

facebook

Email or Phone

Password

Log In

[Forgotten account?](#)

Facebook helps you connect and share with the people in your life.

Create an account

It's free and always will be.

First name

Surname

Mobile number or email address

New password

Step-By-Step Facebook Ads Campaign Creation Guide



How to Start Advertising on Facebook

Sign Up

Outline

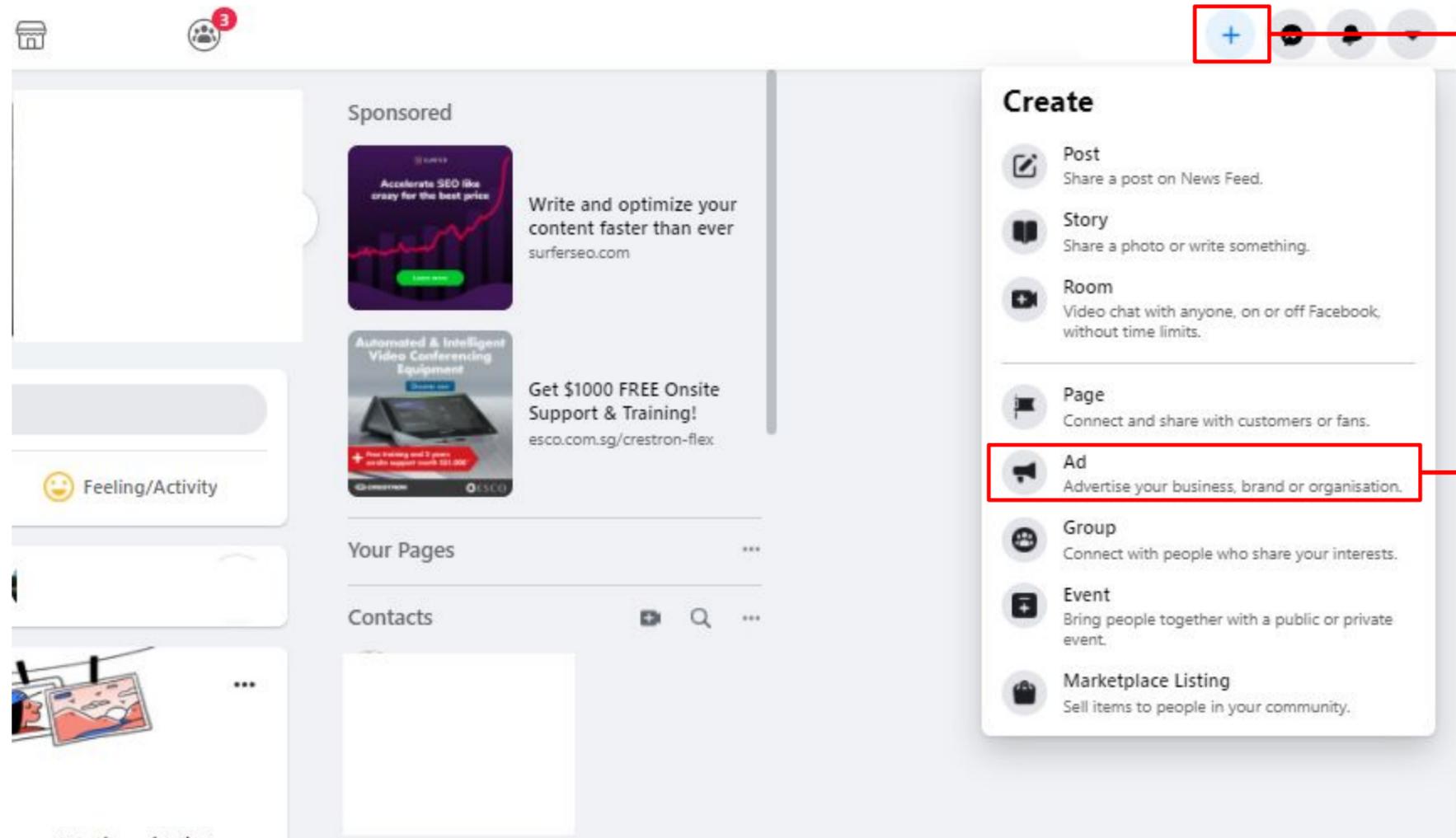
What we'll be covering

1. Accessing your Facebook advertising account
2. Choosing your campaign's objectives
(Campaign)
3. Toggling your adsets' settings (Adset)
4. Setting creatives via the ads level (Ads)

1. Accessing your Facebook advertising account

Accessing Your FB Advertising Account

From www.facebook.com, find the “+” icon at the top right hand corner

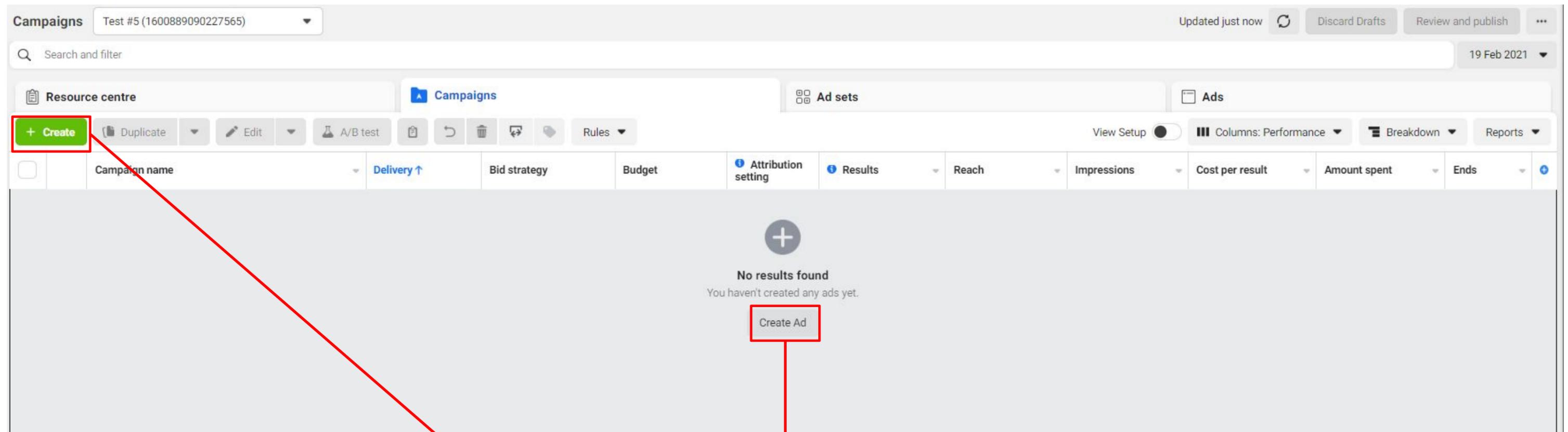


Click on the green “Create” button, or the grey “Create Ad” button

Click on “Ad” to access your personal FB advertising account

Creating A Facebook Advertisement

Once inside the ads manager, click on “Create” or “Create Ad”



**Click on the green
“Create” button, or the
grey “Create Ad” button**

Campaign Level

Selecting A Marketing Objective

11 different marketing objectives

Create New Campaign Use existing campaign X

Buying type
Auction

Choose a campaign objective
[Learn more](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand Awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input checked="" type="radio"/> Reach i	<input type="radio"/> Engagement	<input type="radio"/> Catalogue Sales
	<input type="radio"/> App Installs	<input type="radio"/> Store Traffic
	<input type="radio"/> Video Views	
	<input type="radio"/> Lead Generation	
	<input type="radio"/> Messages	

Cancel Continue

- Consider what your business goals are. It's important to know what you want to achieve in order to choose the right objective.
- Your marketing objective is what you want people to do when they see your ads.
- Facebook provides you with 11 different marketing objectives that you can choose from.

Click on the "i" icon to read more about the objectives

Selecting A Marketing Objective

11 different marketing objectives

Objective	Your business goal is to:
Brand Awareness	Increase people's awareness of your business, brand or service.
Reach	Show your ad to as many people as possible in your target audience.

Objective	Your business goal is to:
Traffic	Drive people from Facebook to any URL you choose, such as your website's landing page, a blog post, app etc.
Engagement	Reach people more likely to engage with your post. Engagement includes likes, comments and shares but can also include offers claimed from your Page.
App Installs	Send people to the shop where they can download your business's app.
Video Views	Share videos of your business with people on Facebook most likely to watch it.
Lead Generation	Collect leads for your business. Create ads that collect info from people interested in your product, such as sign-ups for newsletters.
Messages	Connect with people on Facebook, communicate with potential or existing customers to encourage interest in your business.

Objective	Your business goal is to:
Conversions	Encourage people to take a specific action on your business's site, such as having them to add items to a cart, download your app, register for your site, or make a purchase.
Catalogue Sales	Show products from your e-commerce store's catalogue to generate sales.
Store Traffic	Promote your brick-and-mortar business locations to people that are nearby.

Selecting A Marketing Objective

11 different marketing objectives

Create New Campaign Use existing campaign X

Buying type
Auction

Choose a campaign objective
[Learn more](#)

Awareness
 Brand Awareness
 Reach ⓘ

Consideration
 Traffic
 Engagement
 App Installs
 Video Views
 Lead Generation
 Messages

Conversion
 Conversions
 Catalogue Sales
 Store Traffic

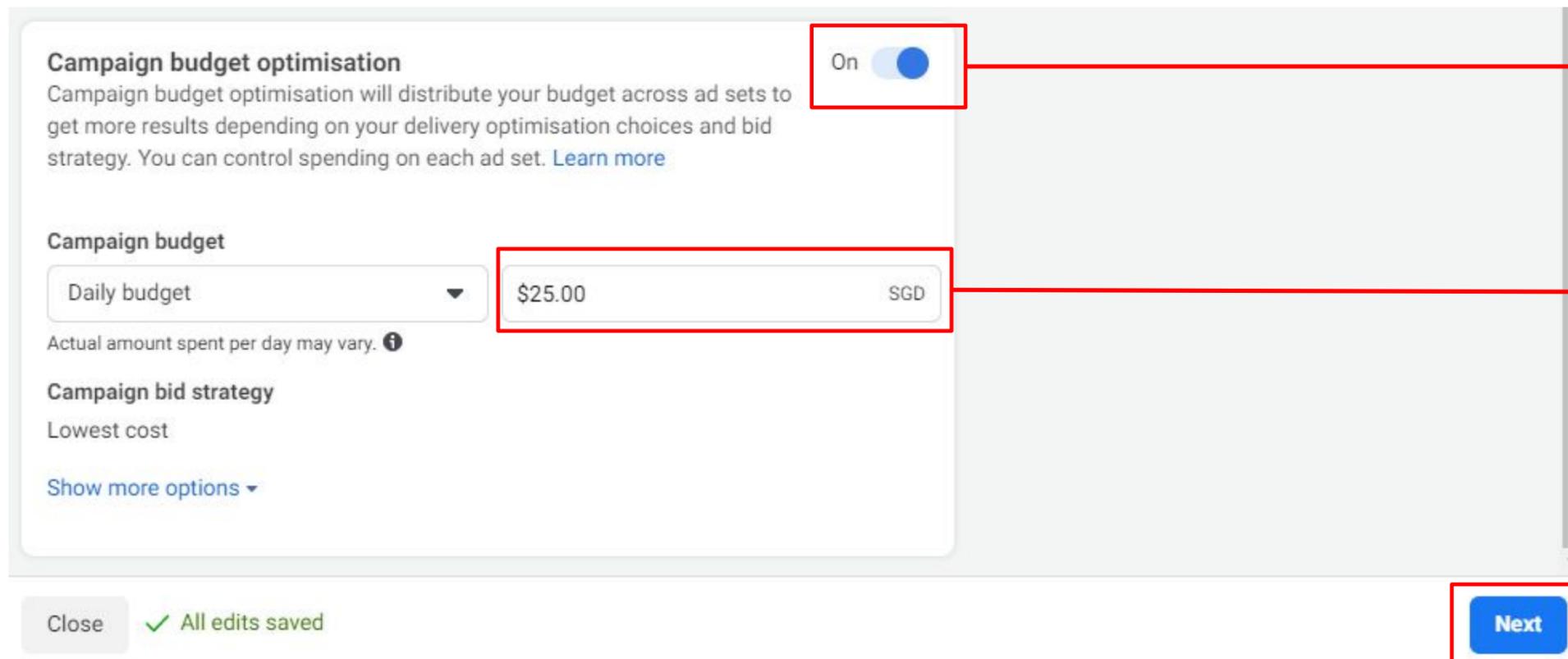
Cancel Continue

1. Select the “Brand Awareness” objective.

2. Click on “Continue”

Budgeting

The next step is enable campaign budget optimization , and to set the amount that you are willing to spend.



The screenshot shows the 'Campaign budget optimisation' settings in Facebook Ads. A red box highlights the 'On' toggle switch. Another red box highlights the 'Daily budget' dropdown menu set to '\$25.00' and the currency 'SGD'. A third red box highlights the 'Next' button at the bottom right. At the bottom left, there is a 'Close' button and a green checkmark with the text 'All edits saved'.

1. Toggle Campaign Budget Optimization on. This allows you to set the budget at the campaign level.

2. Set how much you are willing to spend per day (min is \$1.4/day).

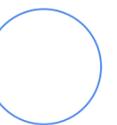
3. Press continue

Adset Level

Adset Level

Adset - This is how your adset level of the campaign will look like.

The screenshot displays the Facebook Adset configuration interface. On the left, a sidebar shows a hierarchy: 'New campaign' (selected), 'New ad set', and 'New ad'. The main content area is titled 'New campaign > New ad set > 1 Ad' and includes 'In draft' status and 'Edit'/'Review' buttons. The configuration is divided into several sections: 'Ad set name' with a text input 'New ad set' and a 'Create Template' button; 'Dynamic creative' with a toggle set to 'Off'; 'Budget & schedule' showing a 'Start date' of 19/6/2021 at 13:36 Singapore Time and an unchecked 'Set an end date' option; and 'Audience' with options to 'Create new audience' or 'Use saved audience'. A search bar for 'Search existing audiences' and an 'Exclude' button are also visible. On the right, a 'Gauge' for 'Audience definition' indicates a 'fairly broad' selection with a 'Potential reach' of 4,800,000 people. Below this, a message states that 'Estimated daily results' are not available due to the budget being optimized across ad sets. At the bottom, there are 'Close', 'All edits saved', 'Back', and 'Next' buttons.



Setting Scheduling

Scheduling Targeting - Setting the start & end dates of your campaign

Budget & schedule

Schedule ⓘ

Start date

18/6/2021 09:42
Singapore Time

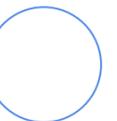
End · Optional

Set an end date

Show more options ▾

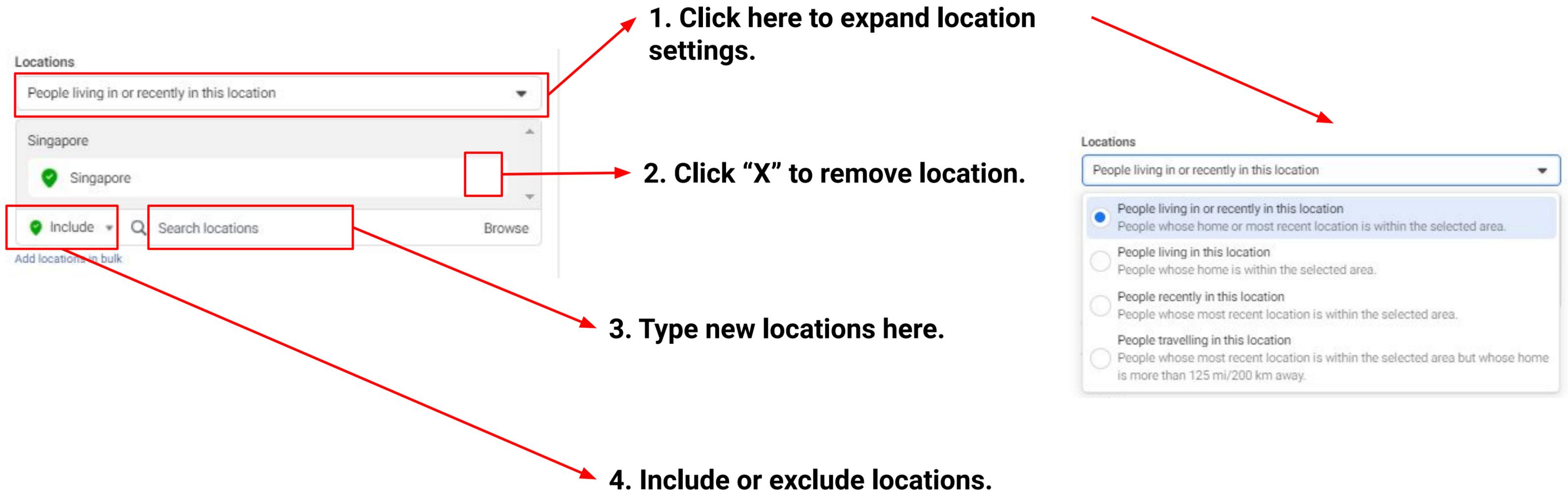
1. Click here to end the start date and the start time

2. Click here to end the end date and the end time



Core Audiences - #1: Location

Location Targeting - Reach people based on locations such as country, region or city.

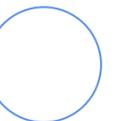


The image shows two screenshots of the Facebook location targeting interface. The left screenshot shows the initial setup with a dropdown menu, a list of locations (Singapore), and search controls. The right screenshot shows the expanded options for the selected location.

- 1. Click here to expand location settings.** (Points to the dropdown menu in the left screenshot)
- 2. Click "X" to remove location.** (Points to the 'X' icon in the left screenshot)
- 3. Type new locations here.** (Points to the search input field in the left screenshot)
- 4. Include or exclude locations.** (Points to the 'Include' dropdown in the left screenshot)

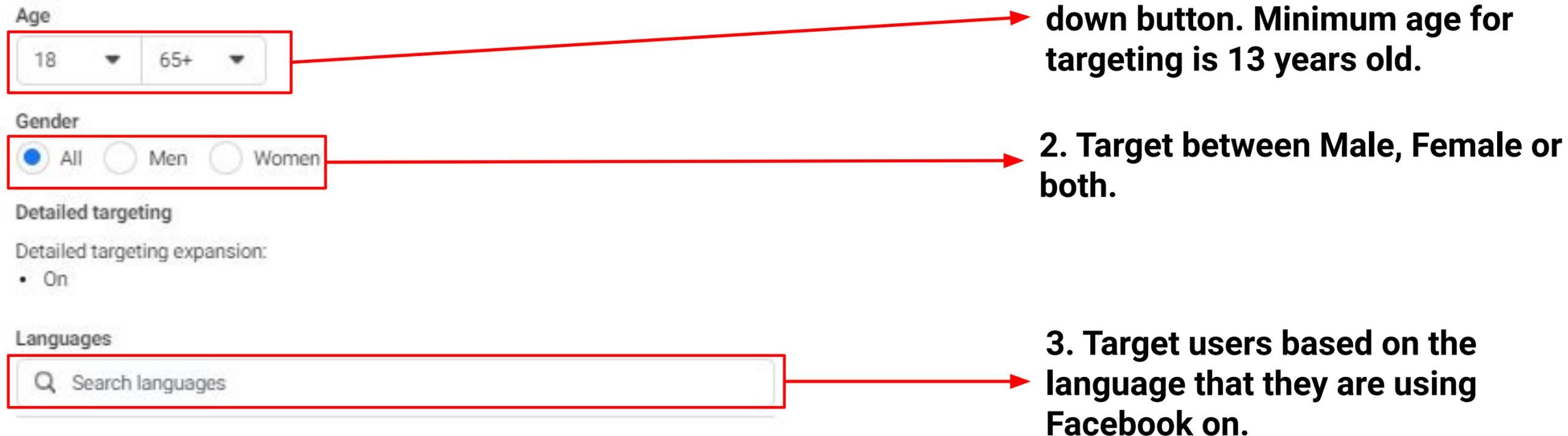
The right screenshot shows the expanded options for the selected location:

- People living in or recently in this location
People whose home or most recent location is within the selected area.
- People living in this location
People whose home is within the selected area.
- People recently in this location
People whose most recent location is within the selected area.
- People travelling in this location
People whose most recent location is within the selected area but whose home is more than 125 mi/200 km away.



Core Audiences - #2: Demographics

Demographics Targeting - Target people based on their personal attributes.



The image shows a screenshot of the Facebook Demographics Targeting interface. It includes sections for Age, Gender, Detailed targeting, and Languages. Red boxes highlight the age range (18-65+), the gender selection (All, Men, Women), and the language search bar. Red arrows point from these elements to numbered instructions on the right.

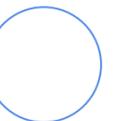
Age
18 ▼ 65+ ▼

Gender
 All Men Women

Detailed targeting
Detailed targeting expansion:
• On

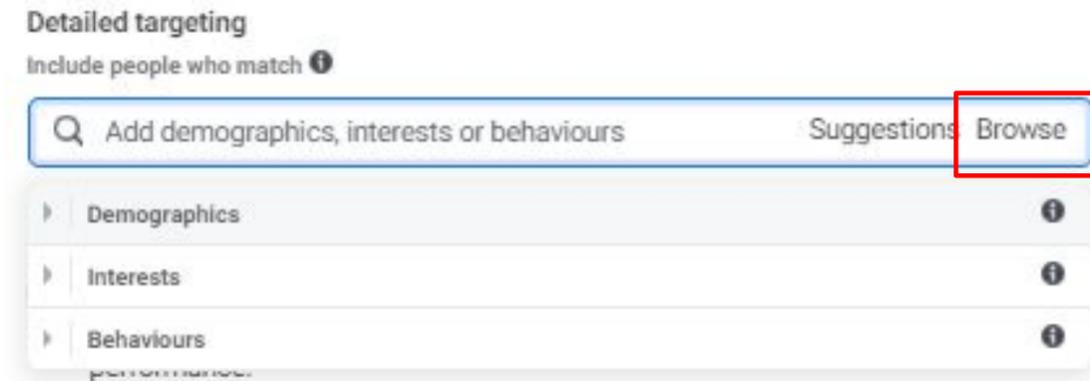
Languages
🔍 Search languages

- 1. Change the age by toggling the down button. Minimum age for targeting is 13 years old.**
- 2. Target between Male, Female or both.**
- 3. Target users based on the language that they are using Facebook on.**

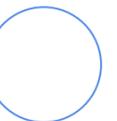


Core Audiences - #3 Interest & Behavior

Interest & Behavior Targeting - Target people based on what they like, and their online behavior on Facebook.

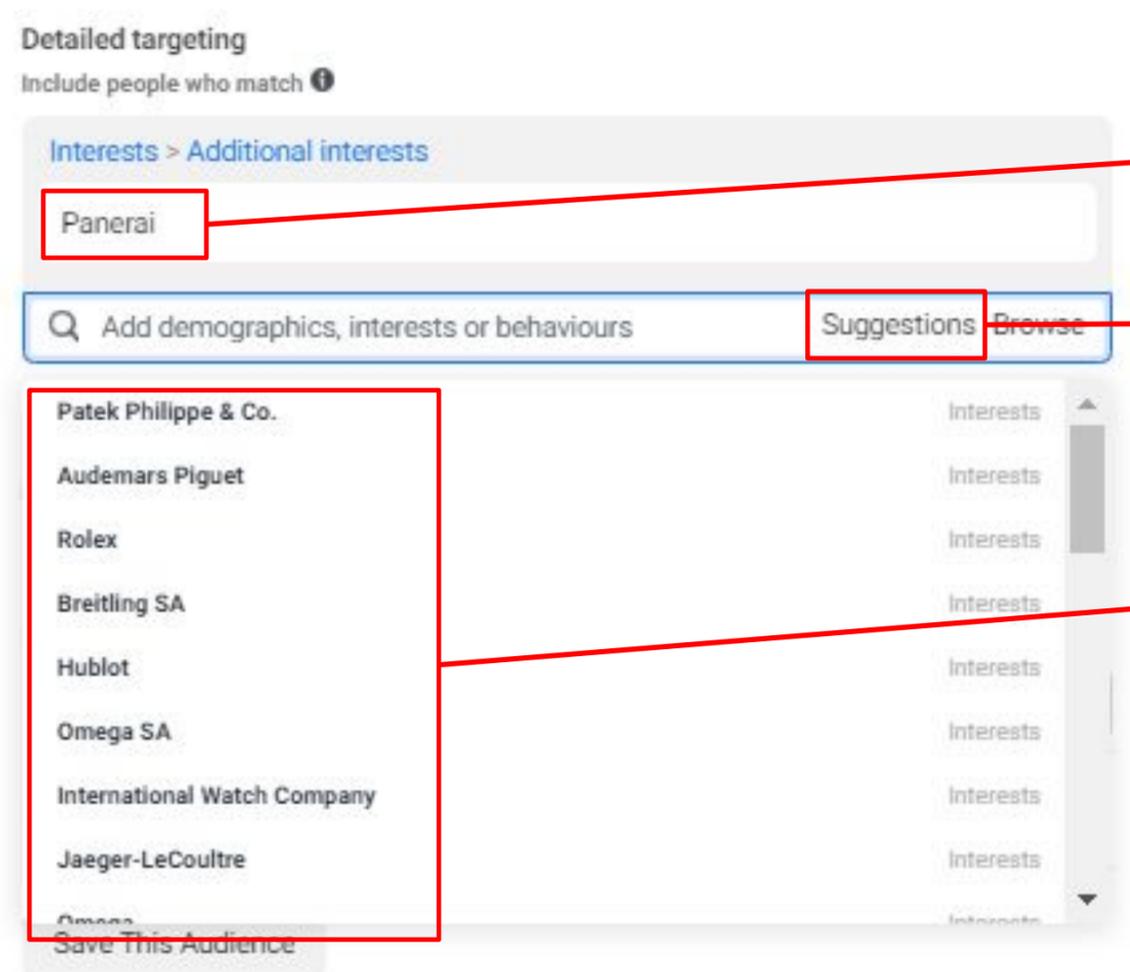


1. Click on “Browse” button to expand out “Demographics”, “Interests” & “Behaviours”.



Tip #1 - Interest & Behavior

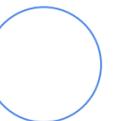
Using “Suggestions” Button - After inputting 1 interest, press on the suggestions button and Facebook will automatically generate out a list of suggested interests that are relevant.



1. I used “Panerai” as my initial interest.

2. Click on “Suggestions” button

3. Facebook automatically comes out with a list of expensive watch brands.



Adset Level - Placements

Setting the adset level parameters.

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

Automatic placements (recommended)
Use automatic 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. [Learn more](#)

Edit 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. [Learn more](#)

Click "Edit Placements"

Placements

Automatic placements (recommended)
Use automatic 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
16/16 placements that support asset customisation

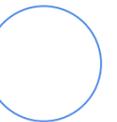
Placements

Placement	Selected
Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
Facebook News 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"/>
Messenger inbox	<input checked="" type="checkbox"/>
Stories and Reels	<input 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"/>

Feeds
We recommend square (1:1) images and vertical (4:5) videos.



- This shows you the list of placements available for targeting on FB.
- Facebook
- Instagram
- Audience Network
- Messenger



Adset Level - Optimisation

Setting optimisation parameters.

Optimisation and delivery

Optimisation for ad delivery

Ad recall lift

Cost control

\$X.XX

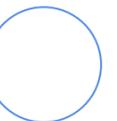
Facebook will aim to get the most ad recall lift and spend your entire budget.

Show more options ▾

Adset Optimization:

1. Setting cost control (not recommended for new advertisers).

2. Not applicable to “lowest cost” campaigns



Ad Level

Ad Level

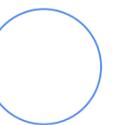
Ad - This is how your ad level of the campaign will look like.

The screenshot displays the Facebook Ads Manager interface for a new ad. On the left, a sidebar shows a hierarchy: 'New campaign' (selected), 'New ad set', and 'New ad'. The main area is titled 'New ad' and includes a breadcrumb trail: 'New campaign > New ad set > New ad'. At the top right, it indicates 'In draft' with a toggle switch and a menu icon. Below this are 'Edit' and 'Review' buttons.

The interface is divided into several sections:

- Ad name:** A text input field containing 'New ad' and a 'Create Template' link.
- Identity:** Includes a 'Facebook Page' dropdown set to 'Cats Feline Co', an 'Instagram account' section with 'Use selected Page' and 'Connect account' options, and a 'Branded content' checkbox with explanatory text.
- Ad setup:** Features a 'Create Ad' dropdown menu.
- Format:** A section titled 'Choose how you'd like to structure your ad.' with two options: 'Single image or video' (selected) and 'Carousel'.
- Full-screen mobile experience:** Includes an 'Add an Instant Experience' checkbox.
- 13 placements:** A section showing '13 placements' with a 'View More Variations' link. It displays a preview of the ad on a Facebook Feed, showing the 'Cats Feline Co' profile, a 'Product. Brand' label, and an image of a cat. Below the preview are 'Like', 'Comment', and 'Share' icons. To the right of the main preview are smaller thumbnails for 'Feeds', 'Stories', and 'In-stream' placements.

At the bottom, a disclaimer states: 'By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.' Below this are 'Close', 'All edits saved', 'Back', and 'Publish' buttons.



Creatives - Step 1: Choosing Identity

Choosing Identity - From which Facebook page/Instagram account will you want your customers to see when you are running ads?

Identity

Facebook Page

Equinet Academy ▼

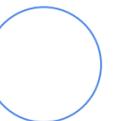
Instagram account ⓘ

equinet.academy ▼

Branded content
If this post features a third-party brand or product, then you must tag your business partner's Page. [See Branded Content Policy](#)

Toggle the down button to choose the correct Facebook page.

Choose "Use Selected Page" if you don't have an Instagram business account.



Creatives - Step 2: Choosing Format

Choosing Format - Selecting between Carousel & Single image/Video.

Ad setup

Create Ad ▼

Format

Choose how you'd like to structure your ad.

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

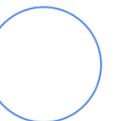
Carousel
Two or more scrollable images or videos

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

Full-screen mobile experience

Add an Instant Experience

Choose this option. For most non-ecommerce business, this is the recommended option.



Creatives - Step 3: Choosing Media

Choosing Media - What's the exact image and/or video that you will be using?

Ad creative
Select the media, text and destination for your ad. You can also customise your media and text for each placement.
[Learn more](#)

Media

 untitled
2048 x 1365

[Change Media](#)

Edit placement

 Select a placement to edit ▼

Primary text

Enjoy 40% off ALL cat beds, for a limited time only.

Add a website URL
If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

★ **Branded content has moved**
You can now tag branded content in the Identity section.

[Tag Branded Content](#)

1. Remove the default media by clicking on the "Clear All" button.

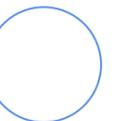
Ad creative
Select the media, text and destination for your ad. You can also customise your media and text for each placement.
[Learn more](#)

Media

 Add media ▼ [Create Video](#)

 Select or upload an image or video for your ad.

2. Add your own media (image/video) by clicking on "Add Media".



Creatives - Step 4: Choosing Text

Choosing Text - What's the text that your prospective customers will be seeing in the ads?

Ad creative
Select the media, text and destination for your ad. You can also customise your media and text for each placement.
[Learn more](#)

Media Clear all

 untitled_105
2048 x 1365

[Change Media](#)

Edit placement



Primary text

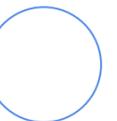
Enjoy 40% off ALL cat beds, for a limited time only.

Add a website URL
If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

★ **Branded content has moved**
You can now tag branded content in the Identity section.

[Tag Branded Content](#)

1. Add your advertisement text here. This is what your customer will see on your ads.



Creatives - Step 5: Adding Website URL

Website URL - Where will your customer your prospective customers go after clicking the ads?

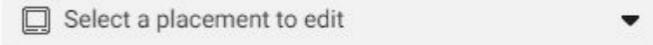
Ad creative
Select the media, text and destination for your ad. You can also customise your media and text for each placement.
[Learn more](#)

Media Clear all

 untitled_105
2048 x 1365

[Change Media](#)

Edit placement



Primary text

Enjoy 40% off ALL cat beds, for a limited time only.

Add a website URL
If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

★ Branded content has moved
You can now tag branded content in the Identity section.

[Tag Branded Content](#)

1. Click on "Add a website URL"

Add a website URL
If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

Headline · Optional

Description · Optional

Website URL



Enter the website URL field for your ad.

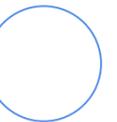
[Build a URL parameter](#)

Display link · Optional

Call to action

 Your Instagram and Facebook ad will use the Learn More button.

This is what you will see after clicking on "Add a website URL".



Creatives - Step 5: Adding Website URL

Website URL - Where will your customer your prospective customers go after clicking the ads?

Add a website URL
If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

Headline · Optional
Write a short headline

Description · Optional
Include additional details

Website URL
http://www.example.com/page 
Enter the website URL field for your ad.

[Build a URL parameter](#)

Display link · Optional
Enter the link that you want to show on your ad

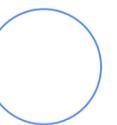
Call to action
No button ▼

 Your Instagram and Facebook ad will use the Learn More button.

1. Choose a headline for your ads (most important)

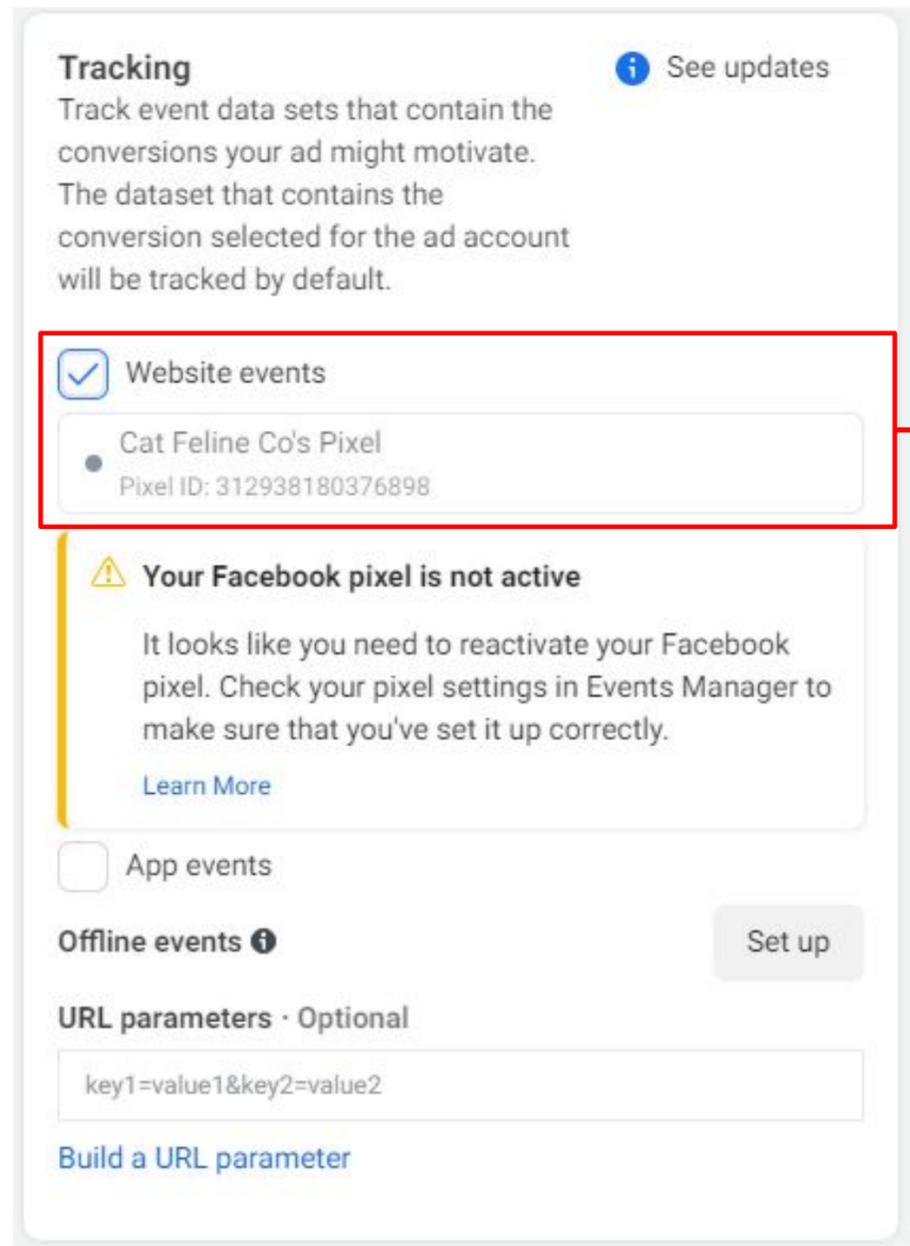
2. Choose a description (optional)

2. Choose a description (optional)



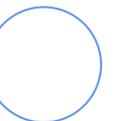
Creatives - Final Check: Facebook Pixel

Facebook Pixel - Always make sure that the Facebook Pixel is switched on!



The screenshot shows the Facebook Pixel tracking settings interface. At the top, there is a 'Tracking' section with a 'See updates' link. Below this, there is a checkbox for 'Website events' which is checked. Underneath, a dropdown menu is open, showing 'Cat Feline Co's Pixel' with a Pixel ID of 312938180376898. Below the dropdown, there is a warning message: 'Your Facebook pixel is not active' with a yellow triangle icon. The message states: 'It looks like you need to reactivate your Facebook pixel. Check your pixel settings in Events Manager to make sure that you've set it up correctly.' and includes a 'Learn More' link. Below the warning, there is an unchecked checkbox for 'App events'. At the bottom, there is a section for 'Offline events' with a 'Set up' button, and a section for 'URL parameters - Optional' with a text input field containing 'key1=value1&key2=value2' and a 'Build a URL parameter' link.

Toggle the pixel on by selecting "website events" button



Confirm - You Are Good To Go

Confirm - If everything is okay, press on the confirm button and your Ad is launched.

Offline events ⓘ Set up

URL parameters · Optional

key1=value1&key2=value2

[Build a URL parameter](#)

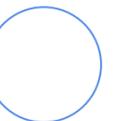
In-stream

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close ✓ All edits saved Back **Publish**

**Click on the confirm button
to launch your Facebook
ad.**



Thank You For Reading

This guide is an excerpt from our

[Facebook Marketing & Advertising Course](#)