

The Basics of Facebook Ads

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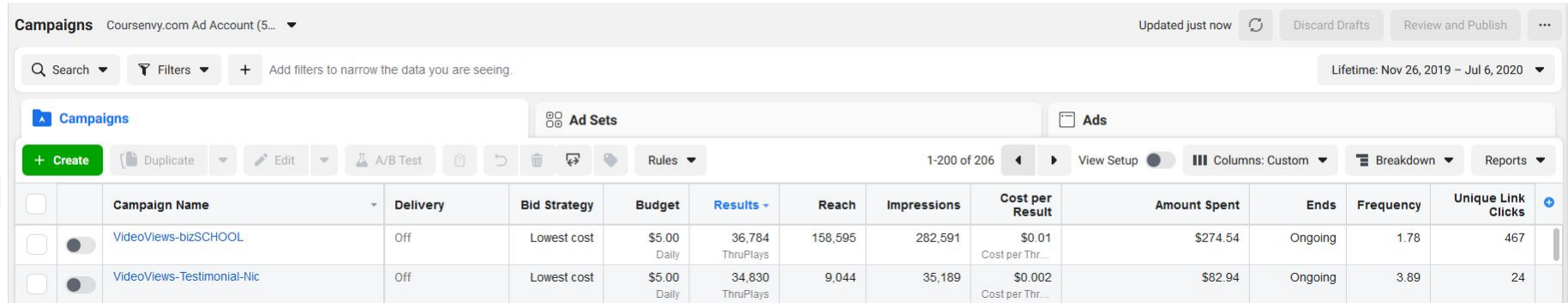
Facebook Ads are used to get your brand in front of people and share your story/value proposition!
Your goal with Facebook marketing is to create:

1. **Awareness** - Introduce your product or brand to the world via Facebook Ads. Create a story around your product/brand that people will remember.
2. **Consideration** - Offer a value proposition that attracts potential customers to consider your brand/product.
3. **Conversion** - Convert the customer (i.e. make the sale) and build ongoing customer loyalty that will keep customers buying again and again.

How to Create a Facebook Campaign

With the power of Facebook Ads, you can reach people based on location, age, gender, interests, actions they have taken on your website/app, and much more!

<https://business.facebook.com/adsmanager>



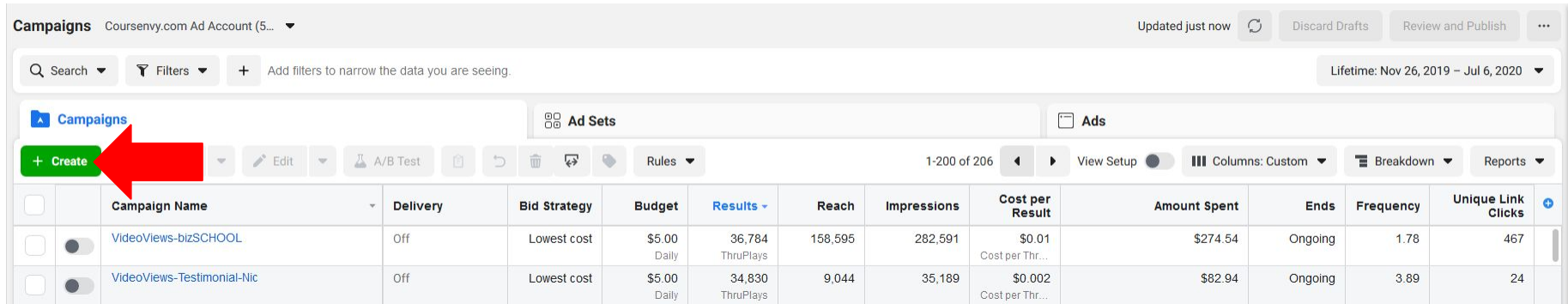
The screenshot displays the Facebook Ads Manager interface for a 'Coursenvy.com Ad Account'. The top navigation bar includes a search bar, filters, and a 'Create' button. Below the navigation bar, there are tabs for 'Campaigns', 'Ad Sets', and 'Ads'. The 'Campaigns' tab is selected, showing a list of campaigns. The table columns include Campaign Name, Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Frequency, and Unique Link Clicks. Two campaigns are listed: 'VideoViews-bizSCHOOL' and 'VideoViews-Testimonial-Nic'.

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☐	VideoViews-bizSCHOOL	Off	Lowest cost	\$5.00 Daily	36,784 ThruPlays	158,595	282,591	\$0.01 Cost per Thr...	\$274.54	Ongoing	1.78	467
☐	VideoViews-Testimonial-Nic	Off	Lowest cost	\$5.00 Daily	34,830 ThruPlays	9,044	35,189	\$0.002 Cost per Thr...	\$82.94	Ongoing	3.89	24

How to Create a Facebook Campaign

Just click the **CREATE** button on your Facebook Ads Manager page to create a Facebook campaign:

<https://business.facebook.com/adsmanager>



The screenshot shows the Facebook Ads Manager interface. At the top, there's a header with 'Campaigns' and 'Coursenvy.com Ad Account (5...'. Below this is a search bar and filters. The main area shows a list of campaigns. A red arrow points to the '+ Create' button in the top left of the campaign list.

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☐	VideoViews-bizSCHOOL	Off	Lowest cost	\$5.00 Daily	36,784 ThruPlays	158,595	282,591	\$0.01 Cost per Thr...	\$274.54	Ongoing	1.78	467
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Step #1 - Selecting Your Campaign Objective

Old User Interface (11 Objectives)

Step #1 - Selecting Your Campaign Objective

Step #2 - In this pop-up, select the "Create New Campaign" option.

The screenshot displays the Facebook Ads Manager interface. The top navigation bar includes the 'Campaigns' tab, a search bar, and buttons for 'Updated just now', 'Discard drafts', and 'Review and publish (3)'. The main content area shows a list of campaigns. A red arrow labeled '#1' points to the 'Create' button in the top left. A second red arrow labeled '#2' points to the 'Create new campaign' button in the pop-up. The pop-up window is titled 'Create new campaign' and features a 'Buying type' dropdown set to 'Auction'. Below this, it asks to 'Choose a Campaign Objective' with a 'Learn more' link. The objectives are categorized into three groups: Awareness (Brand awareness, Reach), Consideration (Traffic, Engagement, App installs, Video views, Lead generation, Messages), and Conversion (Conversions, Catalog sales, Store traffic). A red box highlights the 'Create New Campaign' option in the Awareness section. The background shows a list of campaigns with columns for status, name, delivery status, and cost.

Off / On	Campaign	Delivery
☒	New Traffic Campaign	In draft
☒	BOF-CONV-RT-CE-ALLtraf30d-US (modMBA)	Active
☐	TRAF-Udemy-INDIA (SMM) - ✓ OH	Off
☐	TRAF-Udemy-INDIA (FB) - ✓ OH	Off
☐	TOF-CONV-Top4-GaryVee (M\$)	Off
☐	BOF-CONV-RT-CE-ALLtraf30d-US (M\$)	Off
☐	TRAF-Udemy-US (FB) - ✓ OH	Off
☐	TRAF-Udemy-US (SMM) - ✓ OH	Off
☐	TRAF-Udemy-US (SMM) - ✓	Off
☐	TRAF-Udemy-US (FB) - ✓	Off
☐	TRAF-Udemy-US (FB)	Off
☐	TRAF-Udemy-US (SMM)	Off

Step #1 - Selecting Your Campaign Objective

New User Interface (6 Objectives)

Step #1 - Selecting Your Campaign Objective

Step #2 - Selecting Your Campaign Objective

In this pop-up, select the **"Create New Campaign"** option.

Create new campaign

Buying type: Auction

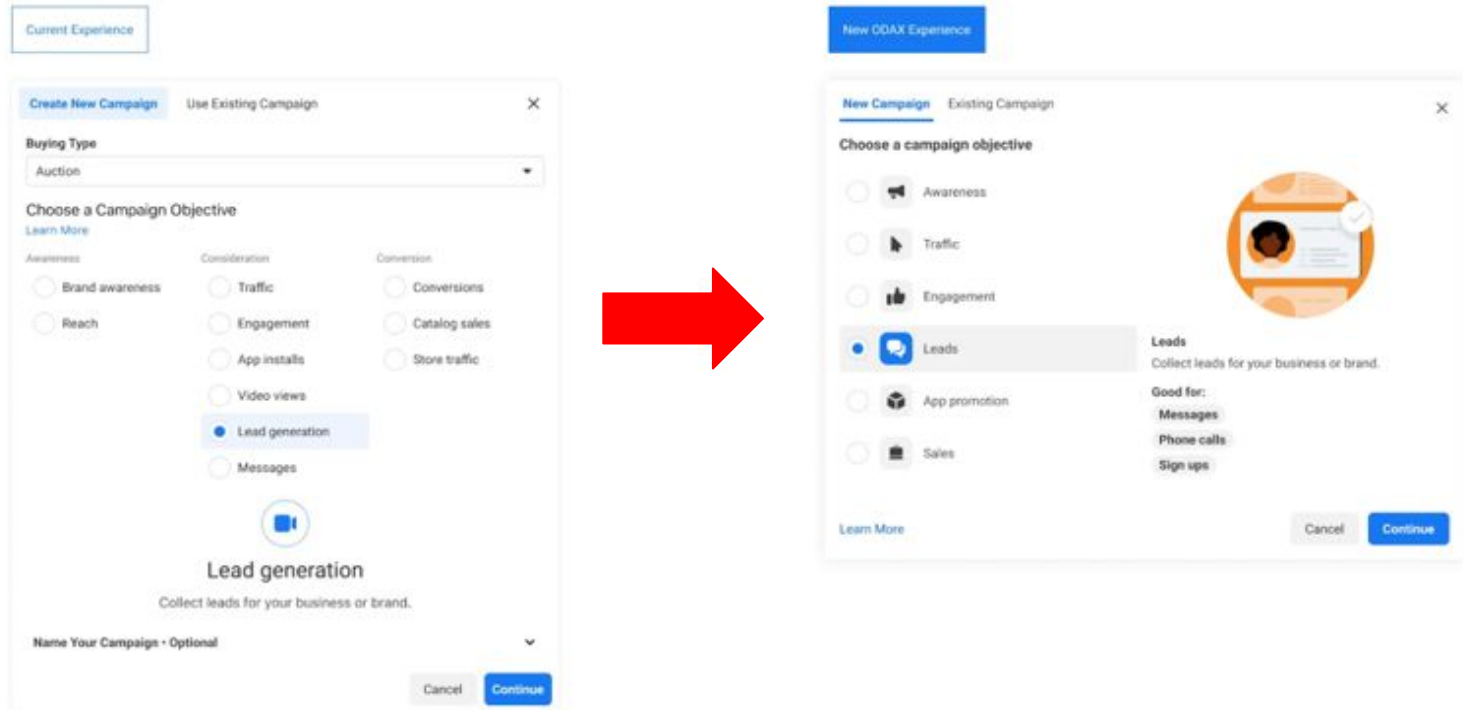
Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales

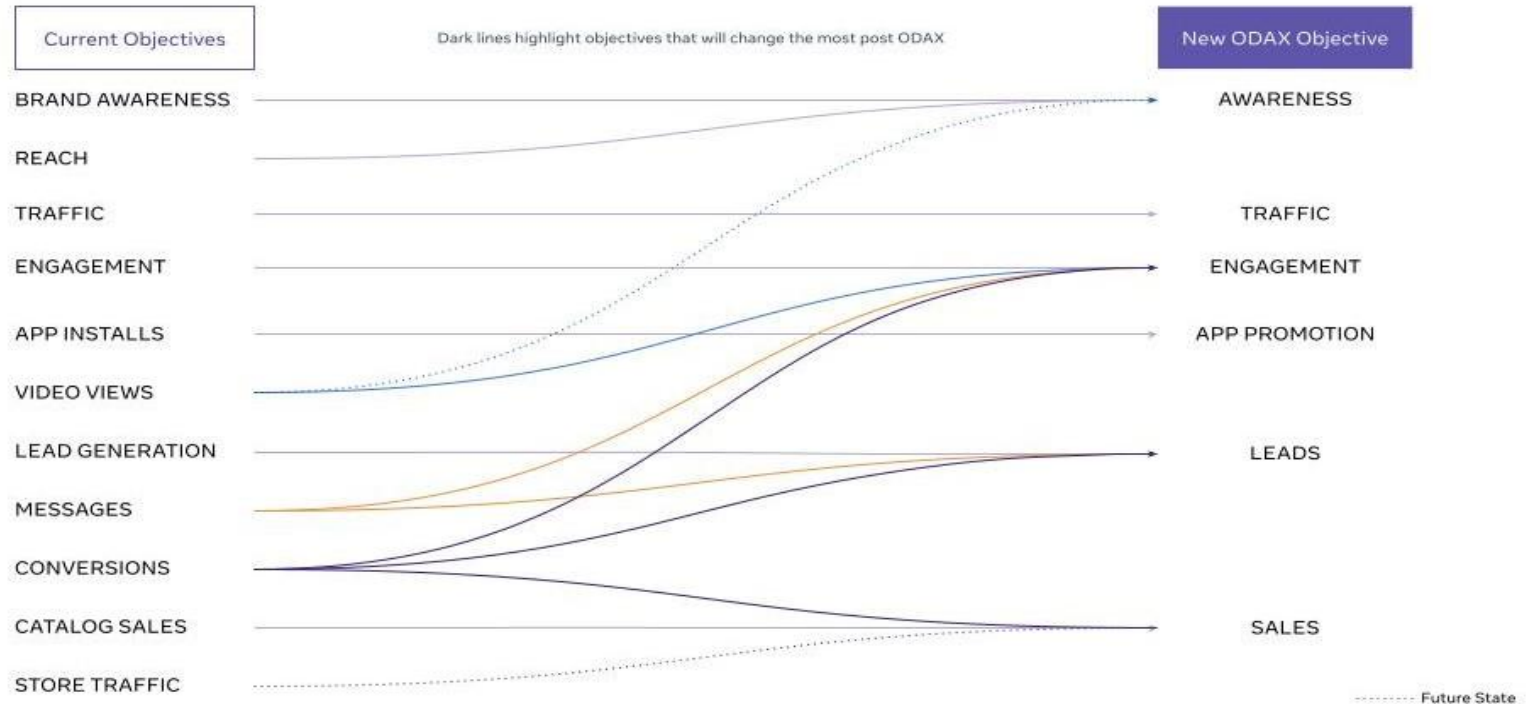
Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[Learn more](#) [Cancel](#) [Continue](#)

Old vs New Campaign Objectives



Old vs New Campaign Objectives



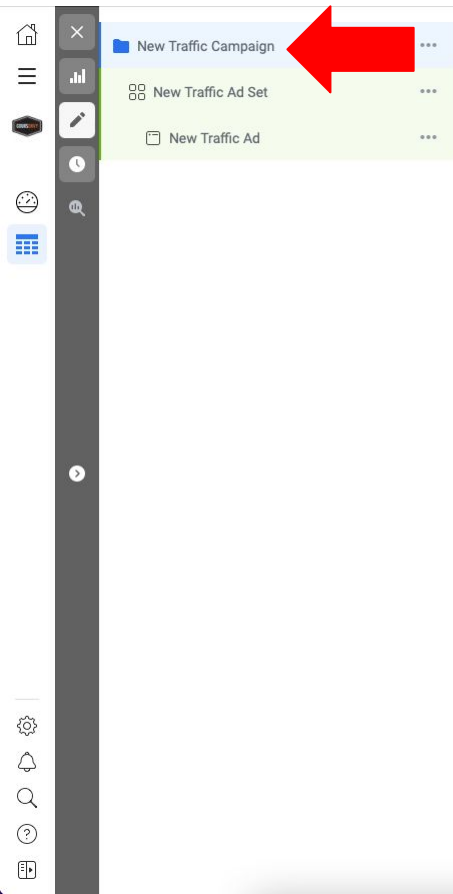
Types of Campaign Objectives

- Selecting the type of campaign objective you want to run is the first step of creating a Facebook ad campaign.
- Whether if you want to get more visitors to your website (TRAFFIC objective) or more people to like your Facebook Post (ENGAGEMENT objective), Facebook has a Campaign Objective for every scenario and type of ad you could ever want!

How to Choose the Right Meta Ads Manager Objective

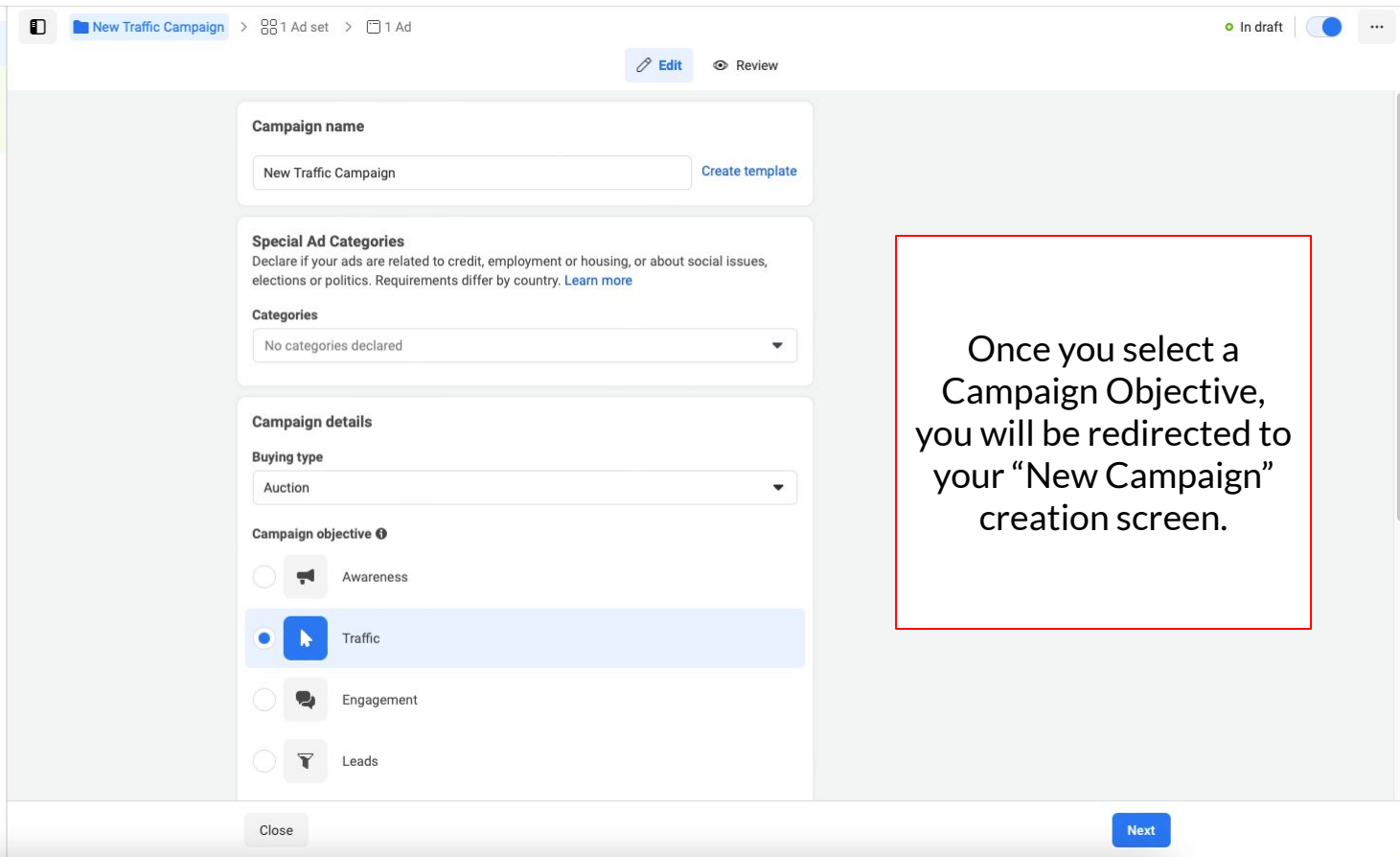
Ad objective	Your business goal is to:	Previous ad objective			
Awareness	Create awareness of your business. This objective will help you reach the largest number of people who are most likely to remember your ad. For example, if your business is brand new or has been recently renamed, awareness may help potential customers become more familiar with your business.	Brand awareness Reach Video views Store traffic	Leads	Collect leads for your business or brand via messages, phone calls or signups. For example, if you want potential customers to sign up for a monthly newsletter, this objective can help you reach people willing to share their information with you to learn more about your business.	Lead generation Messages Conversions
Traffic	Increase traffic to an online destination of your choice. Send people to a destination, like your Facebook or Instagram shop, website or app. For example, if you're having a flash sale in your shop or want to send potential customers to a web page that describes your services, this may help drive traffic to those destinations.	Traffic	App promotion	Get people on mobile devices to install or take a specific action within your app. For example, if you want potential customers to make a purchase through your app or try a new app feature, you can create an app promotion campaign.	App installs
Engagement	Find people more likely to engage with your business online, send a message or take desired actions on your ad or Page. For example, if you want people who are interested in your products or services to start a conversation via Messenger, this objective can reach potential customers more likely to do so.	Engagement Video views Messages Conversions	Sales	Find people likely to purchase your goods or services. For example, if you want to reach people most likely to make a purchase, such as through an ecommerce site, you can use the sales objective. You can also optimize for other actions, such as adding an item to their cart.	Conversions Catalog sales

<https://www.facebook.com/business/help/1438417719786914>



The sidebar contains several icons for navigation: Home, Campaigns, Ad sets, Ads, Analytics, Saved, and Settings. Below these are icons for a calendar, a magnifying glass, a question mark, and a list. The 'Campaigns' icon is highlighted with a red arrow pointing to the 'New Traffic Campaign' option in the main content area.

- New Traffic Campaign
- New Traffic Ad Set
- New Traffic Ad



The main content area shows the 'New Traffic Campaign' creation screen. It includes a breadcrumb trail: 'New Traffic Campaign' > '1 Ad set' > '1 Ad'. There are 'Edit' and 'Review' buttons at the top right. The screen is divided into several sections:

- Campaign name:** A text input field containing 'New Traffic Campaign' and a 'Create template' link.
- Special Ad Categories:** A section with a description: 'Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)'. Below it is a 'Categories' dropdown menu with 'No categories declared' selected.
- Campaign details:** A section with a 'Buying type' dropdown menu set to 'Auction'.
- Campaign objective:** A section with four radio button options: 'Awareness', 'Traffic' (selected), 'Engagement', and 'Leads'.

At the bottom, there are 'Close' and 'Next' buttons.

Once you select a Campaign Objective, you will be redirected to your "New Campaign" creation screen.



New Traffic Campaign

New Traffic Ad Set

New Traffic Ad



Notice the 3 levels
to your Facebook
campaign.

- Campaign
- Ad Set
- Ad

New Traffic Campaign > 1 Ad set > 1 Ad

Edit Review

Campaign name

New Traffic Campaign

Create template

Special Ad Categories

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories

No categories declared

Campaign details

Buying type

Auction

Campaign objective

- ☐ Awareness
- ☒ Traffic
- ☐ Engagement
- ☐ Leads

Close

Next

The screenshot displays the Facebook Ads Manager interface. On the left sidebar, the 'New Traffic Campaign' item is highlighted in green, with a red arrow pointing to it. The main area shows the campaign setup process for 'New Traffic Campaign'. The campaign name is 'New Traffic Campaign'. The 'Special Ad Categories' section is empty. The 'Campaign details' section shows the 'Buying type' as 'Auction' and the 'Campaign objective' as 'Traffic' (selected). The 'Traffic' objective is highlighted in blue. The 'Next' button is visible at the bottom right.

Notice the BLUE highlighted text in the left sidebar. This lets us know which level we are editing.

We will work on the FIRST level:

-Campaign

Navigation sidebar with icons for Home, Campaigns, Ad Sets, Ads, Analytics, and Settings. The sidebar shows a hierarchy: New Traffic Campaign (selected), New Traffic Ad Set, and New Traffic Ad.

New Traffic Campaign > 1 Ad set > 1 Ad

[Edit](#) [Review](#)

Campaign name

New Traffic Campaign [Create template](#)

Special Ad Categories
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories

No categories declared

Campaign details

Buying type

Auction

Campaign objective

☐ Awareness

☒ Traffic

☐ Engagement

☐ Leads

[Close](#) [Next](#)

First name your Campaign.

Navigation sidebar with icons for Home, Campaigns, Ad Sets, Ads, Analytics, and Settings. The sidebar shows a hierarchy: New Traffic Campaign (selected), New Traffic Ad Set, and New Traffic Ad.

New Traffic Campaign > 1 Ad set > 1 Ad

[Edit](#) [Review](#)

Campaign name

New Traffic Campaign [Create template](#)

Special Ad Categories
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories

No categories declared

Campaign details

Buying type

Auction

Campaign objective

☐ Awareness

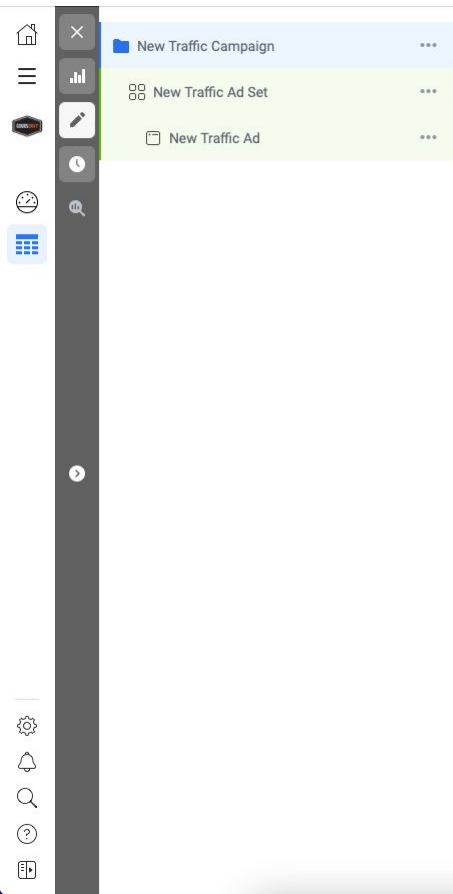
☒ Traffic

☐ Engagement

☐ Leads

[Close](#) [Next](#)

Select "Auction" for the Buying Type.



The sidebar contains the following navigation items from top to bottom: Home, Overview, Campaigns, Ad sets, Ads, Reporting, Saved, and Help. Below these are icons for a calendar, a clock, a magnifying glass, and a question mark. At the bottom is a 'New' button.

New Traffic Campaign > 1 Ad set > 1 Ad

Edit Review

Campaign name

New Traffic Campaign [Create template](#)

Special Ad Categories
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories

No categories declared

Campaign details

Buying type

Auction

Campaign objective

☒ Awareness

☒ Traffic

☐ Engagement

☐ Leads

Close [Next](#)

Confirm the Campaign Objective type you selected for this new Campaign.

Then scroll down.

Navigation sidebar with icons for Home, Campaigns, Ad Sets, Ads, Analytics, and Settings. The sidebar shows a hierarchy: New Traffic Campaign > New Traffic Ad Set > New Traffic Ad.

Top navigation: New Traffic Campaign > 1 Ad set > 1 Ad

Buttons: Edit, Review

Options:

- ☒ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales

[Show more options](#)

A/B Test Create A/B Test ☐

Try different images, ad text, audiences, and more to see which one performs best. [Learn more](#)

Advantage Campaign Budget +

Advantage Campaign Budget will distribute your budget across your ad sets to get you more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign budget

Daily Budget USD

You'll spend up to \$25.00 on some days, and less on others. You'll spend an average of \$20.00 per day and

Buttons: Close, All edits saved, Next

Toggle on Advantage Campaign Budget.

Set your Daily Budget.

Notice the BLUE highlighted text in the left sidebar. We are now editing the AD SET level.

New Traffic Campaign > **New Traffic Ad Set** > 1 Ad

[Edit](#) [Review](#)

Ad set name

New Traffic Ad Set [Create template](#)

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

- ☒ Website
- ☐ App
Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get help for app install ads](#)
- ☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.
- ☐ WhatsApp
When someone clicks your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people who are more likely to message you in WhatsApp.
- ☐ Calls
When someone taps your ad, they'll be able to call your business. Your ad will be shown to people who are more likely to call you.

Dynamic creative Off
Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn more](#)

Budget & schedule

[Close](#) ✓ All edits saved [Back](#) [Next](#)

Performance may be impacted
Evolving changes within the ads ecosystem may affect your performance or reporting.

Performance and reporting impact

Audience definition
Your audience selection is fairly broad.

Specific ————— Broad

Estimated audience size: 228,800,000 - 269,200,000 ⓘ
Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

**Target
Audience
=
Ad Set**

New Traffic Campaign > New Traffic Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad set name

New Traffic Ad Set [Create template](#)

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

- ☒ Website
- ☐ App
Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get help for app install ads](#)
- ☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.
- ☐ WhatsApp
When someone clicks your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people who are more likely to message you in WhatsApp.
- ☐ Calls
When someone taps your ad, they'll be able to call your business. Your ad will be shown to people who are more likely to call you.

Dynamic creative Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn more](#)

Budget & schedule

[Close](#) ✓ All edits saved [Back](#) [Next](#)

Performance may be impacted

Evolving changes within the ads ecosystem may affect your performance or reporting.

Performance and reporting impact

Audience definition

Your audience selection is fairly broad.

**Scroll down to the
AUDIENCE section on
the AD SET level.**

As you can see, the options for reaching your target audience are truly endless with Facebook Ads, including: Custom Audiences (e.g. your email list), Locations, Age, Gender, Languages, Detailed Targeting (e.g. Demographics, Interests, or Behaviors).

New Traffic Campaign > New Traffic Ad Set > 1 Ad

EditReview

Audience

Define who you want to see your ads. [Learn more](#)

Create new audienceUse saved audience

Custom audiences

Create new

Search existing audiences

Exclude

Locations

People living in or recently in this location

United States

United States

IncludeSearch locationsBrowse

Add locations in bulk

Age

1865+

Gender

All genders

Detailed targeting

Include people who match

Add demographics, interests or behaviorsSuggestionsBrowse

Performance may be impacted

Evolving changes within the ads ecosystem may affect your performance or reporting.

Performance and reporting impact

Audience definition

Your audience selection is fairly broad.

SpecificBroad

Estimated audience size: 228,800,000 - 269,200,000

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

CloseAll edits savedBackNext

Coursenvy®

www.Coursenvy.com

Audience = Who Sees Your Ad

The Audience section of your Facebook ad campaign enables you to show your ads to the people you think will care about your brand.

The 2 Basic Types of Audiences: <https://www.facebook.com/business/help/121933141221852>

- **Specific** - Targeting a small niche group of people (potential ad reach between 1,000 and 1,000,000 users) via strict parameters at nearly every option available under the Audience section of your Facebook Ad creation.
- **Broad** - Targeting a much larger group of people (potential ad reach over 1,000,000 users). Facebook ads implement a machine learning algorithm and use a ton of data to optimize your campaigns for who is most likely to click your ad. Just because you have a broad ad with a potential reach of 1m+ doesn't mean Facebook will serve your campaign to one million people. Facebook is using its algorithm to find the best users, for your budget! They want your ads to succeed so you keep paying them :)

New Traffic Campaign

New Traffic Ad Set

New Traffic Ad

New Traffic Campaign > New Traffic Ad Set > 1 Ad

EditReview

Audience

Define who you want to see your ads. [Learn more](#)

Create new audienceUse saved audience

Custom audiencesCreate new

Search existing audiences

Exclude

Locations

People living in or recently in this location

United States

United States

IncludeSearch locationsBrowse

Add locations in bulk

Age

1865+

Gender

All genders

Detailed targeting

Include people who match

Add demographics, interests or behaviorsSuggestionsBrowse

Performance may be impacted

Evolving changes within the ads ecosystem may affect your performance or reporting.

Performance and reporting impact

Audience definition

Your audience selection is fairly broad.

SpecificBroad

Estimated audience size: 228,800,000 - 269,200,000

Estimates may vary significantly over time based on your targeting selections and available data.

Close

✓ All edits saved

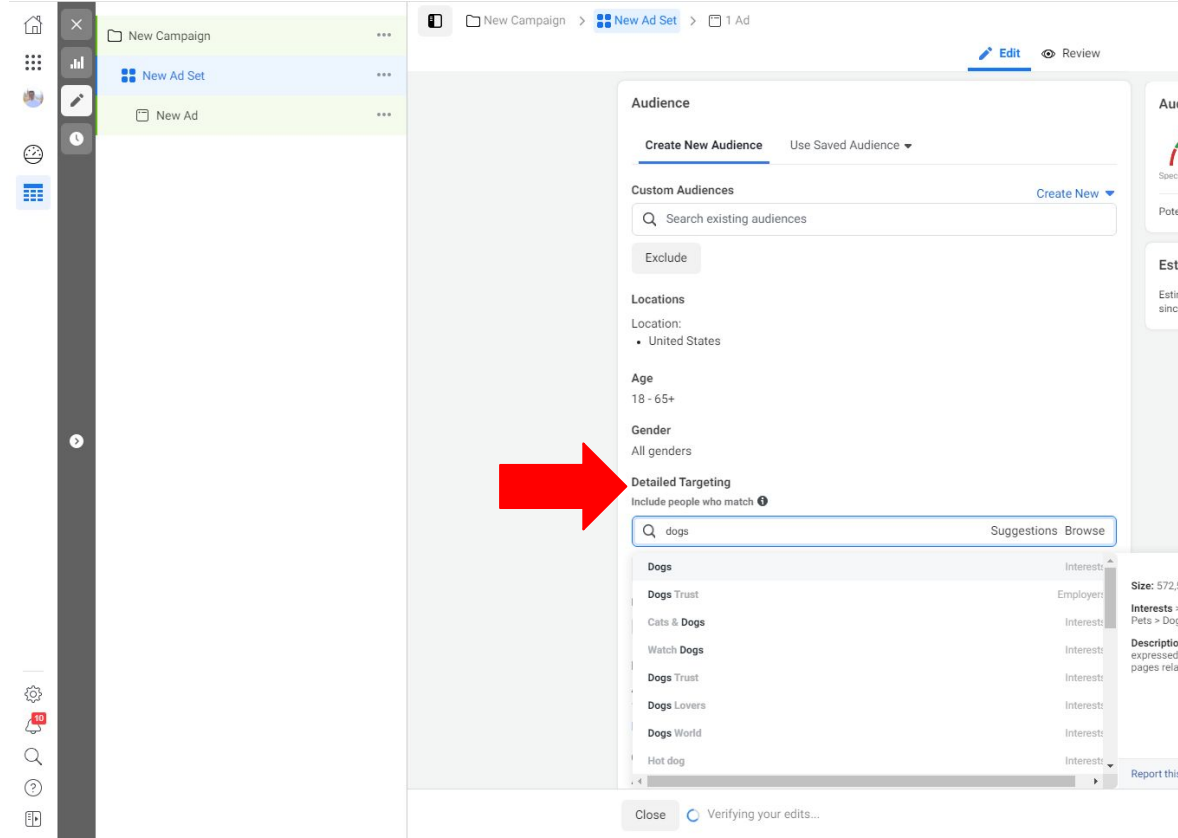
BackNext

Notice your total ad campaign "Estimated Audience Size" change as you edit your Audience targeting.

Detailed Targeting

Detailed Targeting is one of the audience targeting options Facebook enables you to use to refine the group of people your ads are shown to.

EXAMPLE: Users interested in “Dogs”

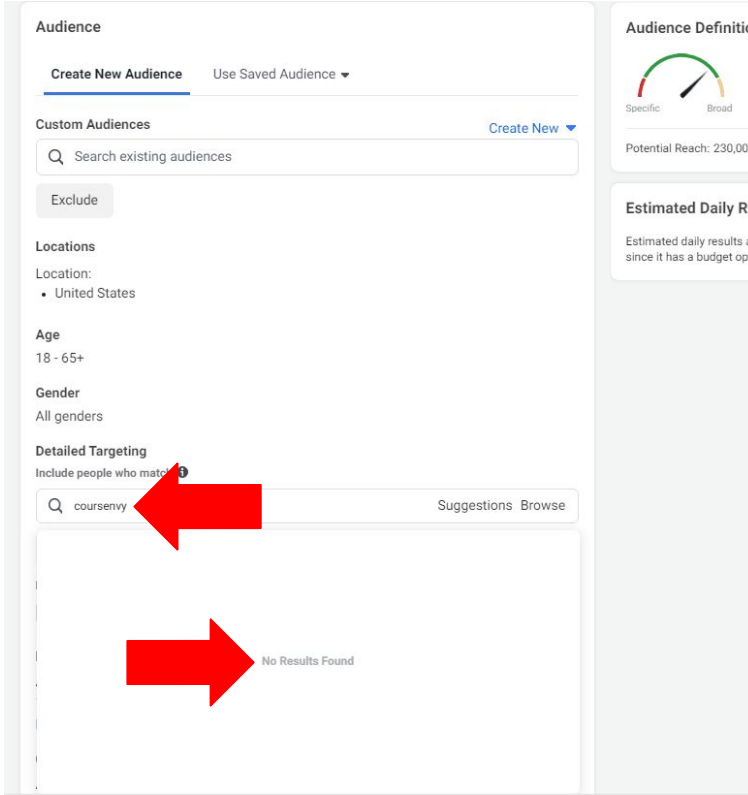


The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar contains navigation icons. The main area shows a campaign structure with 'New Campaign', 'New Ad Set', and 'New Ad'. The 'New Ad Set' is selected, leading to the 'Audience' configuration page. The page has tabs for 'Edit' and 'Review'. Under the 'Audience' tab, there are options to 'Create New Audience' or 'Use Saved Audience'. Below this, the 'Custom Audiences' section includes a search bar and an 'Exclude' button. The 'Locations' section is set to 'United States'. The 'Age' section is set to '18 - 65+'. The 'Gender' section is set to 'All genders'. The 'Detailed Targeting' section is highlighted with a red arrow and contains a search bar with the text 'dogs'. Below the search bar, a list of suggestions is shown, including 'Dogs', 'Dogs Trust', 'Cats & Dogs', 'Watch Dogs', 'Dogs Trust', 'Dogs Lovers', 'Dogs World', and 'Hot dog'. The 'Dogs' suggestion is selected. The bottom of the page shows a 'Close' button and a status message 'Verifying your edits...'.

Detailed Targeting

One interest I love to target is competitors Facebook pages because typically, if people are engaging with my competitors page/product/service, they will most likely be interested in my similar brand.

But as you can see, **NOT ALL** Facebook pages are available in the search results (this is up to Facebook's discretion), so you will have to rely on **BROADER** targeting.



The screenshot displays the Facebook Audience Targeting interface. The 'Audience' section is active, showing options to 'Create New Audience' or 'Use Saved Audience'. Under 'Custom Audiences', there is a search bar with the text 'Search existing audiences'. Below this, the 'Locations' section shows 'United States'. The 'Age' section shows '18 - 65+'. The 'Gender' section shows 'All genders'. The 'Detailed Targeting' section is expanded, showing 'Include people who match' with a search bar containing 'coursenvy'. A red arrow points to the search bar, and another red arrow points to the 'No Results Found' message. The right sidebar shows 'Audience Definition' with a gauge and 'Estimated Daily Reach'.

Audience

Create New Audience Use Saved Audience ▼

Custom Audiences Create New ▼

Search existing audiences

Exclude

Locations

Location:

- United States

Age

18 - 65+

Gender

All genders

Detailed Targeting

Include people who match

Search bar: coursenvy Suggestions Browse

No Results Found

Close Verifying your edits...

Detailed Targeting → Broad Audience Example

EXAMPLE: Create a BROAD audience targeting your entire customer location, age, and gender. Then create a Custom Audience of all users who clicked your ad and landed on your website. Finally, create a Lookalike Audience of this Custom Audience that you can target in future ads for a more targeted audience option.

This is how to use a BROAD audience (potential reach over 1m) to extract potential customers!

The screenshot displays the Facebook Ads Manager interface for a new traffic campaign. The breadcrumb trail at the top reads: "New Traffic Campaign > New Traffic Ad Set > 1 Ad". On the right, there are status indicators for "In draft" and a toggle switch.

The main section is titled "Audience" with the subtitle "Define who you want to see your ads. [Learn more](#)". Below this, there are two tabs: "Create new audience" (which is selected) and "Use saved audience".

Under the "Create new audience" tab, there is a section for "Custom audiences" with a "Create new" dropdown and a search bar labeled "Search existing audiences". Below the search bar is an "Exclude" button.

The "Locations" section has a dropdown menu set to "People living in or recently in this location". Below this, a list shows "United States" with a green checkmark icon. At the bottom of the locations list are "Include" and "Search locations" options, along with a "Browse" button.

The "Age" section has two dropdown menus, both set to "25" and "60".

The "Gender" section has three radio buttons: "All", "Men" (which is selected), and "Women".

On the right side of the interface, there are three informational boxes:

- Performance may be impacted:** A warning box stating "Evolving changes within the ads ecosystem may affect your performance or reporting."
- Audience definition:** A box stating "Your audience selection is fairly broad." It includes a horizontal progress bar that is mostly green, with "Specific" on the left and "Broad" on the right. Below the bar, it says "Estimated audience size: 71,200,000 - 83,800,000".
- Estimated daily results:** A box stating "Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets."

A large red arrow points from the "Estimated daily results" box towards the "Audience definition" box.

Facebook Ad Targeting

You can really target your audience in so many ways!

- Whether it's location or demographics (i.e. target by age, gender).
- We can target users interests such as hobbies and recent activity searches. What do users do in their pastime.
- What is their career? What was their education (i.e. target by colleges, schools)?
- We can target behaviors... like what websites are they searching/shopping on?
- What is their income level?
- What Facebook pages do they like? I love this targeting option because if there is a brand similar to yours that is your most likely your competition... why not market directly to those people! See if you can pull some of those people away to your brand instead!
- What does your AVATAR or PERFECT customer do, eat, play, use, like... EVERYTHING!

Facebook Ad Targeting

So with this course you will not only learn how to advertise to all these different audiences but also with accuracy and affordability!

I am all about **Return on Ad Spend (ROAS)**. Making your dollar stretch is very attainable with Facebook Ads.

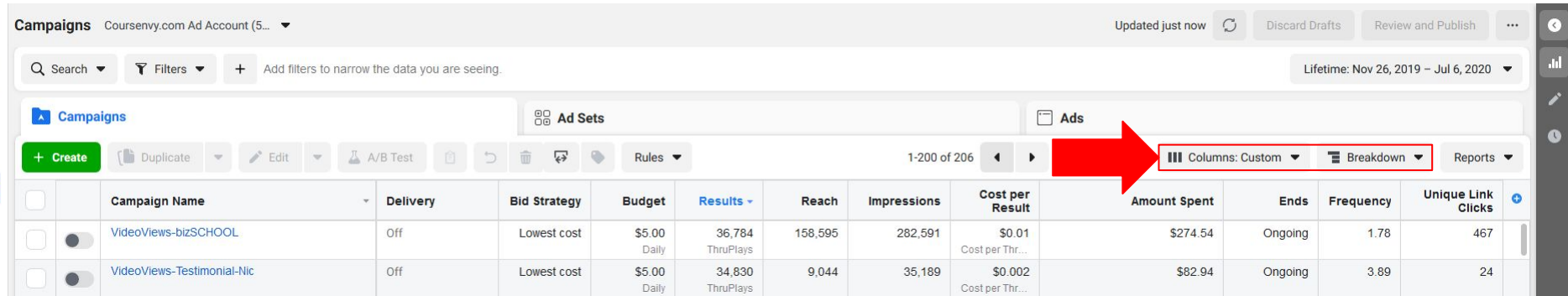
So whether this is your first or 500th Facebook Ad, we'll be teaching you tips on how to get the best results from each type of ad!

Which leads to my final point... TESTING! I use **Split Testing** to find out which type of ad and/or variable is converting the best with my audience!

Test Test Test!

The key to Facebook Ad optimization is **TESTING!** What I love about Facebook is that it has great built in data reporting right in your Facebook Ads Manager so you can break down ads specifically by whatever your conversion metric is in order to see your results and your return on ad spend (via the **COLUMNS** and **BREAKDOWN** menus)!

Did people engage? Did people make a purchase? Did people opt into an email list? Whatever your conversion metric is, you can measure it with Facebook reporting!



The screenshot displays the Facebook Ads Manager interface for a 'Campaigns' view. The top navigation bar includes 'Campaigns', 'Ad Sets', and 'Ads' tabs. Below the navigation bar, there are filters and a search bar. The main table lists campaigns with columns for Campaign Name, Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Frequency, and Unique Link Clicks. A red arrow points to the 'Columns: Custom' and 'Breakdown' dropdown menus in the top right corner of the table area.

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☐	VideoViews-bizSCHOOL	Off	Lowest cost	\$5.00 Daily	36,784 ThruPlays	158,595	282,591	\$0.01 Cost per Thr...	\$274.54	Ongoing	1.78	467
☐	VideoViews-Testimonial-Nic	Off	Lowest cost	\$5.00 Daily	34,830 ThruPlays	9,044	35,189	\$0.002 Cost per Thr...	\$82.94	Ongoing	3.89	24

Notice the BLUE highlighted text in the left sidebar. We are now editing the AD level.

New Campaign > New Ad Set > **New Ad**

In Draft

Edit Review

Ad Name

New Ad

Identity

Facebook Page

Coursenvy

Instagram Account

coursenvy

Ad Setup

Create Ad

Format

Choose how you'd like to structure your ad.

- ☒ Single Image or Video
One image or video, or a slideshow with multiple images
- ☐ Carousel
2 or more scrollable images or videos
- ☐ Collection
Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience

☐ Add an Instant Experience

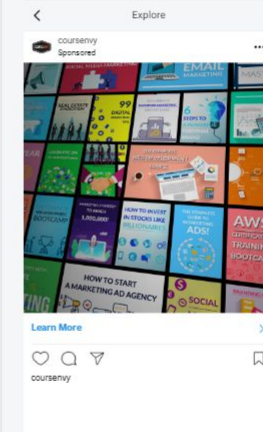
Ad Creative

Select the media, text, and destination for your ad. You can also

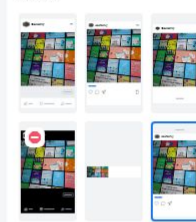
Preview On

14 Placements

Instagram
Explore



Feeds



Stories



In-Stream



Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back

Publish

At the AD level we will be creating the actual Facebook Ad creative and copy users will see.

New Campaign > New Ad Set > **New Ad**

Ad Name
New Ad

Identity
Facebook Page
Coursenvy
Instagram Account
coursenvy

Ad Setup
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By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close ☒ All edits saved

Back **Publish**

Facebook Ads

It is on this final step where I will teach you the strategies I use for creating actually Facebook ads that convert! Your goal is to create content, images, videos, and text that your potential customer will want to engage with when they see your ad!

Learn More About Reaching Your Future Customers & Fans:

<https://www.facebook.com/business/ads>

