

7-7 - Video Tutorial: Creating Your First Ad Campaign

S1: Hi there and welcome back. In this module, we demonstrate to you 5 steps in creating your first Facebook Ad Campaign.

S2: The first step is to log in to your Facebook page. For this tutorial, I have created a business page under the name “Big Traffic Firesale”. When you have logged in, click on the top right corner and click on the ‘Create Ads’ section.

You are then directed to your Facebook Adverts Manager account. First, you need to identify your campaign objectives. There are various campaign objectives that you can choose from where different objectives have different purposes and outcomes.

S3: For this tutorial, I’m focusing on the Conversion objective where you can generate leads and at the same time persuade the audience to purchase your product or service.

When you’ve clicked on the Conversion objective, there are 3 subcategories that fall under it. First are the conversions that help you generate traffic to your website. Secondly, is the product catalogue sale that displays products from your product catalogue. Your product catalogue is based on your target audience. Thirdly are store visits to promote multiple business locations to people nearby.

S4: I’ve selected the ‘Conversions’ subcategory to drive traffic to your site. Next, choose a conversion pixel or app event depending on what you want to track. Events track your website activities, either as a result of Facebook adverts or organic search.

S5: The second step is setting up your custom audience. Assuming you have details on whom your target audience are, add in the information and proceed to the next step. This includes their location, age, gender and language preferences.

S6: The third step is to choose your ad placements. You may select either 'automatic placement' or narrowing down your placement by 'edit placement'. Placements determine which platform would you like your advertisement to appear.

The ad placements that are available include Facebook Desktop and Mobile Feeds, Facebook right column, Instagram and Audience Network. If you are focusing on conversions to your site, it is best to stick with Facebook Desktop and Mobile Feeds.

S7: The fourth step is setting your budget. For starters, recommended spending is \$50 and let's say you are opting to drive conversions for five days. Each day, Facebook takes up \$10 per day to advertise your ad.

S8: The final step is formatting your advert. You select how you want your page to be advertised on Instagram. Next, select how you want your advert to look where you select the image of your advert and provide your landing page URL. Finally, you choose your type of 'Call To Action' and now you place your order for your advert!