

How to Create Facebook & Instagram Ads

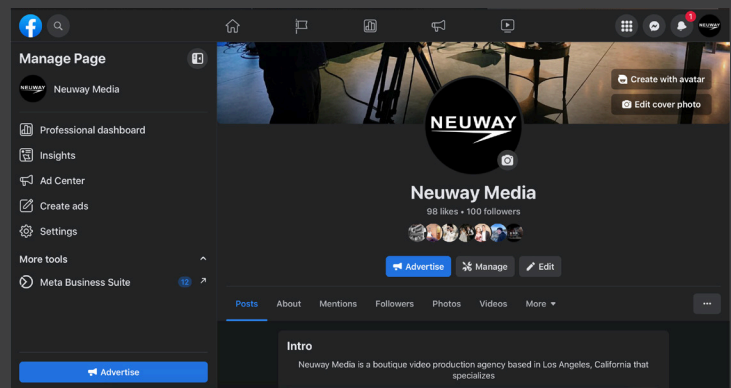
A 15 Minute Step-By-Step Guide

Creating and running effective ads on social media is much easier than you might expect if you've never done it before. It doesn't take a marketing expert. All it takes is a few clicks and about 15 minutes of your time to get your ad up and running.

In this quick, step-by-step guide, you'll learn how to set up your ad and how to target your audience.

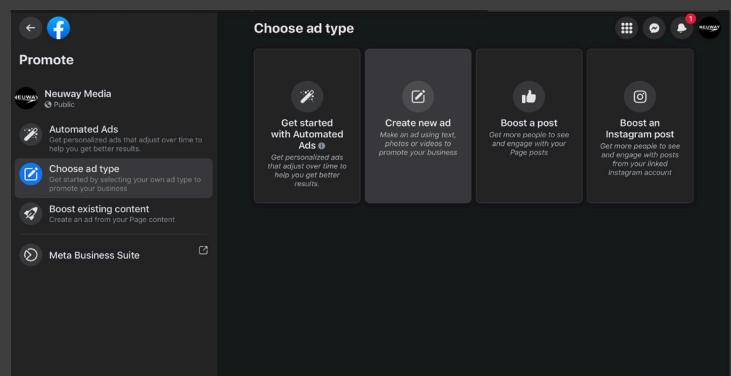
Step 1: Click Advertise

Log on to your company's Facebook page and click the big blue "Advertise" button. It's hard to miss.



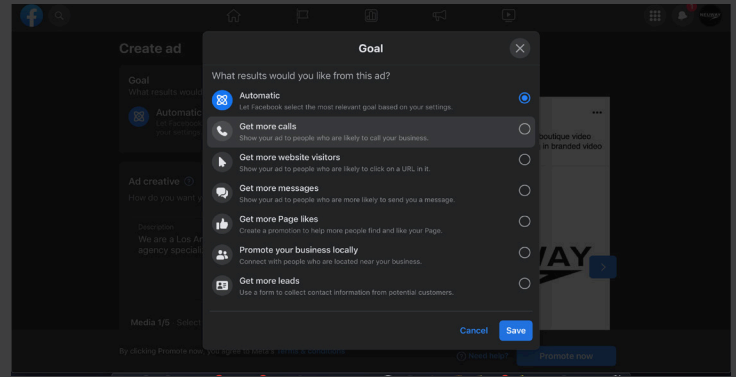
Step 2: Choose Ad Type

This will open up the advertising menu where you can choose to have Facebook run automated ads, boost an existing ad/post, or create a new ad. Click "Create new ad".



Step 3: Set Goal for Ad

In the create new ad page, the first action is to set a goal for facebook to focus on. It will customize who sees the ad based on this goal, using its analytics to target specific people who are most likely to engage in the way you want. You can choose from getting more calls, getting more website visitors, getting more messages, getting more page likes, promoting your business locally, or getting more leads. Your choices might vary depending on what is most important to you for this campaign. Consider whether increasing sales is your priority or perhaps getting more followers or increasing brand awareness is more important at the moment. Select a goal that matches your current priority the most.



Step 3: Upload Media

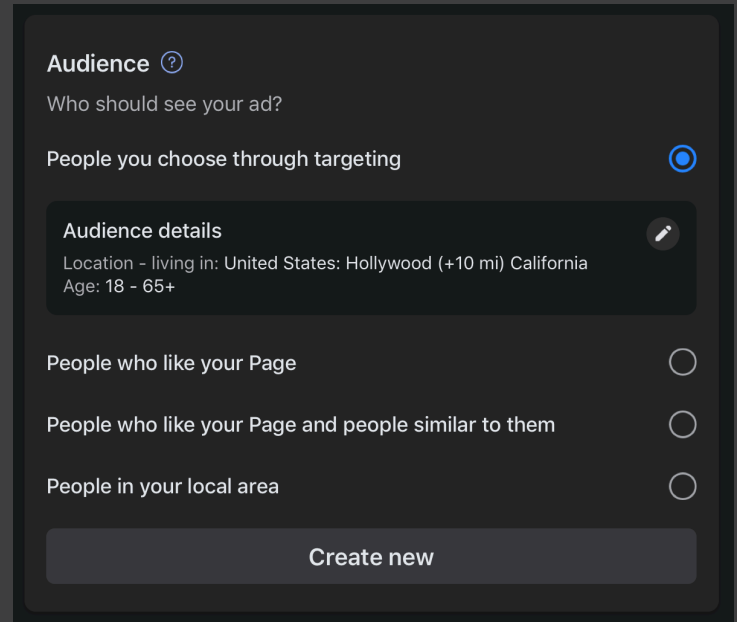
Under the ad creative section, you can upload the content that will make up the majority of the ad. You can upload up to 5 images or a video. Then you can write a text headline and description, and add a button that will link to your desired URL.

A screenshot of the Facebook 'Ad creative' section. The title is 'Ad creative' with a help icon and a 'Use a post' link. Below the title is the question 'How do you want your ad to look?'. There is a large text input field for 'Description'. Below that is a media selection area showing 'Media 1/5' and a 'Select media' button. A central image placeholder shows the 'NEUWAY' logo. To the right of the image is an 'Edit options' button with a dropdown arrow. Below the image is a 'Headline' input field containing the text 'Home' and a character count '4 / 25 characters'. At the bottom, there is a 'Button label' input field containing 'Book now' and a dropdown arrow, and a 'Website URL' input field containing 'https://www.neuwaymedia.com/' with a green checkmark icon.

Step 4: Customize Audience

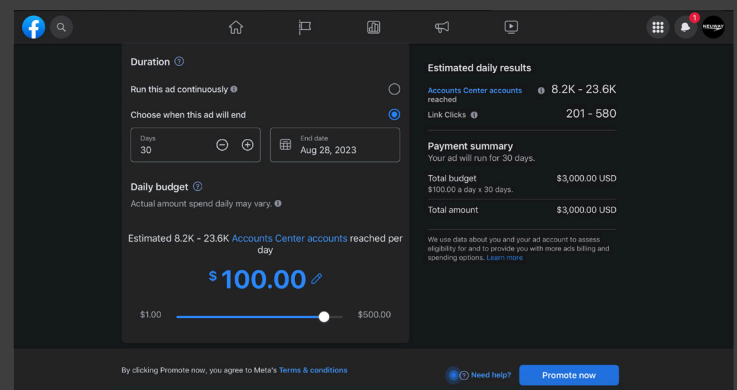
Now you can customize who will be shown the ad. Click the edit button next to “Audience Details”. You can be as broad or as specific as you want in this step. Start with basic demographics like age, gender, and location. Then click the “Browse” button next to detailed targeting. This will allow you to target even more demographics information as well as interests and behaviors.

You can also have Facebook target users who have already visited your website, used your app, are on your customer list, or engaged with your content in the past.



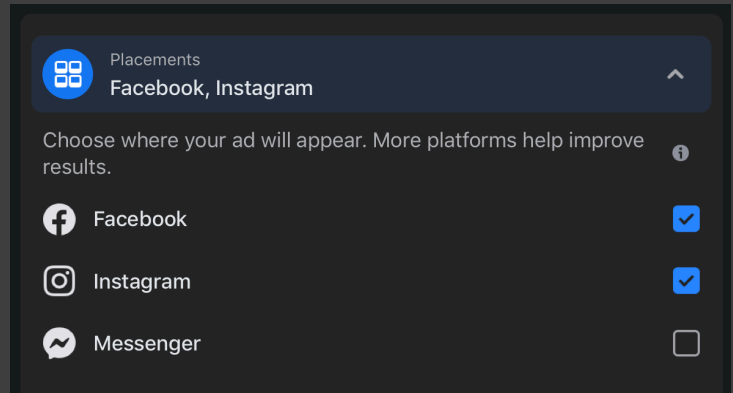
Step 5: Duration & Budget

Edit the duration and daily budget of your campaign. Facebook will estimate how many impressions and clicks you can expect based on these two numbers. For the most optimized performance on your ad campaign, we recommend a budget that puts your estimated audience at 2 to 10 million users. This will give Facebook optimum data to target the best users.



Step 6: Select Platform

The final step is to simply select where you want to publish your ad. Since Meta owns both Facebook and Instagram, you can run the same ad on both platforms directly from this page. You can even run ads within facebook messenger if you want.



**Pro tip: Once your ad is running, you can use Facebook’s “audience meter tool” to let you know if your audience is too specific, too broad, or just right. Over time, you will home in on the right audience and start perfecting your campaign optimization.*