Facebook Ads 101

What we’ll be covering:
• Ads Manager Vs. Power Editor
• The difference between a boosted post and an ad
• The different ad types and their functions
• How to set up an ad
## Ads Manager

**Account: Gray & White Ads**

### Spent Last 7 Days: $0.00

<table>
<thead>
<tr>
<th>Date</th>
<th>Amount</th>
<th>Delivery</th>
<th>Results</th>
<th>Reach</th>
<th>Cost Per Engagement</th>
<th>Amount Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/2</td>
<td>$0.00</td>
<td>Not Delivering</td>
<td>46</td>
<td>1.871</td>
<td>$0.05</td>
<td>$30.00</td>
</tr>
<tr>
<td>4/3</td>
<td>$0.00</td>
<td>Not Delivering</td>
<td>27</td>
<td>808</td>
<td>$0.44</td>
<td>$11.70</td>
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<tr>
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<td>—</td>
<td>—</td>
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<td>$0.00</td>
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<tr>
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<td>—</td>
<td>—</td>
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<td>—</td>
<td>—</td>
<td>$0.00</td>
</tr>
<tr>
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<td>—</td>
<td>—</td>
<td>—</td>
<td>$0.00</td>
</tr>
<tr>
<td>Today</td>
<td>$0.00</td>
<td>Ad Set Completed</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

### How to Choose Great Images
Learn how to use photos that help your ads stand out in News Feed.

**Source:** [www.facebook.com/ads/manager](http://www.facebook.com/ads/manager)
Boosted Post vs. Promoted Post

*Reminder: News Feed is where you see posts from your friends.*
Facebook Ads

Clicks to Website

Jasper's Market
Sponsored
It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.

Fig Tart with Almonds
The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

Page Likes

Suggested Page

Jasper's Market
Sponsored
We are now open downtown. Like our Page for the latest news and invites to special events.

Jasper's Market
Grocery Store
508,994 people like this.
Facebook Ads

App Installs & Engagement

MOBILE NEWS FEED

Suggested App

Paper – stories from Facebook
Sponsored

Paper - Stories from Facebook

Install Now

Desktop News Feed

Jasper’s Market
Sponsored

Jasper’s is a unique community destination for fresh, ultra-premium prepared food.

Install Now

Jasper’s Market
Stop by today to check out our daily specials

Get Directions

www.FosterWebMarketing.com
Facebook Ad Creative Options

- **Video**: SPONSORED
  - Infusionsoft
  - Powerful sales and marketing software for the modern small business. Free demo!

- **Canvas**
  - Jasper's Market
  - Sponsored
  - Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.

- **Carousel**
  - Set of five white ceramic bowls
  - White ceramic mortar and pestle

- **Dynamic ads**
  - Signals From a Website
  - Signals From a Mobile App
  - 1. Set up Product Catalog
  - 2. Build Product Audience
  - 3. Create and Deliver Ads for Your Products

www.FosterWebMarketing.com
Things to Know

- Specific medical conditions
- Criminal history
- Car accidents

Images that are scary, gory or sensational are not allowed as they may shock or evoke a negative response from viewers.

Avoid images that may shock or scare viewers.
Avoid images that are violent or confronting.
Clicks to Website
Increase the number of visits to your website.

http://www.fosterwebmarketing.com/reports/

FWM Facebook Conversion

Your ad will not be optimized for conversions unless you select the Website Conversions objective.

Campaign Name: DSS Demo

Set Audience & Budget
## Facebook Ads: The Ad Set

**AD SET:** Define your audience, budget and schedule

### Who do you want your ads to reach?

<table>
<thead>
<tr>
<th>NEW AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Custom Audiences</strong>: Choose a Custom Audience</td>
</tr>
<tr>
<td><strong>Locations</strong>: Everyone in this location</td>
</tr>
</tbody>
</table>

- **United States**
  - Fairfax, Virginia (~50 mi) |
  - Include: Add a country, state/province, city, DMA, ZIP or address

**Age**  
- 18+  
- 65+  

**Gender**  
- All  
- Male  
- Female

**Language**  
- Define your audience by including or excluding demographics, interests and behaviors. [Learn More](#)

**Detailed Targeting**  
- INCLUDE people who match at least ONE of the following:
  - Add demographics, interests or behaviors | Suggestions | Browse

- Exclude People

### How much do you want to spend?

**Budgeting & Pricing**

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*Potential Reach: 3,700,000 people*
Facebook Ads: The Ad

Connect Facebook Page
Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Text
Enter compelling text that lets people know what you're promoting...

Images and Links
- Automatically show the best performing images and links first
- Add a card at the end with your Page profile picture

Image
Change Image  Crop Image

For questions and more information, see the Facebook Ad Guidelines.

Headline
Get A Demo Of DSS™

Description (optional)
Describe why people should visit your site

Destination URL
http://www.fosterwebmarketing.com/reports/dss-

Mobile News Feed
- Instagram
- Audience Network
- Desktop Right Column

www.FosterWebMarketing.com
Questions

FWMAnalysis.com