

FACEBOOK ADS

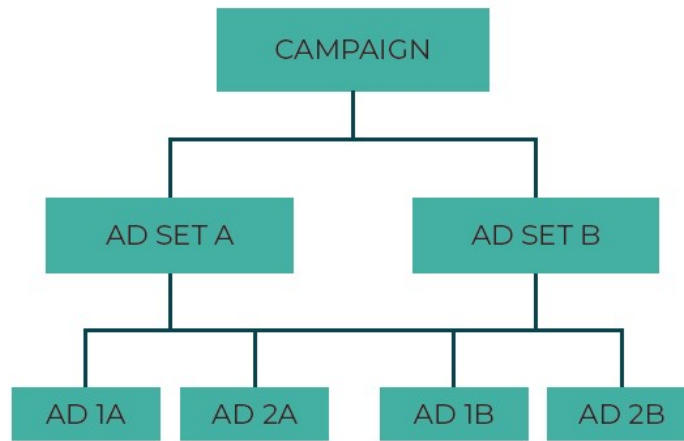
For the Did You Know? campaign, targeted Facebook advertising should be used. Before you get started, the following must be in place.

- ✓ **Personal Facebook Account**
To set up a free personal Facebook account, go to facebook.com
- ✓ **Organizational Facebook Page** (Page dedicated to the organization that is participating in the *'Did You Know'* campaign)
To set up a free organizational Facebook page, go to facebook.com/pages/creation/
- ✓ **Facebook Business Manager Account** (Tool used to manage ad accounts, pages, and the people who work on them, all in one place)
To set up a free Facebook business manager account, go to business.facebook.com/
- ✓ **Facebook Ad Account** (Where you manage ads)
To set up a free Facebook ad account, go to facebook.com/business/help/530540643805698
Select Ad Accounts from the list for instructions
- ✓ **Access to Payment Information** (Needed to set ad-spend/budget limits)

Each of the links on this page takes you to FREE account registration and guide help, if you need it.

STRUCTURE OF FACEBOOK ADS

Within your Facebook Ad Account, there are three levels where you specify your Facebook ad settings.



Facebook Ad Hierarchy

Campaign: At the campaign level, you will set the advertising objective that determines how Facebook optimizes and measures your goal.

Ad Sets: The ad set is where the ad budget, schedule, audience, and placements are defined.

Ads: Within the ad sets are the ads themselves, which contain only the text and image.

SETTING UP YOUR CAMPAIGN

When setting up your ads, Facebook will ask you to select an ad campaign objective. We recommend using the TRAFFIC objective. This will send people to the landing page on your website that is dedicated to the *Did You know?* campaign.

Select TRAFFIC , then CONTINUE

What's your marketing objective? Help: Choosing an Objective		
Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	

BUILDING YOUR ADS

We recommend the following selections when walking through the Facebook ad builder.

Choose Your Audience: Here you'll define the demographics of your target audience. Consider who you want to see the ad - and who you do not want to see the ad - when selecting these options. To begin, allow ads to go to the largest possible audience in your coverage area, then tweak as you see fit as your campaign moves along.

The audience for your ad can be customized based on all the following demographics:

Location – We recommend targeting specific zip codes. You can manually enter zip codes in the location section or click on “add bulk locations” to paste in a list of zip codes.

Age – 17-65 would be one example of an age group to try

Gender – We want to include everyone here

Languages – Leave as default

Interests – Facebook looks at a person's interests, activity, the pages they like, and closely related topics. Examples could include 'assistive technology, 'inclusion', etc.

Behaviors – These are things like purchase behavior and intent as well as device usage

If this is an audience you would use again and again, click on the SAVE THIS AUDIENCE button.

Audience

Define who you want to see your ads. [Learn more.](#)

[Create New](#) [Use a Saved Audience](#) ▼

Custom Audiences ⓘ


[Exclude](#) | [Create New](#) ▼

Locations ⓘ [Everyone in this location](#) ▼

United States

📍 50021

📍 Include ▼ | 5031 | [Browse](#)

	50317, Des Moines, Iowa, United Sta...	Zip/Postal Code
	50311, Des Moines, Iowa, United Sta...	Zip/Postal Code
	50315, Des Moines, Iowa, United Sta...	Zip/Postal Code
	50310, Des Moines, Iowa, United Sta...	Zip/Postal Code
	50312, Des Moines, Iowa, United Sta...	Zip/Postal Code
	48K-5031, Ljuberzy, Moskovskaya Oblast', Mosc...	Address
	48K-5031, Tomilino, Moskovskaya Oblast', Mosc...	Address

[Drop Pin](#)

[Add Locations in Bulk](#)

Age ⓘ 17 ▼ - 65+ ▼

Gender ⓘ [All](#) [Men](#) [Women](#)

Languages ⓘ

CHOOSE YOUR PLACEMENTS

The only platform and placement we recommend are in Facebook feeds, desktop, and mobile as shown in the screenshot.

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

All Devices (Recommended) ▼

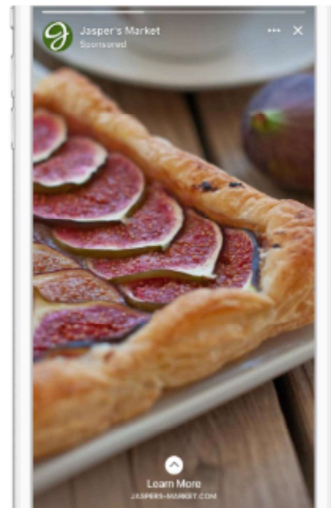
✓ Mobile

✓ Desktop Customization

Select All

Platforms

▼ Facebook	<input type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Right Column	<input type="checkbox"/>
Suggested Videos	<input type="checkbox"/>
Marketplace	<input type="checkbox"/>
Stories	<input type="checkbox"/>
▼ Instagram	<input type="checkbox"/>
Feed	<input type="checkbox"/>



ENTER YOUR BUDGET

Setting your Facebook ad budget can take some guesswork in the beginning. Begin with a \$100 monthly ad budget and adjust as you see fit based upon your initial results.

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ **Lifetime Budget** ▼
\$100.00 USD

Schedule ⓘ

Start	<input type="text" value="Oct 1, 2018"/>	<input type="text" value="8:00AM"/>
End	<input type="text" value="Oct 31, 2018"/>	<input type="text" value="8:00AM"/>

(Pacific Time)

Your ad will run until **Wednesday, October 31, 2018**.
You'll spend up to **\$100.00** total.

[Show Advanced Options](#) ▼


Once you have your selections complete, select CONTINUE.

CREATE AD


Now we're moving on to creating the actual ad. For this project, we recommend placing single image ads, single videos, or slideshows.

Format


Choose how you'd like your ad to look.




Carousel
Create an ad with 2 or more scrollable images or videos




Single Image
Create up to 6 ads with one image each at no extra charge



Single Video
Create an ad with one video or turn images into a video



Slideshow
Create a looping video ad with up to 10 images




Collection
Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)


Images will be sent to you for your ads and should be saved onto your computer. To add an image, select the **UPLOAD IMAGES** button, then select one of the images that have been provided to you.

Images

You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

 Please specify an image to run with this ad.

Browse Library **Free Stock Images**


Upload images

LINKS

Facebook ads include several components as shown in the illustration. Select 'Website', then fill in the remaining form fields using the illustration as a guide. Once everything is selected or entered appropriately, click the CONFIRM button to submit your ad.

Links

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

Select the link type for your ad

Website

Facebook Event

1 **Driving Traffic to Messenger?** ...

Use the Messenger destination. Your audience and budget settings will be saved.

[Change Destination](#)

Text

Preventative Services, Prescription Plans, Nutrition Programs, and More

Website URL [?](#) [Preview URL](#)

[www.capturemarketinggroup.com](#) [×](#)

[Build a URL Parameter](#)

Headline [?](#)

Find Your Medicare Benefits for Healthy Living

Call To Action [?](#)

[Learn More](#) ▼


Ad Preview

1 of 1 Ad < > [?](#)

Desktop News Feed ▼ 2 of 2 < >

Capture Marketing Group Sponsored · [?](#) [Like Page](#)

Preventative Services, Prescription Plans, Nutrition Programs, and More



CAPTUREMARKETINGGROUP.COM

Find Your Medicare Benefits for Healthy Living [Learn More](#)

Professional association management, marketing agency...

[Like](#) [Comment](#) [Share](#)

[Refresh preview](#) • [Report a problem with this preview](#)

MONITORING

Keeping an eye on your ads and working to optimize them regularly is key to a successful ad campaign. Once your ads go live, set a calendar invite to remind yourself to check on the ad performance twice a week in Facebook's Ads Manager.

It's valuable to engage with users on Facebook who have questions or concerns – it's one of the benefits of social media! Replying to ads is not necessary but helps establish trust with other users who may view the ad and have similar questions.

HOW CAN YOU MAKE YOUR ADS EVEN BETTER?

Reviewing the data—that is, which ads generate the most clicks and qualified leads—on a monthly or bi-monthly basis can help you assess ways to tweak the ad and improve your campaign. Consider what might resonate well with the audience you are targeting. For instance, is there a particular benefit that is popular in your area?

WHAT WILL SUCCESS LOOK LIKE FOR YOU?

Tracking a social media campaign's success is simply determining what works for you. Decide what you want to achieve then choose the metrics that are relevant to your goals.

REMEMBER

In time you'll get better and better at benefitting from social media. If you have any doubts or questions about running your Facebook ad campaign, you can always go to the Facebook advertiser help center, access online articles or blogs dedicated to this topic, or just ask us, we're happy to help!