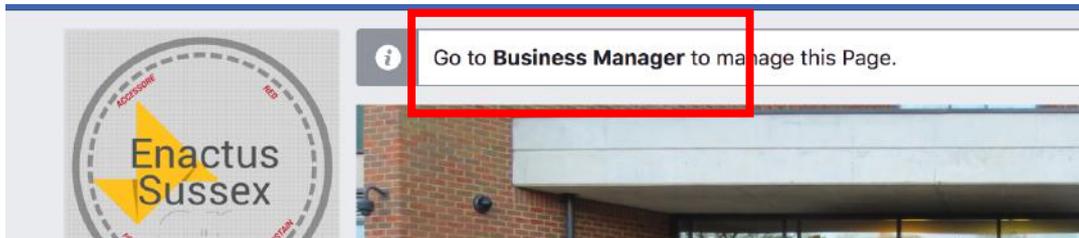


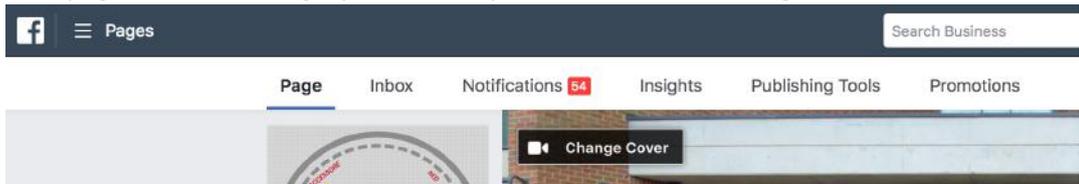
A Guide to Facebook Ads

1. Setting up

To use Facebook ads you must first set up a Facebook business page and a business manager account, when you set up your business manager account if you are an admin of your page you can claim your page straight away, from then on, when you access your page you will have to login to Facebook business manager to access tools such as insights, publishing posts etc. To do this, you can go to your page and at the top click the button highlighted in red:

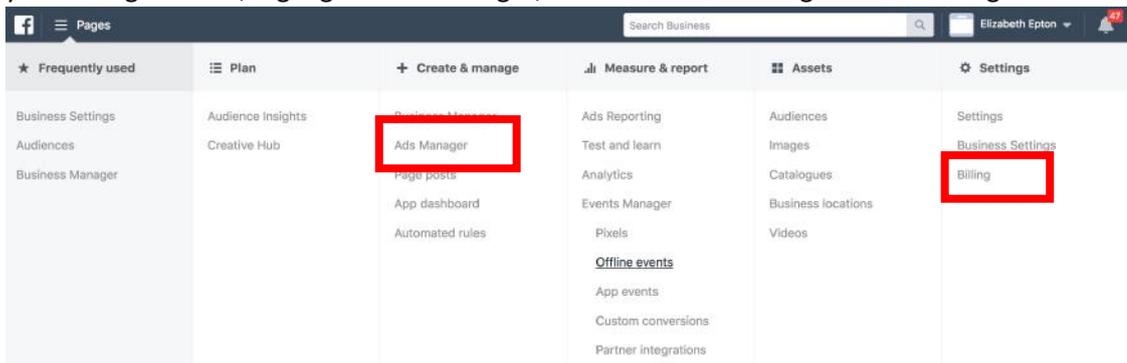


Your page will then turn grey which and you will see the following task bars

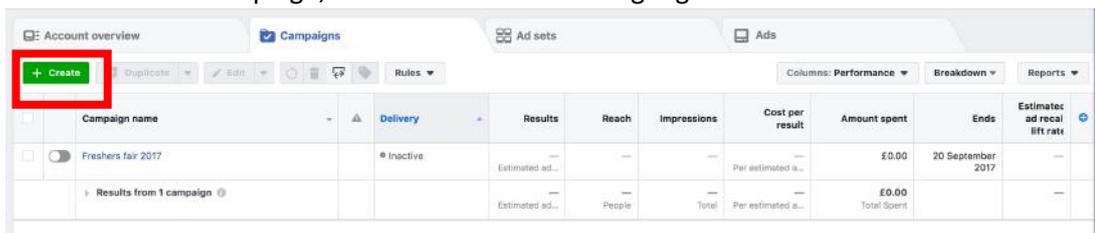


2. Set up an ad

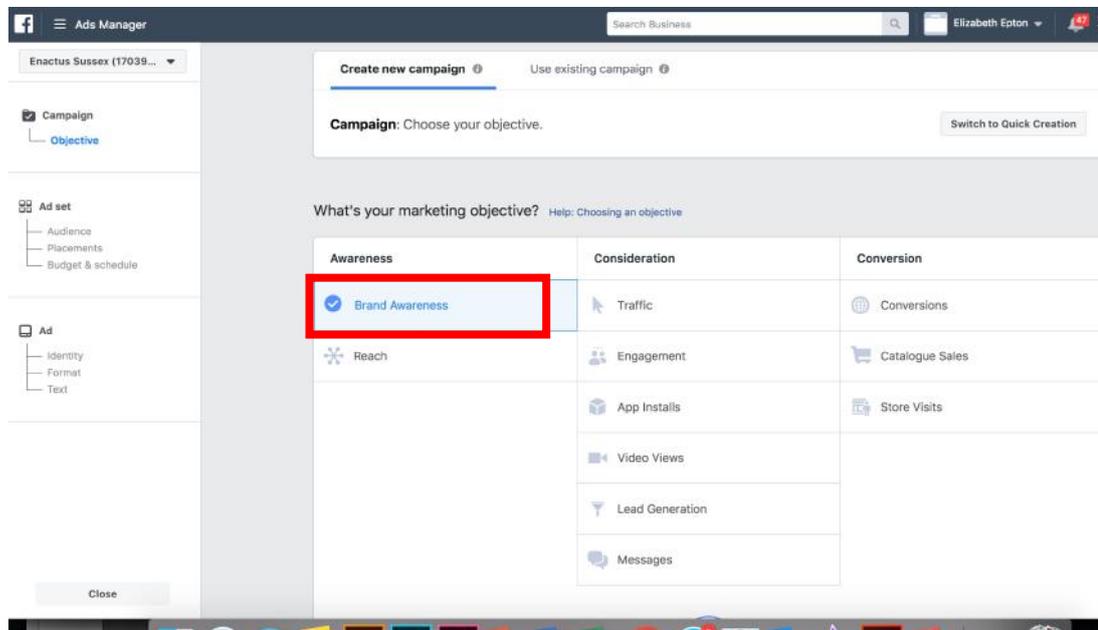
To set up an ad, go to pages in the top right hand corner, to create an ad you must set up your billing account, highlighted on the right, then to create an ad go to Ads manager



This screen will appear which will show all of your old ads and there performance, you can switch on and off campaigns from here if they don't run to a specific date, or delete them. To create a new campaign, click the create button highlighted in red



From there you can see this page, where you can choose the type of campaign you want to run based on the outcome you want to achieve, for freshers fair, I would recommend brand awareness, different campaigns offer different metrics and also can cost more per impression depending on the type of campaign. Every campaign will only charge you for the number of people who see your ad. Once you have selected your campaign type click continue.



First choose a name for your ad set, this is so if you create multiple ads for the same purpose (freshers) you can collate the results easily on your dashboard. Next create your audience, you can add a pixel to your website so FB can track and target your web visitors, but it takes a while to build up enough visitors to be worth advertising to, you can also target people who are algorithmically similar to your web visitors, this is known as a lookalike audience. For an event such as freshers the best way to target potential new members is to set the location to your town, the age range to the average age of students, and to target people who like a page such as your student union / freshers pages / course pages / halls pages etc so that you know you are hitting students at your university and not everyone in the local area.

Create new ad set ⓘ
Create multiple new ad sets ⓘ

Ad set name ⓘ GB - 18+
Advanced options
Switch to Quick Creation

Audience

Define who you want to see your ads. [Learn more.](#)

Create new Use a saved audience ▼

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | Create new ▼

Locations ⓘ Everyone in this location ▼

United Kingdom

📍 United Kingdom

📍 Include ▼ | Type to add more locations Browse

Add locations in bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Audience size

○

Estimated daily results

Reach
13,000-82,000 ⓘ

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviours | Suggestions | Browse

Exclude people

Connections ⓘ Add a connection type ▼

Save this Audience

results.

Were these estimates helpful?

You can set the cost of your ad to be a lifetime or a daily spend, using a lifetime budget you can ensure you don't go over your ad budget, Facebook will also automatically split it down so that its not all spent at once but will be spread evenly over your timeframe. You may also not use up all of your budget depending on how engaging your ad it and whether it leaves an impression on people, the cost per impression also varies depending on ad placement etc. Make sure you set a timeframe for your ad so you don't do over budget!

Budget & schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ? **Lifetime budget** ▼
£30.00 GBP

Schedule ?

Start	<input type="text" value="28/6/2018"/>	<input type="text" value="15:58"/>
End	<input type="text" value="28/7/2018"/>	<input type="text" value="15:43"/>

(London Time)

Your ad will run until **Saturday, 28 July 2018**.
You'll spend up to **£30.00** in total.

[Show advanced options](#) ▼

3. Design your ad

First chose the kind of ad you want to run

Format
Choose how you'd like your ad to look.



Carousel

Create an ad with 2 or more scrollable images or videos



Single image

Create up to 6 ads with one image each at no extra charge



Single video

Create an ad with one video



Slideshow

Create a looping video ad with up to 10 images

Add a full-screen experience

Add a full-screen landing page that opens instantly when someone interacts with your ad on a mobile device. Use Canvas to feature images, videos, products and call-to-action buttons that link to your app or website. [Learn more.](#)

Next choose the text to go on your ad and the image(s) / video you are going to use, the right side of the screen will automatically update as you edit elements to show you what your ad will look like, you can swipe to see what it will look like in different places. If you use an image as your main ad, there is a limit to how much text you can use in the image, videos work best with Facebook and receive much higher engagement from your audience.

Text
Enter the text for your ad. Learn more.

Text

At Enactus | we use entrepreneurial action to run projects that empower people to

Automatically show the best-performing cards first ⓘ

Add a card at the end with your Page profile picture

1 2 3 +

Remove

Image Video/slideshow

Select Image

IMAGE SPECIFICATIONS

- Recommended image size: 1080 x 1080 pixels
- Recommended image ratio: 1:1
- To maximise ad delivery, use an image that contains **little or no overlaid text**. Learn more.

Ad preview 1 of 1 ad < >

Mobile News Feed ▾ 1 of 12 < >

Enactus Sussex
Sponsored ·

At Enactus we use entrepreneurial action to run projects that empower people to

Headline 1
News Feed link description

Headline
News Feed

Like Comment Share

Scroll down to be able to edit the image headline, URL and add a call to action button which will direct to your URL.

At the bottom of the page click confirm for your ad to start running!

Headline ⓘ
hello enactus

Description (optional) ⓘ
this is all about enactus

Destination URL ⓘ
www.enactusuk.org

See more URL ⓘ Preview URL
www.enactusuk.org ×

"See More" display link (optional) ⓘ
Enter the link as you want people to see it in your ad

Call to action ⓘ
Contact Us ▾

Show advanced options ▾

At Enactus we use entrepreneurial action to run projects that empower people to

hello enactus
this is all about enactus

Contact Us

Like Comment Share

Refresh preview • Report a problem with this preview