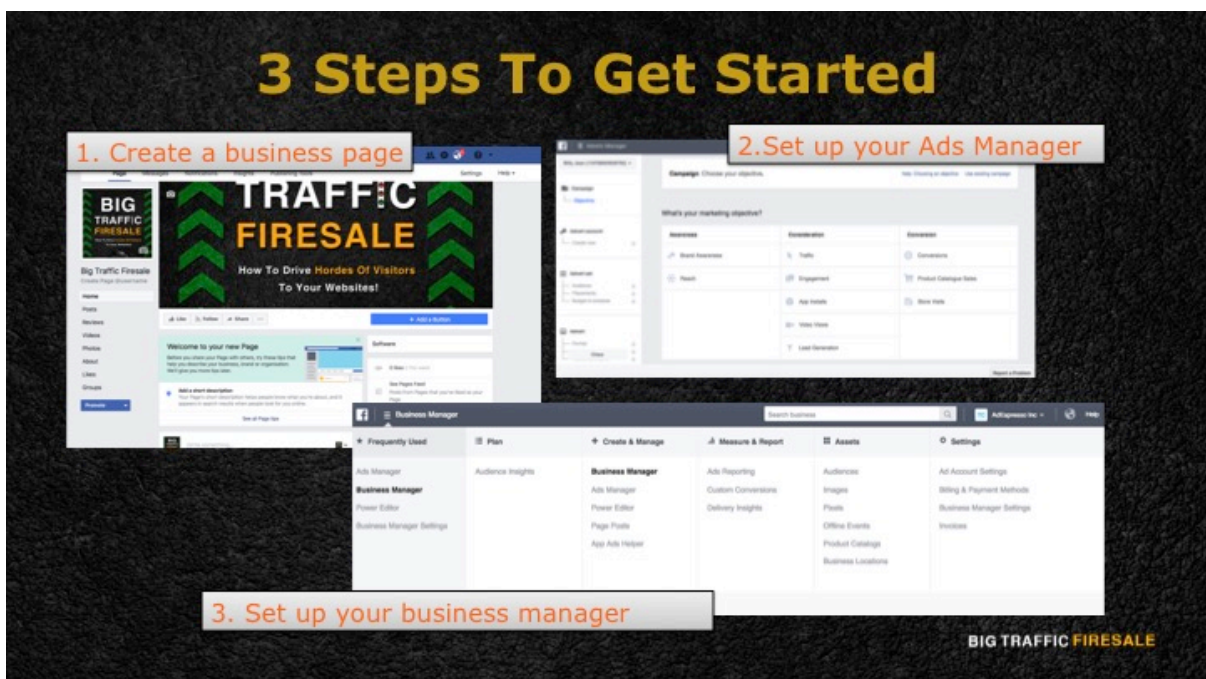


## 7-1 - Let's Get Started!



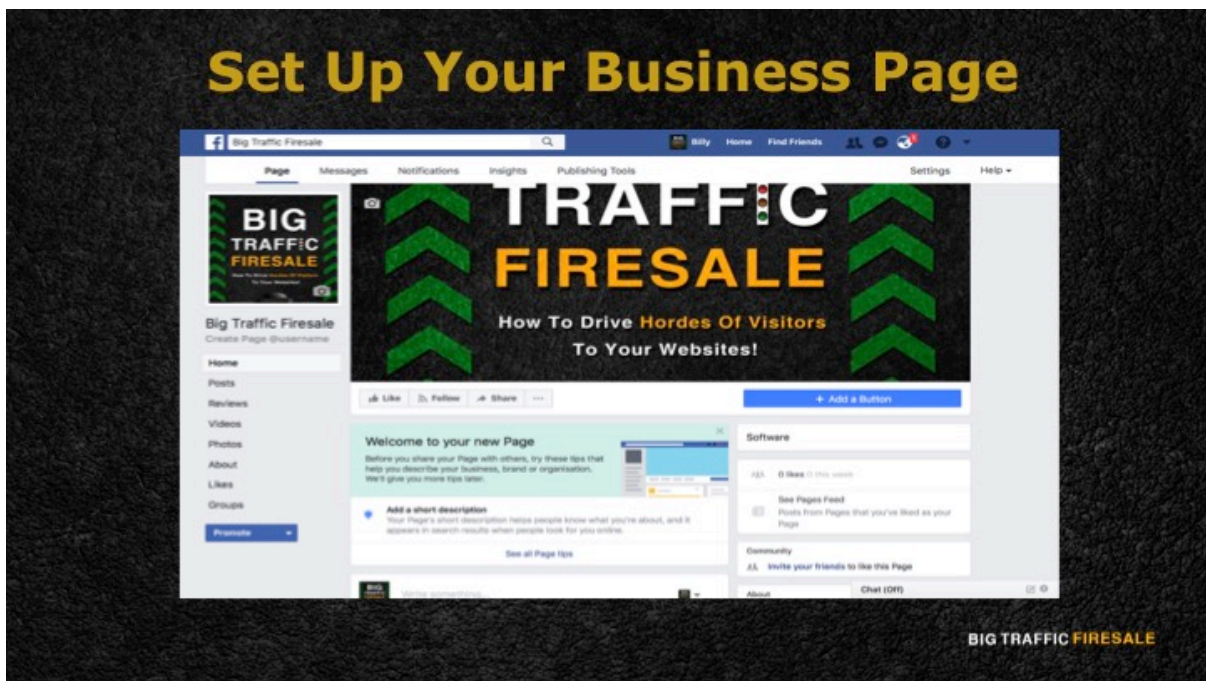
**S1:** Welcome back to the Facebook ads series. This module will walk you through the steps in selecting the right campaign for the purpose of generating leads.



**S2:** To kick-start your advertising journey you would need a Facebook account, which I assume you do. To date, there are over 1.23 billion Facebook users

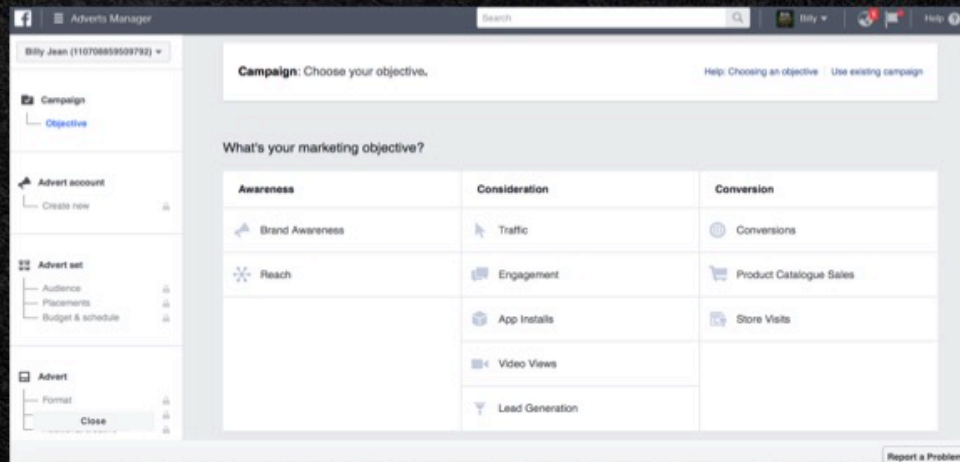
worldwide, and it would be a loss if you are not one of them. It simply means that you are losing out in driving traffic towards you! When you already have set your personal Facebook account, you are now left with 3 crucial steps:

1. Set up a Facebook Business Page
2. Set up an Ad Account for your business page
3. Set up a Business Manager Account for your Ad Account



**S3:** The first step to start your campaign is to set-up your Facebook Business Page. Some of you may notice that there are users who advertise their products or services using their individual accounts. However, regardless if you choose to advertise it under an official company name or individually, you would still need to set up an official business page to sync it with your Ad Account.

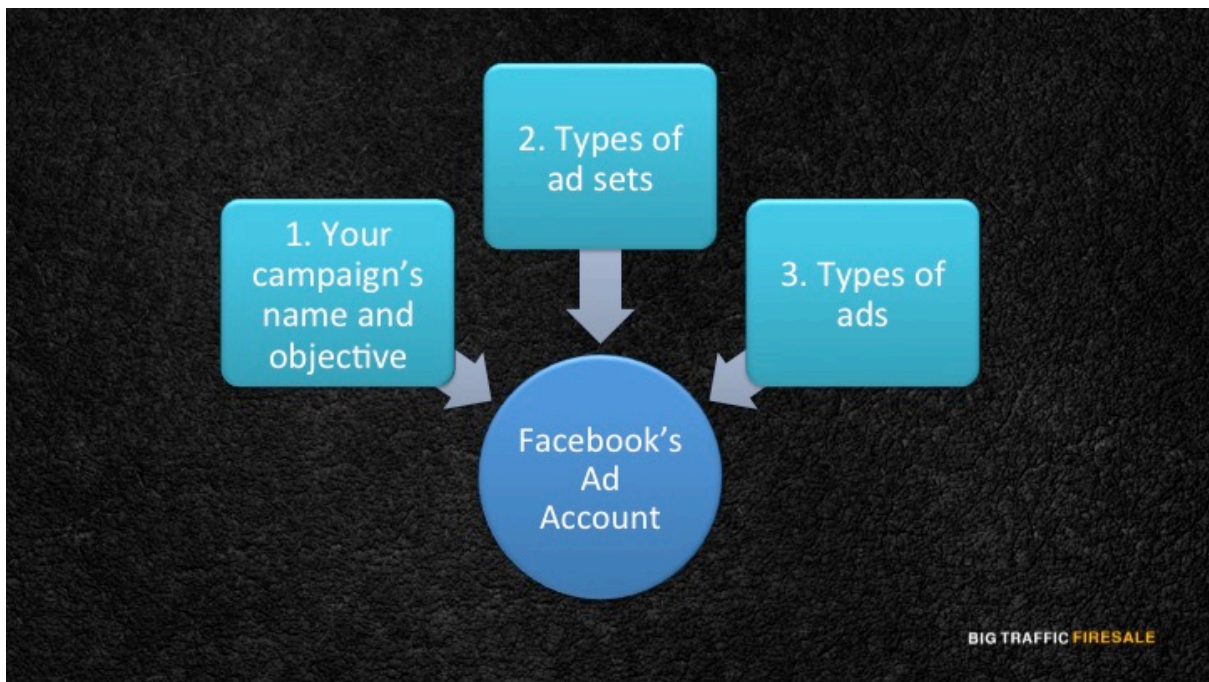
# What Is An Ad Account?



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**S4:** What is an Ad Account? When you have set up your business page via Facebook, on the left hand side of your page you would notice a 'Promote' button that will direct you to the Facebook Ad Account. When you have accessed the account, you will automatically see different campaign objectives that are already listed by Facebook which ranges from 'Awareness' to 'Conversion'. The Ad Account functions to organize your advertisements according to your selected campaigns and their respective goals.





**S5:** There are three main categories in which the Facebook Ad Account uses to organize your ads:

1. Your campaign's name and objectives
2. Your ad sets which includes:
  - Targeting
  - Budgeting
  - Bidding
  - Placement
  - Schedule
3. Types of ads which includes:
  - Copy
  - Images
  - Media
  - Destination

## Organize Your Ad Account Systematically

- ▶ You should have multiple ad sets separately under one campaign.
- ▶ Your different ad sets should have one specific advertisements.
- ▶ Your ad sets will have their own budgeting.

**BIG TRAFFIC FIRESALE**

**S6:** To generate a successful campaign, there is a systematic and effective method in organizing your ad account. When you start on a new campaign, you should have multiple ad sets separately under your campaign. Your different ad sets should also have one specific advertisement.

The campaigns are organized in such a way so that you will have more control on the advertisements, which you wish to publish. Secondly as stated earlier, your ad sets will have their own budgeting. When you separate your ad sets, you will get to manage your advertisements according to your budget.

## Your Business Manager Account

- ▶ Enables you to manage multiple pages and businesses if you expand your company.
- ▶ Manages multiple ad accounts.
- ▶ Each separate account caters towards different audiences and products.

**BIG TRAFFIC FIRESALE**

**S7:** After you have organized your campaigns in your ads account, it is time for you to set up your Facebook Business Manager Account. Some may think it is unnecessary to do so, but if you plan to expand your business you will find yourself managing multiple pages and advertisements for different products or services. This also means that you will need to set up more than one ads account.

This is when the business manager account comes into play. Your Business manager functions to manage your multiple ads account. When you have multiple ads account, each separate account caters towards different clients or business that you serve, you pay for ads with different payment methods. You then organize each ad account based on their campaign objective.

## Tracking Your Performance

- ▶ With Facebook's Business Manager, you are able to track the performance of your ads across different accounts.
- ▶ A report will be generated on the assets and people that you are responsible for.

**BIG TRAFFIC FIRESALE**

**S8:** One of the greatest advantages that you will obtain when you set up your business manager, is that you are able to track the performance of your ads across the different ad accounts. A report will be generated on the assets and people that your business is responsible for.

I hope you now have a better understanding on how to set up your pages, ads account as well as your business manager. Later, we will be exploring the 4 main campaign objectives that you should be paying attention to in order to generate your traffic and sales in the next module.