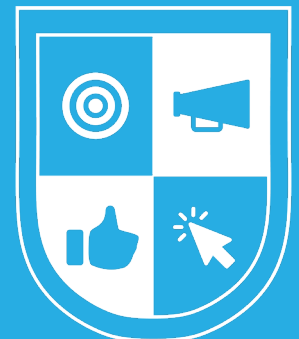# Basic Facebook Ads Campaign Setup
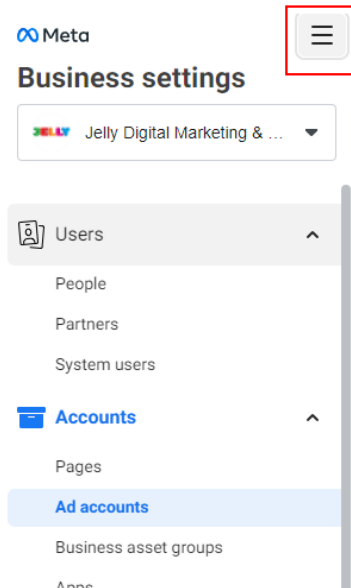
Use this guide to create a Facebook Ads Campaign with ease.
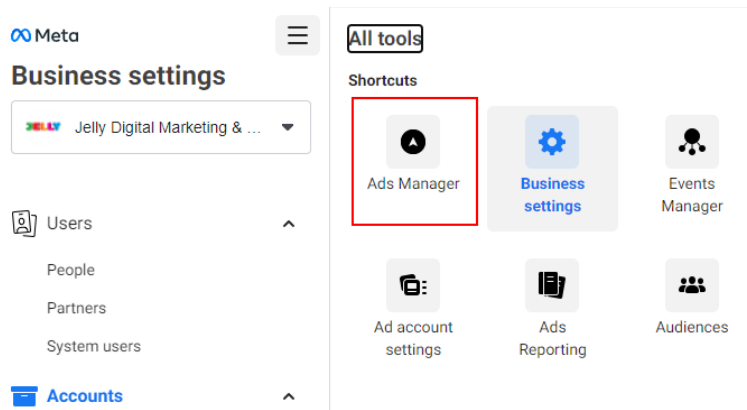
JELLY ACADEMY

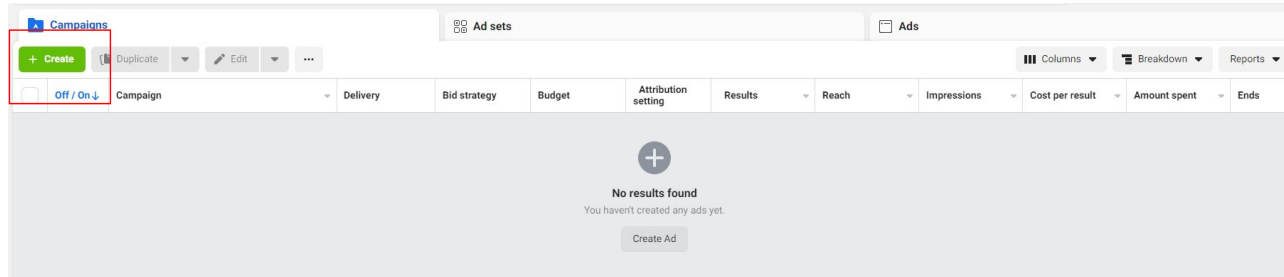# A Basic Facebook Ads Campaign Setup

1. Click the sandwich menu in the top left corner of your Business Manager Overview.
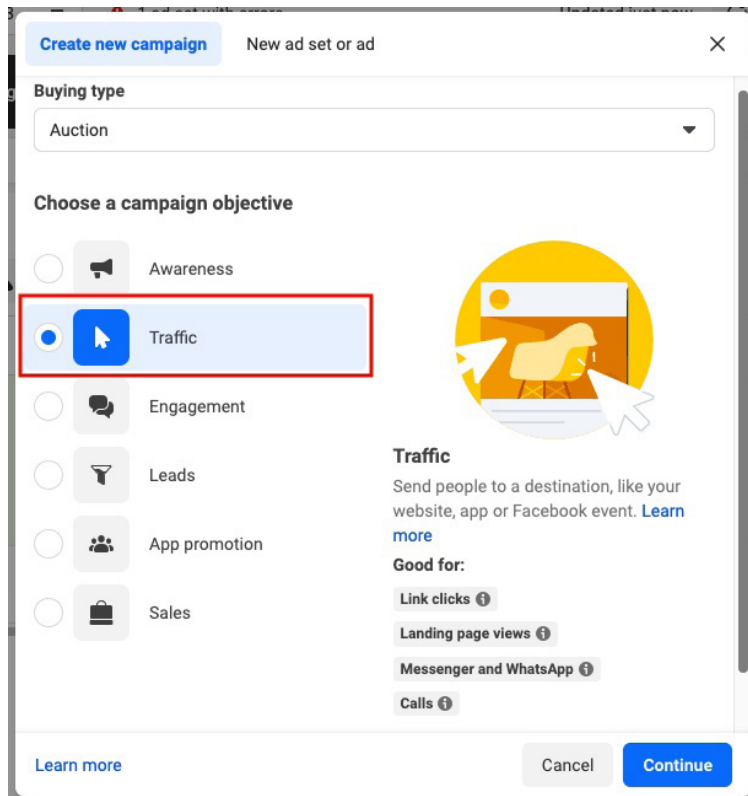


2. Navigate to the Ads Manager.

3. In the Campaign Overview of your Ads Account, click the Create button in the top-left of your screen.


4. Select the "Traffic" campaign objective. This campaign type is tasked with finding users that are most likely to click on your ad, and go to your website. It is a great all-around campaign type, and is a staple for all types of businesses.


3

5. You will then be prompted to select your preferred way for campaign setup. Select 'Manual control' and click 'Continue'.
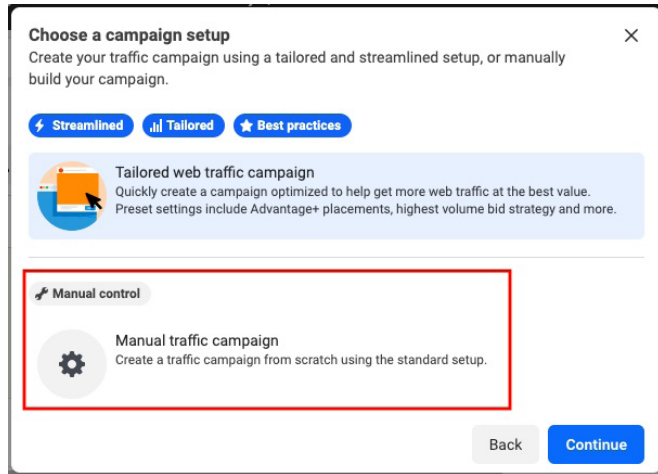

6. i. Select your campaign name

   ii. Then, turn on the *Advantage Campaign Budget*. This feature tells your campaign to allocate budget to the most successful ad sets based on performance.


4
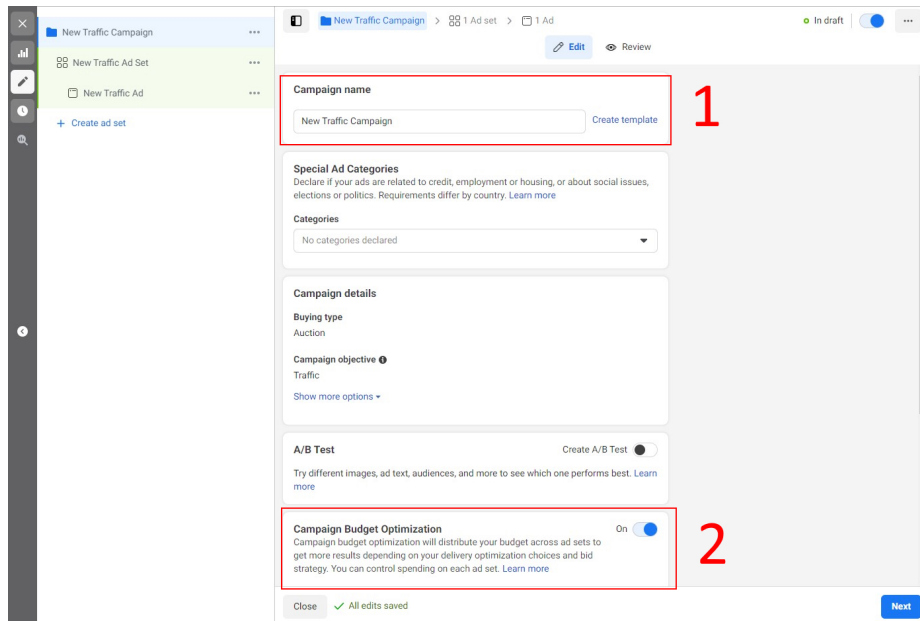
7. Enter your desired budget. There is no perfect number, but the default is a good place to start.
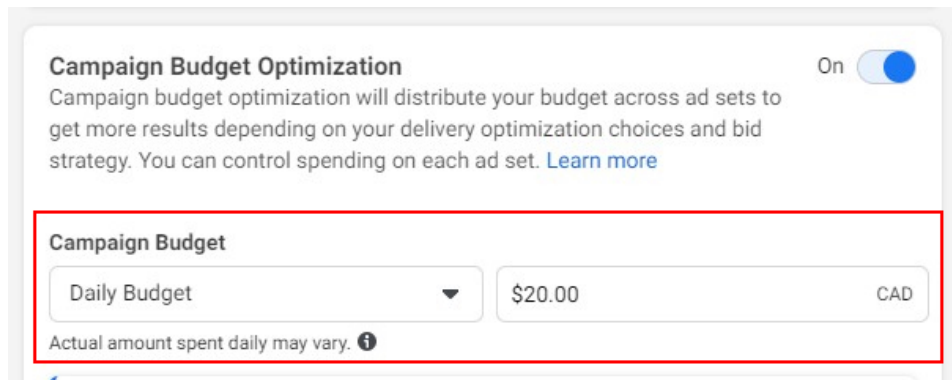
8. i. Enter your Ad set name. Choose a naming convention that represents the audience targeting or the content you aim to promote within it.

ii. Select the *Dynamic Creative* option. This is an Ad set type that tests all the different creative elements you provide (images, video, primary text, headlines, descriptions, etc.) against each other in various combinations. It will test these combinations to find ones that perform best, and scale them over time automatically.
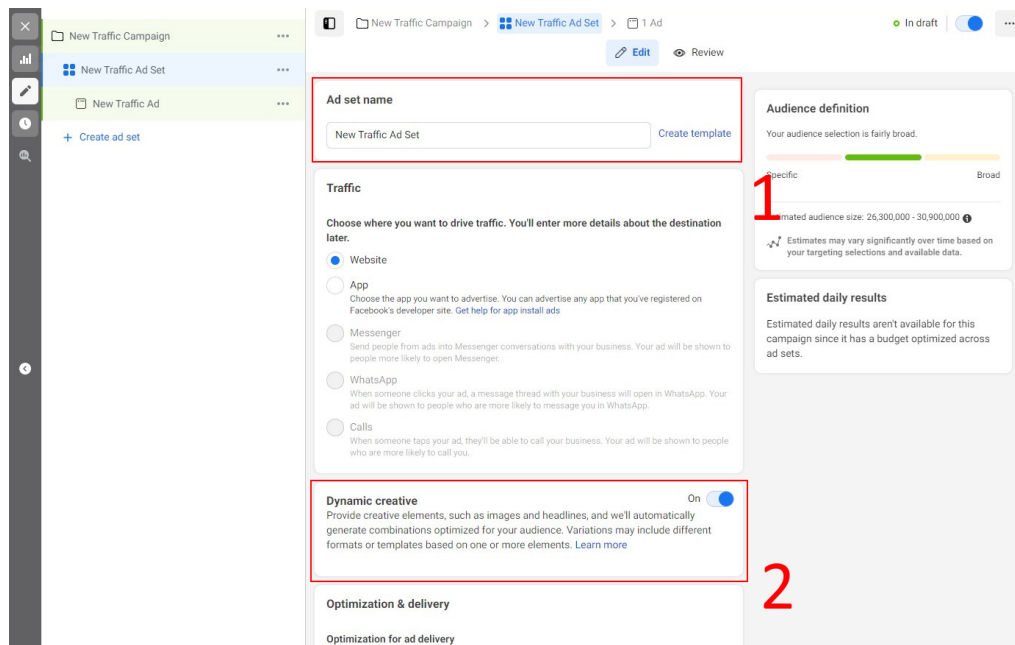
9. Select an ads schedule. If you do not select an ads schedule, your Ad set will run ads indefinitely (unless you have specified a Lifetime Budget at the campaign level).
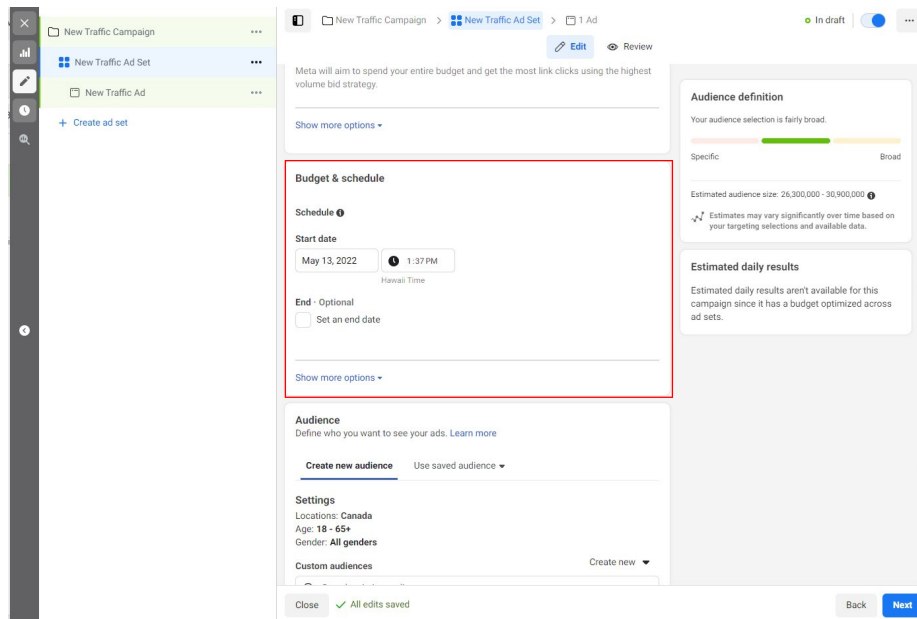

10. Define your audience that your ads will target. Select the Settings window within the Audience tab to begin selecting your audience demographics. An industry best practice is to start broad (3-4 Detailed Demographics targeting options), and allow Facebook to determine your ideal users over time using machine learning. Having too many targeting options in your Ad set will overly define your audience, reducing the likelihood of getting enough Impressions to secure results.
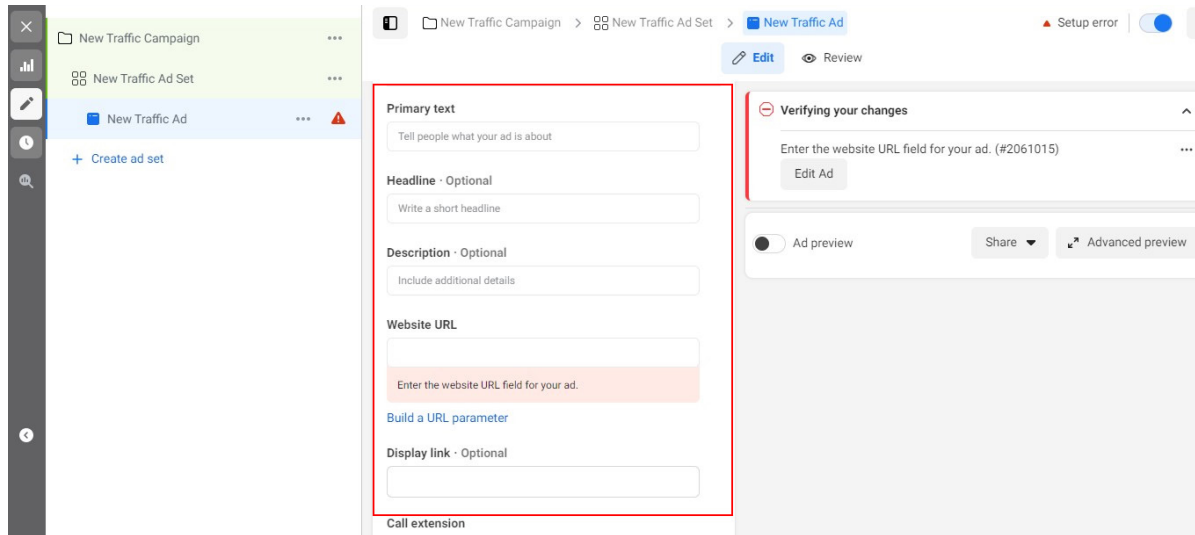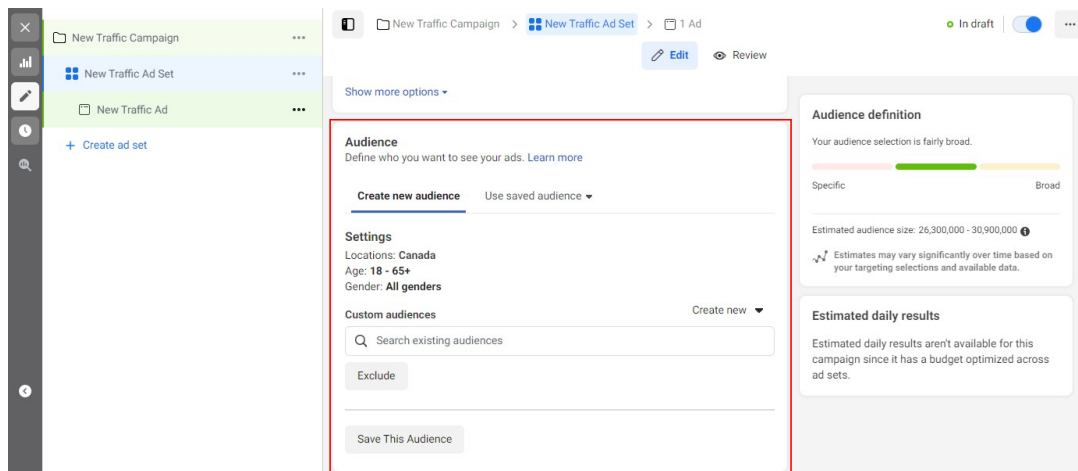
11. i. Select your Ad name.
    ii. Select your Facebook and/or Instagram Page (brand) you want to advertise as.
    This will be the Page/Brand that will appear in your ads.
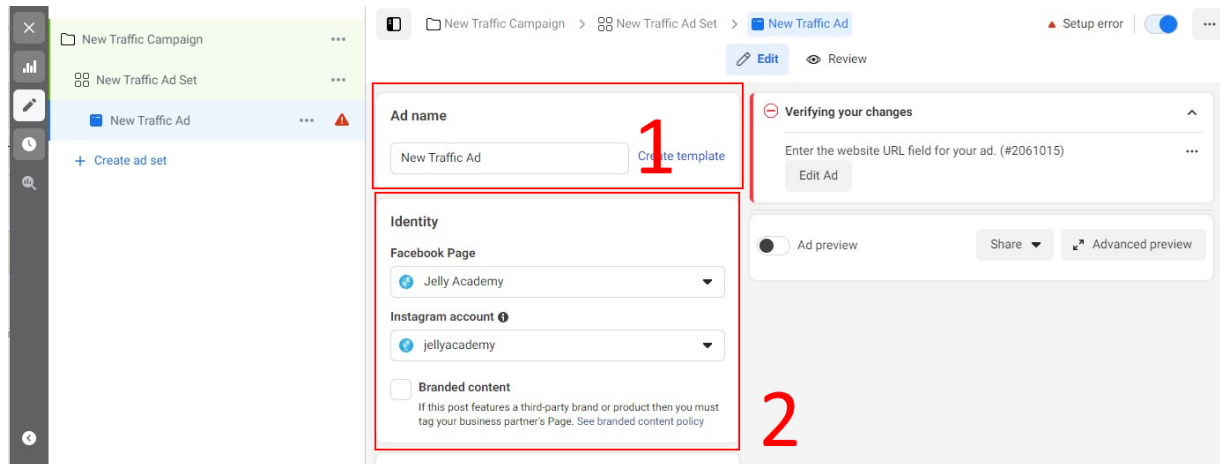
12. Select the Ad creative (images and video) you want to show in your ads. The creative elements you provide will be shown at random. The creative that will show in your ads will depend on their performance over time.
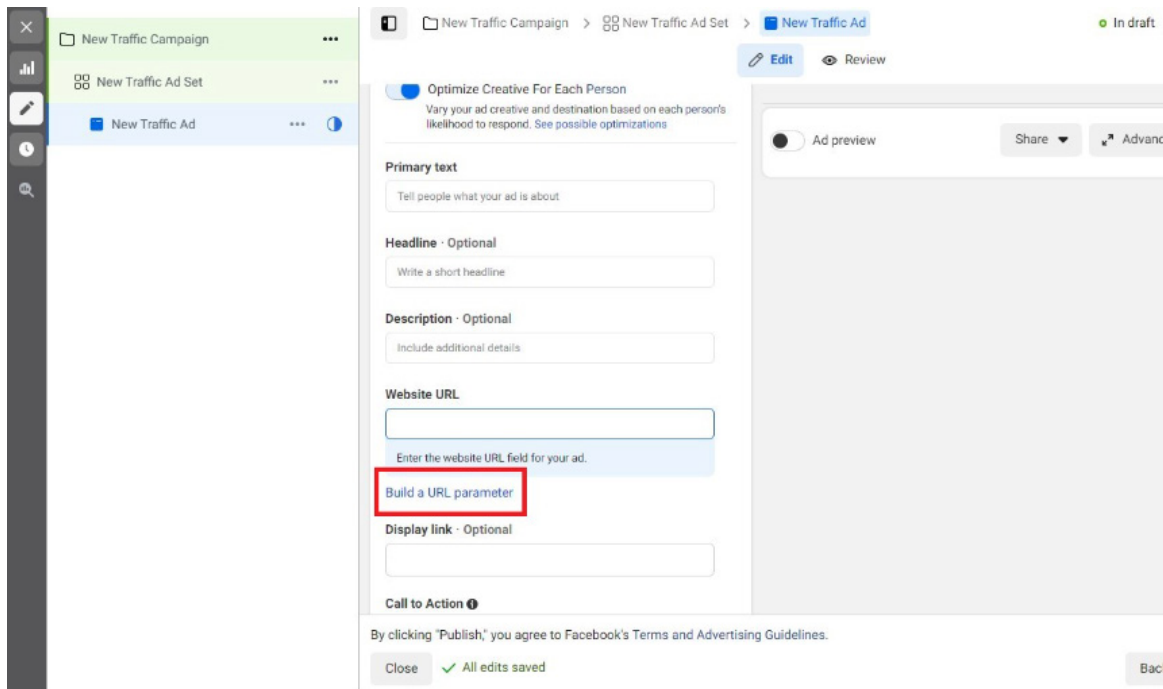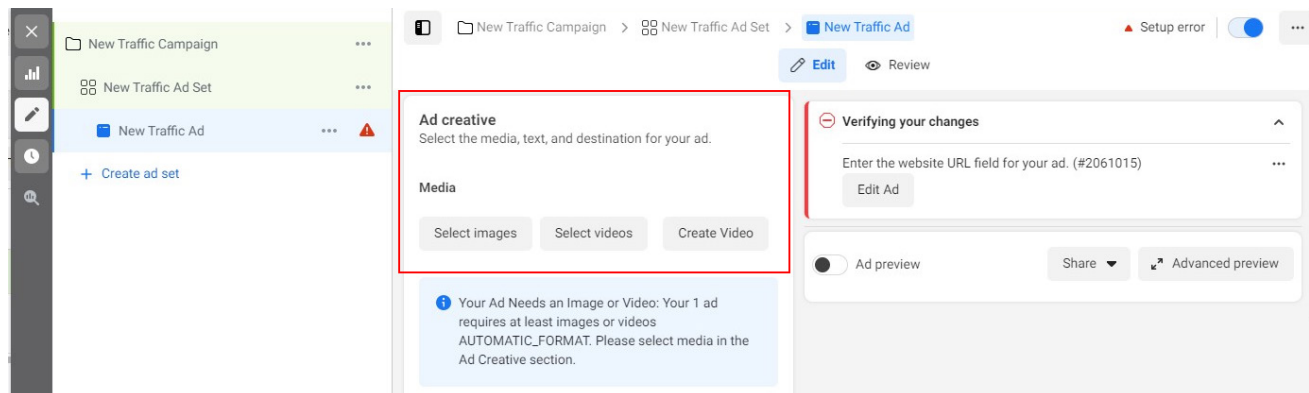
13. i. Enter the copy (text) that will appear in your ads. Remember, provide as many options as possible so Facebook can test the optimal combinations for you! Don't forget to choose your destination URL for your ads as well.

ii. Once you've chosen your website URL, click *Build a URL parameter.*

iii. In the Campaign source section type facebook. In the Campaign medium section type cpc. This will override the default tracking parameters in your Google Analytics. Now, you will be able to differentiate your ads traffic from your organic social traffic. Once you have typed in those two values, click Apply.

14. Once you're done creating your ads and you're happy with the way they look, Publish your new campaign by clicking the Review and publish button in the top right of your screen. Green campaigns/ad sets/ ads are all in 'draft' mode. Live ads will appear in white, and can be switched on or off using the blue on/off switch to the left of it.