the cost per click you received.



# What are best practices related to advertising on Facebook?

There are 3 key things to remember when thinking about advertising on Facebook:

①

Be clear about your business goals before you start.  
Know the purpose of your Facebook Ad before you decide on a budget. Understand whether the aim is to increase for brand awareness, conversions, video views, etc. Each action made by your audience on your Facebook ad costs money, so make sure you are clear about your goals before spending the money.

② Target your audience specifically.

Take the time to narrow your audience targeting to make sure your ad will appear where the people you want to see it will be.

③ Rotate your ads regularly.

To avoid ad fatigue, rotate your Facebook ads regularly. “Ad fatigue” is when people see your ad too many times, so they can get bored and stop clicking. And, when people stop clicking, running an ad can get expensive.

# The Basics

## Resources

[https://www.facebook.](https://www.facebook.com/business/learn/)

[com/business/learn/](https://www.facebook.com/business/learn/) are five things you'll need to have Where you want to place your  
facebook-ads-basics

- You will create your ads using Ads Your ad objective Manager, which is easy to use. There are five things you'll need to have Where you want to place your facebook-ads-basics thought about before you start Your ad:your ad to appear
- Your target audience
  - ad
  - budget and when you'd like creating your ad
  - Your content for the ad

# How do I figure out my ad objective?

## Resources

<https://www.facebook.com/>

We've talked before about your organization's goals for marketing on Facebook—are you looking to create awareness, pique interest, or get customers? How will this ad help with those goals?

It is important that you choose the right objective because your setting in Ads Manager drives all of the other choices you will make as you create your ad.

# ad objective?

## Resources

<https://www.facebook.com/business/>

Here is what your choices will look like:

- **Brand Awareness:** Increase awareness for your brand by
    - reaching people who are more likely to be interested in it.
    - install your App
  - **Video Views:** Get more people to on maximum number of people.
  - **people to a Messages:** Get more to have conversations with
  - **in Messenger to** your target audience.
- see and engage with your post or page. Engagement can include comments, shares, likes, event
- responses, and offer claims. You can choose post, page, or event responses.
  - **Installs:** Get more people to app.
  - **Conversions:** Drive valuable your website or app.
  - **Catalog Sales:** your video content.
  - **people** automatically show products from your product catalog based on
  - **Engagement:** Get more people to your business
- **Traffic:** Send more actions
  - **Reach:** Show your ad to the
  - **Create ads that Traffic:** Send more
  - **Lead Generation:** Drive more sales leads, such as email addresses, from people interested in your brand or business.
  - **Store Visits:** Get more people nearby to visit your brick-and-mortar locations.

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

## How do I figure out my

# What do I need to know about my audience?

## How do I target specific groups?

Facebook has great tools for helping you target your ads to people who are most likely to view your ads and take action. Depending on the ad objective, you will be guided through selecting ways to target your ads.

But it's worth thinking ahead about a few things before you get started:

- **Age:** Is there an age range of people you want to target? **Gender:** Are you interested in targeting men, women, or both? **Location:** Do you want to reach folks in your community or in other parts of the city, state, or country? **Demographics:** Will you target people by education level, income, or other information?

You'll learn more about this in later lessons.

# What kind of budget do I need?

You'll want to think about how much of a budget your organization has for advertising on Facebook.

You'll learn more about this in later lessons.

If you are new to Facebook ads, it's a good idea to keep your budget low and consider testing different things.

Fortunately, you can do this with a pretty small budget—sometimes as low as \$15.

When you set a budget, it's important to remember that this figure represents the maximum amount of money you want to spend. You can also set your budget to Daily or Lifetime:  
**Daily:** A daily budget is the average that you'll spend every day. **Lifetime:** A lifetime budget is the

- maximum that you'll spend during the lifetime of this advertising campaign.
-

# What ad formats are available?

You'll also want to think about what you can use:

get started with the process of creating your message. It. There are a variety of ad formats

- **Image** your ad will look like before you

- **Use beautiful images to convey**

- **your message.** It. There are a variety of ad formats

- **Video**

- **Tell your story with sight, sound, and motion.**

- **Carousel**

- **Show multiple images or videos in a single ad.**

- **Slideshow**

- **Create lightweight video ads to connect with people across connection speeds.**

- **Collection**

- **Tell a story with a single ad that showcases what you are offering.**

- **Canvas**

- **Build a custom, fast-loading mobile advertising experience to tell your story beautifully.**



# How will I manage and measure my ads?

Managing and measuring your ads is important part of what you'll need to do and Facebook has great tools

You'll learn more about Ads Manager and the Ads Manager App later in this lesson.

Ads Manager and Business Manager are more advanced tools and won't be covered in this workshop.

to help you do that.

**Facebook Ads Manager**  
Quickly create, edit, and manage Facebook ads, all in one place. This is the tool that works for most people and that you'll learn about a little later.

**Manager App**  
Monitor and control your ads from anywhere using your smartphone or tablet. We'll also give you an introduction to this tool a little later.

**Business Manager**  
Allows businesses to securely share and control access to their advertising accounts, Pages, and more. This is an advanced tool and we won't cover it in this module.

# Who is my audience and how do I find them?



## Core Audiences

Select your audience manually based on characteristics, such as age and location.



## Custom Audiences

Upload your customer list to connect with your customers on Facebook.



## Lookalike Audiences

Use your customer information to find people similar to them on Facebook.

**Your people are here! More than a billion people use Facebook, Instagram, and Audience Network every day. With powerful audience selection tools, you can target the people who are right for your business.**

Using what you know about your customers, such as demographics and interests, you can connect with people similar to them.

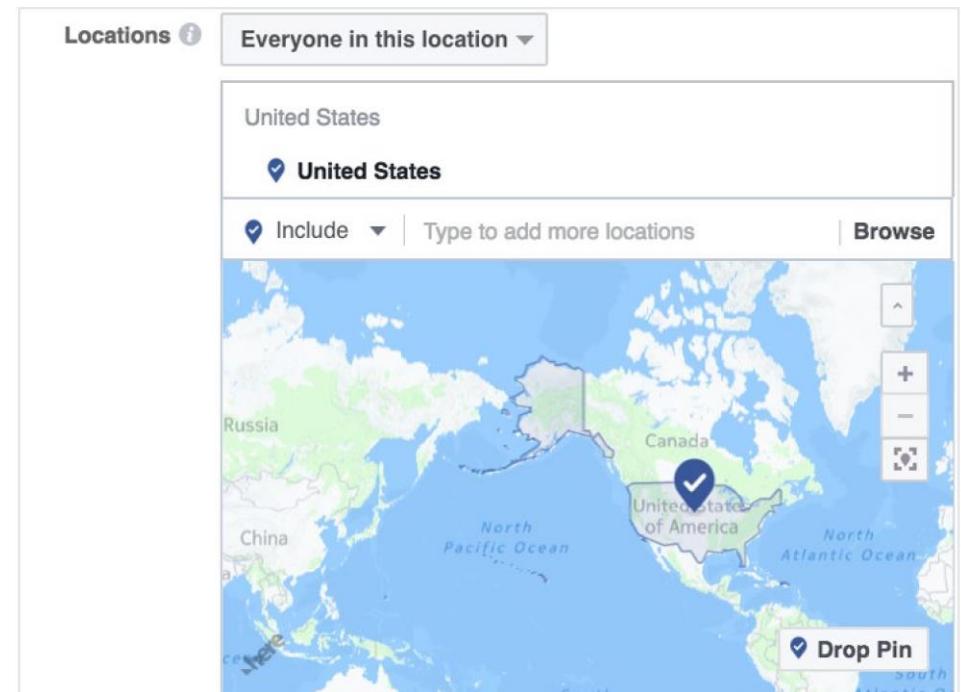
There are three options for choosing your audience on Facebook:

# How do I reach people in my core audience?

Whether you're a flower shop that wants more local customers or an online electronics retailer looking for people interested in your products, you can target people based on their

**Location** Reach people in areas where you want to do business. You might want to target only people in our local community. You can do that. You might want to offer your services to people all over your state or all over the country. You can do that. You can even create a radius around a store to help create more walk-ins. demographics, location, interests, and behaviors.

Facebook Ads Manager lets you do this in specific ways.



# How do I create a Core Audience?

## Age and Gender

Consider the age range of the people you are advertising to. Are you targeting older men who need auto repair services? Are you focusing on women in their 40s who would be interested in joining your group? Think about the age range and gender of the people who are most likely to engage with you and choose that range.

The image shows a user interface for selecting an audience. It includes three main sections: 'Age' with dropdown menus for '18' and '65+', 'Gender' with tabs for 'All' (which is selected), 'Men', and 'Women', and 'Languages' with a text input field containing 'Enter a language...'. There are also small informational icons (info symbols) next to each section header.

## Language

Are you targeting Chinese speakers for your organization? You can do that too!

# How do I create a Core Audience?

### Detailed Targeting

A really interesting feature of Facebook is the ability to target groups by demographics (education, relationship status, etc.) interests, behaviors, and more. Here's where it really gets powerful. If you want to tell parents about your daycare, you can target only parents. If you want folks interested in biking to see ads for your bike repair shop, you can do that! Take some time to explore this feature—it'll help you really target your specific audience.

The screenshot shows the 'Detailed Targeting' section of the Facebook Ads Manager. At the top, it says 'INCLUDE people who match at least ONE of the following'. Below this is a search bar labeled 'Add demographics, interests or behaviors' with 'Suggestions' and 'Browse' buttons. To the left, there is a 'Connections' section. On the right, there is a list of targeting categories: 'Demographics', 'Interests', 'Behaviors', and 'More Categories'. At the bottom right is a 'Save This Audience' button.

### Connections

Connections allow you to choose people who have liked your Page(s) and posts, used your app, or gone to your event. This feature is a good way to reconnect with people who have been with you before.

## What is a Custom Audience?

Custom Audiences help you find your existing customers and

Using Ads Manager, you can build visited your member lists, this can be a powerful website, used your app, or engaged those people with your posts before. once you've built up your online community.

g with people on Facebook who already know about your business can help you build relationships and drive sales.

If your organization has email or other lists of people who have member lists, this can be a powerful website, used your app, or engaged those people with your posts before. directly! In general, however, this may be a feature to be used

**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.
- Website Traffic**  
Create a list of people who visited your website or took specific actions using Facebook Pixel.
- App Activity**  
Create a list of people who launched your app or game, or took specific actions.
- Engagement UPDATED**  
Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

contacts  
on  
Facebook.  
Connectin

# What is a Lookalike Audience?

Lookalike audiences help you find people on Facebook who are similar to your existing customers or contacts. It's a powerful tool that

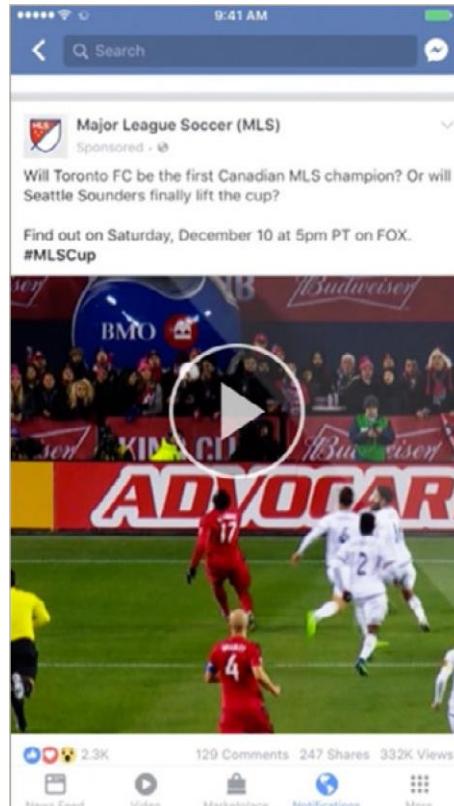
Once your Page has been active for a while, you may want to build your audience based on people who are similar to your customers.

uses the insights you've gained from your Facebook marketing and increases your chances of reaching people who might be interested in your business.



# Activity: Target Audiences

<https://youtu.be/Tazmlfzofkk?si=8Or-y0FfHYakil7> <https://youtu.be/Tazmlfzofkk?si=8Or-y0FfHYakil7> Example 1: Ad from Major League Soccer



## Discussion Question:

What can you tell about the demographics, location, interests, and behaviors that were considered when this ad was created?

## Answer:

- Goal: Raise brand awareness
- Gender: Men and Women
- Language: English and Spanish Speakers
- Interests: Soccer, Fans of specific MLS teams
- Demographics: Parents of kids who play soccer

## Additional Questions:

- What elements of the ad were tailored to their target audience?
- Why is language an important element in this case? What does MLS understand about their US audience?
- What other demographics, interests, or behaviors might you add here?

# Activity: Target Audiences

## Resources

[https://www.facebook.com/business/success/sarasota-ford#u\\_0\\_h](https://www.facebook.com/business/success/sarasota-ford#u_0_h)

## Example 2: Ad from Sarasota Ford



### Discussion Question:

What can you tell about the demographics, location, interests, and behaviors that were considered when this ad was created?

### Answer:

- Goal: Increase sales of services and cars using specific promotions
- Gender: Ad 1 - Men and Women, Ad 2 - Women
- Age: Ad 1 - 30+, Ad 2 - 30+
- Location: Living near dealership
- Interests: Ad 1 - veterans related groups like Veteran of America, Ad 2 - cars, specifically Fords
- Demographics: Ad 1 - Veterans, Ad 2 - Car owners
- Behaviors: Likely to purchase a new or used car

### Additional Questions:

- What role did location have in this ad? Why choose folks living near the dealership?
- Why do you think they picked Veterans and women to target?
- Do you think that targeting people who were likely to purchase a car is limiting or do you think it was a good choice?
- Are there any similarities between your target audience and this target audience?

# Mini Challenge: Think About Your Target Audience

Using the ad objective you chose earlier, use this form to think about each of the ways you can target your audience.

Don't worry if it's not too targeted at first, you can change and refine your settings as you run your ad.

Keep the form for later. You'll want to refer to it when you are creating your ad.

location:	<input type="text"/>	•
age:	<input type="text"/>	•
gender:	<input type="text"/>	•
language:	<input type="text"/>	•
demographic:	<input type="text"/>	•
interests:	<input type="text"/>	•
behaviors:	<input type="text"/>	•

# Ad Placement

## How do I get the widest reach for my ad?

With a few clicks, you can run ads across Facebook, Instagram, and Audience Network

[More Places](#)

. The ad placement options (the places where you can run ads) let you grow your reach with precision.

You will be able to reach people on their favorite apps and websites with ads across Facebook, Instagram, and Audience Network.

**Across Devices** You can show your ads on whichever device your audience happens to be using, with ad placement options for mobile or desktop.

Running ads across platforms and devices is easy. Just build your ad once, then select Facebook, Instagram, and Audience Network

under Placements. No resizing or  
reformatting required.

# How do ad placements work?

Through Ads Manager, you can choose to run your ads across the Facebook family of apps and services. This gives the system

more flexibility to get your more and better results. The different places your ads are shown are called “placements.”

The available placements are:

Facebook  
Feeds  
Instant Articles  
In-Stream Videos  
Right Column  
Suggested Videos  
Marketplace

Instagram



Feed  
Stories

Audience Network  
Native, Banner, and Interstitial  
In-Stream Videos  
Rewarded Videos

Messenger

There are two approaches to using placements: automatic and manual. Most people will use the automatic placement that allow Facebook to optimize placements across the system.

35

# Should I use Automatic Placements or manually choose them myself?

## Resources

<https://www.facebook.com/business/help/965529646866485>

<https://charlielawrance.com/the-ultimate-guide-to-facebook-ad-placement/>

Facebook recommends using the automatic placements option, which basically tells our system to find the most relevant people and costeffective results available across all of these placements.

The ad delivery system is designed to get you the most results at the lowest average cost overall—not the lowest average cost for each placement. It will look at placements on Facebook, Instagram, Audience Network, and Messenger and choose the specific placements in each that are the most relevant to your ad objectives, audience selections, and other settings.

Taking advantage of every placement is the most efficient use of your budget.

You can also choose your placements manually, using the Edit Placements option. Generally, though, doing this involves understanding a lot about your audience and their behaviors and is a more advanced set of skills than we cover in this workshop.

# Budget and Schedule

## Resources

<https://www.facebook.com/business/help/430291176997542>

Facebook uses an auction as a basis for their ads system. The auction can seem complicated, but it is important to have a general sense of how it works before you create an ad and set a budget.

Overall, when showing ads, Facebook tries to balance two things:

- ➊ Help advertisers reach their prospective audiences
- ➋ Make sure Facebook users have a positive experience

To do this, they hold an auction that takes both things into account. That way, advertisers are reaching people receptive to their ads and users are seeing something they're interested in. The goal is to match the right ad to the right person at the right time. This is different from a traditional auction because the winner isn't the ad with the highest monetary bid, but the ad that creates the most total value.

The ad that wins an auction and gets shown is the one with the highest total value. Total value isn't how much an advertiser is willing to pay to show their ad. It's a combination of 3 major factors: the advertiser bid, the estimated number of clicks or purchases (or other action) the system estimates the ad will generate, and the quality and the relevance of the ad to the person who will see it.

An auction takes place whenever a Facebook user is eligible to see an ad. The "participants" in an auction are ads targeted to an audience the eligible person falls into. Billions of these auctions take place everyday.

To learn more about how the auction works, see Resources.

# How does the auction system work?

# Should I use a Daily budget or a Lifetime budget?

When you buy ads on Facebook, there

**Daily Budget** Your ad runs until your maximum budget is met each day, for a prespecified number of days.  
**Lifetime Budget** Your ad runs continuously

models can be adjusted or terminated at any time, so as long as you're keeping a close eye, you don't have to worry about unexpected charges.

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

**Budget**  **Daily Budget** \$5.00  
 **Lifetime Budget** \$5.00 USD  
Actual amount spent daily may vary. i

**Schedule**  Run my ad set continuously starting today  
 Set a start and end date

You'll spend no more than **\$35.00** per week.

Show Advanced Options ▾

are two ways to set your budget:

until a maximum amount is reached, or the advertising end date arrives.

A daily budget gives you the most control, since you know exactly how much you're spending each day. With a lifetime budget, your spend will vary from day to day. Both

# How do I set my bid?

Once you've decided on how much you want to spend, the next step is to determine your bid. This is the amount you're willing to pay for deployment of your ad.

Facebook will automatically suggest a bid amount based on your industry and audience. This is usually a reliable estimate, so if you don't feel like playing around with bids, you can leave this as is.

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

**Budget** [?](#) **Daily Budget** [?](#)  \$5.00 USD  
Actual amount spent daily may vary. [?](#)

**Schedule** [?](#)  Run my ad set continuously starting today  
 Set a start and end date

You'll spend no more than **\$35.00** per week.

[Show Advanced Options](#) [▼](#)

# What happens when I increase or lower my bid?

One thing to keep in mind is how adjusting your bid amount will affect your ad performance. Don't forget that you are competing with other advertisers who are trying to reach the same audience. The more competition for the ad, the higher the suggested bid.

your ad isn't getting shown often enough to reach your daily budget.

Lowering the bid decreases the odds, AND it means you're paying less per click. Lowering the bid might be smart if you're reaching your daily budget a lot and want to spread your dollars further. Just be careful— bidding too low may drop views of your ad altogether.

Increasing the bid improves the odds of your ad getting shown. You should think about this if

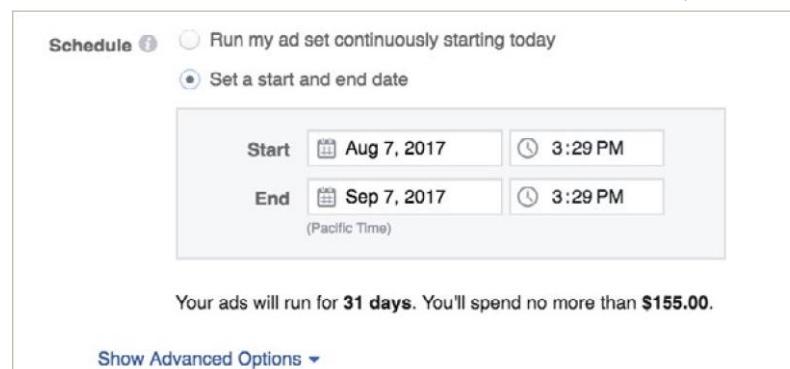
# Can I control the schedule and delivery of my ad?

There are two things to pay attention to as you think about

reviews and approves it. The review process typically takes up to

it's been reviewed.

You can also schedule your ad to start at a specific date and time for a specific period of



scheduling  
your ad:

**Schedule**  
You can choose to have your ad run continuously. Your ad will be eligible to start running after Facebook

24 hours, although in some cases it may take longer. If you've scheduled your campaign to start immediately, it'll start running once

time.

**Delivery** There are two pacing options available for ad delivery: lowest cost or target cost. The choice is called "Bid Strategy," and it's made in the "Budget & Schedule" section at the ad set level when creating a Facebook campaign.

**Lowest cost:** This tells Facebook to bid with the goal of getting you the lowest possible cost per optimization event while also spending your entire budget by the end of the day or your ad set's (or campaign's) lifetime (depending on its

budget type—daily or lifetime). You can also set a “bid cap,” which tells us the maximum amount we can bid in an auction.

Target cost: This tells Facebook to bid with the goal of achieving an average cost per optimization event as close to your cost target as possible. This strategy is only available when using the following objectives: Lead Generation, App Installs, Conversions, or Catalog Sales.

# Create Your Ad

## How do I create single-image ads?

Whatever your business goals are, a single-image ad on Facebook or Instagram is a great way to increase awareness of who you are

and what you do.

An image in an ad gives you a clean, simple format to use with an inspiring visual and engaging copy.



This basic format is the most popular image ad is similar to format especially for organizations creating a simple Page post with that are new to Facebook and are still a photo. With Ads Manager, you'll learning about what works and what upload a great photo and add doesn't.

Creating an engaging text.

# How do I create video ads?

Over 100 million hours of video are watched every day on Facebook—that's more video than you could watch in 11,000 years. The video advertising options on Facebook,



Instagram, and Audience Network are designed to reflect the way people actually consume video—from bite-sized videos they watch on the go, to longer video styles they watch on the couch.

You'll want to use video to make a memorable human connection with your viewers. Use it to tell stories, to show how people are using your products or services, to show the impact of your work, and to help people understand who you are as an organization. You can build trust and connections with your audience this way.

## How do I create video ads?

## Resources

<https://www.facebook.com/business/>

Creating a video ad is similar to posting a video to your Facebook Page. Using Ads Manager, you'll upload a video and add engaging text. You can also create a video ad right from your Facebook Page by publishing and boosting a post with an image.

To learn more about the best video quality, acceptable formats, and aspect ratios, see Resources.

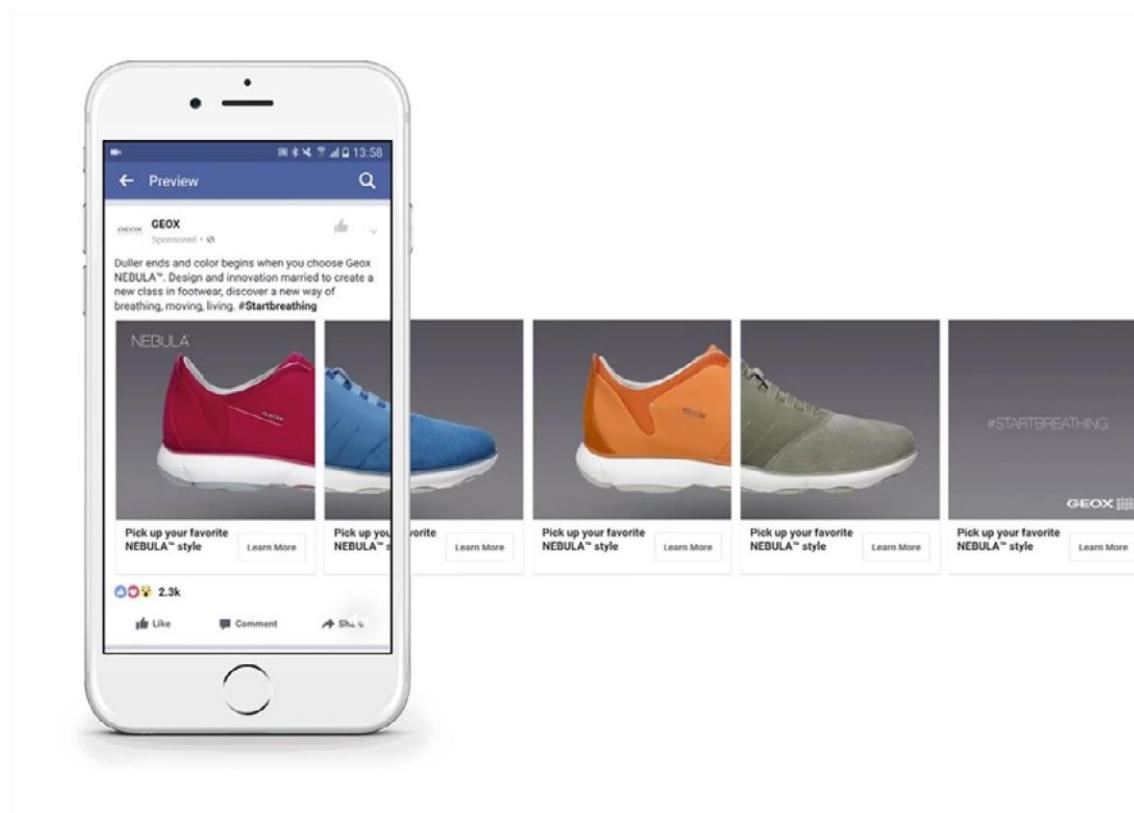
The screenshot shows the Facebook Ads Manager interface for creating a video ad. On the left, there's a 'Video' section where users can choose a video to use in their ads, with options to upload or browse library. Below it is a 'Text' section where users can enter the text for their ad, with a placeholder 'We anodize parts'. There's also a checkbox for adding a website URL. On the right, there's a 'Recommended Video Specs' section with a list of requirements and a 'Paste a Video File Link' section with instructions and a link to learn more. At the bottom, there's an 'Ad Preview' section showing a desktop news feed preview of the ad.

## How do I create carousel ads?

The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more

within an ad, you can highlight different products, showcase specific details about one product, service or

tell a story about your brand that develops across each carousel card. The ad format can be used by any business to accomplish



creative space

promotion, or

a variety of

advertising objectives. When should you use carousel ads? This format is a good way to start using more complex formats for your ads. If you're selling products, you can use them to show off several of your products at once, or show different views of the same product. If you're promoting an event, you can show several pictures of last year's event. You can tell your company's story or visually explain how you have made a

difference for a client. The key advantage to this format is that you can put a call-to-action on each card of the carousel. This means you have the potential to get multiple clicks from one ad!

# How do I create carousel ads?

Here are some ways to use the carousel format:

Show Multiple Products Give customers more options and encourage them to purchase by showing a different product on each carousel card, with links to different landing pages.

Highlight Different Features of a Single Product Explain a Process Walk people through how your business works Use each carousel card to show step by step. different product angles or details to better inform customers.

Tell a Story

Use images or videos in succession

Creating a carousel ad is easy. You'll select up to 10 images or videos, add text for each, and post them as a set.

to illustrate a compelling narrative.

The screenshot shows the Facebook Ad creation interface. On the left, the 'Text' section contains the text 'We anodize parts'. Below it, the 'Cards' section has two cards, both set to 'Image'. The first card's image is a large blue 'f' logo. The second card's image is also a large blue 'f' logo. Both cards have the headline 'Headline 1' and 'Headline 2' below them. The 'Ad Preview' on the right shows the final look of the ad in the news feed, featuring the 'Applied Anodize, Inc' logo and the text 'We anodize parts' above the two cards. The preview includes standard social sharing icons at the bottom.

# How do I create slideshow ads?

Slideshow ads give you the power of video, without the time and expense.

Facebook slideshow ads are videolike ads that use motion, sound and text to tell your story beautifully across devices and on every



connection speed. You can create a slideshow ad in minutes and use it to tell a story that develops over time. You can even create a slideshow ad out of stock images available in Ads Manager or use an existing video.

# How do I create slideshow ads?

You can think about using slideshow \_\_\_\_\_ of carousel ads if you have a series \_\_\_\_\_ Creating a slideshow ad is easy. You'll ads instead of video ads if you don't \_\_\_\_\_ of images that string together to tell \_\_\_\_\_ select up to 10 images or a video and already have a video. You can also \_\_\_\_\_ a good story. \_\_\_\_\_ automatically create a slideshow.

think about slideshow ads instead

You can also add text, transitions, and music.

The screenshot shows the Facebook Ad Creation interface. At the top left, there's a section titled "Slideshow" with the sub-instruction "Show 3 to 10 images in a video." Below this is a circular icon with a video camera symbol and the text "Create a new slideshow using images or video, or find one you've already created in your library". To the right is a large gray button with a white plus sign. At the bottom of this section are two buttons: "Browse Library" and "Create Slideshow". A blue callout box with white text says "Use 3 - 10 images to create a slideshow video for your ad".

**Recommended Slideshow Specs**

- Use high resolution images or a video file to create a slideshow
- Recommended aspect ratio: widescreen (16:9)
- Facebook and Instagram: 50 seconds max
- Slideshows will loop

Learn more about how to create a slideshow.  
For questions and more information, see the Facebook Ad Guidelines.

**Text**  
Enter the text for your ad. Learn more.

Text  
We anodize parts

Add a website URL ?

**Ad Preview**  
1 of 1 Ad < >   
Desktop News Feed ▾  
1 of 12 < >

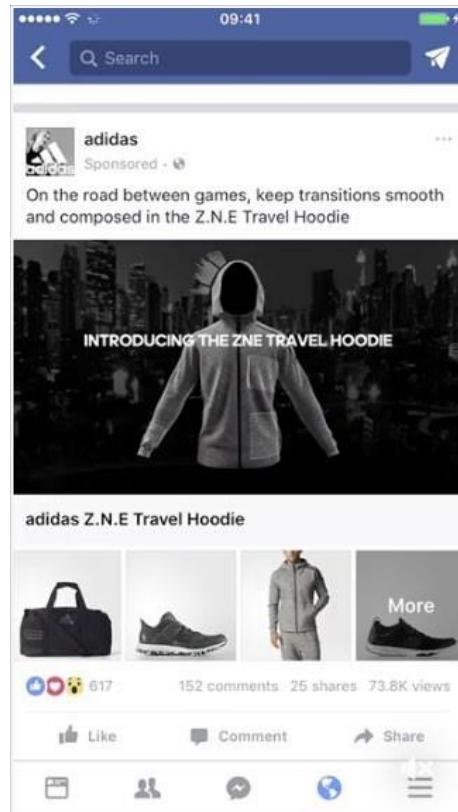
## How do I create collection ads?

Collection is an ad format that makes it easier for people to discover, browse, and purchase products and

services from their mobile device in a visual and immersive way. With collection, people who tap on your ad

can browse more products or learn more about the features of a specific product, in a fast-loading, full screen experience, without leaving the Facebook app.

A collection ad has a “lead” video or image, followed by four product images below. If someone taps on the ad, it opens up a broader catalog of up to 50 different products. Then if they tap on a specific product, they’ll go to the advertiser’s website or app to make the purchase.



# How do I create collection ads?

Creating a collection ad can be done through Ads Manager. You'll select the photos you want to use and add the URLs on your website that you want each photo to go to.

Create New   Use Existing

**⚡ Start with a Template ⓘ**  
Templates are pre-built and ready to go. Just add your own content.

**Get New Customers**  
Drive conversions with a mobile landing page that encourages action.

**Showcase Your Business**  
Give people an engaging way to explore your brand, product or service.

**Sell Products**  
Create an experience that lets people shop for your products or services right from their mobile device.

**🌐 Use the advanced Canvas builder ⓘ**  
Use the Canvas builder to control the layout and access advanced design and interaction options.

**Links**  
Enter the text for your ad. [Learn more](#).

**Text**  
Enter text that clearly tells people about what you're promoting

**Ad Preview**

1 of 1 Ad   < >  

Desktop News Feed   1 of 10   < >

This ad format is not currently supported on desktop news feed

# What is a Canvas and how do I create ads with it?

Canvas is a powerful tool that allows you to build custom ads for various

purposes. For the purposes of this workshop, we'll describe how it works

and when to use it. A more advanced discussion of it is out of the

scope of this workshop.

Canvas is a fullscreen experience for mobile devices. It can be used with all Facebook ad formats—carousel, single

image, single video, slideshow, or collection.

The easiest and quickest way to build a Canvas is with templates. You can find Canvas templates in Ads Manager or Power Editor. Canvas templates are perfect if you are new to Canvas or have limited time to create your ads. There are three simple templates to choose from. Each template is optimized for a business goal:

**Sell products** Shows features and benefits of your products or services to inspire mobile shopping from your online catalog.

**Showcase your business** Drives awareness of your brand and educates people through Canvas storytelling—a powerful way to engage your audience.

**Get new customers** Brings your landing page to Canvas, and highlights the features and benefits.

## What should I think about as I design and create my ads?

### Start With a Goal

Start by choosing a goal for your ads, then tailor their style and format around what you hope to achieve. For example, you can increase awareness of your brand by using media that tells a story about the people behind your products. Here, Tio Gazpacho's ad tells a story about why he started the business.



### Show People Using Your Product

Facebook ads often run in someone's News Feed or Instagram feed, right next to posts from their family and friends. To create attention-grabbing ads that feel like a familiar part of someone's social fabric, show images of people benefiting from your product, instead of just the product itself.

# What should I think about as I design and create my ads?

Sunnyside Bar  
Sponsored · Edited · \*

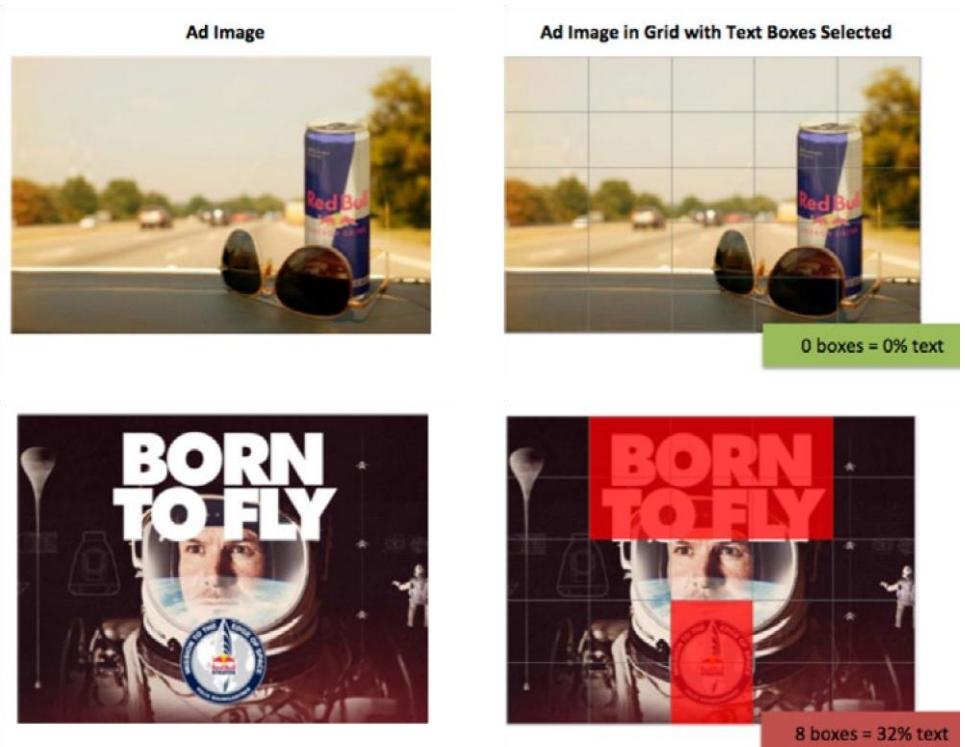
Like Like Page

What's better than ice cream?



Like · Comment · Share · 11 2

**Less (Text) is More** Too much text is distracting and can lead to your ad being shown to fewer people. Images that are uncluttered by text have greater impact.



#### Focus Your Message

Crop tightly around the important part of the image. If you're trying to fit too much information into a single piece of media, consider using the Carousel format to show off multiple images within a single ad. If you're running multiple ad sets within a single campaign, be sure all your images have a consistent theme.

**Use High Resolution Images** You don't have to be a professional photographer to create great looking ads. Just be sure to pay attention to the size and quality of the media files you're working with. Find size recommendations for your particular advertising objective in the Facebook Ads Guide.

#### Play Around

Be sure to play around with different images and formats before you commit to a particular ad, and always preview how your ad will look "in the wild" before you run it. You can do all of this over at Creative Hub. You can also create mock-ups, get feedback on your creative, and find inspiration from other advertisers.

# What strategies can I use to create good ads?

What makes a good ad? Good ads are ads that people interact with. Think about these 4 elements when you are creating your ads:



## ① Make it Visual

The more visually appealing you make your ad the better. It will be more likely to grab people's attention, be shared, and be remembered. The Facebook algorithms also treat visual content more favorably and will do better when the system is choosing which ads "win" the auction to be shown to users. No matter what type of ad you create, your image needs to be visually appealing.

## ② Make it Relevant

Find ways to make sure your content and ads match the interests of your audience. Remember, you are spending money when someone views or clicks on your ad (depending on the settings you use). If you're showing ads that aren't relevant to your target audience, you're wasting your time and money and will likely not see success with any kind of advertising.

# What strategies can I use to create good ads?

- ③ Give Them a Value Proposition A value proposition is the reason a user clicks on your ad to learn more about your product. How is your product or service different from any other? Why should the viewer click on your ad?

Your value proposition should be believable. For example, saying you have the best massages in the city will not make people come to your business's Page, but maybe offering 20% off will— something like, "Nashville loves a good massage! Come try ours today and get 20% off your order

- ④ Give It a Clear Call to Action A beautiful and relevant ad is great, but without a call to action (CTA), your viewer might not know what to do next. Add a CTA like "Buy now and save X%," or "Offer ends soon" and add a sense of urgency to your viewer. Your CTA should encourage



with this coupon."

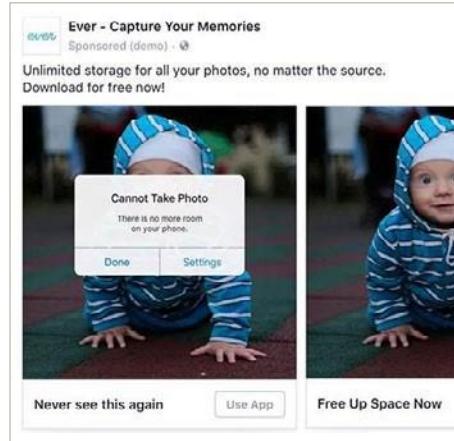
people to click on your ad now.

# Activity: Creating Good, Effective Ads

## Resources

<https://www.facebook.com/business/success/ever>

### Example 1: Ad and case study from Ever



#### Discussion Question:

What strategies do you think make this a good, effective, creative ad?

#### Answer:

- 
- 

with their phones.

- It's Valuable: This ad is full of value. Words like "Never see this again" and "Free up space now" help
- It's Visual: This ad uses a carousel of cute photos showing a familiar experience for so many of us!
- It's Relevant: It was targeted to iPhone users, many of whom have had storage and space problems

#### Additional Questions:

- What elements of this ad strike you as effective?
- What might you change to make it better?
- Are there strategies here that you can apply to your ads?

# Activity: Creating Good, Effective Ads

## Resources Example 2: Ad and case study from Cupcakin' Bake Shop

<https://www.facebook.com/business/success/cupcakin-bake-shop>



viewers understand how the app can help them.

- It Has a Clear Call to Action: Viewers are invited to download the app for free, and on each photo in the carousel, you're invited to Use the App.

## Discussion Question:

What strategies do you think make this a good, effective, creative ad?

## Answer:

- 
- 

## Additional Questions:

- What elements of this ad strike you as effective?
- What might you change to make it better?
- Are there strategies here that you can apply to your ads?

would be easy for them to come in. After running ads for a bit, they learned that running ads in the late afternoon encouraged people to It's Visual: This ad uses beautiful, close up images of their cupcakes to make them look delicious!

# Activity: Creating Good, Effective Ads

It's Relevant: It was targeted at people who lived within 5 miles of the store, making sure that it

stop in on their way home from work for a great dessert!

- It's Valuable: This ad is full of value. “Berkeley’s Best Cupcakes” and the images clearly show what the store offers. Great cupcakes! ● It Has a Clear Call to Action: Viewers are invited to “come try” the cupcakes and because they want to encourage visits to their store, they include a “get directions” button as well.

# Activity: Creating Good, Effective Ads

## Resources

<https://www.facebook.com/business/success/cheetos>



## Example 3: Ad and case study from Cheetos

### Discussion Question:

What strategies do you think make this a good, effective, creative ad?

### Answer:

- It's Visual: Fun video ad that uses Cheetos iconic mascot, Chester Cheetah, and a team of freestyle soccer stars called Los Cheetahs. They travel to many everyday locations such as a laundromat and a bakery, entertaining customers with a fun and unexpected show.
- It's Relevant: The ad was targeted at parents and younger soccer fans who also like snacks.
- It's Valuable: The value in this ad is in the "fun attitude" it promotes—all associated with Cheetos!
- It Has a Clear Call to Action: Viewers are invited to join the Cheetos Football Club.

### Additional Questions:

- What elements of this ad strike you as effective?
- What might you change to make it better?
- Are there strategies here that you can apply to your ads?

# Activity: Creating Good, Effective Ads

## Resources

<https://www.facebook.com/business/success/nilla-wafers>

### Example 4: Ad and case study from Nilla Wafers



#### Discussion Question:

What strategies do you think make this a good, effective, creative ad?

#### Answer:

- It's Visual: Great photo ads featuring mouth-watering images of Nilla Wafers used in a variety of recipes, including strawberry shortcake and banana pudding.
- It's Relevant: The ad was targeted at moms 35-50 years old who liked snacks and were bakers. The objective of the campaign was to remind their target audience that Nilla Wafers are an easy, fun way to make delicious snacks.
- It's Valuable: The ads provide great ideas for simple, fun recipes to make and share.
- It Has a Clear Call to Action. Because this was a brand awareness campaign, viewers were invited to "like" the Nilla Wafer Page to get more recipes and fun.

#### Additional Questions:

- What elements of this ad strike you as effective?
- What might you change to make it better?
- Are there strategies here that you can apply to your ads?

goals will help you measure how well you are doing. Think about ads actions you want people to take with your ad. Do you want them to link to your website, Like your Page, buy something, sign up for an event? Think about the numbers of people you think you'd like to take that action. What about the people you want to reach?

It's okay to keep your goals modest until you learn more about what works and what doesn't with your audience.



# Manage and Measure Your Ads

# What tools do I use to manage and measure my ads?

Creating great ads on Facebook is just the beginning. You'll also want to measure the effectiveness, reach, and quality of your ads. Facebook ad management tools give you several ways to do this, based on how many and what kinds of ads you're running. See what's working and what's not, and experiment with different images and headlines to gauge what gets the best reaction. You can also create and manage your ads right from your phone, wherever you happen to be.

You'll use the same tools you use to create your ad, to manage your ad—Facebook Ads Manager or the Facebook Ads Manager App.



# What tools do I use to manage and measure my ads?

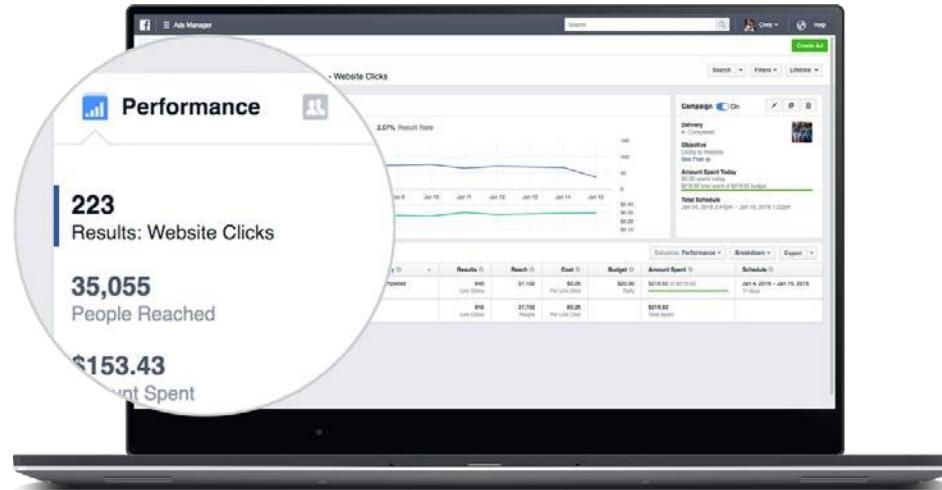
## Ads Manager

Use Ads Manager's powerful features to analyze results and make informed changes to your ads and campaigns.

In Ads Manager you can:

- Quickly duplicate your ads, ad sets, and campaigns.

- Edit all your ad settings, such as targeting and budget, from one place.
- See all the metrics that matter to you, right from one consolidated view.



- Customize your graphs and tables to see the metrics most important to you.

# What tools do I use to manage and measure my ads?

**Ads Manager App** With the Facebook Ads Manager app for iOS and Android, you can monitor current ads or create new ones from anywhere.

Download the app for free on the App Store or Google Play Store, and:

- Create ads

- Edit existing ads
- Measure ad performance
- Receive push notifications

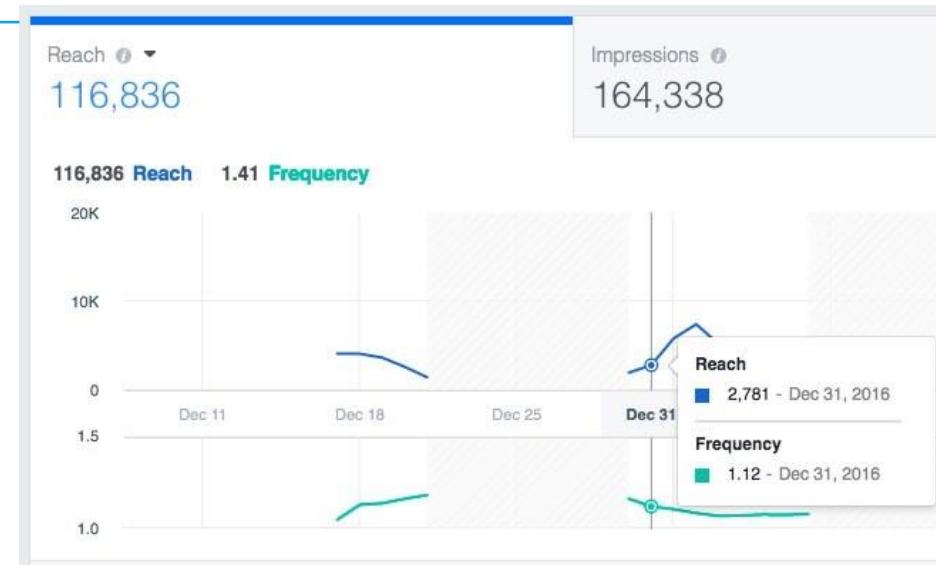


# How do I use Ads Manager to measure ad performance?

Ads Manager shows you how your advertising is helping you achieve your business goals across Facebook, Instagram, and Audience Network. You can analyze your campaign results and learn more about your audience, your product sales, your campaign's reach, and much more. With this data, you can make more informed decisions when building your campaigns and ultimately

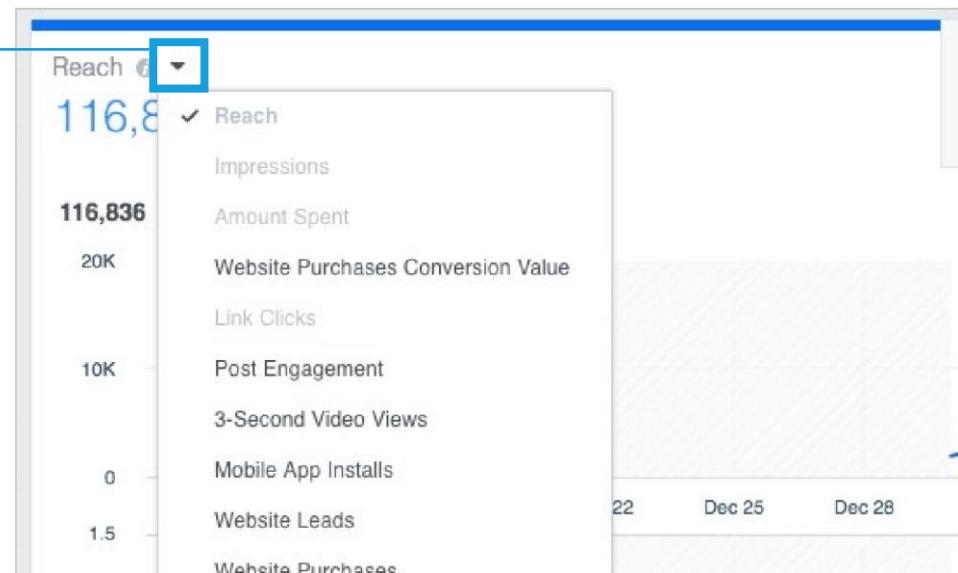
advertising activity, learn how your campaigns are performing, and gain insights for future campaigns.

First, you can use the charts to understand how your campaigns are performing over time and analyze trends. Hover over the charts to see more information on your campaigns.



improve your results. Under the Account Overview tab, you can view a detailed summary of all your

You can customize the metrics you want to see. There are four sections with metrics you can adjust (such as reach, impressions, amount spent, and link clicks). To change the metric you see in a section, click the icon next to the metric name and choose a new metric from the list.

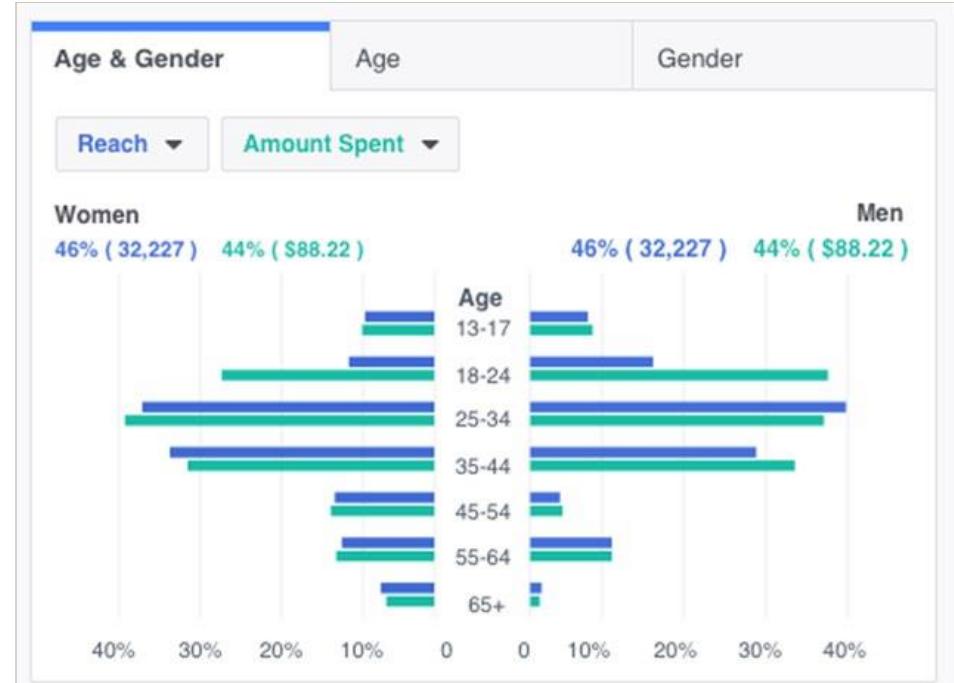


You can compare your results between two time periods to understand if your ads performed better in one period over another. Click on the date range drop-down menu. Click Compare and choose the dates that you want to compare.

A screenshot of a date range selector interface. At the top, there's a header with the text "Jan 1, 2017 – Jan 31, 2017" and a "Compare" toggle switch. Below this is a sidebar with a list of time period options: Lifetime, Today, Yesterday, Last 7 days, Last 14 days, Last 30 days, This week, Last week, This month, Last month, and Custom. The "Custom" option is selected and highlighted in blue. To the right of the sidebar is a calendar grid for January and February 2017. The calendar shows the days of the week (Sun, Mon, Tue, Wed, Thu, Fri, Sat) and the dates for each month. The days in January are numbered 1 through 31, and the days in February are numbered 1 through 28. At the bottom of the calendar, there are buttons for "Pacific Time", "Cancel", and "Update".

# How do I use Ads Manager to measure ad performance?

If you want to see what group of people are interacting with your ads based on age and gender, select Age & Gender, Age, or Gender.

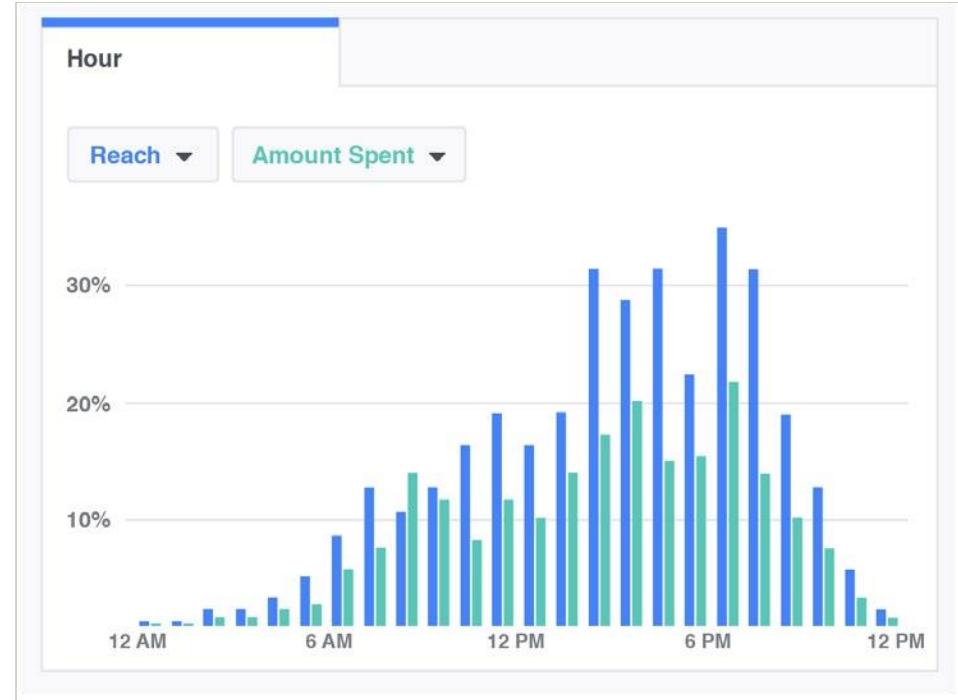


To see the location of the people viewing your ads, select Country, Region, or DMA.



# How do I use Ads Manager to measure ad performance?

You can also see what time of day people are viewing your ads and the corresponding ad spend.



# What data do I look at to understand my ad performance?

Most of the time what data you should look at depends on your goal, but there is a way to think about this overall.

In most cases, it is useful to think about these four things:

- Actions
- Cost Per Action
- Spend
- Frequency

**Actions** For campaigns you run, you know what action you want your

There is a long list of actions that you can monitor. In fact, the Facebook ad reports provides dozens of options to choose from. Choose the ones that are appropriate for your ad.

**Cost Per Action** The number of actions alone may not provide enough information about your ad performance. If one ad generates 20 actions, is it more successful than an ad that generates 15? Not if its costs you more money to get those 20 actions.

# What data do I look at to understand my ad performance

audience to take, like make a purchase on your website (conversion).

Make sure you are clear about what action you want and use the Facebook reports to monitor that action.

For most actions, you can monitor your costs in Ads Manager.

**Spend**

It's often a good idea to combine the Cost Per Action metric with the spend.

The spend will tell you if you need to shift your budget from one ad or campaign to another. Or raise or lower the spend of an effective or underperforming ad.

#### Frequency

Frequency is the average number of times your audience sees your ad. It's related to reach and the number of impressions your ad has had.

You might think that the more times they see your ad the better, but in fact, there is a balance you have to think about. You don't want people to see your ad so many times that they ignore it completely, or worse, get angry about seeing it so much.

In general, think about a frequency score of 5.0—too much higher than that might mean that your viewers are getting ad fatigue.

On Facebook (and in the digital marketing world in general), there are two ways to think about costs:

- Cost per Click (CPC) is the cost for 1 click on your ad.
- Cost per 1,000 Impressions (CPM) is the cost for 1000 impressions/ views of your ad.

If your goal is to get people to take a certain action—such as getting people to click on your website—you should select CPC. This is because Facebook will show your ad to people who are more likely to complete that action. If you want a lot of people to view your ad, choose CPM but keep in mind that your ad may get shown to more people overall, but not necessarily those who will follow your link or "Like" your Page.

## What is the difference between Cost per Click and Cost per 1,000 Impressions?

# How do I monitor the amount that I am actually paying for my ad?

When you want to see how much you're spending on your ads, you can see an estimated daily spending limit in Ads Manager. In the Billing section of Ads Manager, you'll find all your final charges including the specific ads you paid for and exactly what you paid for, like running an ad for awareness or getting people to click your ad.

# How do I set a spending limit on my account?

You can set an account spending limit to ensure your ad account doesn't spend more than you're comfortable with. If you set

an account spending limit, your ads will turn off when your limit is reached. An account spending limit is an overall limit on how much your ad account can spend over its lifetime.

It doesn't reset automatically after a certain amount of time, such as at the end of the month. To continue advertising after you've reached your limit, you can reset the amount spent toward your limit to \$0. You can create, change, reset or remove a spending limit on your account at any time.