



## Meta Business Suite in 6 Parts

Part 5: Run Facebook & Instagram ads with a strategy. • Make social media work for **you**.

Running ads is great! It means that you care about your business's success and about the public's understanding of who you are, what you do and what you stand for. Consider running a social media ad campaign that dovetails your organic social media efforts.

### How to set up ads (and not just boosting a post):

1. Navigate to "Ads" under your business's profile in Meta Business Suite
2. Click "Create Ad" in the upper right corner
3. Choose a goal for the ad you want to run:
  - a. Automated Ads
  - b. Boost an Instagram post
  - c. Build your business
  - d. Get more website traffic
  - e. Boost a Facebook post
  - f. Promote your page
  - g. Promote your business locally
  - h. Get more leads
  - i. Get more messages
4. Double check you've selected the correct Ad Account in the upper right corner
  - a. If you run through multiple Ad Accounts, a drop-down menu should be available to toggle between correct accounts
5. Create the ad visuals, description and headlines
  - a. **Description:** Write a SHORT & SWEET description for your ad...paragraphs are boring and people won't read them
  - b. **Ad Visuals:** Use landscape orientation OR a square image OR design graphics in 1080 px by 1080 px
  - c. **Headlines:** Write SHORT headlines at 25 characters or less (including spaces)
6. Choose your audience from any of the following targeting options:
  - a. Advantage Audience
    - i. Advantage audience is indicated inside the grey box below the "Advantage Audience" option
  - b. People you choose through targeting

- i. **\*NOTE\*** You want the bar at the bottom of this audience section to be GREEN, otherwise, your audience will be too specific or too broad for your ad spend to be worth it
    - c. People who engaged with any post or ad
    - d. People who like your Page
    - e. People who like your Page and people similar to them
    - f. People in your local area
    - g. A custom audience
7. Set your advertisement schedule
  - a. For a strategic ad, we recommend running it longer than 5 days. Anything running for 5 days or less will be a waste of money because the ad won't have enough time to gain traction.
  - b. Choose to run the ad on a schedule or to run continuously until you tell it to stop.
  - c. Choose your ad budget (adjust by amount per day or amount per campaign)
    - i. \$50 per day for 10 days VERSUS \$50 for 10 days
8. Review ad previews, estimated results and payment summary on the right hand side
  - a. Click through all ad previews on Facebook, Instagram and Messenger to make sure they look and read well
  - b. Take note of the estimated results in Reach and Link Clicks (if applicable) for campaign comparison when the campaign ends
  - c. Review the set budget to make sure it matches how much you want to spend
9. Click "Promote Now" in the bottom right hand corner
10. Wait for the Ad to be approved by Meta Business before it becomes Active
11. Monitor Ad results and compare to website data or sales data for the lifetime of the Ad Campaign
12. Pair complementary organic social media content with the paid Ad Campaign to create a dynamic social media experience for your audience and customers