

BUSINESS SUITE

How to Run Ads

Facebook Ads Manager Options

- Website Pages
- Get More Leads through Facebook – not a fan but its ok
- Get More Page Likes
- Boost Posts – existing content (photo, video, link that was previously posted)

The point here is that there's different ad types. You can run ads from the ads manager or from going through other posts and clicking boost.

Business.Facebook.com

Boosting Posts

- Boosting Posts – pictures / videos
 - Find post
 - Click boost post
 - Choose audience
 - Location
 - People who like your page
 - People who like your page and their friends
 - Duration – pay special attention
 - Check if its for daily budget or total budget
 - Dollars per Day
 - Cross check with reach on the right side
 - Select payment
 - Review
- Boosting Posts – Links
 - Goal – change from automatic
 - Click get more website visits, Save
 - Sometimes there is a category for what your button says – I like “Learn More”
 - Choose audience
 - Location
 - People who like your page
 - People who like your page and their friends
 - Duration – pay special attention here
 - Check if its for daily budget or total budget
 - Dollars per Day
 - Cross check with reach on the right side



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Create Ads – Ads Manager

- Ads – Get more website visitors
 - Description for website update
 - Choose media – cover photo or upload something else
 - Headline (Appears over your image)
 - Button – Learn more, sign up, or book now
 - Audience
 - Duration
- Ads – promote page to get more likes
 - Description
 - Cover photo – only option
 - Audience
 - Duration
- Ads – Get more leads through Facebook
 - Contact form through FB
 - Check boxes for what info to collect
 - Any additional questions
 - Next
 - Description
 - Media
 - Headline
 - Button > Sign Up / Subscribe / Something like that
 - Audience
 - Duration
 - Review
 - Payment

