



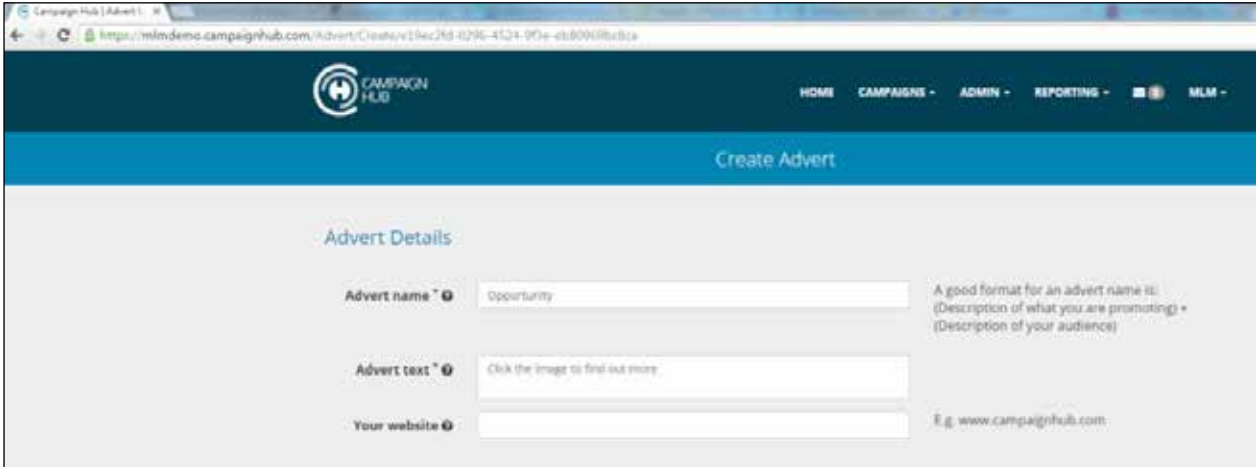
Facebook Adverts

How to create a Facebook ad

So you want to reach new people local to you by creating your very own Facebook ad - Brilliant! Not sure what is needed to make a killer Facebook ad?

Allow us to explain...

Advert Details



How to get here...

- Click 'Promote your campaigns' on the dashboard
- Find the campaign you want to promote then click 'Promote this campaign'
- Click 'Promote to new clients'
- Click 'Create your own advert'

1. Advert Name - Leave it as it is. This is for your own purpose so you can distinguish between your campaigns and know what this advert is promoting.
2. Advert Text - This is the body of text placed above the advert image to help sell your offer.
3. Your Website - Here you can put in your website.

4. Next, choose where you want your advert to be placed. We recommend leaving them all ticked. Note, you can choose whether you want your advert served on Instagram too.

5. Headline - Something short to really grab your audience's attention e.g 'OFFER MUST END SOON!' (Don't worry, in some cases this might already be filled in for you so you don't have to)

6. Description - something to complement the rest of your text e.g '5 Star Service.' (Again, if this is already filled out for you don't worry!)

7. Button - We recommend 'Learn more' as it urges people to click through.

Advert Creative



Audience

1. Locations – Type in the town/city where your business is located
2. Radius – Select a radius
3. Min age and Max age – The age bracket of the people you want to target with your campaign
4. Gender – Which gender your advert image reflects e.g for an advert featuring a woman, select 'female'
5. Detailed Targeting – Add interests if your audience size is too high e.g 'health', 'fitness'

Budget

1. Leave daily budget ticked and decide how much you are willing to spend on Facebook per day (£5/\$5 a day is a good starting point)
2. Daily budget – type in the amount you have decided
3. Bidding – Leave as Auto Bid to ensure your money is spent most effectively
4. Start date and end date – Decide what dates you want your advert to run. Do not insert an end date if you want it to run as ongoing.

Voila! Finished Facebook Advert!