

## Facebook Ads Masterclass

How to set up your first campaign

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## How to set up your first Facebook Ad Campaign

### 1. Create an ad account

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.

However, I would recommend setting up a [Meta Business Suite](#) account instead. By doing this you will be able to link your Facebook, Instagram and WhatsApp accounts and be able to deliver campaigns across all these channels.

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

1. A Facebook Page or Instagram handle.
2. To be an admin, editor, or advertiser on someone else's page

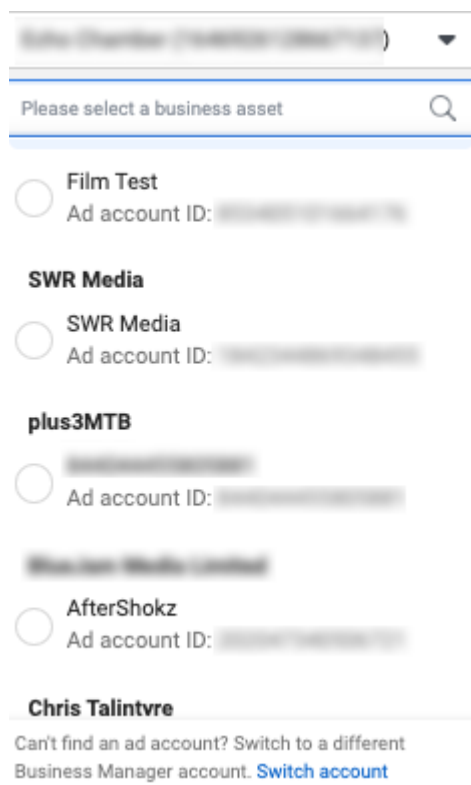
If you do not have a Page for your business, you can follow [these steps](#) to set one up. Any Page you create will be automatically given an ad account.

If there is a Page you wish to advertise for that was created by someone else, you need to ask the Page admin to [assign you an admin, editor, or advertiser role](#) on the Page.

### 2. Go to Ads Manager

All ad campaigns run through the [Facebook Ads Manager](#) tool, it looks like they are in the process of rebranding to Meta. These steps are for using it on a desktop as you are unlikely to use the [Ads Manager App](#) in the first instance.

The easiest way to find the Ads Manager is to click and bookmark [this link](#). The url may change once the rebrand is rolled out. In this case, navigate to your business manager and select Ads Manager from the burger menu or the left-hand side menu. You will be taken to the business ad account, please note you can set up additional ad manager accounts for different businesses or pages. If you have more than one ad account, use the account drop-down menu to pick the right account.



The screenshot shows a web interface for selecting an ad account. At the top, there is a search bar with the placeholder text "Please select a business asset" and a magnifying glass icon. Below the search bar, there are several radio button options, each with a name and an "Ad account ID:" label followed by a blurred ID. The options are: "Film Test", "SWR Media", "plus3MTB", and "AfterShokz". At the bottom, there is a section for "Chris Talintvre" with a link to "Switch account" if the user cannot find their ad account.

Once you select the correct ad account you will set any campaigns that have already been set live, as well as any draft campaigns which have not been delivered yet.

To create a campaign click the green 'create' button on the top left of the ad manager campaigns tab.

### 3. Choose your objective

Before you get started with your first campaign, please take the time to consider your objective. Most small businesses struggle with awareness of their brand or service, so this could be a good place to start. Alternatively, think about what you want users to do, and then choose the most appropriate objective based on that.

Create your first campaign by clicking the green button  
Facebook will take you to a page where you will be prompted to choose a campaign objective.

#### Helping choose your objective

There are many different ways of approaching an ad campaign based on what you wish to achieve. Ad Manager objectives used to fall within three main categories of a framework

called a purchase funnel. This is outdated now, but if you'd like to learn more about [customer journeys](#) you can do that on our [website](#). Currently, the main objective categories are:

### Awareness

This category consists of objectives that generate interest in your product or service. You can choose to:

- Increase brand awareness: Show your ads to people who are most likely to remember them.
- Increase your reach: Show your ads to the maximum number of people.

If you only have a small budget, this could be a good place to start. [Moz found](#) that \$1 per day can grow your audience by 4,000 people. But don't forget that the more like an organic post you can make your ad, the lower the cost will be.

### Traffic

This objective used to sit in consideration, but now you should use this objective if you want users to learn more about your business prior to buying something. You can use this objective to:

- Encourage users to visit your website to consume some content or visit a specific offer page.
- Encourage users to make an enquiry on your website
- Visit a messaging bot on messenger or WhatsApp
- Generate calls to your business

### Engagement

This objective mainly focuses on getting engagement on organic posts or generating social proof around your offering or service. It can be used to:

- Generate more inbound messages
- Get more page likes
- Increase the engagement on your page
- Get more engagement on a particular post

### Leads

This objective is self-explanatory and generates new leads for your business. This can be done through a variety of formats:

- Lead generation forms

- Messenger enquiries
- Call enquiries
- Lead magnetic sign ups

### App Promotion

This objective will not be relevant unless you have a mobile app that you wish to promote. Two types of promotion are offered. The first to get users to download your app. The second is based on deeper event conversions. Event conversions can be used to acquire better users of your app or to reengage users of your app with fresh content or functionality.

Please note the effectiveness of these campaigns has been reduced since the introduction of iOS14 on Apple Devices. Please [contact us](#) for more information on this.

### Sales

Finally, sales, which I am sure you are familiar with in one way or another. This could be sales of the catalogue of products in your commerce store. Also direct sales on your website, or via messenger and WhatsApp.

Once you have selected one of these objectives and click continue a new dialogue will open up, which we will explore below.

## 4. Setting up campaign settings

First, decide on a name for your campaign. This is often an overlooked area of campaign set up and I would encourage you to develop your own syntax for the way your name campaigns. Once you have multiple campaigns running concurrently, it can be easy to mistake one campaign for another. For example:

AW-SEP22-AFFLUENT50+M-GREEN

The benefit of this is that at a glance you will know exactly what the campaign is and how the campaign has been created without having to click through.

**Campaign name**[Create Template](#)**Special ad categories**

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

**Categories****Campaign details****Buying type**

Auction

**Campaign objective** ⓘ

Sales

**Catalogue** ⚡

Off ☐

Select a catalogue to reach the [people](#) most likely to engage with your products. You can also select your catalogue at the ad level to use as ad creative only.

[Learn more](#)

[Show more options](#) ▾

**A/B test**

Create A/B test ☐

Try different images, ad text, audiences and more to see which one performs best. [Learn more](#)

**Advantage campaign budget** ⚡

Off ☐

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

Next, you will define how the campaign is going to operate. Then you have to let Meta know whether the campaign is in a special ad category such as credit, employment or housing, or about social issues, elections or politics. Depending on the objective, at this point, you can attach a product catalogue if you have one.

A/B Testing can be used to split test areas such as audiences or ad creative.

Finally, the most important part is the budget. This is now called Advantage campaign budget and was previously Campaign Budget Optimisation. In this section, you will decide whether to set an individual budget for each ad set in the campaign (we will come on to ad sets shortly) or if you want Meta to optimise your budget across ad sets based on performance.

In most cases, you will want this switched on, but every now and again you might want to set budgets at Ad Set level, for example, if you are performing a test and you want each ad set to have the same chance of performing.

The last part of this is to choose whether you want to set a daily budget or a lifetime budget for the whole period of the campaign. This will really depend on what type of campaign you are running and how large your media budget is.

- **Daily:** This sets a limit on what you spend each day across all of your ad sets and ads. The platform will use the criteria you set to find the right place and time to show your ad to your target audience. Once your budget is reached, the ads stop running for the day. The cycle starts again on the next day.
- **Lifetime:** A lifetime budget is a maximum that you'll spend during the period of your campaign. You enter a total budget and a campaign end date, and it will spend the money based on ad performance but broadly paced across the whole campaign period. Once your budget is spent, the campaign will end.

Once you click on 'next' you will be directed to the Ad Set page, details below.

## 5. Selecting your target audience(s)

Ad Set level is where you define the audience you want to reach, as well as define conversion events and how this area of the campaign will be delivered.




## Locations

People living in this location ▼

Luxembourg

☒ Luxembourg

☒ Include ▼  Search locations Browse



Map showing Luxembourg and surrounding regions (Frankfurt, Mannheim, Saarbrücken, Karlsruhe, Nancy, Reims). A pin is placed on Luxembourg.

[Add locations in bulk](#)

## Age

27 ▼

42 ▼

## Gender

☐ All

☐ Men

☒ Women

## Detailed targeting

Include people who match ⓘ

[Demographics](#) > [Education](#) > [Education level](#)

At university

[Demographics](#) > [Life events](#)

Away from family

[Demographics](#) > [Parents](#) > [All parents](#)

Parents with primary school-age children (6-8 years).

[Demographics](#) > [Work](#) > [Industries](#)

You are able to have multiple Ad Sets in a single campaign. But I would suggest creating no more than five. Also, make sure that the rest of the settings remain consistent in each Ad Set. Changing them from Ad Set to Ad Set will result in some of them getting preferential treatment.

A great function of the platform is that once you have created an Ad Set you can then copy it to make others. This saves time and also ensures that the rest of the settings are consistent.

As well as audiences this is where conversion tracking is set up, this is a complex area and too much to cover in this beginner's guide. Dynamic creative is worth experimenting with, but again we cannot get into the details here.

The audience is the most important part of any campaign and will have more of an impact in terms of success than ad formats or creative. So it is worthwhile considering who your audience is for every campaign and building an ideal customer profile or customer segments you can utilise for this part of the campaign setup:

The audience that your ad or ads will be shown to can be tailored based on the following demographics:

- Location
- Age
- Gender
- Languages
- Interests
- Behaviours

This is very powerful as you can be as broad or targeted as you like for each of your ad sets. Also, with the connections setting, you can choose advanced targeting, which lets you include or exclude people who are connected to certain pages, apps, or events.

It is also possible to target using [custom audiences](#) for retargeting people who have already interacted with your business either on your CRM or who have visited one of your online properties.

I would highly recommend setting up tracking on your properties and creating custom audiences before you start creating campaigns as the data will take some time to populate.

Use the information from your ICP exercise to target an audience that looks like them on the Ad Manager. Don't forget you can use interests and connections (you can get really granular with this).

Your audience description should bring the target to life. Demographics are a good place to start but don't provide much useful colour to work with. Details about attitudes and behaviours unique to your audience can be the spark that lights a creative fire. Include details about the ways they will interact with the communication.

## 6. Choose your ad placements

The last area you need to consider at ad set level is which placements you intend to use for your ads. The placement will determine where in Meta's ecosystem your ads will appear. Placements may be limited by the objective you've selected, but generally you can choose to show your ad on Facebook, Instagram, Messenger, or the Audience Network.

Meta now recommends using Advantage+ Placements to maximise your budget and reach, but in my experience it is worth targeting manually by the Feeds and formats you want to appear in. By default Meta includes Audience Network which is a network of third party websites and apps that have implemented their ad units. I would recommend switching this off as in my experience poor quality responses always come from this network.

- ☐ 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.

## Devices

All devices

### Platforms

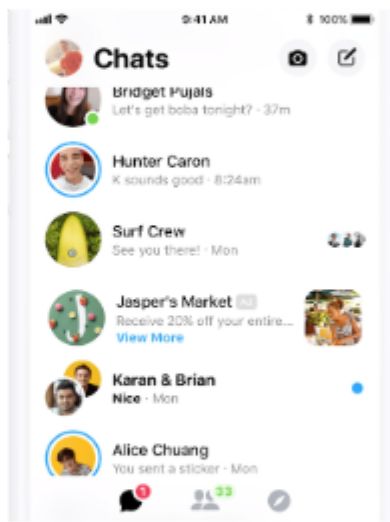
- ☒ Facebook ☒ Instagram
- ☒ Audience Network ☒ Messenger

### Asset customisation

Select all placements that support asset customisation

### Placements

▼ Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
Facebook Feed	<input checked="" type="checkbox"/>
Instagram feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input checked="" type="checkbox"/>
Facebook video feeds	<input checked="" type="checkbox"/>
Facebook right column	<input checked="" type="checkbox"/>
Instagram Explore	<input checked="" type="checkbox"/>
Instagram Shop	<input checked="" type="checkbox"/>
Messenger inbox	<input checked="" type="checkbox"/>
Facebook groups feed	<input checked="" type="checkbox"/>
Facebook Business Explore	<input type="checkbox"/>
▼ Stories and Reels	<input checked="" type="checkbox"/>
Tell a rich, visual story with immersive, full-screen vertical ads	
Instagram Stories	<input checked="" type="checkbox"/>
Facebook Stories	<input checked="" type="checkbox"/>
Messenger Stories	<input checked="" type="checkbox"/>
Instagram Reels	<input checked="" type="checkbox"/>
Facebook Reels	<input checked="" type="checkbox"/>
▼ In-stream	<input checked="" type="checkbox"/>
Quickly capture people's attention while they're watching videos	



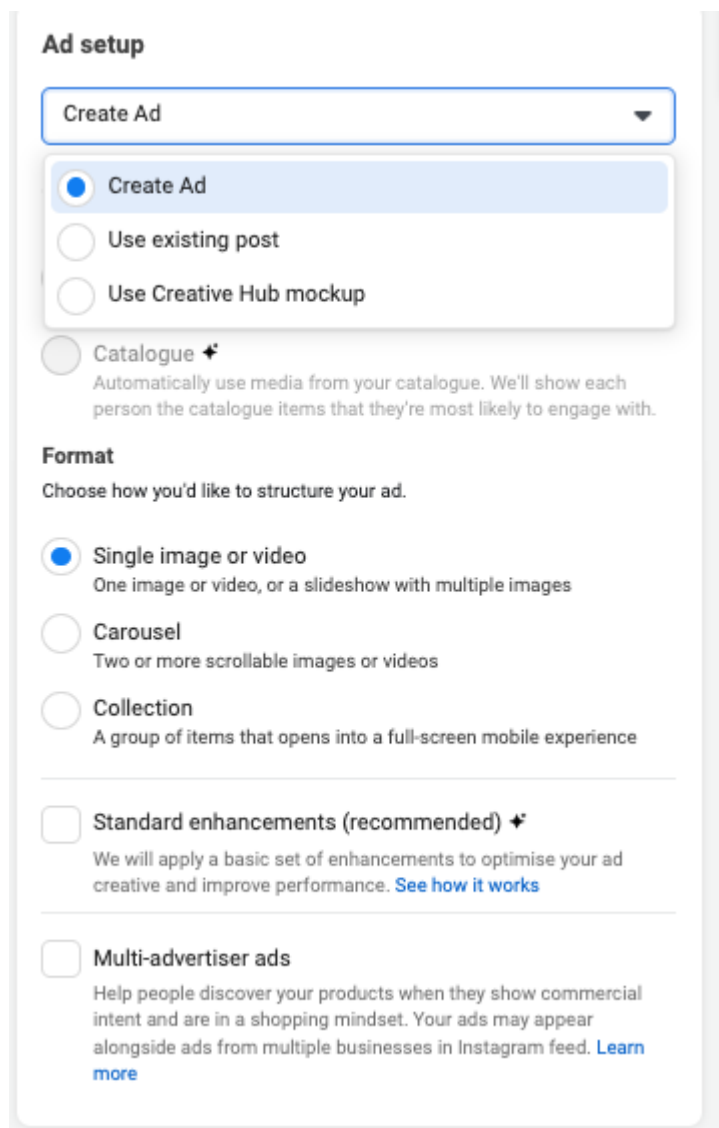
### Messenger inbox

We recommend square (1:1) images

For more information on ad placements check out [About Placements in Ad Manager](#).

## 7. Create your Ads.

Yes, you are finally there! Now you get to create your ad or ads. Again I would recommend testing at least three ads per Ad Set so you start to learn what works on each platform. You have three choices at this stage:



The screenshot shows the 'Ad setup' section of a Facebook interface. At the top, there is a dropdown menu labeled 'Create Ad'. Below it, there are three radio button options: 'Create Ad' (selected), 'Use existing post', and 'Use Creative Hub mockup'. Further down, there is a 'Catalogue' option with a plus icon and a description: 'Automatically use media from your catalogue. We'll show each person the catalogue items that they're most likely to engage with.' Below this is the 'Format' section, which asks 'Choose how you'd like to structure your ad.' and offers three radio button options: 'Single image or video' (selected), 'Carousel', and 'Collection'. At the bottom, there are two checkbox options: 'Standard enhancements (recommended)' with a plus icon and a description about applying basic enhancements, and 'Multi-advertiser ads' with a description about helping people discover products. Both checkboxes are currently unchecked.

**Ad setup**

Create Ad ▼

☒ Create Ad

☐ Use existing post

☐ Use Creative Hub mockup

☐ Catalogue +  
Automatically use media from your catalogue. We'll show each person the catalogue items that they're most likely to engage with.

**Format**  
Choose how you'd like to structure your ad.

☒ Single image or video  
One image or video, or a slideshow with multiple images

☐ Carousel  
Two or more scrollable images or videos

☐ Collection  
A group of items that opens into a full-screen mobile experience

☐ Standard enhancements (recommended) +  
We will apply a basic set of enhancements to optimise your ad creative and improve performance. [See how it works](#)

☐ Multi-advertiser ads  
Help people discover your products when they show commercial intent and are in a shopping mindset. Your ads may appear alongside ads from multiple businesses in Instagram feed. [Learn more](#)

### Using an existing post

For certain types of ads, such as boosted posts, you can create your ad using a post that's already on your Facebook or Instagram account. To do this, select the 'Use Existing Post' option. From here, you can choose your page from your linked accounts and pick the post you want to use as your ad. Bear in mind that if you select standard enhancements the creative might be customised to fit the

placements you have selected. For example, if you select a square image post for a story placement it will fill the background and use some of the post copy in the story.

### Creating a new ad

If you'd like to create your ad from a blank canvas, the first task is to select a format. You've probably seen many of the Facebook Ads formats on your personal feed, but your choices will vary based on the objective you set for your ad earlier.

The process is fairly self-explanatory and the platform will prompt you if you upload something that is not appropriate for the placements you have selected. The exact specifications of each format are changing regularly, so rather than listing them all here refer to this [Ad Formats Cheatsheet](#).

Generally if you already have imagery and copy and the odd video this can be a fairly quick process. However if you are starting from scratch I would recommend that you build the ads first based on the cheatsheet above before creating the campaign.

### Use a Creative Hub mockup

This option you will only use if you have been working with a creative agency and they have access and uploaded your ads into the Creative Hub Tool. You can create your own ads in Creative Hub if you like, but most advertisers upload them directly.

Don't forget to select the tracking you want at this stage. I would recommend setting up the Facebook tracking pixel or API, and the SDK if you have a mobile app. You can also integrate your CRM and partner systems in the [Partner Integrations](#) area.

## 8. Placing your order

Once you have created all your ads, the final stage is to set the campaign live. To submit your ad, click the 'Publish' button at the bottom right-hand corner of the page. Once your ad is submitted, Facebook will hold your campaign to make sure it fits their specs and doesn't violate their community guidelines. Expect for it to be reviewed within 24 hours, but usually much quicker. You'll receive a confirmation email from Facebook once the campaign is live. Sometimes you will receive notifications that one or many of your ads have been rejected. In this case check the [Facebook Ad Policies](#) and if you believe that you haven't infringed them submit an appeal. The instructions for this should be in the email you receive. That's it!

Congratulations on setting up your first Facebook Ads Campaign!!!

If you have any questions, please feel free to email us at the address below.

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