

# PPC - FACEBOOK ADS

[http://www.tutorialspoint.com/pay\\_per\\_click/ppc\\_facebooks\\_ads.htm](http://www.tutorialspoint.com/pay_per_click/ppc_facebooks_ads.htm)

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Facebook is the most popular social networking platform. People of all ages, tastes, and demographics use it, thereby creating a good option for an advertiser to reach a wide audience. Facebook ads draw the attention of users and drive them to the seller's website.

## Overview

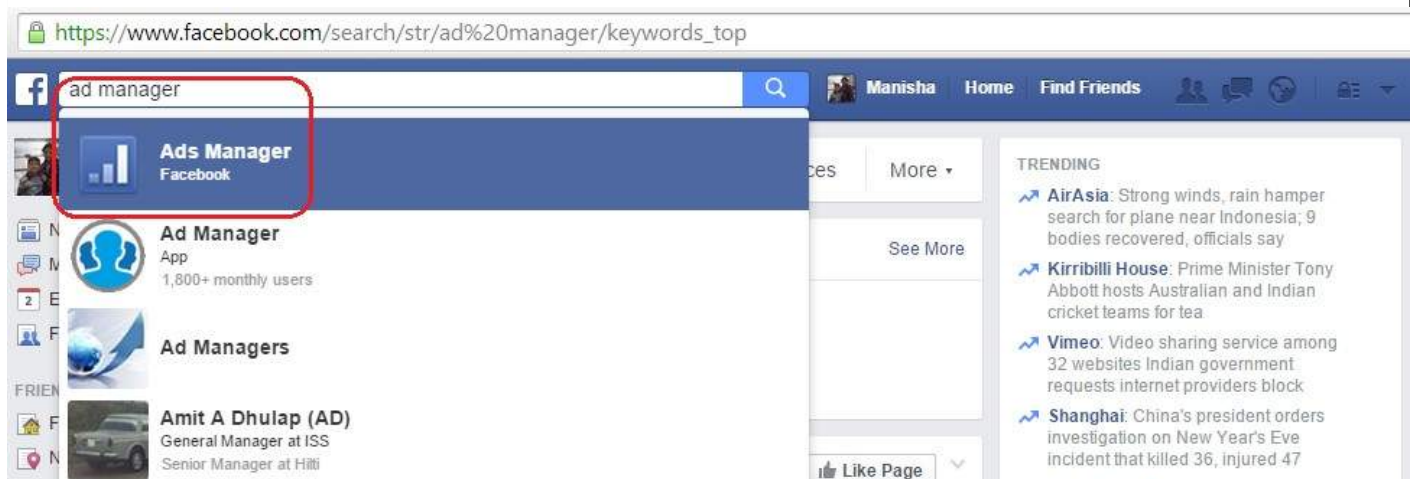
Facebook ads follow the auction method. Here, advertisers are charged when their ad is clicked, or it shows *impression* or a lead is generated by clicking the ad. It depends on the mode one has selected *clicks, impressions, or acquisition*.

Facebook ads run across all devices and platforms. You can reach the people who matters the most to your business, no matter wherever they are.

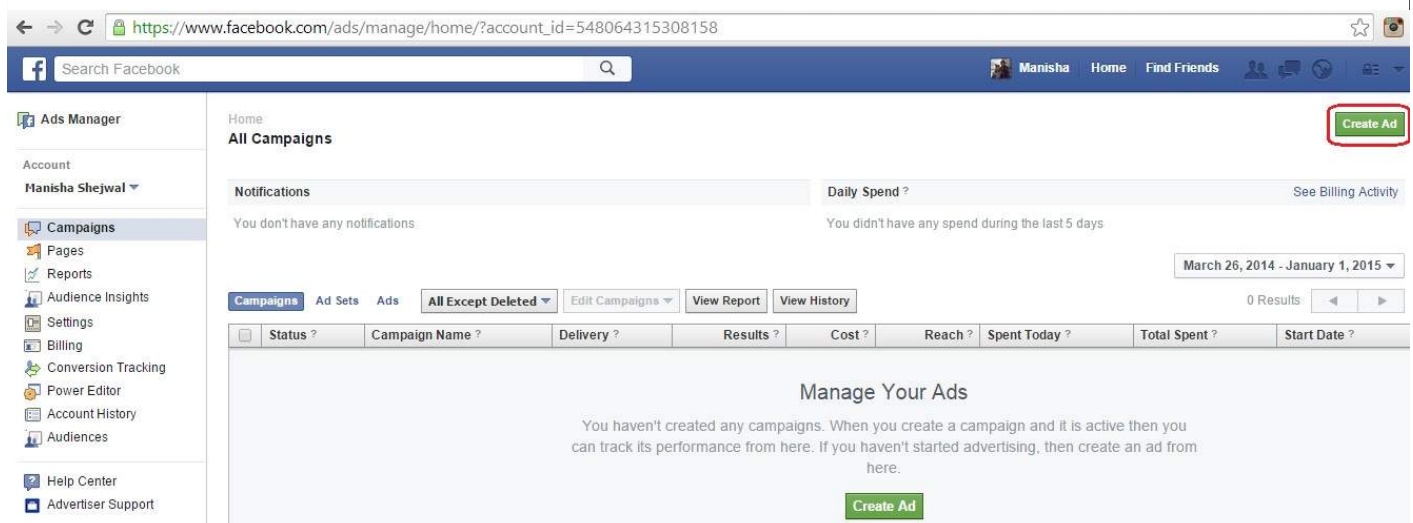
## Setting up an Advertising Account

To start running ads on Facebook, you need a working Facebook account.

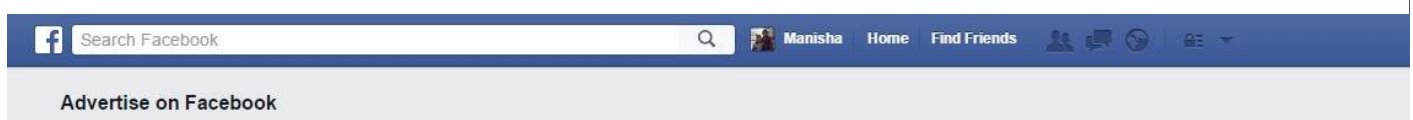
**Step 1:** Search 'Ads Manager'.

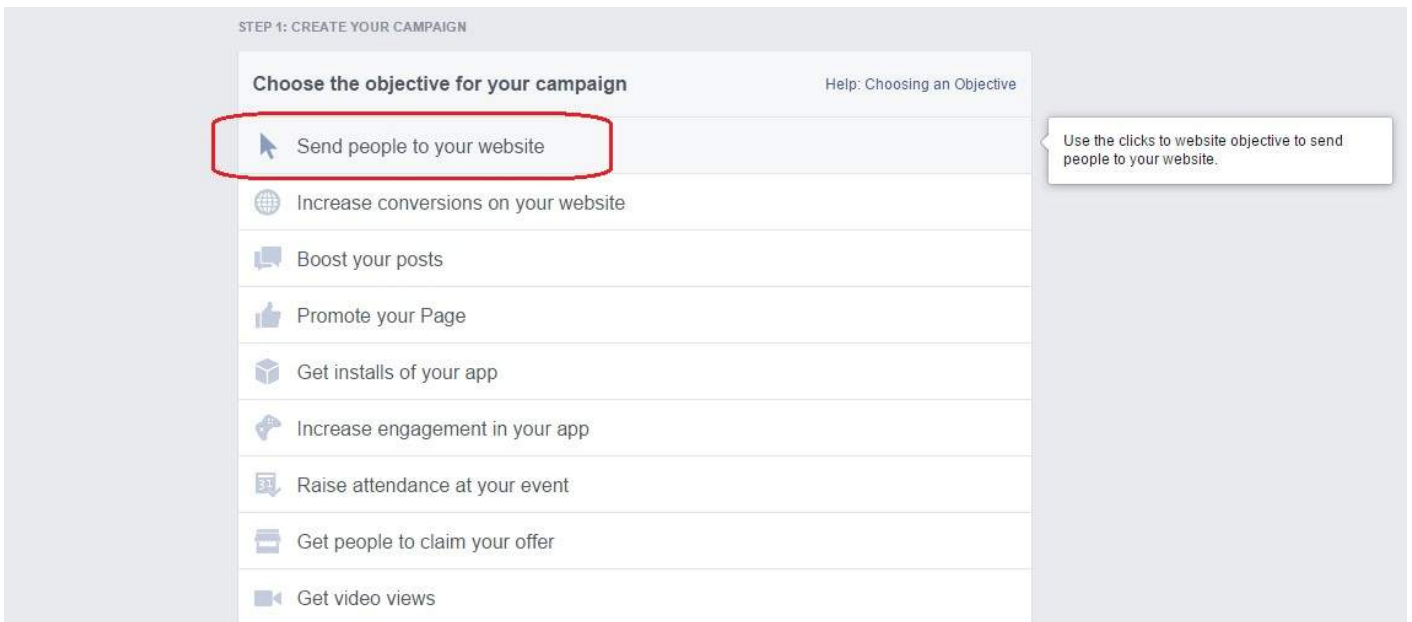


**Step 2:** You are shown the present status of the ad.

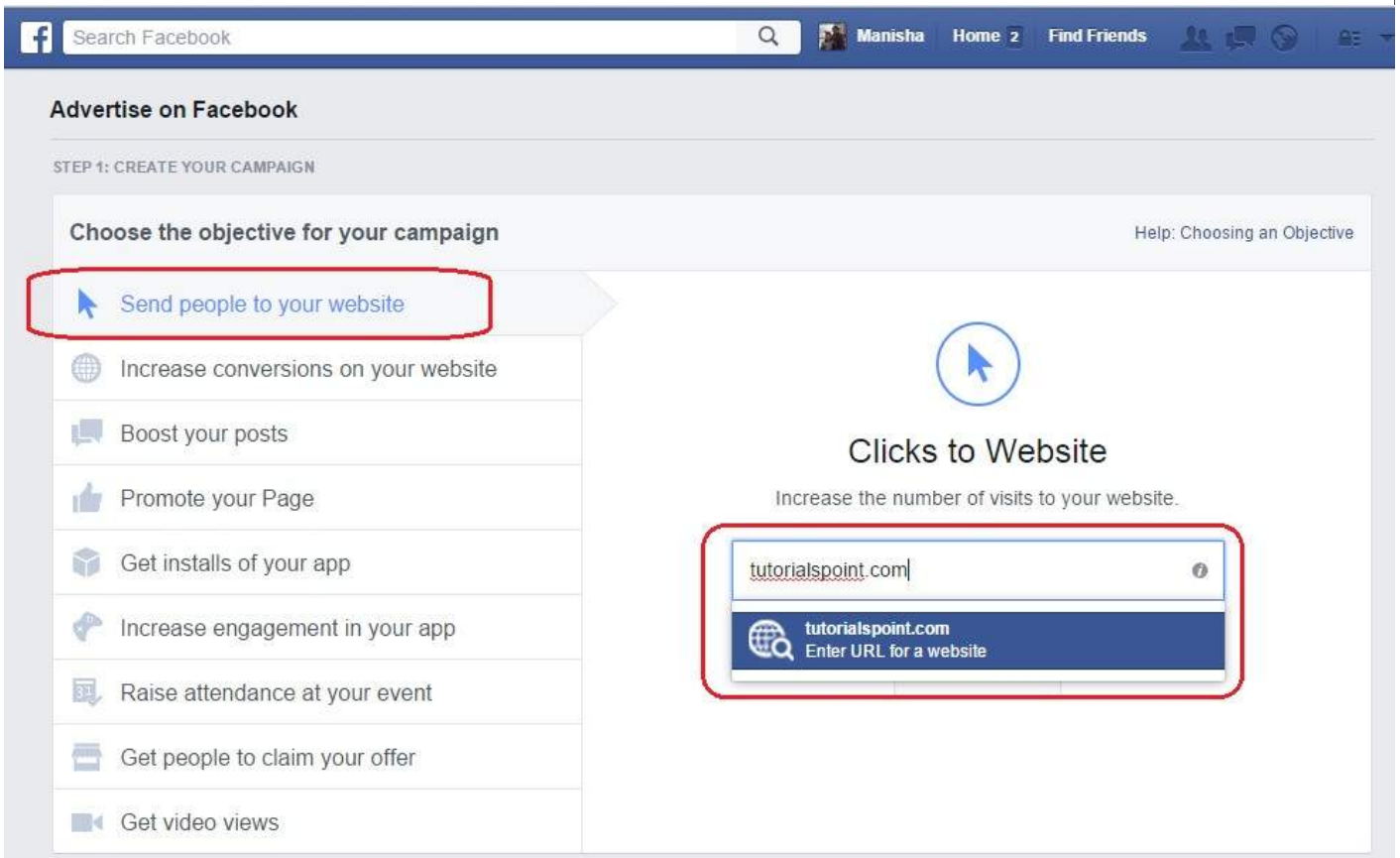


**Step 3:** Click on the button 'Create Ad'. It takes you to building an ad. Facebook offers different options of objectives of creating ads. Select the option 'Send people to your website'.

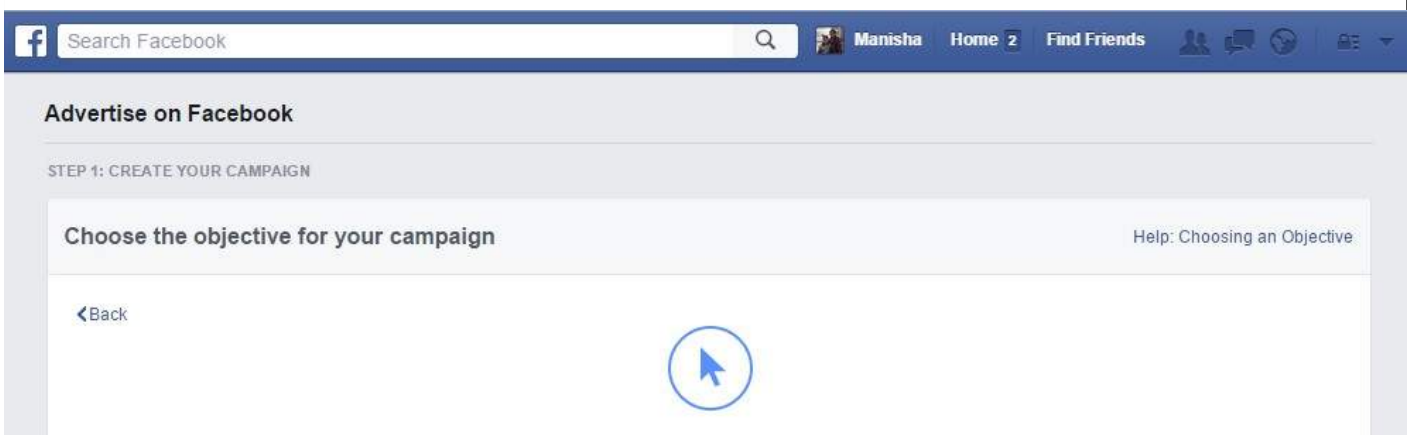




**Step 4:** Enter the name of the website *tutorialspoint.com* you want people to be redirected to.



**Step 5:** Enter the campaign name as *First Campaign tutorialspoint Website Clicks*.



## Clicks to Website

http://tutorialspoint.com

Campaign Name First Campaign tutorialspoint Website Clicks

**Step 6:** Enter appropriate account information. Enter the account name as shown below:

Search Facebook

Manisha Home 2 Find Friends

STEP 2: CREATE YOUR AD ACCOUNT

### Enter Your Account Info

Help: Ad Account Overview

Account Country: India

Currency: Indian Rupee

Time Zone: Asia/Kolkata

UTC TIME: 01/02/2015 4:57AM LOCAL TIME: 01/01/2015 8:57PM

Currency and Time Zone  
All your ads billing and reporting data will be recorded in this currency and time zone. To change these in the future, you'll need to create a new ad account.

Ad Account Name: Tutorials Point

Use your own name or the name of the business you'll advertise. You can change this later.

Hide Advanced Options

**Step 7:** Keep the default location *India*. Keep default agegroup as *18 to 65* years. Keep gender as *All*. Keep languages as *English All*, which includes US and UK English.

Search Facebook

Manisha Home 2 Find Friends

STEP 3: CREATE YOUR AD SET

### Who do you want your ads to reach?

Help: Choose Your Audience

Target Ads to People Who Know Your Business  
You can create a Custom Audience to show ads to your contacts, website visitors or app users. Create a Custom Audience

Locations: India, All India

Age: 18 - 65+

Gender: All, Men, Women

Languages: English (All)

Education Level: In college, College grad

Audience Definition

Your audience is defined.

Audience Details:

- Location: India
- Education Level: In college or College grad
- Age: 18 - 65+
- Language: English (US) or English (UK)
- Placements: on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

More Demographics ▾

Potential Reach: 60,000,000 people

**Step 8:** Enter education level as *In College* and *College grad*.

The screenshot shows the Facebook Ads Manager interface. The 'Interests' section has 'Technology' selected. The 'Behaviors' section has a dropdown menu open, showing 'Digital activities > Internet Browser Used' with sub-options 'Primary Browser: Chrome', 'Mobile Device User', and 'Smartphone Owners'. The 'Connections' section has 'Expats', 'Mobile Device User', 'Seasonal and Events' (with 'Fall Football (US)') and 'Travel' listed. The 'Budget' is set to 'Per day' at '₹ 250.00 INR'. The 'Schedule' is set to 'Run my ad set continuously starting today'. The 'Audience Details' on the right lists: Location: India; Behaviors: Smartphone Owners or Primary Browser: Chrome; Education Level: In college or College grad; Age: 18 - 65+; Language: English (US) or English (UK); Placements: on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps. The 'Potential Reach' is 44,000,000 people. The 'Estimated Daily Reach' is 51,000 - 130,000 people.

**Step 9:** Enter interests as Technology.

Select behaviors as Digital activities → Internet Browser Used → Chrome and Mobile Device User → Smartphone Owners.

Enter the Per day budget amount as Rs 250.0 in Indian rupees.

This screenshot is similar to the previous one but highlights several key settings with red boxes: 'Technology' in the Interests section, the 'Behaviors' dropdown menu (including 'Primary Browser: Chrome', 'Mobile Device User', and 'Smartphone Owners'), the 'Budget' set to 'Per day' at '₹ 250.00 INR', and the 'Schedule' set to 'Run my ad set continuously starting today'. The 'Audience Details' and 'Estimated Daily Reach' (51,000 - 130,000 people) are also visible.

**Step 10:** Select the option *Run my ad as set continuously starting today*.

Click on the button 'Upload' to add the image for the ad.

Select a facebook page as *Tutorials on Cloud Computing*.

The screenshot shows the 'Select the images you want to use' section of the Facebook ad creation tool. It includes a help link 'Help: Selecting Images', instructions to add up to 6 images, and a preview area with a '300 x 400' image and a plus sign. The 'Upload' button is highlighted with a red box. Other buttons include 'Browse Library', 'Search', and 'Reposition'.

The screenshot shows the 'What text and links do you want to use?' section. It includes a help link 'Help: Editing Ad', a 'Connect Facebook Page' section with a dropdown menu showing 'Tutorial on Cloud Computing' (highlighted with a red box), and an 'AD PREVIEW AND PLACEMENTS' section with 'Desktop News Feed' and 'Mobile News Feed' options.

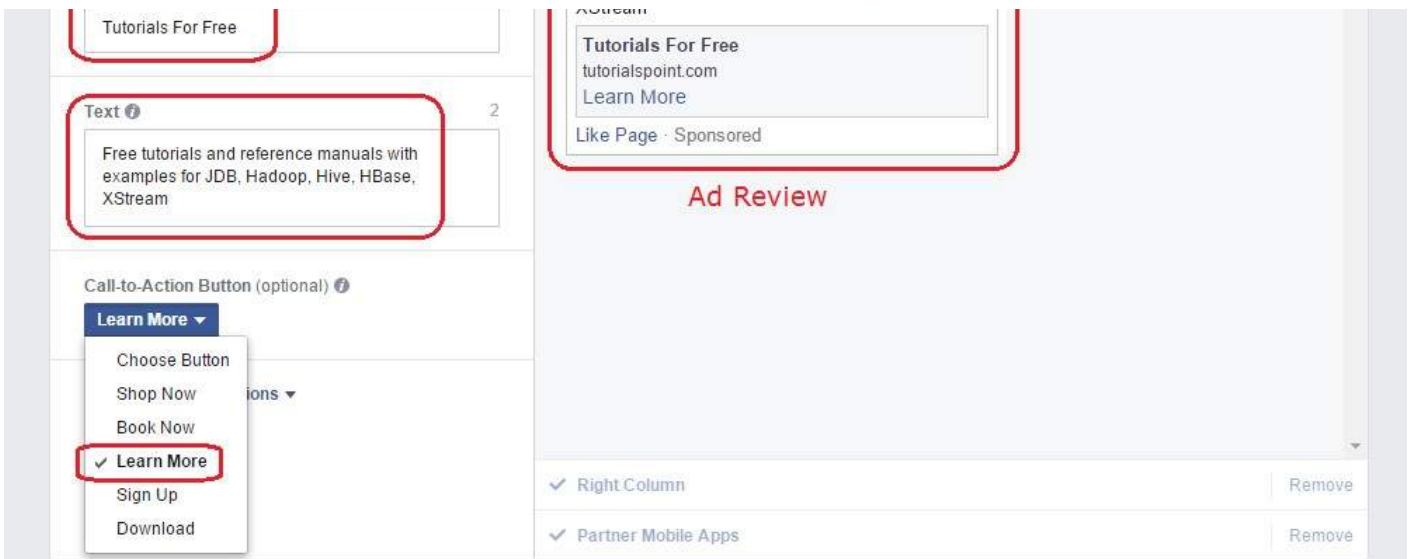
This screenshot shows the Facebook ad creation interface with a Windows file explorer window open. The file explorer is titled 'Open' and shows the 'Facebook\_Ads' folder containing a file named 'TutorialsPoint300x400.png'. The file name is entered in the 'File name' field, and the file type is set to 'Image Files'. The 'Open' button is visible.

**Step 11:** Scroll down few lines.

Enter Headline as *Tutorials for Free*.

Enter text as *Free tutorials and reference manuals with examples for JDB, Hadoop, Hive, HBase, XStream*.

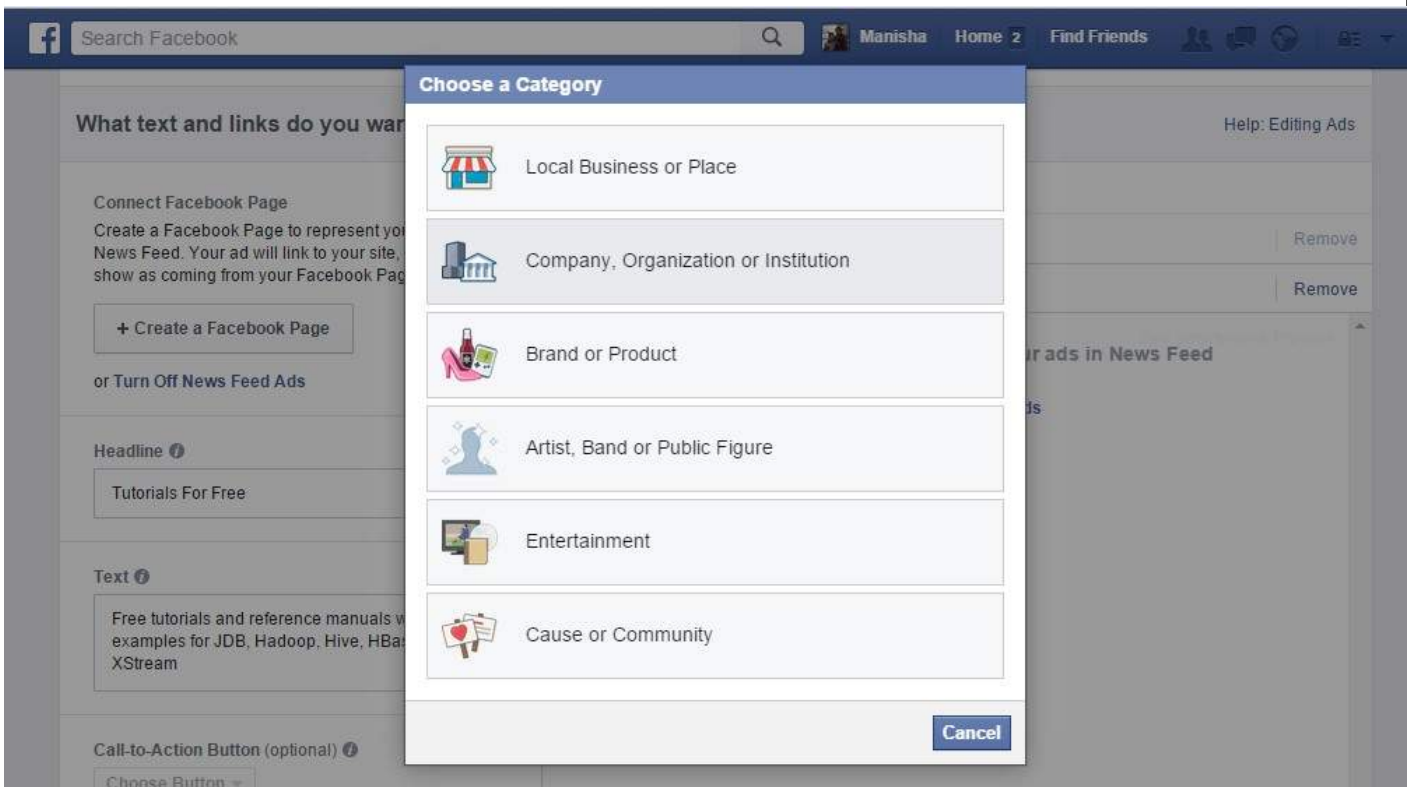
The screenshot shows the Facebook ad creation interface with the 'Headline' field containing 'Tutorial on Cloud Computing' (highlighted with a red box) and the 'Text' field containing 'Free tutorials and reference manuals with examples for JDB, Hadoop, Hive, HBase, XStream' (highlighted with a red box). The 'AD PREVIEW AND PLACEMENTS' section is also visible.



**Step 12:** Select Call-to-Action button as 'Learn More'.

Preview the ad on the right hand side. Change the fields if required. You can create a page for your ad for using text and links for your ad.

Choose ad category as *Company, Organization, or Business*.



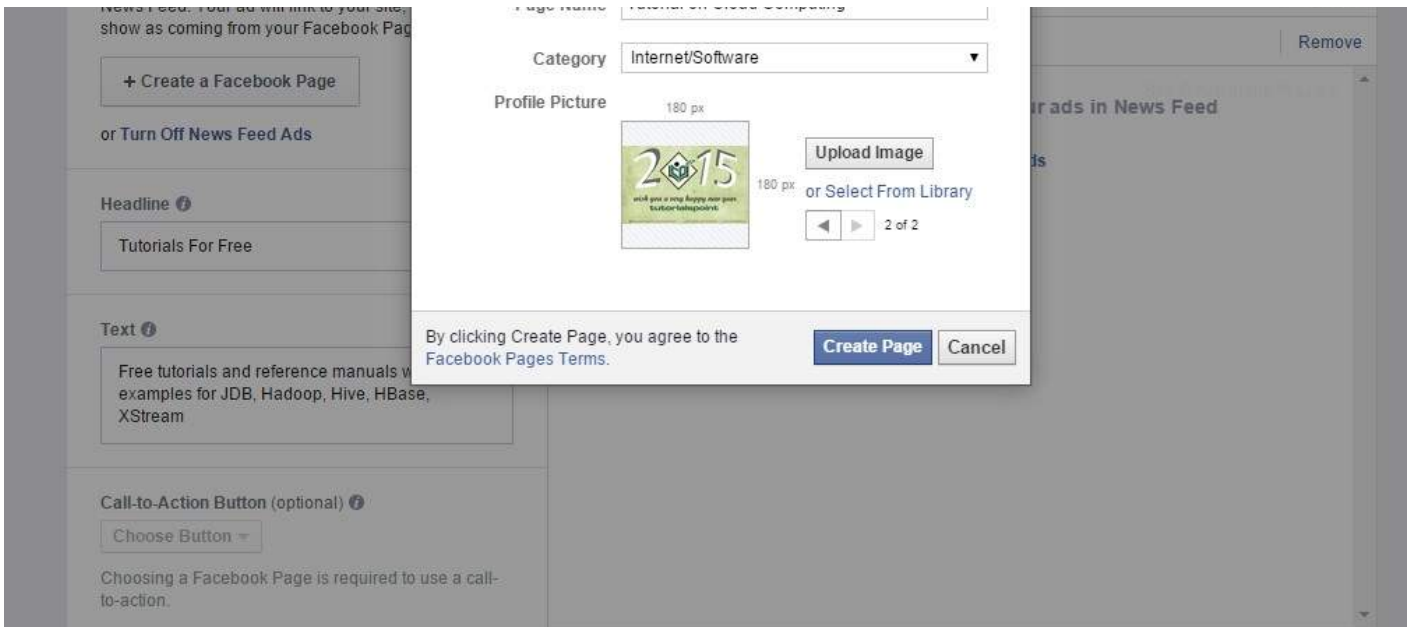
**Step 13:** On the create page dialog, enter Page Name as *Tutorial on Cloud Computing*.

Choose category as Internet/Software.

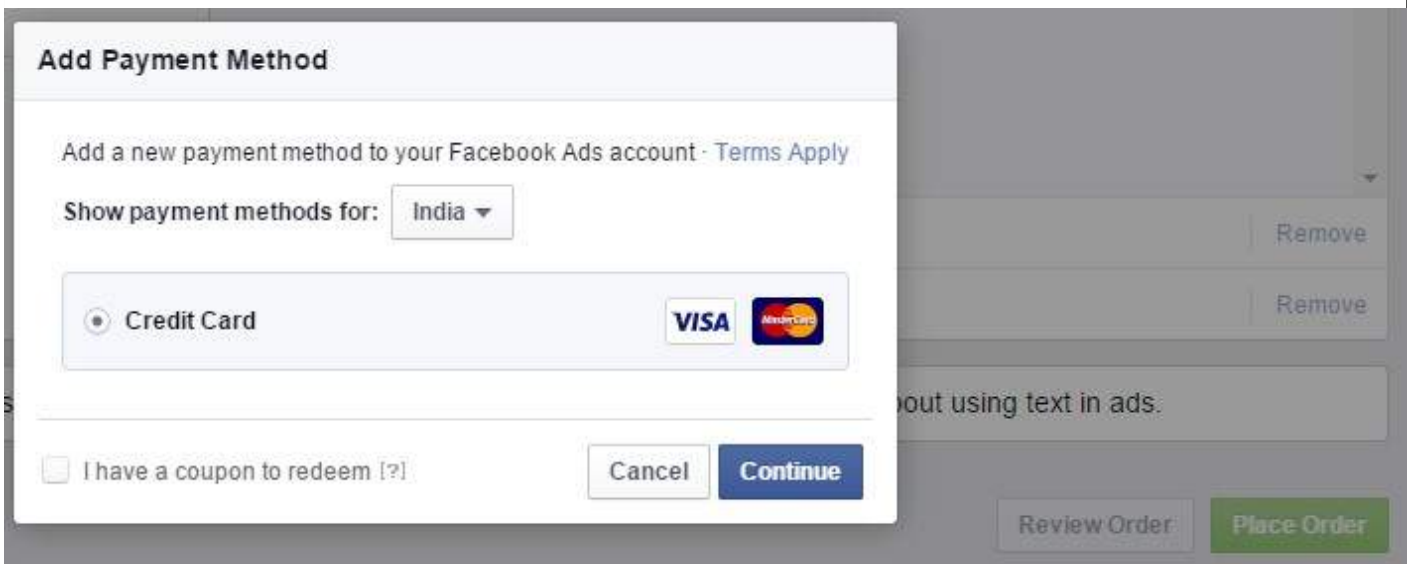
Upload an image for the page.

Click on the button Create Page.





**Step 14:** After you finish entering all the inputs as per your requirement, click on the button 'Place Order'. It takes you to entering the payment method where you can enter credit card details to pay for your ad.



Once your ad is created, you can find it on the left-hand side of your facebook ad account profile under 'account'.

## Following Up Your Account

- To set the status of your account, go to Ads Manager → Campaigns tab
- You can manage your campaign. Set it 'active' or 'inactive'. You can set the delivery options and can delete your campaigns, ads, or account. Other advanced features are available.
- To edit your ad set's budget or to reschedule it: Ads Manager → Ads sets → Budget
- To set the ad dates: Ads Manager → Ads sets → Date *ontopofthegraph* → select dates → Save
- To change the bid: Ads Manager → Ads sets → Scroll over current bid → click pencil icon → make bid changes → Save
- To edit the existing ads: Ads Manager → Ads sets → Ads → Creating, Targeting, and Pricing → edit → Save
- You can add Account Groups to access multiple advertising accounts.

## Managing the Ad

The next step is to manage the ad you created. It involves the following:

- Changing the running frequency of the campaign
- Changing budget of the ad
- Changing the keywords or images of the ad
- Assuring the changes are in place, implemented correctly, and working fine
- Engaging the users to visit more

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