

# FACEBOOK ADS 101



**MOLLY McCORMICK**  
**ZACH STONE**



# 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 & Power Editor



## Ads Manager

Account: Gray & White Ads (101532596...)

Create Ad

Account: Gray & White Ads

Search

Filters

Last 30 days

Spent Last 7 Days: \$0.00



### How to Choose Great Images

Learn how to use photos that help your ads stand out in News Feed.

< 1 of 1 >

All Campaigns

+ Create Campaign

Columns: Performance

Breakdown

Export

		Campaign Name	Delivery	Results	Reach	Cost	Amount Spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Essure birth control has left thousands of women..."	● Not Delivering Ad Set Completed	46 Post Engagements	1,871	\$0.65 Per Post Engagem...	\$30.00	Mar 30, 2016
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "The March 2016 Newsletter is here! Check it out..."	● Not Delivering Ad Set Completed	27 Post Engagements	868	\$0.44 Per Post Engagem...	\$11.76	Mar 15, 2016
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "The birth control device Essure comes with..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00	Mar 8, 2016
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "When a loved one is lost in an accident it is..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00	Feb 29, 2016
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "The February Newsletter is out now! Learn about..."	● Not Delivering Ad Set Completed	—	—	— Per Result	\$0.00	Feb 29, 2016
Results from 41 Campaigns				—	2,583 People	—	\$41.76 Total Spent	

Report a Problem

[www.facebook.com/ads/manager](https://www.facebook.com/ads/manager)



# Ads Manager & Power Editor



## Power Editor

Power Editor

Account: Gray & White Ads (101532596...)

+ Create Campaign

Edit

☒ Always show new items 

+ Add filters to narrow the data you are seeing.

41

41

47

Campaigns

Ad Sets

Ads

Campaigns						Performance	
Campaign Name			Status	Delivery	Results		
Essure birth control has left thousands of women...				● Not Delivering Ad Set Completed			
st: "The March 2016 Newsletter is here! Check it out..."				● Not Delivering Ad Set Completed			
<input type="checkbox"/> Post: "The birth control device Essure comes with..."				● Not Delivering Ad Set Completed			
<input type="checkbox"/> Post: "When a loved one is lost in an accident it is..."				● Not Delivering Ad Set Completed			
<input type="checkbox"/> Post: "The February Newsletter is out now! Learn about..."				● Not Delivering Ad Set Completed			
<input type="checkbox"/> Post: "You hear us talk a lot about the signs of nursing..."				● Not Delivering Ad Set Completed			
<input type="checkbox"/> Post: "In 2012, the U.S. Food and Drug Administration..."				● Not Delivering Ad Set Completed			
<input type="checkbox"/> Post: "It's hard to imagine dealing with insurance..."				● Not Delivering Ad Set Completed			
<input type="checkbox"/> Post: "Bedsore are painful skin lesions that form when..."				● Not Delivering Ad Set Completed			
<input type="checkbox"/> Post: "24 million people in the US suffer from type 2..."				● Not Delivering Ad Set Completed			
<input type="checkbox"/> Post: "It can be hard to tell if your loved one was hurt..."				● Not Delivering Ad Set Completed			



# Boosted Post vs. Promoted Post



## Boost Post

[Edit Audience](#) | [Create New Audience](#)

**Location:**  
Canada or United States

**Interests:**  
Content marketing, Small business, Email marketing ...

**Age:**  
18 - 65+

## BUDGET AND DURATION

**Total budget** ⓘ

\$15.00

**Estimated People Reached** ⓘ

830 - 2,200 people

of 9,400.



[Terms & Conditions](#) | [Help Center](#)



**Foster Web Marketing**

Published by Molly McCormick · March 4 ·

Happy #NationalGrammarDay! Are you making these 5 common grammar mistakes? Probably. Can you correct them? Definitely!



**Happy National Grammar Day! Now Here Are All The Mistakes You Keep Making**

Today's National Grammar Day, so to celebrate I'll be chastising all of you about sloppy grammatical mistakes you make in your writing. Sounds fun, right?

FOSTERWEBMARKETING.COM

656 people reached

< Back **Edit Ad Set:** Post: "It's #SuperTuesday—time to #vot! Help us decide..."

Ad Set Name Post: "It's #SuperTuesday—time to #vot! Help us decide..."

Rename using available fields

Status ☒

### Budget

Lifetime Budget ▼

\$5.00

Adjust Budget

\$5.00 USD

### Schedule

Schedule Start

Tuesday, Mar 1, 2016 1:45pm

Eastern Time

Schedule End

3/2/2016

1:45 PM

### Ad Set

1 Campaign

Objectives and spending limits

1 Ad

Images, videos, text and links

### Audience Definition



Specific Broad

Your audience selection is fairly broad.

Potential Reach: 16,000,000 people

### Estimated Daily Reach

400 - 1,100 people on Facebook

0 of 15,000,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

iences ⓘ

Choose a Custom Audience

Browse

Create New Custom Audience...

ations ⓘ

Everyone in this location ▼

United States

United States

Canada

Boost Post

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



# Facebook Ads



## Clicks to Website

### DESKTOP NEWS FEED



**Jasper's Market**

Sponsored · 🌐

👍 Like Page

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.

[WWW.JASPERS-MARKET.COM](http://WWW.JASPERS-MARKET.COM)

Learn More

## 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.

👍 Like Page





# Facebook Ads



## App Installs & Engagement

### MOBILE NEWS FEED

#### Suggested App



#### Paper – stories from Facebook

Sponsored · 🌐

Paper - Stories from Facebook



**Paper**

Available on the App Store

Install Now

## Local Awareness

### DESKTOP NEWS FEED



**Jasper's Market**

Sponsored · 🌐

Like Page

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



**Jasper's Market**

Stop by to today to check out our daily specials

Get Directions



# Facebook Ads



## Event Responses

DESKTOP NEWS FEED



Jasper's Market shared their event.

Sponsored · 🌐

Join us for our Open House. We'll be dishing out our famous apple pie to show our thanks!



DEC  
14

### Open House

Sun 12 PM in PST - 1455 Willow Road, Menlo ...  
1 person interested · 3 people going

★ Interested

## Video Views

OP NEWS FEED



Jasper's Market

Sponsored · 🌐

👍 Like Page

Stop by Jasper's and take a look at our latest shipment of fresh produce!



## Offer Claims

DESKTOP NEWS FEED



Jasper's Market posted an offer.

Sponsored · 🌐

👍 Like Page

Spend \$50 and get \$10 off your first order.



**\$10 off your first order**

Expired

6,783 people claimed this offer






# Facebook Ads



## Website Conversions

DESKTOP NEWS FEED

 **Jasper's Market**  
Sponsored · 

 Like Page

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.


[WWW.JASPERS-MARKET.COM](http://WWW.JASPERS-MARKET.COM)

Learn More


## Lead Generation

DESKTOP NEWS FEED

 **Jasper's Market**  
Sponsored · 

 Like Page

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



**Learn more by providing your info below.**

Full Name

Luke Moulton

Email

Country

Australia

**Auto-filled**

By clicking Submit, you agree to send your info to Plankton Digital who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Plankton Digital's Privacy Policy](#)

BACK

SUBMIT

**You're all set.**  
Your info has been sent to Plankton Digital. Tap below to visit Plankton Digital.

[VISIT.PLANKTON.COM.AU](http://VISIT.PLANKTON.COM.AU)



# Facebook Ad Creative Options

## Video

SPONSORED

Create Ad



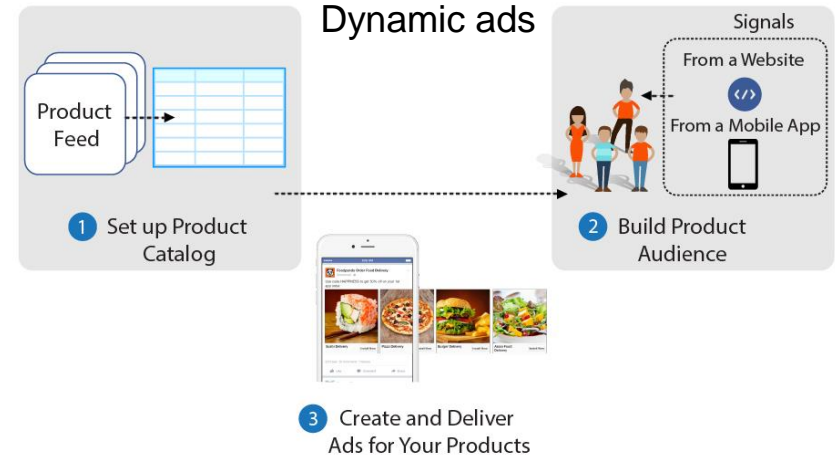
**Infusionsoft**

Powerful sales and marketing software for the modern small business. Free demo!

## Canvas



## Dynamic ads



## Carousel



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.



Set of five white ceramic bowls



White ceramic mortar and pestle



White ceramic mortar and pestle



Set of two white ceramic bowls

# Things to Know



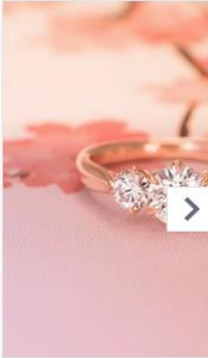
Brilliant Earth  
Sponsored · ✨

Explore our collection of unique engagement rings. <http://bit.ly/1Uo9iUe>



The Promise of Spring

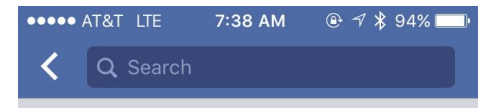
Shop Now



Love Blooms

- Specific medical conditions
- Criminal history
- Car accidents

20% text rule



Disability Over 50

SPONSORED · ✨

Older individuals may be eligible for special rules that can make it easier to get approved for up to \$31,900/year in Disability Benefits.

Specifically, "ability to work" rules are relaxed for older individuals. Check your eligibility for FREE in seconds.

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.



Write a comment...

Post



News Feed



Requests



Messenger



Notifications



More



# Facebook Ads: The Campaign



## 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?**[Help: Choose Your Audience](#)

**NEW AUDIENCE** ▾

**Custom Audiences** ⓘ

Choose a Custom Audience | [Browse](#)

Create New Custom Audience...

**Locations** ⓘ

Everyone in this location ▾

United States

[Fairfax, Virginia](#) + 50mi ▾ × ▾

[Include](#) ▾ | Add a country, state/province, city, DMA, ZIP or address

[Add Bulk Locations...](#)

**Age** ⓘ

18 ▾ - 65+ ▾

**Gender** ⓘ

[All](#) [Men](#) [Women](#)

**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](#)

**Connections** ⓘ

Add a connection type ▾

☐ Save this audience

**Audience Definition**

**Audience Details:**

- Location:
  - United States: Fairfax (+50 mi) Virginia
- Age:
  - 18 - 65+

Potential Reach: 3,700,000 people

**How much do you want to spend?**[Help: Budgeting & Pricing](#)





# 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.

Foster Web Marketing

## 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

1 2 3 +

## Image

Change Image

Crop Image



114 x 114

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-

## Ad Preview

1 of 1

## Desktop News Feed

Remove



Foster Web Marketing shared a link.  
Sponsored ·



Get A Demo Of DSS™



Get a Demo of DSS™

Like

Comment

Share

Buffer

## Mobile News Feed

Remove

## Instagram

Add

## Audience Network

Remove

## Desktop Right Column

Remove



# Questions



**[FWMAnalysis.com](http://FWMAnalysis.com)**