Facebook Advertising Guide

There are many reasons to consider Facebook advertising for your small business. Here are some of its greatest benefits:

- Facebook offers the most sophisticated level of audience targeting of any advertising medium.
- Digital advertising is extremely cost-effective compared to mass media options like TV, radio and print.
- You can monitor the performance of your online advertising and receive metrics in real time that show a return on your digital efforts.
- You can optimize or revise your campaigns at any time.
- Digital advertising can serve as another channel of communication to enhance your relationship with current patients and attract new patients to your pharmacy.

Assign a digital champion and set up your Facebook advertising account.

First, we recommend you assign a "digital champion," someone who will manage your Facebook ads and other social media accounts. You will also need a Business Manager account that is linked to your business page.

Confirm that you have an ad account tied to your business page:

1. Open your Business Manager settings.
2. Under the "Accounts" tab, click "Ad Accounts."
3. Confirm that your business has an account listed, or create a new account by clicking "+Add."
4. Confirm that your ad account has at least one "Ad Account Admin," or click "Add People" to assign an admin or other users.

Determine your ad type (boosted post vs. Facebook ad) and create your ad.

All businesses should decide on their unique advertising goals before they start advertising on Facebook, as some goals can be reached by **boosting a post** and others can be reached by **creating a Facebook ad**. The following information explains the difference between and similarities of both ad types and which method works best in a specific situation.

Boosted Posts:

A boosted post is a post to your page's timeline that you can apply money to in order to promote it to an audience of your choosing. This is the simplest way to advertise on Facebook. Boosted posts differ from Facebook ads because they are not created in Ads Manager and don't have all the same customization features.

When you boost a post, it'll show up in your audience's Facebook News Feed as an ad. You can also select Instagram as an ad placement for your boosted post. You can choose a post that's already present on your page's timeline and boost it by following only a few steps.

Boost a post.

1. Go to your Facebook page.
2. Find the post you want to boost.
3. Click the blue "Boost Post" button on the post. If the button is faded and unclickable, learn more about why your boost is unavailable.

4. Select your objective based on the results you hope to achieve. You can select "Get more people to react, comment and share" to gain more engagement with your post, or "Connect and chat with potential customers" to get more people to message your page.
5. Add a post button to your boosted post (optional). Buttons can help users take a specific action after seeing your post, such as "Get Directions."
6. Select the audience you'd like to reach (may select multiple), or click "Create New Audience." If you click "Create New Audience," you'll have the option to create an audience based on patient traits like age, location, interests and more.
7. Click the drop-down below "Total Budget" to select a budget for your boosted post. You can select a prefilled budget or click "Choose Your Own" and type in a custom budget.
8. Choose a duration option, or type in a custom end date next to "Run this ad until."
9. Select your preferred payment option. If there are no payment options available for your account, you'll be prompted to add one after clicking "Boost."
10. Click "Boost."

Review your ad status.

Boosted page posts are reviewed by Facebook before they're published to your page. Facebook will let you know when your boosted post is approved. You can also check your ad status by looking at the "Delivery" column in Ads Manager.

Facebook Ads:

Facebook ads are created through Ads Manager and offer more advanced customization solutions. There are many advertising objectives to help you reach your specific business goals and the audiences you care about most.

Where a boosted post may initially optimize for page likes, comments and shares or overall brand awareness, Facebook ads can optimize for app installs, website conversions, video views, shop orders, store visits and more. With Facebook ads, you can:

- **Choose different ad placements:** With Facebook ads, you get the added benefit of choosing placements in Facebook News Feed side ads, Messenger ads, Instagram stories, instant articles and Audience Network.
- **Use specific ad objectives:** Choosing an ad objective early on will help you focus on which campaign type best aligns with your current business goals. Boosted posts allow you to focus on website clicks, page engagement and local business promotions, but the full ads system in Ads Manager lets you choose objectives like store visits, conversions and lead generation (attracting and converting prospects to patients). You can also create and manage ads through the Ads Manager mobile app.
- **Maintain creative control:** You can design an ad that fits your goals. Create carousel ads, add specific descriptions and add a call-to-action button that'll drive more of your audience to take action. These are only a few of the creative and formatting options available in Ads Manager that aren't available when boosting a post from your page.
- **Use advanced targeting capabilities:** Boosting posts let you decide on interests, age and gender for your ad targeting. This helps you reach people who most likely care about your business. With Facebook ads, you can use more advanced tools to create overlapping audience types, look-alike audiences and more.

Create a Facebook Ad

Before getting started with Facebook advertising, you will need to navigate to the Ads Manager. If you are logged in to your Business Manager account, find your Ads Manager account here: https://business.facebook.com/adsmanager/.

Create ads with Guided Creation

Click the **+ Create** button to get started.

1 Create your campaign.

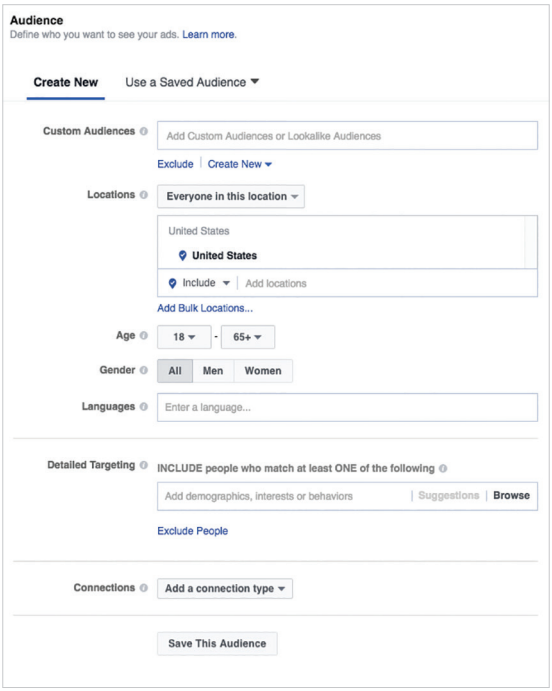
- Choose your objective.
  - Facebook offers many advertising objectives to help you reach your business goals. Your advertising objective is what you want people to do when they see your ads. For example, if you want to show your website to people interested in your business, you can create ads that encourage people to visit your website.
    - When you create an ad, you first choose your objective. The objective you choose aligns with your overall business goals:
    - **Awareness:** Objectives that generate interest in your product or service.
    - **Consideration:** Objectives that get people to start thinking about your business and look for more information about it.
    - **Conversions:** Objectives that encourage people who are already interested in your business to purchase or use your product or service.
- Name your campaign.
  - Next to "Campaign Name," add a name for your campaign, or use the default name that appears.

2 Create your ad sets.

- Next to "Ad Set Name," add a name for your ad set, or use the default name that appears. You also have the option to create multiple ad sets at once.

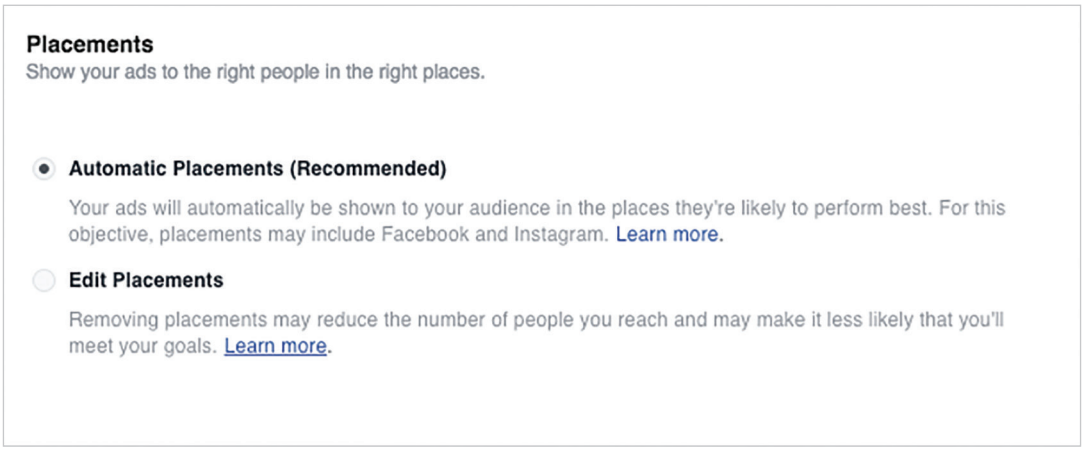
3 Choose your audience.

- In the "Audience" section, fill out the details of your audience. You can choose audience characteristics such as age, gender, interests and more. Check out this helpful guide to learn more about Facebook ad targeting options.



3 Choose your audience. (continued)

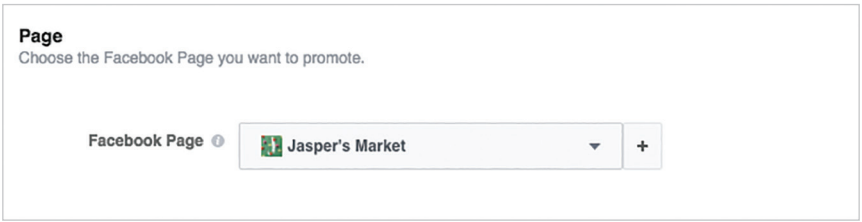
- Select your ad placements.
  - In the "Placements" section, decide where your ads will appear on Facebook, Instagram or Audience Network. If you select "Automatic Placements," your ads will be shown to your audience in a place that it's likely to perform best. Additionally, if you choose automatic placements, any new placements will automatically become available to campaigns when you duplicate them. (Note that this feature is gradually rolling out and may not be available to everyone yet.)
  - If you would like to do this manually, select "Edit Placements." Learn more about selecting ad placements.



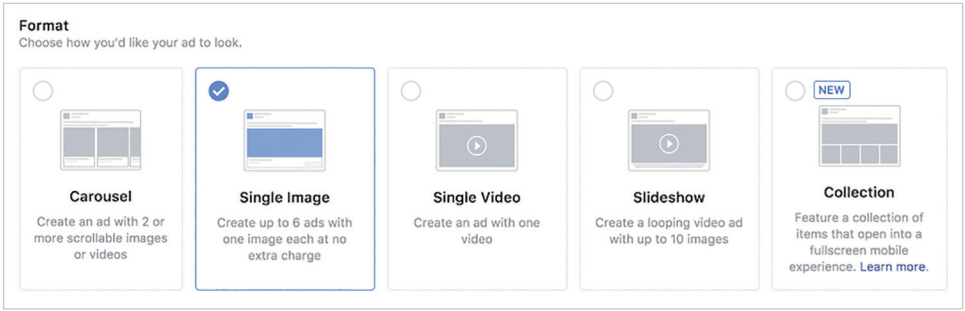
- Set your budget and ad schedule.
  - In the "Budget & Schedule" section, you can choose a budget and set your ad's schedule. Learn more about budget, delivery and charges on your Facebook ads.

4 Create your ads.

- Select your page.
  - All ads are now required to have an associated page; you cannot create an ad without a Facebook page.



- Select an ad format.
  - In the "Format" section, choose from several ad formats, including carousel, single image, single video, slideshow or collection.



4 Create your ads. (continued)

- Choose your media.
  - In the "Media" section, choose the creative you'd like to use in your ad. All ads on Facebook need to have an image or video, and Facebook's preference is visual graphics with little to no text. Free stock images are available through Facebook for you to browse and select. *Good Neighbor Pharmacy* also offers professionally designed graphics on Brand Central Station.
  - Facebook recommends certain image sizes depending on the objective of your ad. If your image is larger or smaller than the recommended dimensions, it will be automatically resized to fit in the ad. For all image ads, Facebook recommends that you upload "the highest resolution image available" in either .JPG or .PNG format, cropped to a supported aspect ratio, which is usually 1,200 x 628 pixels for photos or images.
- Add text to your ad.
  - After choosing your images, you can enter the text you'd like your ad to have. You may also have the option to add a call-to-action button and more.
- Place your order and choose how you want to pay for your ads.
  - First, make sure to look at your ad preview so you can see how it will appear on desktop, mobile, etc. Once you are comfortable that your ad is finished, click on the green button that says "Place Order," located on the bottom right-hand corner of the page. You will receive an email from Facebook once your ad has been reviewed and approved.
  - When you're ready, click "Confirm" at the bottom of the flow to create your ads. The first time you place an order, you'll be asked to enter your payment information.

5 Manage your ads.

- After you publish an ad, you can see its performance in Ads Manager. You can edit, delete, pause or resume ads.

Source: facebook.com/business