

Set up and launch your advertising campaign on Facebook

As you launch your campaign from Ads Manager, learn how to choose a campaign objective, build your audience, select placements and budget, and pick the format and creatives most relevant to your marketing objective.

CAMPAIGN OBJECTIVE

Do you know what your marketing objective is?

No / Unsure

Yes

Select a campaign objective that aligns with the results you are looking to drive for your business

TIP Ask yourself this question – What does success look like?

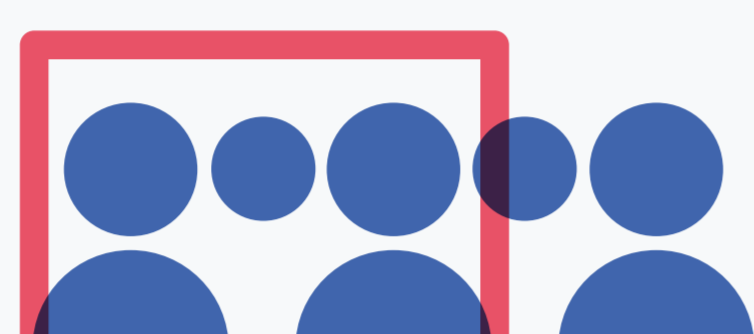
Choose your objective, add your campaign name, click “Continue”

If you create a “Conversions” campaign, be sure to select the conversion event that represents the highest intent (lower in the funnel – i.e.: “Purchase” vs. “Search”)

If you experience under delivery of your ads, see our [Under-Delivery decision tree](#)

TARGETING

Have you identified your target audience?



Identify your target audience with Facebook targeting tools

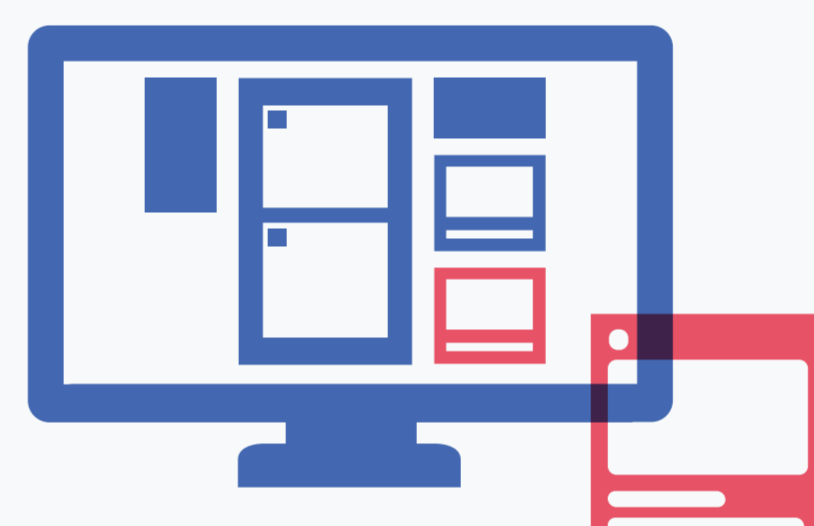
- Use **Audience Insights** to learn more about the people that engage with your business
- Utilize **Custom Audiences** to reach your existing customers or people who have engaged with your business (CRM, Website, Engagement)
- Create **Lookalike Audiences** to reach new people who are similar to your best existing customers
- Save Audiences settings for your most frequently used settings
- Look out for overlapping audiences (use the inclusion/exclusion option to avoid overlap)
- Be sure to keep a reasonably sized audience to ensure delivery

Fill out audience info: location, age, gender, detailed targeting and custom or lookalike audience, if applicable



PLACEMENT

Do you want to advertise on all placements available for your objective?



Choose “Edit placements” and select the devices and platforms you want to advertise on

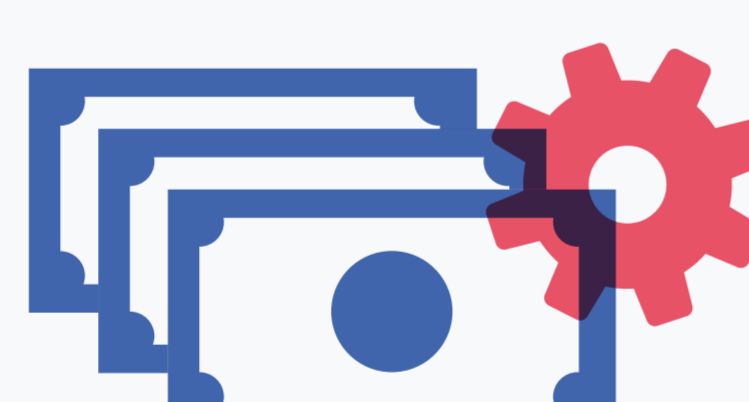
BEST PRACTICE Optimize delivery across platform to be sure to reach your most valuable customer and drive incremental reach

Select “Automatic placements”. Facebook will show your ads in places they’re likely to perform best

See our [Placement Optimization decision tree](#) for details

BUDGET & SCHEDULE

Do you know how much you want to spend to reach your target audience?



Enter your budget and let Facebook optimize for the delivery of your campaign

See our [Bidding Strategy decision tree](#) for more tips

Enter your budget, select your campaign dates, and adjust your ad delivery options (i.e.: your bid), if applicable

CREATIVE

Do you want to use an existing post from your page to create an ad?



Create a new ad:

- Follow the prompts and select the format and creative(s) you want to use (i.e.: single image, video, multiple images)
- Connect your Facebook Page to your Instagram account (if applicable)
- Fill out headline, destination URL, call-to-action
- Turn on Pixel tracking and offline conversions, if applicable

BEST PRACTICE Create multiple ad variations for the same audience to test formats and messaging

Explore our ad formats, create mock ups, and get inspired from what other business are doing using the [Creative Hub](#)

Select “Use existing post”, follow the prompts to pick your post and “Place Order”

Place Order



For more tips on optimization, see our [Campaign Optimization infographic](#)