

# Facebook and Instagram Advertising

*Beginner's Guide*



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## What are Facebook and Instagram Ads?

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By advertising on Facebook and Instagram, you can promote your business, products or a specific message to a wider, more targeted audience than your current followers, while also amplifying key posts to ensure that they reach more of your existing audience than you would by just posting organically.

Facebook and Instagram advertising works similar to Google Adwords in that you select an audience, craft your message and establish a budget to reach your target audience.

One of the biggest benefits of using Facebook and Instagram advertising over Google Adwords is the visual nature of the platforms. It's easier to engage your target audience with impactful visuals instead of simple text ads.

While Google may win out in its overall reach, Facebook and Instagram offer an amazing capability to more granularly target the audience you're after. Getting the right message to the right people is often much more beneficial than a shotgun approach.

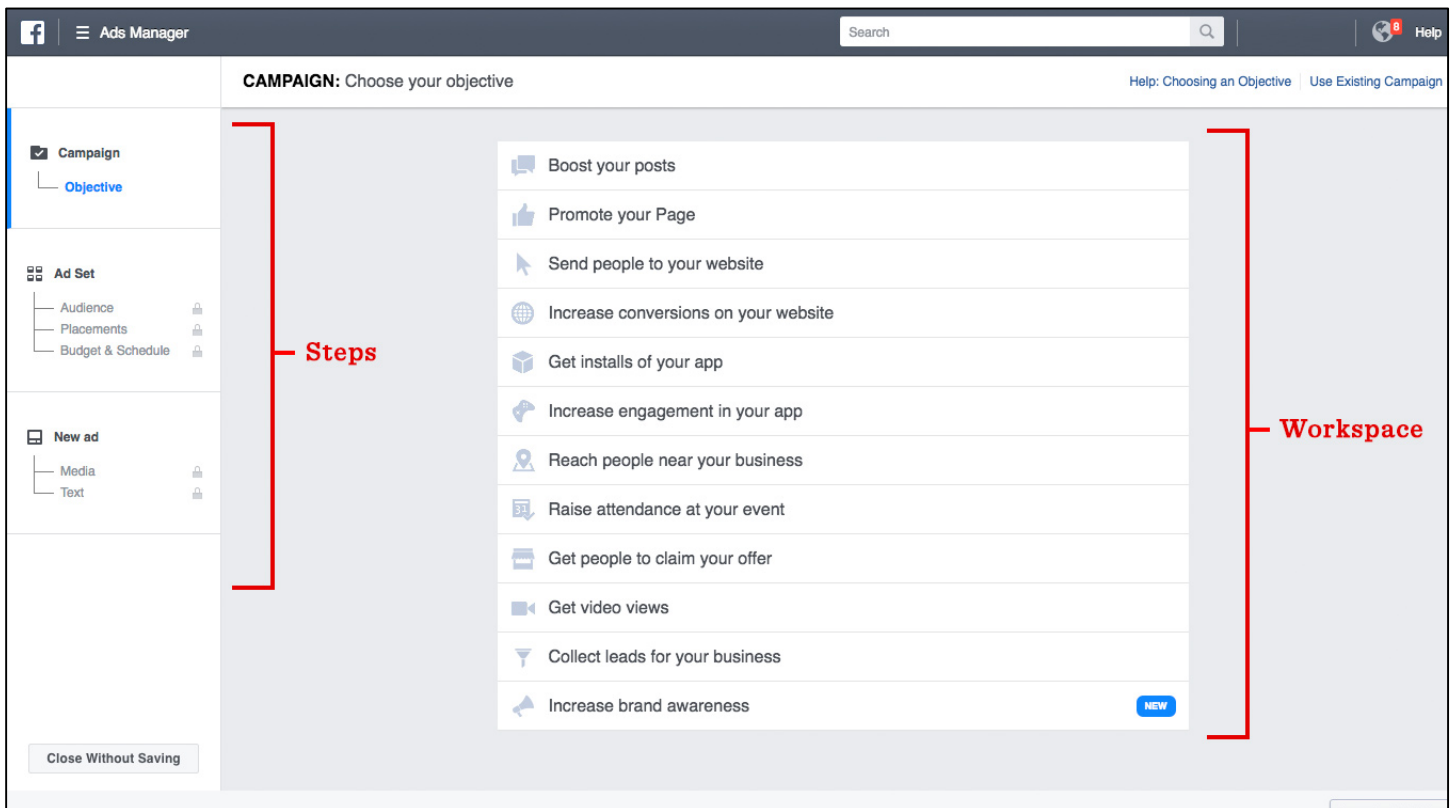
# Creating Your First Ad

The following provides a step-by-step process to creating a simple Facebook and Instagram ad. In order to create an ad, there are a few key items you'll need:

- A Facebook account
- A specific Facebook page you administer
- An image you can use for advertising purposes
- A credit card for payment

## Setup

1. In your web browser, navigate to Facebook's Ad Manager Tool (<https://www.facebook.com/ads/manager/>)

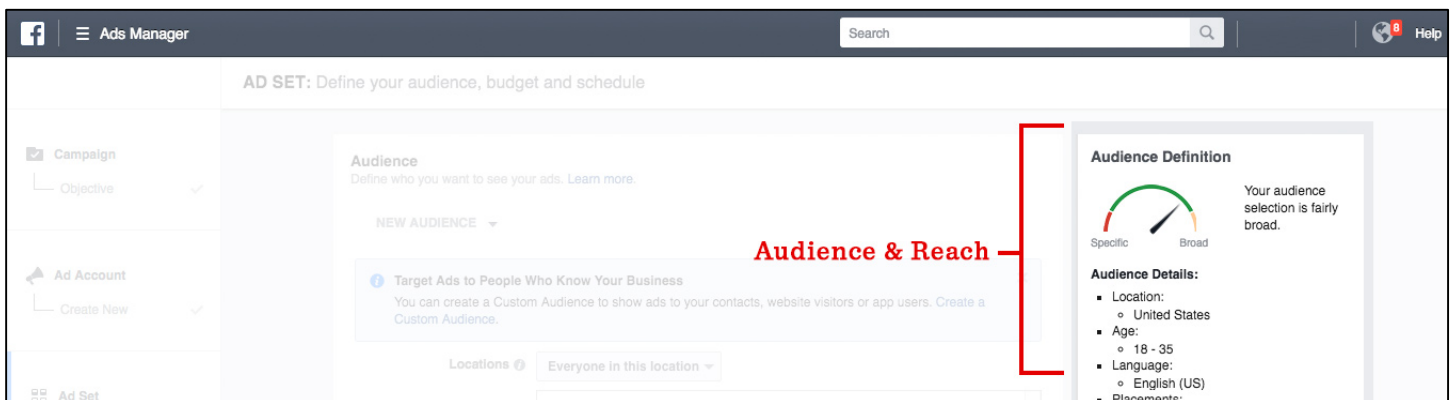


2. On the left side of the screen, you'll see a list of the steps you'll navigate to when creating your ad. On the right, you'll see the workspace where you'll be selecting the various options for your ad.

3. In the workspace, choose the object you have for your advertisement. For this tutorial, we recommend selecting “Send People To Your Website.”
4. Enter a “Campaign Name” to help you identify this campaign later, and click the “Create Ad Account” button.
5. Update your Country, Currency and Time Zone and click the “Continue” button.

## Audience

6. Now it's time to decide who you want your target audience to be. Select from the options on the page to narrow your audience:
  - **Location** – Narrow to geographic area
  - **Age** – Choose a range of ages to target
  - **Gender** – Limit your advertisements based on gender
  - **Languages Spoken** – Focus your advertisements based on language
  - **Interests** – Include or exclude based on an individual's interests
  - **Connections** – Exclude those who already have a connection to your Facebook page
  - **Save this Audience** – If you'd like to target them in the future



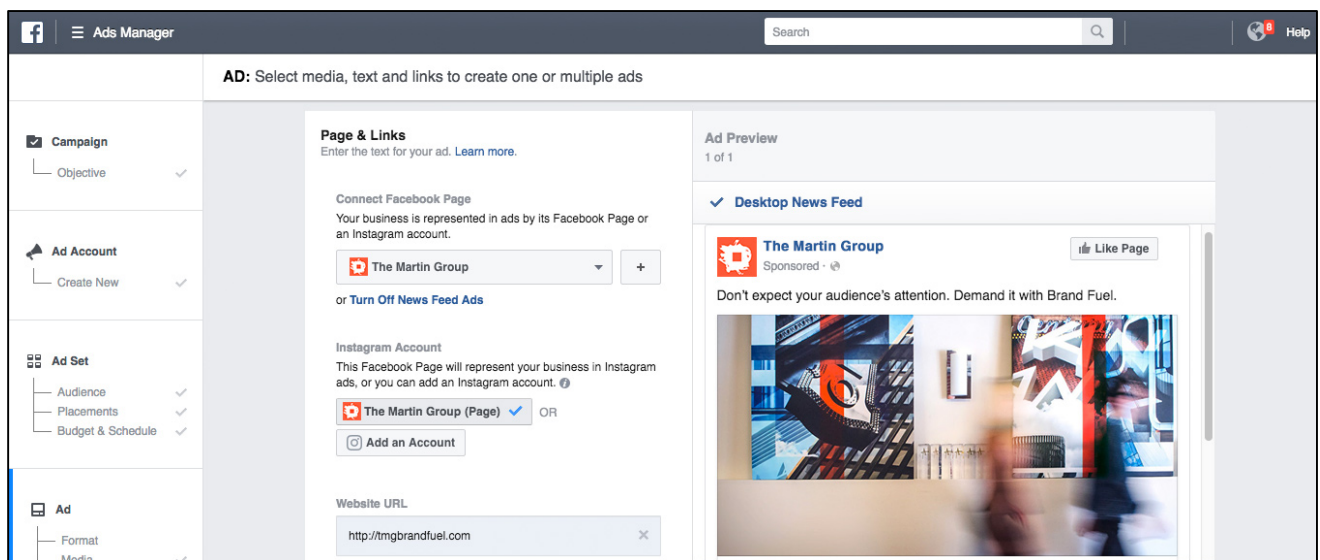
7. As you update your audience targeting, look at the right sidebar to see details on who you are targeting and how big your reach will be with your selected options.
8. For your “Placements” option, select “Choose Your Placements” and review the available placement options. Changing these options allows you to focus purely on mobile or desktop users, or create Instagram only or Facebook only advertisements.

## Budget & Scheduling

9. Choose your desired daily budget. This is the maximum you'll spend per day on this advertising campaign.
10. Choose your desired scheduling options. This will allow you to start and stop your campaign at specific times.
11. When you are comfortable with your audience and spend, click the blue "Continue" button.

## Design

12. Next, you get to choose what your ad will look like, and what will happen when someone clicks on your ad.



- a. Choose the "Single Image or Video in your ads" option
- b. In the "Media" section, upload your desired image
- c. On the left sidebar, choose which accounts you'd like this ad linked to
- d. Below, enter the URL for your website
- e. Enter your desired headline and text
- f. Choose the label you want for the Call To Action link/button
- g. Click "Show Advanced Options" to select an alternative headline, or choose where someone will go once they click on your ad
- h. On the right side under "Ad Preview," click on the headlines to view the various Desktop and Mobile ad versions.

## Finalization

13. Click “Review Order” at the bottom of the page to review your details before you purchase.
14. Click “Place Order” and enter your payment information.
15. Once complete, your ad will begin to run based on the schedule you decided.

## What's Next?

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Now that you've created your first ad, make sure to track the results through Facebook's data as well as Google Analytics. Ultimately, comparing images, messaging and timing is an important part of testing your ads' performance so that you're using your time and money most efficiently. It's probably best not to go all-in budgetarily with one ad concept or one audience at first; try out different concepts and campaigns to see what's right for your audience and your brand.

Martin Davison Public Relations and The Martin Group offer a full suite of social media services, which are completely scalable to your needs and budget. So whether you need strategic guidance or all-in creative and execution, we can help you get the most out of the ever-improving opportunities provided via social media.

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