



Ignition Learning Center

First There's A Spark, Then There's Ignition

Facebook Advertising Guide





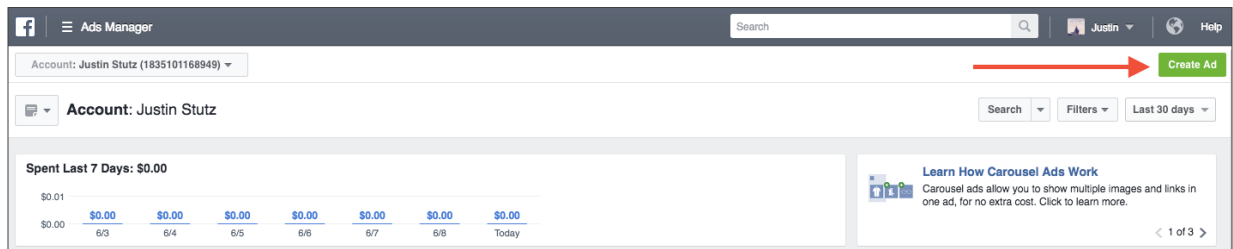
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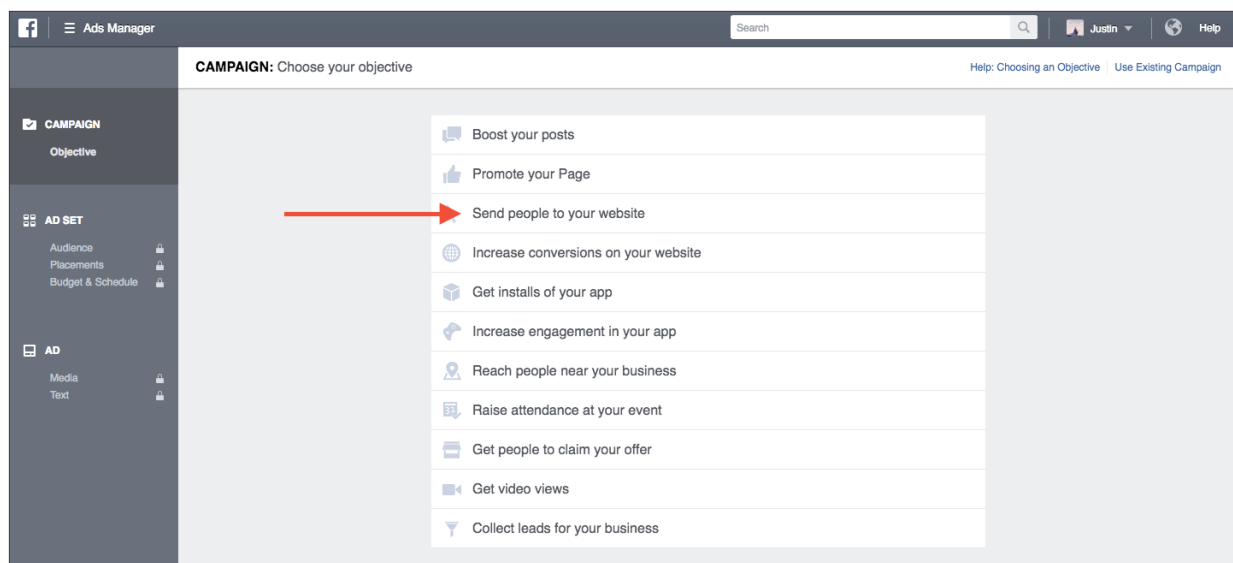
Step 1: Getting Started

When logged into your Facebook business page go to www.facebook.com/ads/manage to get into your ads manager dashboard.

Click on the green “Create Ad” button on the upper right hand side of the dashboard.



Choose an objective based on the type of ad you wish to run. For example, choosing “Send people to your website” as your campaign objective will direct people from your Facebook ad to the landing page of your choice.





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Step 2: Defining Your Audience

Choose who you want to see your ad by defining your audience. You can narrow your results by adding in location information and locating potential customers by typing in job roles into the detailed targeting. One of the easiest ways to ensure you are hitting the right audience is by creating a custom audience using your own database. To do this, choose the "Create New Custom Audience" button.

The screenshot displays the Facebook Ad Set configuration interface. The main heading is "AD SET: Define your audience, budget and schedule". On the left, a sidebar shows navigation options: "CAMPAIGN" (Objective), "AD SET" (Audience, Placements, Budget & Schedule), and "AD" (Format, Creative). The "Audience" section is active, showing "NEW AUDIENCE" options. A red arrow points to the "Create New Custom Audience..." button. Below this, the "Locations" section is set to "Everyone in this location" with "United States" selected. The "Age" range is "18 - 65+", "Gender" is "All", and "Languages" is set to "Enter a language...". The "Detailed Targeting" section is set to "INCLUDE people who match at least ONE of the following". On the right, the "Audience Definition" panel shows a gauge indicating "Your audience selection is fairly broad" and lists "Audience Details": Location (United States), Age (18 - 65+), and Placements (News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers). The "Potential Reach" is 190,000,000 people.



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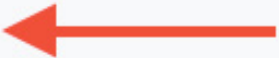


Step 2: Defining Your Audience

Choose the "Customer List" option, then "Upload a file"

Create a Custom Audience ✕

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

-  **Customer List** 
Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook
-  **Website Traffic**
Create a list of people who visit your website or view specific web pages
-  **App Activity**
Create a list of people who have taken a specific action in your app or game

This process is secure and the details about your customers will be kept private.

Cancel




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Step 2: Defining Your Audience

Select the data type by choosing to target either emails or by phone number, then click "Create Audience".


Create a Custom Audience ✕


 **Choose a file to upload**

You can upload files in .csv or .txt format.

Text files (.txt and .csv) can include records on separate lines or in a list separated by commas.
[View formatting examples.](#)

Data Type

Emails 

 Agency emails.csv ✕

Back Create Audience



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Step 3: Placement

Placement defines where you'd like your ads to appear. Facebook will default to "Automatic" which means they will automatically place your ads in places most likely to reach the right people. Selecting "Choose your placements" will allow you to customize where your ads will show up. Keep in mind that the mobile news feed will account for more than 80% of the referring traffic to your ad with the desktop newsfeed coming in second.

Placements
Define where you'd like your ads to appear. [Learn more.](#)

Placements ⓘ

Automatic — Recommended
Show your ads in places most likely to reach the right people. [Learn more.](#)

Choose your placements

	Mobile News Feed ⓘ	<input checked="" type="checkbox"/>
	Instagram	<input checked="" type="checkbox"/>
	Audience Network ⓘ	<input checked="" type="checkbox"/>
	Desktop News Feed ⓘ	<input checked="" type="checkbox"/>
	Desktop Right Column	<input checked="" type="checkbox"/>

Mobile Devices

▾

Only when connected to Wi-Fi



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Step 4: Budget & Schedule

Define your budget, when and how long you'd like your ads to run. Facebook will default to twenty dollars per day with no end date. To adjust these numbers simply choose either a lifetime budget or select a beginning and end date to your campaign. On your first couple of campaigns start small and work your way up based on your results. For example, set a \$5.00 per day budget with a 4 week run time. Doing this will allow you enough time to assess your campaigns effectiveness while allowing you to make adjustments as necessary.

AD SET: Define your audience, budget and schedule

Budget & Schedule

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

Budget \$5.00 USD

Daily Budget
 Lifetime Budget daily may vary.

Schedule Run my ad set continuously starting today
 Set a start and end date

You'll spend no more than **\$35.00** per week.

Optimization for Ad Delivery

Bid Amount Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price.
 Manual - Enter a bid based on what link clicks are worth to you.

When You Get Charged [More Options](#)

Ad Scheduling [More Options](#)

Delivery Type [More Options](#)

Audience Definition

Your audience is too specific for your ads to be shown. Try making it broader.

Audience Details:

- Custom Audience:
 - Prospect emails
- Location:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed

Potential Reach: Fewer than 1000 people

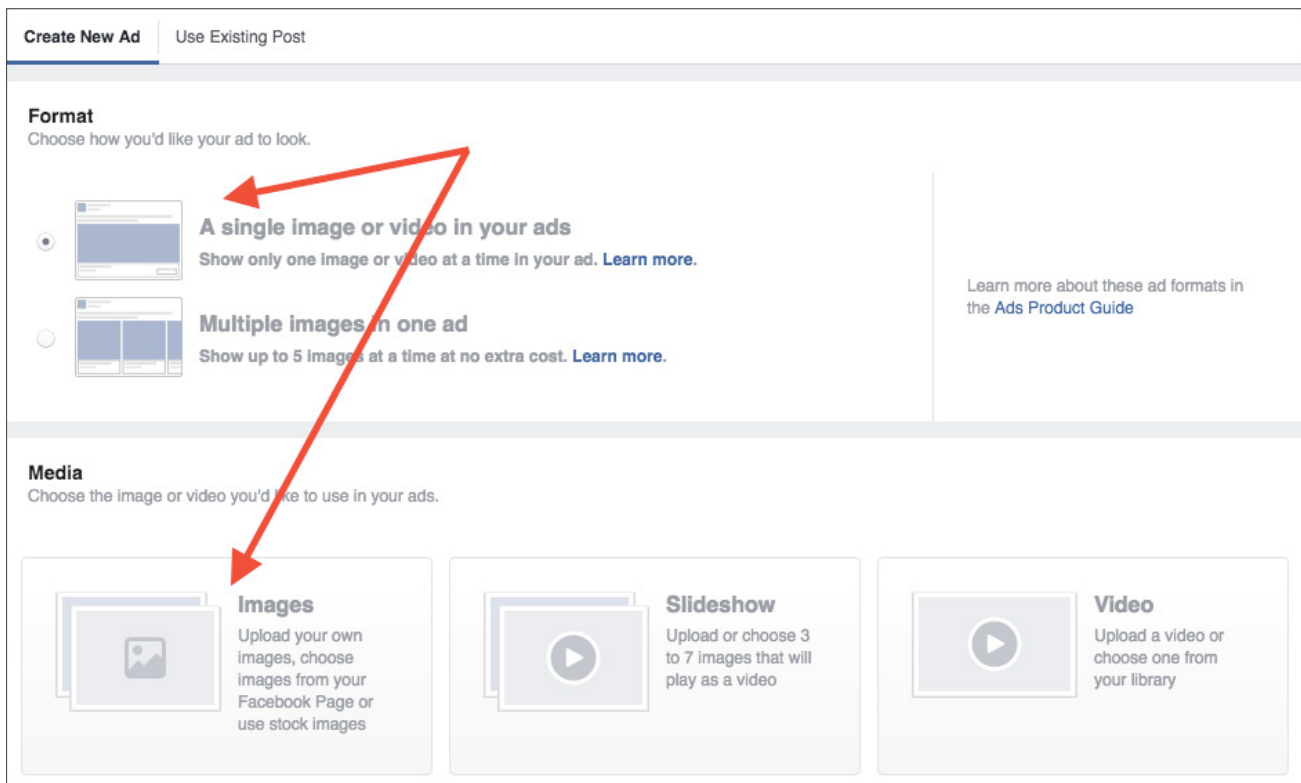


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Step 5: Importing Media

Choose how you'd like your ad to look based on the objective. You can choose a single image/video or multiple images in one ad referred to as a "carousel ad". Simply click the appropriate box to choose your images or videos.





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Step 6: Connecting To Your Business Page

You must have a Facebook business page in order to run ads. Choose your page from the drop down menu or create a new page by clicking the "+" sign. If you objective is sending people to a website you'll also enter that information.

AD: Select media, text and links to create one or multiple ads


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

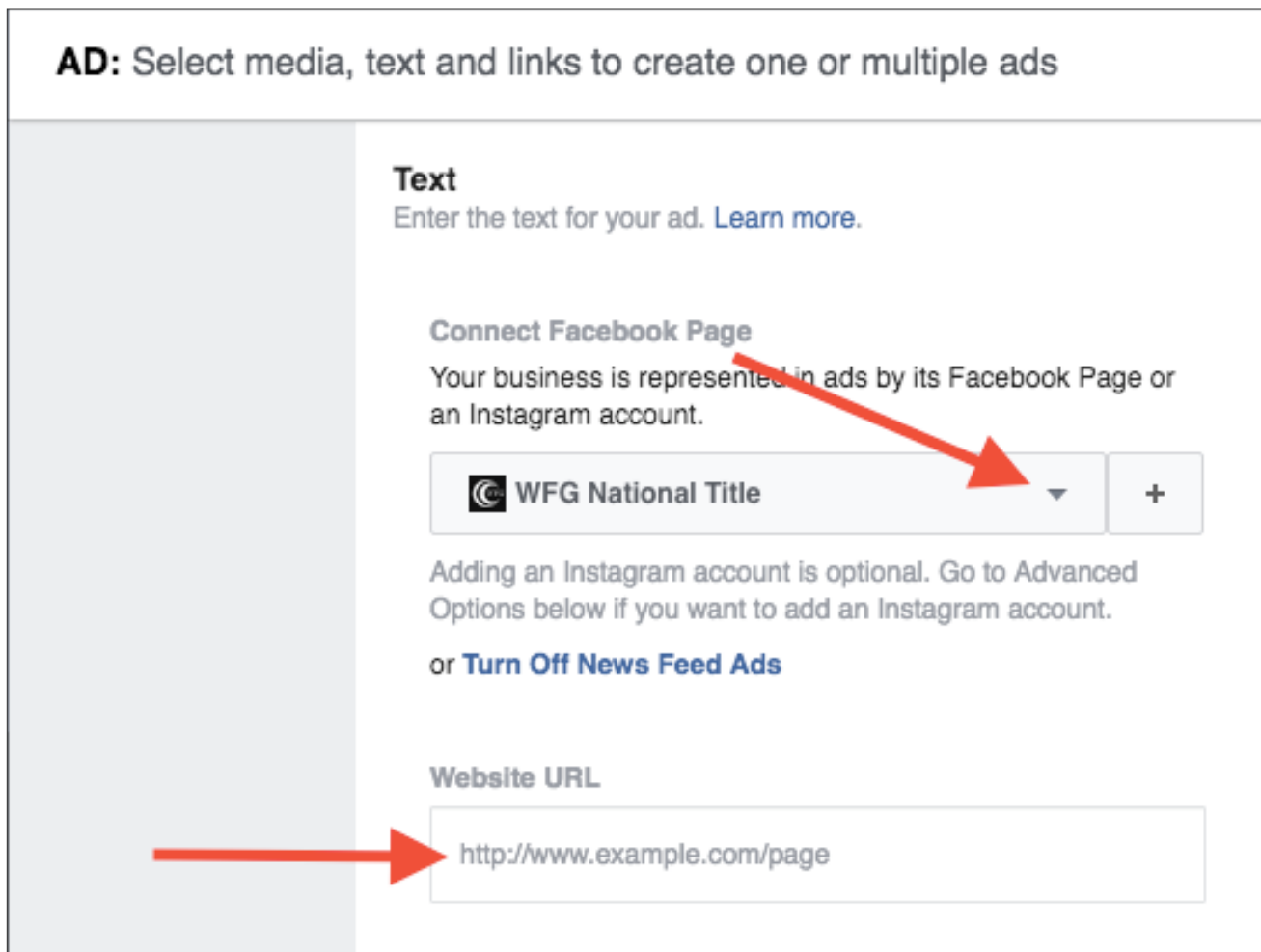
Connect Facebook Page
Your business is represented in ads by its Facebook Page or an Instagram account.

 WFG National Title  

Adding an Instagram account is optional. Go to [Advanced Options](#) below if you want to add an Instagram account.
or [Turn Off News Feed Ads](#)

Website URL

 <http://www.example.com/page>





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Step 7: Writing Your Copy

The headline and text are crucial to the success of your campaign. You have a very limited amount of text to convey to the consumer why they should stop and read. The headline will display directly underneath your image or video while the text displays above.

You may also choose to add a call to action that will appear on the bottom right of your ad. To add or remove the call to action, simply choose from the drop down menu.

The screenshot displays the Facebook Ad creation interface, divided into two main sections: **Text** and **Ad Preview**.

Text Section:

- Connect Facebook Page:** Shows the business is represented by its Facebook Page or an Instagram account. The selected page is "WFG National Title".
- Website URL:** A text input field containing "http://wfgtechtalk.com/technology/doctors-all-over-the-ci".
- Headline:** A text input field containing "Doctors all over the country are doing THIS...".
- Text:** A text input field containing "What doctors are doing today may effect the real estate business tomorrow."
- Call To Action (optional):** A dropdown menu currently set to "Learn More".
- Show Advanced Options:** A link to expand the text input fields.

Ad Preview Section:

- Ad Preview 1 of 1:** Shows the ad as it will appear in different placements.
- Desktop News Feed:** The selected placement. It shows a preview of the ad with the headline "Doctors all over the country are doing THIS..." and the text "What doctors are doing today may effect the real estate business tomorrow." Below the text is an image of two women in a medical setting, and a "Learn More" button.
- Mobile News Feed:** A preview of the ad as it will appear on a mobile device.
- Instagram:** A preview of the ad as it will appear on Instagram.
- Audience Network:** A preview of the ad as it will appear on the Audience Network.
- Desktop Right Column:** A preview of the ad as it will appear in the desktop right column.

Red arrows indicate the flow of information from the **Text** section to the **Ad Preview** section:

- An arrow points from the **Headline** input field to the headline in the **Desktop News Feed** preview.
- An arrow points from the **Text** input field to the text in the **Desktop News Feed** preview.
- An arrow points from the **Call To Action** dropdown menu to the "Learn More" button in the **Desktop News Feed** preview.



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Step 8: Place Your Order

Once you are satisfied with your ad you can submit your campaign to Facebook for review by clicking the green “Place Order” button on the bottom right hand side of the page. Once clicked, Facebook will review your ad to make sure it follows their advertising guidelines. Once approved, you will receive a notification through your page and your campaign will be live.

To review the performance, make adjustments or turn off your campaign go to your ads manager account www.facebook.com/ads/manage

Additional Resources

Facebook Ads Guide: www.facebook.com/business/ads-guide

Facebook advertising policies: www.facebook.com/policies/ads

Facebook Ads case studies: www.facebook.com/business/success



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Clicks To Website

GOAL:	Direct people from your Facebook Ad to a landing page on your website	TARGETING	Custom audience-current and prospect customers
OBJECTIVE:	Send people to your website	BUDGET:	\$5 per day
SETUP:	Single image with URL to website landing page	RUN TIME:	30 days

WFG National Title Company - California ✓
Written by Justin Stutz [?] · May 10 at 4:51pm · 🌐

Realtors, lenders & builders...#BecauseOfYou we are here, we are always listening, we are always looking for ways to improve, we will for you.

BECAUSE OF YOU

WFG

Help us be better by taking our survey.
Take 2 minutes and give us your feedback.

BECAUSEOFOUSURVEY [Learn More](#)



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Raise Attendance At Your Event

- | | | | |
|-------------------|---|------------------|--|
| GOAL: | Build awareness and raise attendance of an upcoming event | TARGETING | Custom audience-current and prospect customers |
| OBJECTIVE: | Raise attendance at your event | BUDGET: | \$5-\$10 per day |
| SETUP: | Create and post an event to your business Facebook page | RUN TIME: | 5-30 days prior to your event |

WFG National Title shared **Ted A. Canto - AmeriFirst Financial, Inc.'s event.**
Sponsored · 🌐

AGENTS! YOU DON'T WANT TO MISS THIS! Schedule for Success Lunch and Learn When: Wednesday

VIP

SCHEDULE FOR SUCCESS

Do you ever have days where you feel it was unproductive or there was not enough time to finish what is on your "To-Do" list?

Time is the **MOST VALUABLE** asset we have in our personal and professional lives, so how do we get some of it back and make the most of it?

In this class, we will show and provide you with **POWERFUL TECHNIQUES** that will **IMPROVE** your management of time, **CHANGE** the way you manage and think about time, create a **PROFESSIONAL** and **ORGANIZED** system to manage your clients and/or team, appointments and give you back time to **SUCCEED** in life.

We will discuss and coach you on:

- Powerful, time saving scripts
- Simple and powerful calendar/ time management techniques
- Create sales pipelines
- Mindset Training
- The Science of Taking Charge vs. Procrastination
- Work less and Earn More Money

Wednesday, June 22, 2016 | 10:30am - 1pm

JUN 22 **Schedule for Success Lunch & Learn**
Wed 10:30 AM · AmeriFirst Financial, 14350 N. ...
3 people interested · 2 people going

★ Interested



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Get Video Views

GOAL: Branding, engagement and video views

TARGETING Custom audience-current and prospect customers or target by zip code and job description

OBJECTIVE: Get video views

SETUP: Upload your video file directly into Facebook (don't host the video in YouTube or Vimeo)

BUDGET: \$2-\$5 per day

RUN TIME: 30 days

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Like Page

Hi there...we've been expecting you! We can't wait for you to meet a few of our great people. [#BecauseOfYou](#)



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Branding (Like) Campaign

GOAL: Business page promotion and getting more "Likes" to the page

OBJECTIVE: Promote your Page


SETUP: Choose your Business Facebook page and add some text as to why they should follow you

TARGETING Custom audience-current and prospect customers and look alike audience

BUDGET: \$2-\$5 per day


RUN TIME: Ongoing

Suggested Page




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At WFG, everything we do is #BecauseOfYou



WFG National Title
Insurance Company
22,143 people like this.

 Like Page