

***Ultimate
Guide To
Ad
Creation
For
Beginners***

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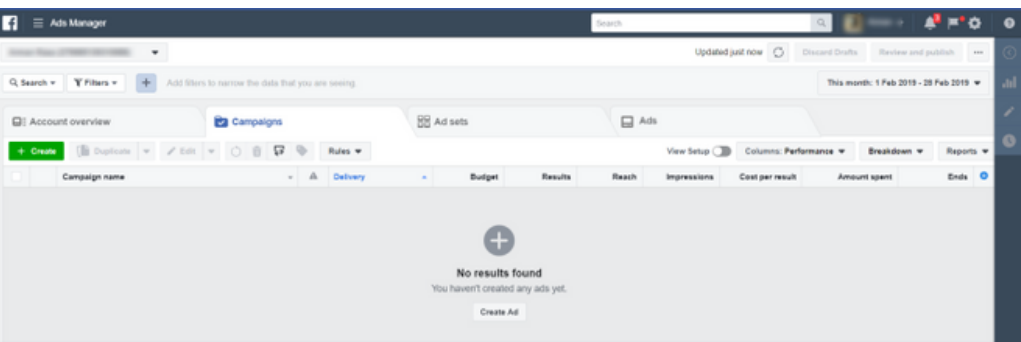
1) Set some goals for your Facebook Ads

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.



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.

What's your marketing objective? [Help: Choosing an objective](#)

Awareness	Consideration	Conversion
 Brand Awareness	<input checked="" type="radio"/>  Traffic	<input type="radio"/>  Conversions
 Reach	<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	

4) Define your audience and placement

Facebook gives you various targeting options which you can combine to reach your specific audience.

Location:

Target users by country, state, city, zip code, or the area around your physical business.

Demographics:

Target users by age, gender, education, and the languages they speak.

Interests:

Target users by interests, based on profile information, pages, groups or content they engage with.

Behaviors :

Target users based on what Facebook knows about user behavior, such as the way they shop, the phone they use, or if they plan to buy a house

Connections:

Target users who like your page or app and their friends.

Custom:

Target existing customers based on data (e.g., emails, phone numbers) you provide. You can also create Lookalike Audiences—people who are similar to your existing customers.

Create new

Use a saved audience ▼

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | Create new ▼

Locations ⓘ

Everyone in this location ▼

India

📍 India

📍 Include ▼ | Type to add more locations

Browse

Add locations in bulk

Age ⓘ

18 ▼

-

65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

Detailed targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviours

Suggestions

Browse

Exclude people

Expand interests when it may increase link clicks at a lower cost per link click.

ⓘ

Connections ⓘ

Add a connection type ▼

Save this Audience

After that select your ad placement, or where you want your ads to appear on Facebook. You can choose the 'Manual Placement' option and select the recommended option, i.e. 'Mobile News Feed'.

Platforms

▼ Facebook	✓
Feeds	✓
Instant Articles	✓
In-stream videos	
Right column	✓
Suggested videos	
Marketplace	✓
Stories	✓
▼ Instagram	✓
Feed	✓
Stories	✓
▼ Audience Network	✓
Native, Banner and Interstitial	✓
In-stream videos	
Rewarded videos	✓
▼ Messenger	✓
Inbox	✓
Stories	
Sponsored Messages	



Jasper's Market



Check out our best quality locally sourced products. Freshness you can trust.

[Learn more](#)

Audience Network

[View media requirement](#)

5) Set up your budget and duration

Once you have created your target audience and selected the placements, you next have to define the budget for your ad. It can be the maximum amount that you want to spend on the ad or you can state the daily budget too. Along with that you have to define the duration of the ad (the start date and the end date).

Budget & schedule

Define how much you'd like to spend, and when you'd like your adverts to appear. [Learn more](#).

Budget ⓘ

Daily budget ▾

£11.00

£11.00 GBP

Actual amount spent per day may vary. ⓘ

Schedule ⓘ

- Run my advert set continuously starting today
- Set a start and end date

Start

 9/1/2017

 08:40

End

 9/2/2017

 08:40

(London Time)

Your adverts will run for **31 days**. You'll spend no more than **£341.00**.




[Show advanced options ▾](#)

6) Create your advert

The next step is to create your advert. Choose the ad type that best suits your ad requirement. You also have the option to create your advert using existing posts. But if you are creating a new advert these are the ad types that you can choose from are:

Format

Choose how you'd like to structure your ad.

<input type="radio"/>	 <p>Carousel</p> <p>Two or more scrollable images or videos</p>	<input checked="" type="radio"/>	 <p>Single image or video</p> <p>One image or video, or a slideshow with multiple images</p>	<input type="radio"/>	 <p>Collection</p> <p>Group of images that opens into a full-screen mobile experience</p>
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Add an Instant Experience

Include a mobile landing page that opens instantly when someone interacts with your ad. Use an Instant Experience to get new customers, introduce your product or brand, drive product sales or encourage people to visit your website or app and track activity with a Facebook pixel. [Learn more.](#)

After choosing the ad type and coming to the bottom of the page you will have to upload the media that you would like to display in the ad. Furthermore, write an attention grabbing headline and description along with your website(if any).

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

Select the link type for your ad

- Website
- Facebook event

Text
Enter text that clearly tells people about what you're promoting

Edit stories background colours ⓘ

Website URL ⓘ Preview URL

Enter the URL you want to promote

[Build a URL parameter](#)

Headline ⓘ

Call to action ⓘ

[Learn More](#) ▼

Multiple languages (optional) ⓘ

[+ Create in Different Language](#)

[Show advanced options](#) ▼

Ad preview 1 of 1 ad < >

Mobile News Feed ▼ 1 of 16 < >

Please select media for your ad

7) Launch your campaign

After creating your advert, you can review your ad and make necessary corrections. Next, fill up the billing details and launch the campaign.

Don't forget to monitor your campaign regularly and keep optimizing it for better results.

*Thank
you!!*



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<https://m.me/thedevvratsingh>



<https://www.instagram.com/devvratsingh1/>



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