



# A Guide to Advertising on Facebook

*Connect with fans and find new customers using cost-effective targeted ads*



When it comes to social media, [small businesses lean heavily on Facebook](#). And with good reason: That's where their customers are. The numbers are staggering. More than a billion people worldwide log into Facebook every day; [20 percent of all U.S. internet pageviews happen on Facebook](#); and more than [40 million small businesses maintain active Facebook business pages](#) to share photos, videos and news about their products and services.

Facebook doesn't charge businesses to set up pages or post content, but because users see so many posts from friends and family, posts from businesses often get lost in the shuffle. One way companies can break through that noise and reach more customers is to invest in Facebook Ads. **With its huge audience and targeting capabilities, Facebook advertising offers small businesses a powerful way to build strong relationships with both existing and new customers.** Here's how:

- **It's easy to use.** Setting up Facebook ad campaigns couldn't be simpler. Facebook's Ads Manager walks you through the campaign creation process with a streamlined wizard that takes all confusion out of the process. Plus, Facebook provides helpful information along the way in case you get stuck on any of the sections.
- **It requires a low minimum budget.** Businesses can start small and test several options to see what kinds of ads will help them to achieve their business goals. Ads can [start as low as \\$1](#) a day.
- **It lets you pick your objective.** Facebook makes it easy to choose the right kind of campaign for your specific business goals, whether you want to grow your audience, send people to your website, get more people to "like" and comment on your posts, or encourage users to download your mobile app.
- **It allows you to reach the right people.** Facebook's targeting options show your ads to exactly the kinds of customers you want to meet. You can target ads using demographics (age, gender, marital status); interests and purchase behaviors; and location, down to individual zip codes.

## WHY FACEBOOK MATTERS

Why invest time and money in Facebook?  
It's simple: Your customers spend time there.

Daily active users: **1.01 billion worldwide**

New profiles created: **5 per second**

Average time per visit: **20 minutes**

Active small business Facebook pages: **40 million**

Source: <http://expandedramblings.com/index.php/by-the-numbers-17-amazing-facebook-stats/>  
and <http://fortune.com/2015/04/30/facebook-small-business/>



## Creating Facebook Ads: The basics

Facebook's Ads Manager breaks down the process of creating a new ad into several consistent steps:

### Step 1: Get started

In the Facebook Ads Manager, click the green Create Ad button in the top right corner.

### Step 2: Choose your objective

Possible objectives include promoting a Facebook page, sending people to a website, "boosting" a specific post, reaching people near your business, promoting an event and more.

What's your marketing objective?

Auction ⓘ Bid to reach your audience for the lowest possible price		Reach and Frequency ⓘ Pay a fixed price to predictably reach your brand's audience
Awareness	Consideration	Conversion
Boost your posts	Send people to your website	Increase conversions on your website
Promote your Page	Get installs of your app	Increase engagement in your app
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Increase brand awareness	Get video views	Promote a product catalog
Increase your reach	Collect leads for your business	Get people to visit your stores

### Step 3: Choose your audience

What kind of people are likely to be interested in your business? Narrow your targeting by age, geographic location, gender, language, interests and behaviors (including purchasing habits). You can also choose interests or behaviors to match those of your desired audience. NOTE: It is more cost-effective to narrow your search as much as possible. Going after a larger audience can sometimes burn through your budget quickly without returning the results you want. To learn how to build a better target audience for your ads, check out [this guide](#).



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**Who do you want your ads to reach?**[Help: Choose Your Audience](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations ⓘ

Everyone in this location ▾

United States

United States

Include ▾

Add a country, state/province, city, DMA, ZIP or address

Age ⓘ

18 ▾ - 65+ ▾

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

More Demographics ▾

Interests ⓘ

Food and drink > Food

Fast food

×

Search Interests

Suggestions

Browse

Behaviors ⓘ

Search behaviors

Browse

More Categories ⓘ


Choose a category

Browse

Connections ⓘ

Add a connection type ▾

**Audience Definition**

Your audience is defined.

**Audience Details:**

- Location:
  - United States
- Interests:
  - Fast food
- Age:
  - 18 - 65+

Potential Reach: 31,000,000 people

**189,089,130** people

**Description:** People who have expressed an interest in or like pages related to *Fast food*

[Report this as inappropriate](#)

## Step 4: Set your budget

Choose how much you want to spend per day or over the lifetime of the campaign. You can set start and end dates or have your campaign run continuously. If you have a lifetime budget for a campaign, you have the option to set up day parting — running your ads at specific times of the day and week. Setting up a budget that is “ongoing” does not have that option. Facebook will show you how many people it estimates your campaign will reach given your budget and targeting.

**How much do you want to spend?**[Help: Budgeting & Pricing](#)

Budget ⓘ

Daily Budget ▾

\$10.00 USD

Schedule ⓘ

Run my ad set continuously starting today

Set a start and end date

Show Advanced Options ▾


**Estimated Daily Reach**

1,600 - 4,200 people

0

of 120,000,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

 **DELUXE**





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## Step 5: Create your ad


A good ad has a bright, compelling image and clear language. Don't be afraid to tap your inner Mad Men creativity — your primary goal is to entice people to click. Facebook will show you a preview of what your ad will look like in the News Feed, in the right-hand column and on mobile devices. One important thing to know: Ad images can contain no more than 20 percent text. Make sure your images meet that guideline — Facebook isn't shy about issuing rejections.

**Format**  
Change or review how your ad looks.

  
**Carousel**  
Create an ad with 2-10 scrollable images or videos

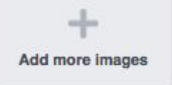
  
**Single Image**  
Create up to 6 ads with one image each at no extra charge

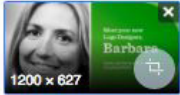
  
**Single Video**  
Create an ad with one video

  
**Slideshow**  
Create a looping video ad with up to 10 images

**Images**  
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

Browse LibraryFree Stock Images

  
Add more images



**Recommended Image Specs**

- Recommended image size:  
**1200 x 628 pixels**
- Image ratio: **1.91:1**
- To maximize ad delivery, use an image that contains **little or no overlaid text**.  
[Learn more.](#)

## Step 6: Confirm and wait for approval

Facebook reviews all ads before they go live to make sure they comply with their guidelines, usually within an hour.



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Using Facebook Ads to...

## Promote your Facebook page

**WHY:** Get more “likes” for your Facebook business page. People who “like” your page are your biggest advocates: They’re signing up because they want to see the pictures, content and special deals you post. Facebook fans may have actual monetary value, too. [One study](#) found that people who “liked” a business’s Facebook page spent nearly 50 percent more than non-fans.

**HOW:** In Step 2, when prompted to “choose the objective for your campaign,” click Promote your Page, then select the business page you want to promote from the drop-down menu that appears.

**Advertise on Facebook**

STEP 1: CREATE YOUR CAMPAIGN Use Existing Campaign

**Choose the objective for your campaign** Help: Choosing an Objective

Boost your posts

**Promote your Page**

Send people to your website

Increase conversions on your website

Get installs of your app

Increase engagement in your app

Reach people near your business

Raise attendance at your event

Get people to claim your offer

Get video views

**Page Likes**

Connect more people with your Page.

Not Ketchup

**Continue**



### DID YOU KNOW...

When American Rod and Automotive in Los Banos, California, wanted to connect with more classic car and hot rod enthusiasts on its Facebook page, the Deluxe Social Media team set up a **Promote Your Page** Facebook Ads campaign with a budget of \$50 per month, targeting Facebook users interested in classic car restoration. In less than six months, American Rod and Auto’s audience grew from 156 to more than 2,600, at an average cost of \$0.25 per new “like.”



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Using Facebook Ads to...

## Send people to your website


**WHY:** If your website is well designed, it's the best way for potential customers to get to know you and the products and services you offer.

**HOW:** In Step 2, choose **Send people to your website** and type in the URL you want people to land on. This can be your website's home page, your contact page, your online store or a specifically designed landing page.

### Choose the objective for your campaign


Help: Choosing an Objective

- Boost your posts
- Promote your Page
- Send people to your website**
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

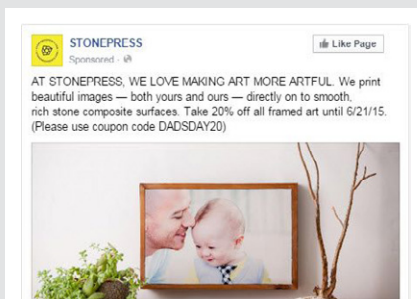


### Clicks to Website

Increase the number of visits to your website.



Continue



More than 100 users clicked through to their website, with several orders placed.

### DID YOU KNOW...

Stonepress in Farmington, Minnesota, knew that Father's Day was the perfect time to connect with new customers for their custom stone-printed photo art. Deluxe Social Media set up a Facebook Ads campaign to drive traffic to Stonepress' beautiful website. They targeted the 5-day campaign to new moms age 25-40 who were interested in photography and set a budget of \$10 per day. They also offered a 20 percent discount with a trackable online coupon code.



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Using Facebook Ads to...

## “Boost” your content

**WHY:** Facebook’s complicated algorithm decides which content users see in their News Feeds — and business page content gets lower priority than posts from friends and family. A “boosted” post is more prominently featured to people who have “liked” your page and their friends, or to people you choose through targeting.

**HOW:** In Step 2, choose **Boost your posts**, then select your business page and the post you want to promote from the drop-down menu on the right under **Page Post Engagement**.

Choose the objective for your campaign

Help: Choosing an Objective

Boost your posts

Promote your Page

Send people to your website

Increase conversions on your website

Get installs of your app

Increase engagement in your app

Reach people near your business

Raise attendance at your event

Get people to claim your offer

Get video views

### Page Post Engagement

Get more people to see and engage with your Page posts.

Not Ketchup

What's for dinner? I'm thinking a fe... ▾

+

Continue



### DID YOU KNOW...

Superstition's O.K. Corral Stables in Apache Junction, Arizona, has guided horseback riders through the Superstition Mountains since 1968. They used Facebook’s **Boost your posts** option to share a short, scenic video featuring the business owners, their horses and the glorious desert scenery. Just \$5 yielded tremendous word-of-mouth results, including 1,700+ views of the video, 101 “likes,” and 30 comments. Even better: 62 viewers shared the video with their own Facebook friends.



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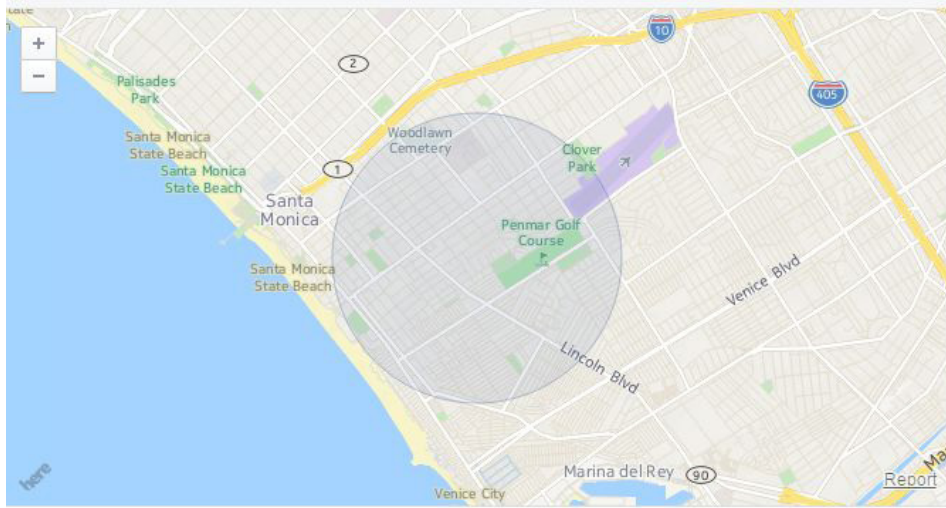
Using Facebook Ads to...

## Get people into your store

**WHY:** Connecting with customers on Facebook is great, but brick-and-mortar businesses want people walking in the door. Fill your tables, promote a sale or offer exclusive fans-only shopping events.

**HOW:** In Step 2, choose **Reach people near your business**, then enter your street address and how many miles around your location you want to target.

Who would you like to see your ads? [Help: Choose Your Audience](#)



**Potential Reach**

**75,000** People

This is the total number of people in your selected audience who we estimate will be in your area based on their activity on Facebook.

Report

Using Facebook Ads to...

## Generate Leads

**WHY:** Lead ads are a great solution for connecting customers with businesses. When someone clicks on your lead ad, a form opens with the person's contact information automatically populated, based on the information they have shared with Facebook, such as their name and email address. This ad format makes it fast and easy to submit and retrieve a user's information.

**HOW:** In Step 2, choose Collect leads for your business, name your campaign and then select continue. From there, you will walk through the steps of setting up your target audience, location, demographics and budgets.



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Awareness	Consideration	Conversion
Boost your posts	Send people to your website	Increase conversions on your website
Promote your Page	Get installs of your app	Increase engagement in your app
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Increase brand awareness	Get video views	Promote a product catalog
Increase your reach	<b>Collect leads for your business</b>	Get people to visit your stores

## Lead generation

Collect lead information from people interested in your business.

Next you will get to customize your lead form and select which fields you would like to be auto-populated. If this is your first time creating a lead form, you would select “New Form”.

## Create a Lead Form

☒ **New Form**  
Create a new form and enter in all new information.

☐ **Duplicate an Existing Form**  
Duplicate one of your existing form and change only what you want.

In addition to the fields for the lead form, you also have the option to add a context card. This context card is intended to display any additional information to the user that you think may be valuable.



## Add a Context Card to your form

Now you can display additional information about your product or service before people start filling out your form

- Tell users what they will receive
- Describe your product or service
- Choose between paragraph or bullet formats



# A Guide to Advertising on Facebook

Here are the available options to include in your lead ad:

Lead Form

What information would you like to ask for?

User Information

☒ Email ☒ Full name

Fewer options

Contact Fields

☐ First name ☐ Last name

☐ Phone number ☐ Street address

☐ City ☐ State

☐ Province ☐ Country

☐ Post code ☐ Zip code

Demographic Questions

☐ Date of birth ☐ Gender

☐ Marital status ☐ Relationship status

☐ Company name ☐ Military status

Work Information

☐ Job title ☐ Work phone number

Before you are finished, please remember that you will need to provide a link to your privacy policy page. From there, you're all set! Here is a link to additional information about rules and guidelines with [Facebook lead ads](#).

## Conclusion

Now you have everything you need to get started with Facebook Ads. Take the opportunity to build stronger relationships with fans and find new customers using these cost-effective targeted ads.

## Short on time?

Partner with a Deluxe social media specialist.



Customized campaign  
for objective and  
audience



Professionally  
designed ads that  
work



Account monitoring  
and monthly  
reporting



Affordable plans  
and pricing to fit any  
budget



CONTACT ME

Ready to chat now? 866.343.7987