

## How to advertise on Facebook in 7 simple steps

With these 7 steps, you'll be able to define your objective, target an audience, set a budget, and place your ad.

### Step 1: Create a Facebook business page

When creating a Facebook Page, an important step is determining the category of the Page. Choosing the appropriate category that best describes the nature of your business will help people find your Page on the network easier. The category name is displayed on your Page, so it's one of the first things a user sees when they visit your brand on Facebook.

1. Go to [facebook.com/pages/create](http://facebook.com/pages/create)
2. Then choose a page category
3. Click Get Started and follow the on-screen instructions
  - Fill out your page info in full detail
  - Include a relevant Facebook profile photo as well as a creative Facebook cover photo
  - Have a Facebook page strategy

### Step 2: Create goals for your Facebook ads

When creating your goals for your Facebook ads, make sure your goals are **S.M.A.R.T.** goals. This means that your goals need to be specific, measurable, attainable, relevant, and time-based. Creating these kinds of goals for your Facebook ads will help you achieve a better return on investment.

For example, a goal can be: Acquire 100 registrants for the upcoming Home Improvement Conference in 2 months. This goal will now guide your Facebook ad strategy and help you choose the right type of Facebook ad.

### **Step 3: Choose an objective for your campaign**

Now that you have created your Facebook Page and have goals for your ads, you can now go into the Facebook Ads manager and choose an objective for your ad.

If your goal is to acquire registrants for an upcoming event, the Facebook ad objective you would choose is to “Raise attendance at your event.” Or if you want to drive people to your blog, then you would choose the objective, “Send people to your website.”

### **Step 4: Choose your target audience and ad spend**

#### **Customize your target audience:**

This step is crucial in setting your Facebook ad up for success. You can target ads based on location, age, gender, language, interests, and behaviour. You can further customize by creating **custom audiences** to reach people who already know your business, or to remove them from your ad’s target audience so you can reach new people on Facebook. These custom audience can be created through a customer list, website traffic, or app activity.

#### **Choose your budget:**

After you’re done choosing your target audience, you can then choose how much you want to spend on your ad. Make sure your ad spend is efficient and effective. The ad budget you set is the maximum amount you want to spend. If you choose to have a daily budget, the amount you enter will be the maximum amount you’ll spend each day. If you do lifetime budget, the amount you enter is the maximum you’ll spend during the lifetime of your ad.

#### **Choose your objective:**

1. Choose to bid for an objective: clicks or impressions. This will determine how you will pay and who your ad will be served to. For example: if you optimize for the Page like objective, you’ll be charged when your ad is shown to people who might be more inclined to like your Page.
2. Choose when you want your ad to run under ad scheduling. If you choose the lifetime budget route, you choose specific hours and days of the week when you want your ad to run. Choosing to run your ad on a schedule is the most efficient way to spend your ad budget wisely; this means that you are

only serving your ad when your target audience is most likely on Facebook. For example, if you chose to target a specific region, you want to make sure you're scheduling your ad when they are awake, this will allow you to make sure your ad will be seen by the people you want to target.

### **Step 5: Choose how you want your ad to look**

The actual creation of the ad is the fun part of advertising on Facebook. Choose your images, headline, body text, as well as placement of the actual ad. You can have up to 5 images, and the headline text can only be 25 characters.

Keep in mind that because your headline is so short, your copy has to be intriguing enough for people to want to click on it. Along with the headline, there is also text that will accompany the post. This can only be 90 characters long, which means your copy needs to effectively and concisely portray what the content is about (think about it as a really good Tweet!). Lastly, you need to choose the placement of your Facebook ad. Choose whether you want it on people's desktop news feed, mobile news feed, right column, or audience network.

### **Step 6: Place your order**

Once you're ready for your ad to be reviewed, click on the green button that says Place Order, located on the bottom right-hand corner. You'll receive an email from Facebook once your ad has been reviewed and approved.

### **Step 7: Create a Facebook ads report**

Now that you have created your Facebook ads, it's important that you report on the success (and failures) of your Facebook ads.

To create a report on your Facebook Ads go to this [getting started site](#).

1. Go to **Ads Manager** and click Reports in the navigation. You'll automatically see data from the default report called General Metrics over the last 30 days for your active campaigns.
2. Customize the metrics you see in your report and then click the blue Export button on the top-right column to download your report.