



Digital Marketing

Creation Guide For Facebook Ads

Focussed On eBooks

THE ULTIMATE GUIDE TO FACEBOOK AD CREATION FOR BEGINNERS



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1) Set some goals for your Facebook Ads

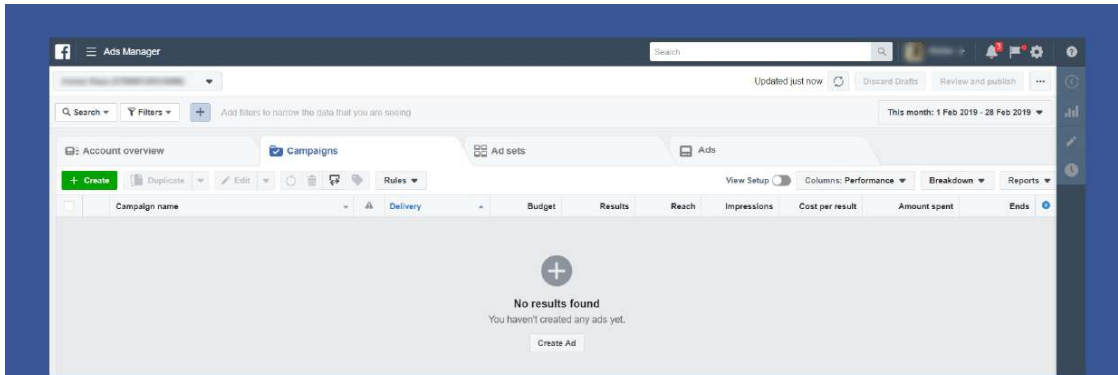
Before jumping on to your computer and creating the advert, it's important to know why you want to run this ad, what do you want to achieve with it. Set relevant and achievable goals. Your goals must be aligned to the kind of results that you want to get. Some examples of goals can be:

- Get more traffic on your website
- Get more people to engage with your content
- Generate new leads
- Increase attendance at your event

2) Create your Facebook Ads Manager Account

All of Facebook's ad campaigns run through the Facebook Ads Manager tool. You can open it via direct link or you can click on any of the Call to Actions on your Facebook page. Then click on the green 'Create' button in the campaign section.

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3) Choose your objective

Next, choose the objective for the ad. It should be aligned to the goal that you have already set to achieve. You can choose from the several objective types.

- **Raising awareness:** This includes campaigns to raise brand awareness, local awareness and to maximize reach.
- **Consideration:** These are ads that drive traffic to your website, boost the engagement of your posts, increase app downloads or video views and help you collect customer data (leads) to use in follow-up campaigns.
- **Conversion:** These are ads that increase the conversion on your website or online shop, advertise specific products to users who have interacted with your shop before, or get people to visit your local store.

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