



DIGITAL
by Emma

DIY Guide on Social Media Ads

Delivered by Emma Gribben,
Digital By Emma
Wednesday 14th April 2021

Agenda

- The role of Social Media advertising within the Social Media plan
- How to set up Facebook Ads Manager
- Demo of the kinds of ads available
- How to create custom, lookalike and saved audiences
- How to develop a Facebook and Instagram Ad
- What is Facebook Pixel and how to use it

Your Trainer Today



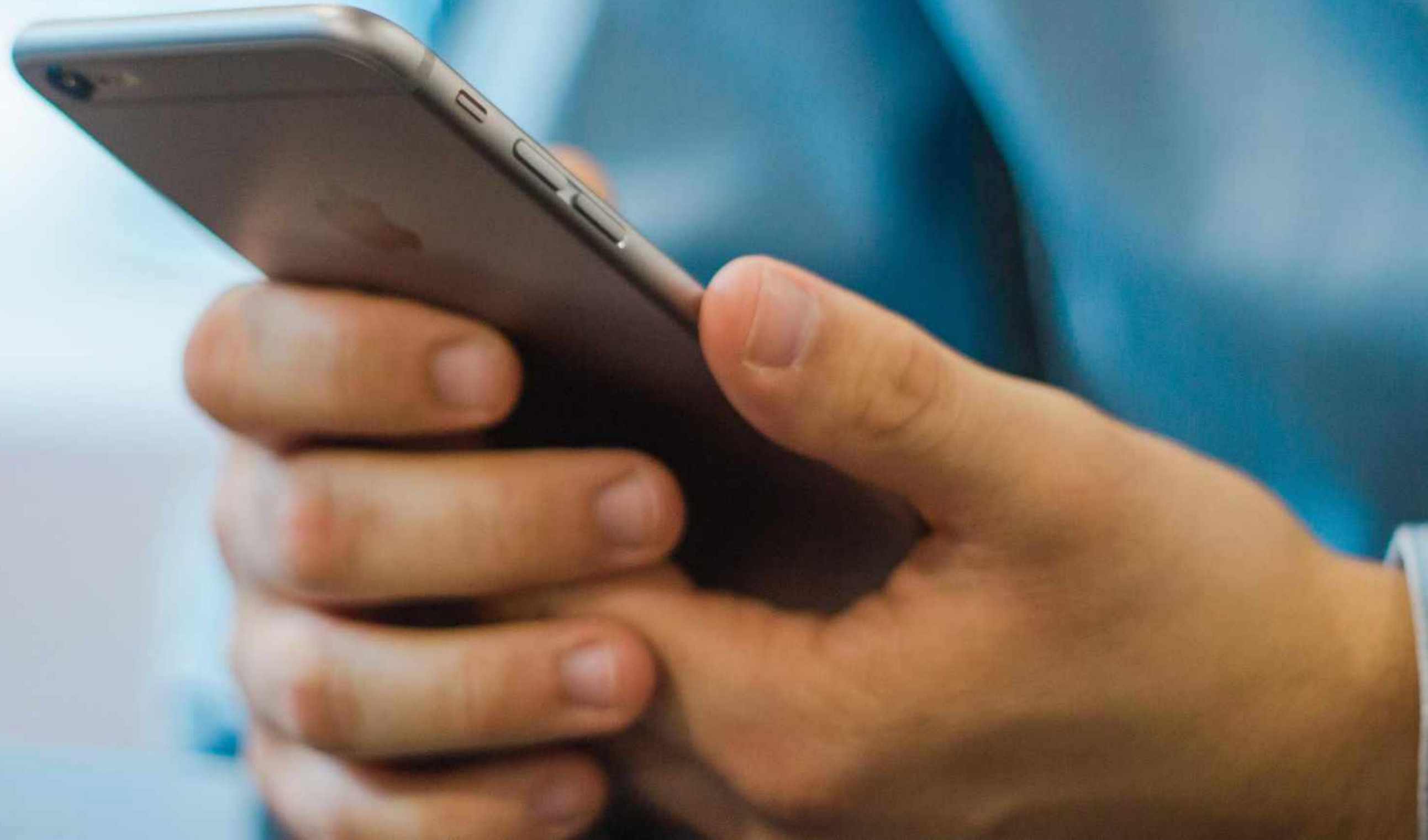
Emma Gribben | Owner, Digital by Emma

- Digital marketing consultant, mentor and trainer
- Working with start-ups, SMEs, brands and agencies across NI, ROI, UK and Europe,
- Offer solutions for digital strategy, social media, content marketing, email marketing, and influencer marketing.
- Training partner to Google and Facebook

Any Questions?



The Role of Social Media Advertising



Why Use Social Media Ads



Build an agile, strategic approach to digital marketing

Competition is fierce online. To win you need to Plan, Manage and Optimize digital channels against defined targets, SMART KPIs and a focused investment in content marketing, digital media and experiences. We believe an integrated digital strategy is essential to define new Segmentation, Targeting and Positioning for your online value propositions.

Social Media Landscape

JAN
2021

SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

 DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.



THE UNITED KINGDOM

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



53.00
MILLION

we
are
social

SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



77.9%

KEPIOS

ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



+4.4%
+2.3 MILLION

KEPIOS

NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



51.68
MILLION

KEPIOS

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



97.5%

Social Media Landscape

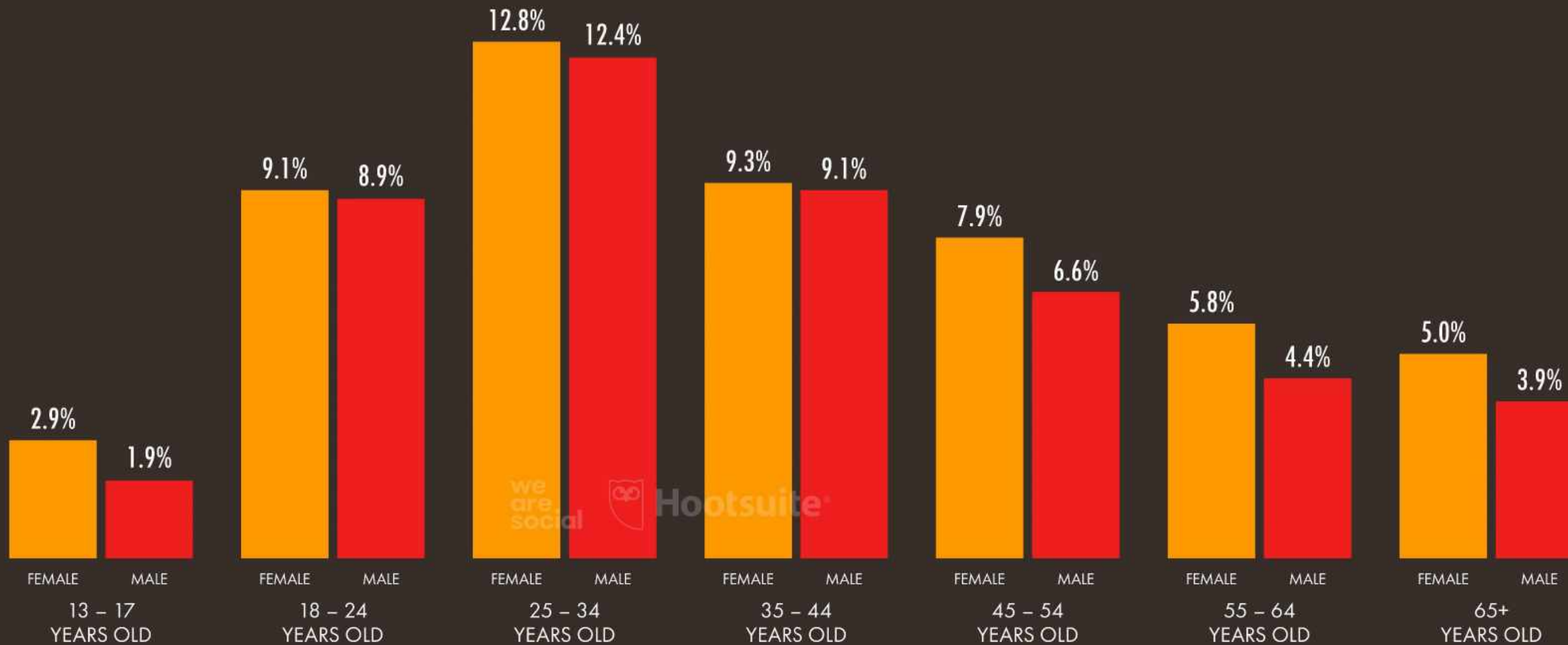
JAN
2021

SOCIAL MEDIA: ADVERTISING AUDIENCE PROFILE

SHARE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADVERTS ON SOCIAL MEDIA BY AGE GROUP AND GENDER*



THE UNITED KINGDOM



Social Media Landscape

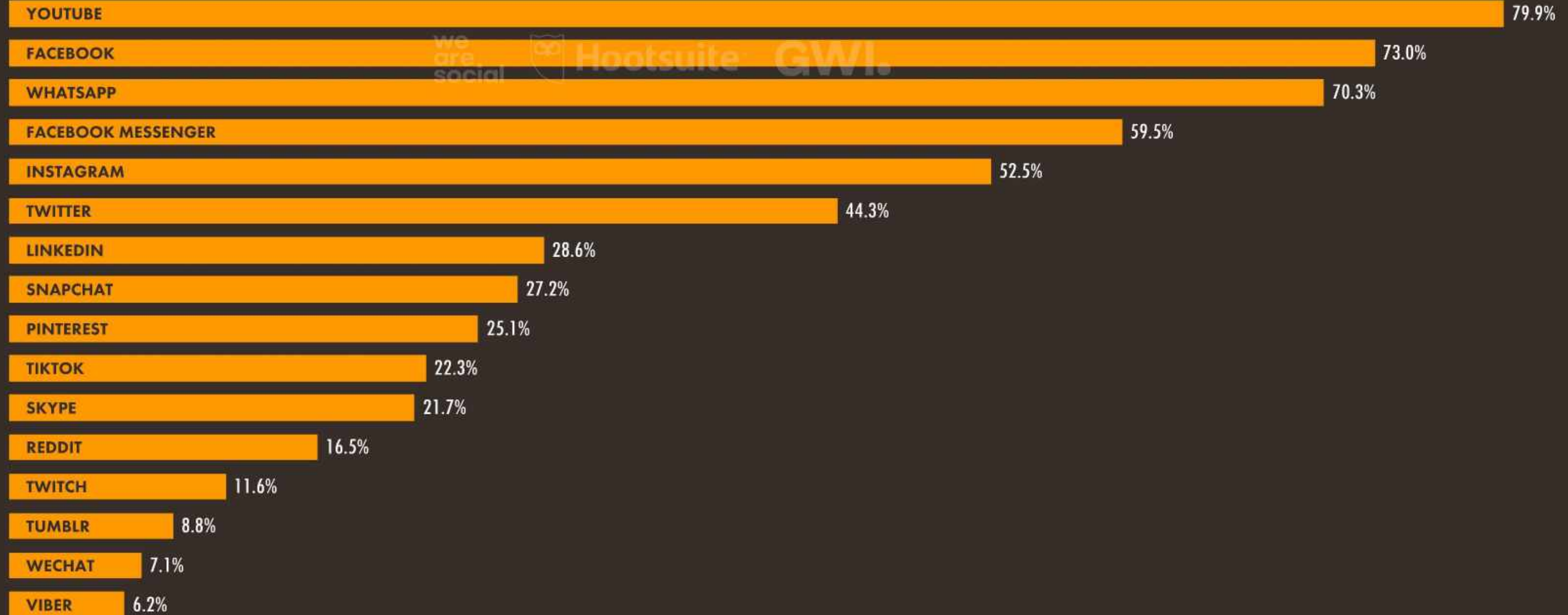
JAN
2021

MOST-USED SOCIAL MEDIA PLATFORMS

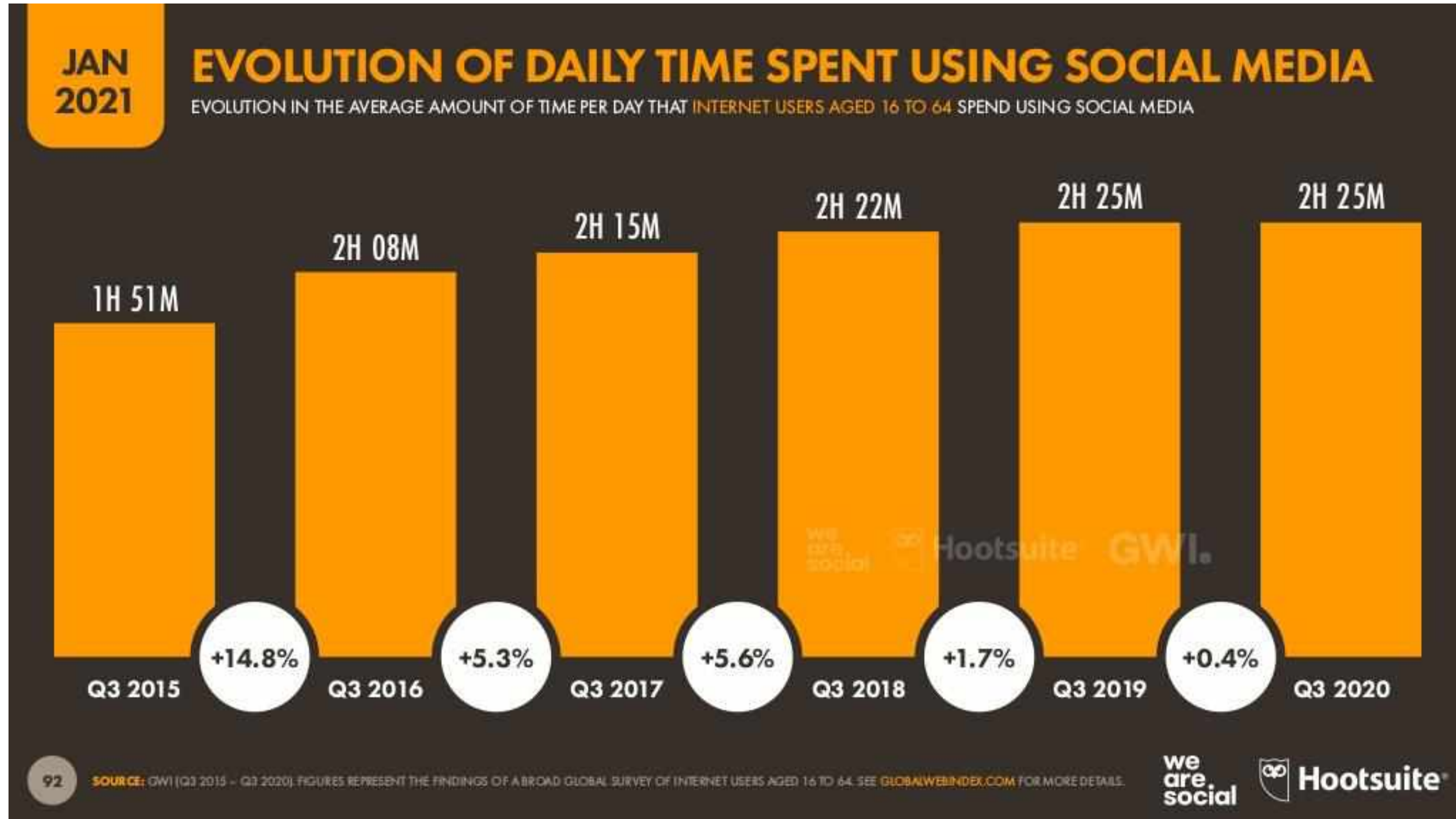
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



THE UNITED KINGDOM



Social Media Landscape



Social Media Landscape

JAN
2021

FACEBOOK: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON FACEBOOK



38.00
MILLION

we
are
social

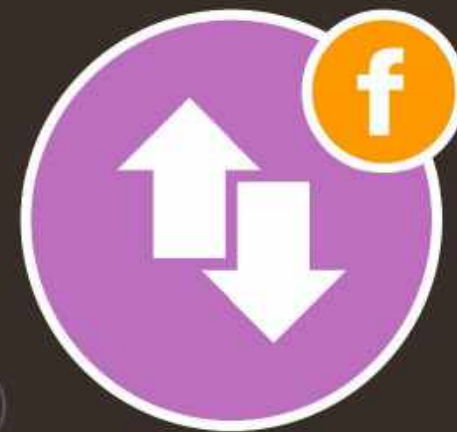
FACEBOOK'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



66.0%



QUARTER-ON-
QUARTER CHANGE
IN FACEBOOK'S
ADVERTISING REACH



0%
[UNCHANGED]



PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



52.6%



PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



47.4%



Social Media Landscape

JAN
2021

INSTAGRAM: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



THE UNITED KINGDOM

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON INSTAGRAM



31.00
MILLION

INSTAGRAM'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



53.8%

QUARTER-ON-
QUARTER CHANGE
IN INSTAGRAM'S
ADVERTISING REACH



+10.7%
+3.0 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



58.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



41.4%

Social Media Landscape

JAN
2021

LINKEDIN: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



THE UNITED KINGDOM

POTENTIAL AUDIENCE*
THAT LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN



30.00
MILLION

LINKEDIN'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 18+



55.8%

QUARTER-ON-
QUARTER CHANGE
IN LINKEDIN'S
ADVERTISING REACH



+3.4%
+1.0 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



42.9%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*




57.1%

Any Questions?



Facebook & Instagram Ads



Social Media especially Facebook has become a pay to play platform

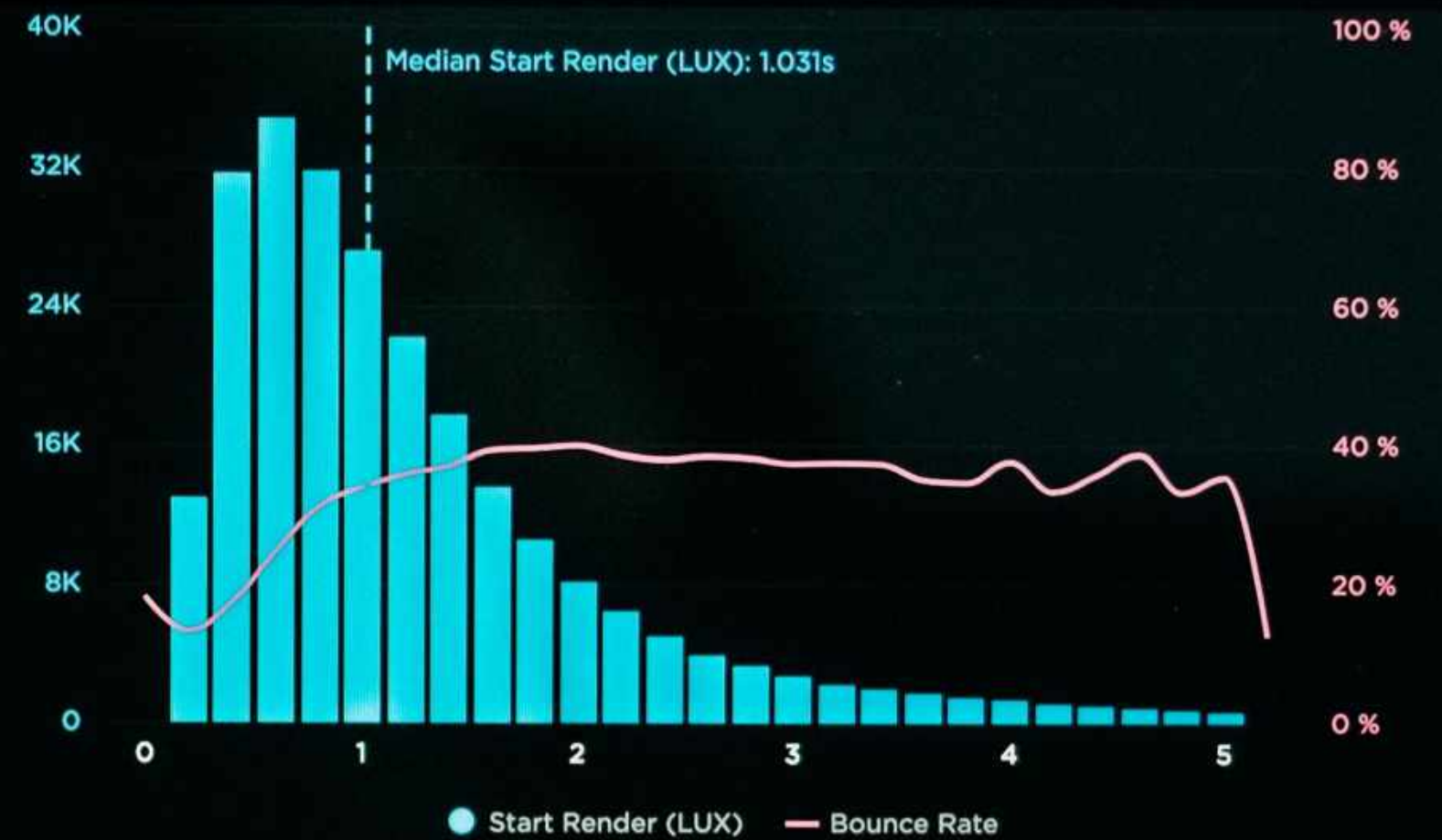
Facebook & Instagram Ads

USERS: LAST 7 DAYS USING MEDIAN ▾

LOAD TIME VS BOUNCE RATE



START RENDER VS BOUNCE RATE



Facebook holds a phenomenal amount of data about its users

0.7s

2.7Mpvs

40.6%

SESSIONS

Sessions (LUX)

479K

4 pvs

Session Length (LUX)

17min

PVs Per Session (LUX)

2pvs

100K 40 min

Facebook & Instagram Ads

About me

Actions

Activities

Birthday

Check-ins

Education history

Events

Games activity

Groups

Hometown

Interests

Likes

Location

Notes

Online presence

Photo tags

Photos

Questions

Relationship details

Relationships

Religion

Politics

Status

Subscriptions

Website

Work history

Facebook & Instagram Ads

HELLO, I'M DAN JENSEN

THE RETIRED SENIOR

"I love relaxed, peaceful walks. I love working with people who want to protect the creeks as much as I do even more. It gives my life a greater purpose that cannot be found anywhere else."

AGE: 65
GENDER: MALE
LOCATION: PORT MOODY
OCCUPATION: RETIRED SENIOR
SUBJECT TO US: LOUISIANA'S COOKING JOB

PERSONALITY TRAITS

Spontaneous: [Bar chart showing high level]

Outgoing: [Bar chart showing high level]

Laidback: [Bar chart showing high level]

Disorganized: [Bar chart showing low level]

MY TYPICAL DAY

- I wake up early at 6:30 AM everyday.
- I usually secure my breakfast.
- I head to the hatchery and help out with my team.
- It takes 15 minutes for me to walk back home.
- I have lunch with my wife.
- I usually do gardening in the afternoon.
- I help my wife cook and then we eat dinner together.
- After dinner, we walk in the nearby park.
- My typical day ends around 10 PM.

TASKS AT THE HATCHERY

- Salmon Team:** Feed the fish, monitor water temperature at the hatchery.
- Water Quality Team:** Get feed data and water samples.
- Event coordinator within the society:** Plan for events like the Fingering Festival.

MY MOTIVATIONS

60% I love taking and taking walks in the park, enjoying the beautiful scenery.

40% Over the years, I have seen how conditions negatively affect the environment from working at my past company.

FRUSTRATIONS

- I am not comfortable with technology and attending LANAs (transferring the articles in the appropriate system and helping the Water Quality Team).
- I hate double coming to the hatchery at night to check on urgent issues as it is a 15-minute drive from the house arriving at 10 PM.

MY GOALS

END GOALS

- Collect feed data efficiently.
- Take care of salmon.

LIFE GOALS

- Live a useful lifestyle.
- Raise public awareness in environmental issues.
- Contribute to the things I value.
- Collect as many different feeds as possible.

EXPERIENCE GOALS

- Enjoy interacting with the other members.
- Find feedback and relaxed when gathering feed data.
- Find a sense of satisfaction when working with members.

RELATIONSHIP WITH SOCIETY

6 YEARS Being heavily involved with the Port Moody Ecological Society.

4-5 TIMES/WEEK Volunteering after I retired.

Roberta Carpi

PERSONALITY

Extrovert: [Bar chart showing high level]

Introvert: [Bar chart showing low level]

Thinking: [Bar chart showing low level]

Feeling: [Bar chart showing high level]

AGE: 26
OCCUPATION: Marketing specialist
STATUS: Single
LOCATION: Warsaw, Poland
TIER: Collaborator
ARCHETYPE: Business Woman

Devide Malnesi

PERSONALITY

Extrovert: [Bar chart showing low level]

Introvert: [Bar chart showing high level]

Thinking: [Bar chart showing high level]

Feeling: [Bar chart showing low level]

Company Employee

Liam Pradetsky

PERSONALITY

Extrovert: [Bar chart showing high level]

Introvert: [Bar chart showing low level]

Thinking: [Bar chart showing low level]

Feeling: [Bar chart showing high level]

Judging: [Bar chart showing high level]

Perceiving: [Bar chart showing low level]

TECHNOLOGY

- Software: [Bar chart showing high level]
- Mobile Apps: [Bar chart showing high level]
- Social Networking: [Bar chart showing high level]

MOTIVATIONS

- Convenience of usage;
- Modern visual style;
- System integration;
- Professional growth.

FRUSTRATIONS

- Inconsistency;
- Deadlines;
- Expectations are not clear;
- Too many processual steps.

GOALS

- To be better organised;
- Spend more time with friends;
- More automated process;
- To keep track of everything.

BRANDS

- Adobe
- SONY

AGE: 29
OCCUPATION: UI Developer
STATUS: Single
LOCATION: Prague, Czech Republic
TIER: Enthusiast
ARCHETYPE: The Computer Nerd

Boosted Posts

Vs

Facebook Ads Manager

Facebook & Instagram Ads

Kouture Kids
Published by kouturekidsni [?] · February 26 at 2:11 PM · 🌐

🎉🎉 NOW AVAILABLE IN WHITE!! 🎉🎉

For everyone asking for this hairband in white, we got it in! We will be in contact with everyone on the list that ordered one. They are £18. If anyone else wants one send a PM, DM, TEXT or call x

893 People Reached 49 Engagements [Boost Post](#)

👍❤️ 9

👍 Like 💬 Comment ➦ Share

With Boosted Posts:

- You are taking a post from your page and paying to reach many of those who have said they like your page already
- You are using the post already in existence
- You can use some limited targeting
- You are not customising messages by customer type
- You do not have as much control over ad type; Reach, Traffic, Message, Conversion etc

Facebook & Instagram Ads



With Facebook Ads Manager:

- You can easily set up and run ad campaigns to many different audiences at once,
- You have full control over the Ad Objective,
- You can target your audiences very specifically,
- You can easily target your custom audiences,
- You can develop multiple versions of the ad and tweak messages,
- Your ad does not show up on your Facebook page

Facebook & Instagram Ads

Streamlined Navigation

Integrated Search and Filter Bar

The image shows a screenshot of the Facebook Ads Manager interface. Two callout boxes highlight specific features:

- Streamlined Navigation:** A callout box on the left side of the interface highlights the navigation menu, which includes options like "Account Overview", "Campaigns" (highlighted in blue), "Ad Sets", "Ads", and "More Tools".
- Integrated Search and Filter Bar:** A callout box at the top of the main content area highlights a search bar with the text "Search or add filters".

The main content area displays a table of ad campaigns with columns for Name, Status, Budget, Ad Type, Budget, Start/End Dates, Spent, Cost, Impressions, Clicks, Conversion Rate, and Status. The table contains several rows of campaign data.

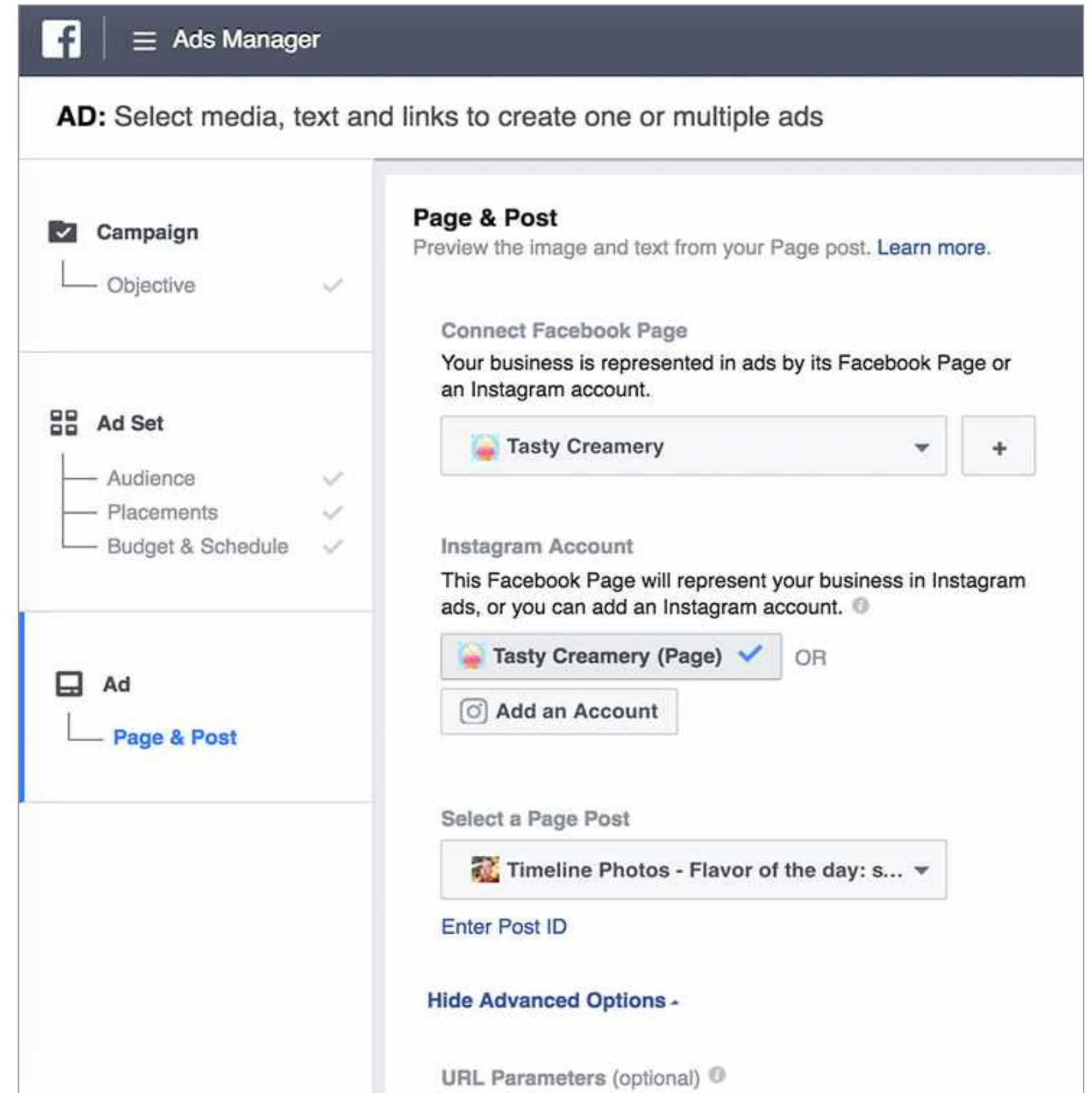
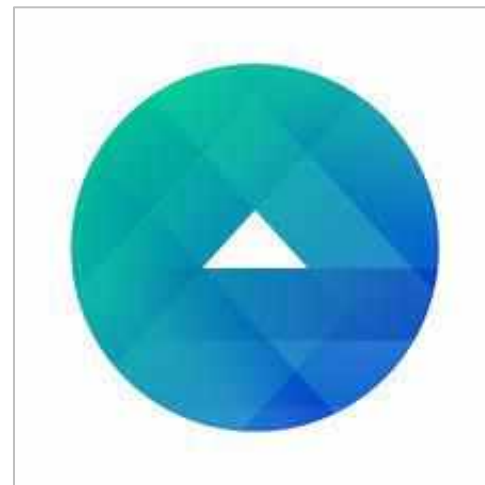
Name	Status	Budget	Ad Type	Budget	Start/End Dates	Spent	Cost	Impressions	Clicks	Conversion Rate	Status
Campaign 1	Active	1000	Image	1000	1/1/2018 - 1/31/2018	1000	1000	10000	100	1%	Running
Campaign 2	Active	2000	Image	2000	1/1/2018 - 1/31/2018	2000	2000	20000	200	1%	Running
Campaign 3	Active	3000	Image	3000	1/1/2018 - 1/31/2018	3000	3000	30000	300	1%	Running
Campaign 4	Active	4000	Image	4000	1/1/2018 - 1/31/2018	4000	4000	40000	400	1%	Running
Campaign 5	Active	5000	Image	5000	1/1/2018 - 1/31/2018	5000	5000	50000	500	1%	Running
Campaign 6	Active	6000	Image	6000	1/1/2018 - 1/31/2018	6000	6000	60000	600	1%	Running
Campaign 7	Active	7000	Image	7000	1/1/2018 - 1/31/2018	7000	7000	70000	700	1%	Running
Campaign 8	Active	8000	Image	8000	1/1/2018 - 1/31/2018	8000	8000	80000	800	1%	Running
Campaign 9	Active	9000	Image	9000	1/1/2018 - 1/31/2018	9000	9000	90000	900	1%	Running
Campaign 10	Active	10000	Image	10000	1/1/2018 - 1/31/2018	10000	10000	100000	1000	1%	Running

Facebook & Instagram Ads

Facebook and Instagram Ads are set up within the **Facebook Ads Manager** Platform (Facebook own Instagram).

You can set up, make changes and see results for all your Instagram campaigns, ad sets and ads in one place.

Ads Manager is available on desktop and mobile.

A screenshot of the Facebook Ads Manager interface. The top navigation bar shows the Facebook logo and 'Ads Manager'. Below this, a header reads 'AD: Select media, text and links to create one or multiple ads'. The main content area is divided into three columns. The left column contains a sidebar with 'Campaign' (checked), 'Ad Set', and 'Ad'. Under 'Ad', 'Page & Post' is selected. The middle column shows 'Ad Set' settings: 'Audience', 'Placements', and 'Budget & Schedule', each with a checkmark. The right column is titled 'Page & Post' and includes a 'Connect Facebook Page' section with a dropdown menu showing 'Tasty Creamery' and a plus sign. Below this is an 'Instagram Account' section with a dropdown menu showing 'Tasty Creamery (Page)' with a checkmark and a plus sign, and an 'Add an Account' button. At the bottom, there is a 'Select a Page Post' dropdown menu showing 'Timeline Photos - Flavor of the day: s...' and an 'Enter Post ID' field. A 'Hide Advanced Options' link and 'URL Parameters (optional)' are also visible.

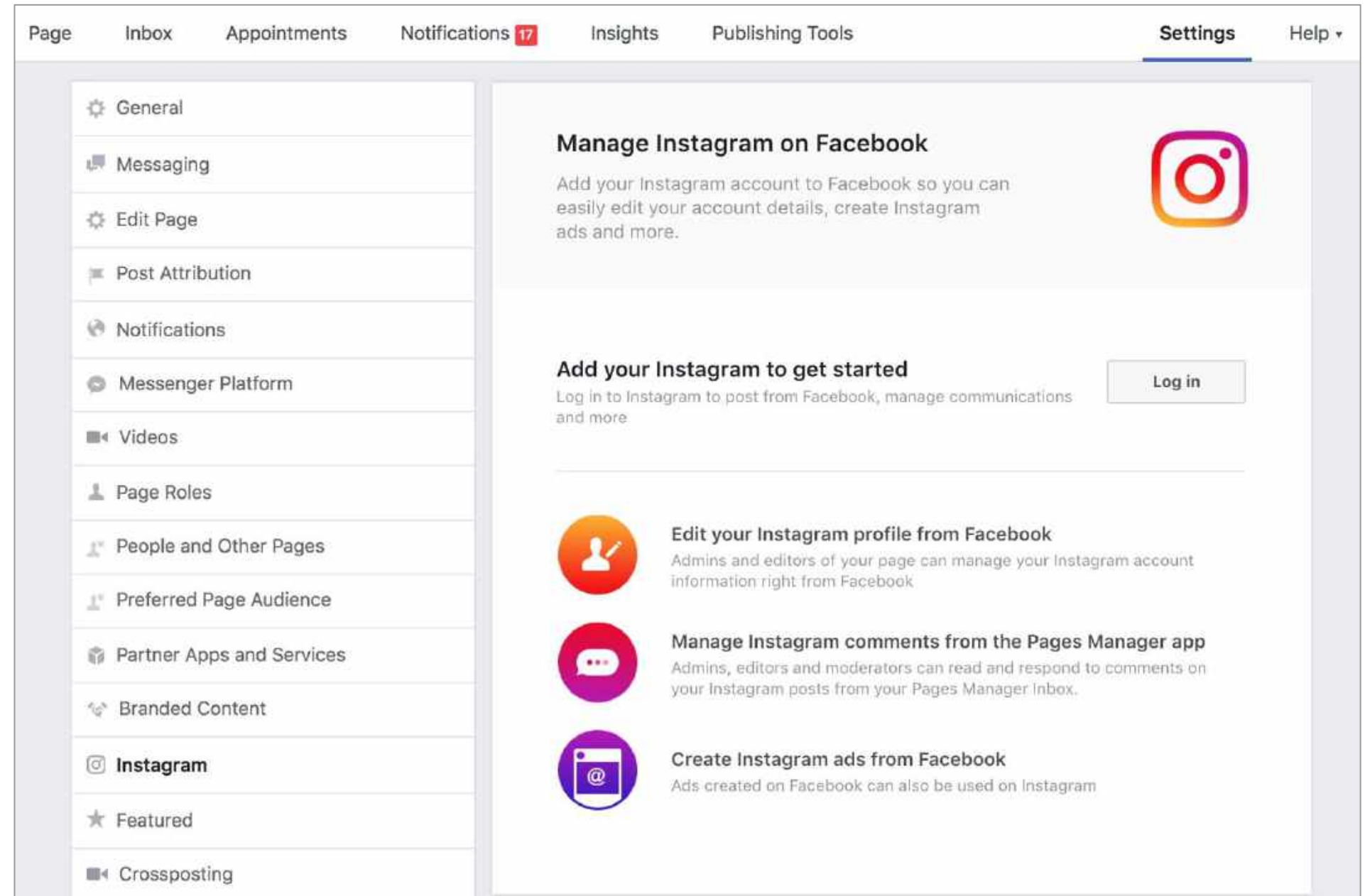
Facebook & Instagram Ads

To run Instagram Ads:

Link your Instagram account to your Facebook page

You only need to do this once.

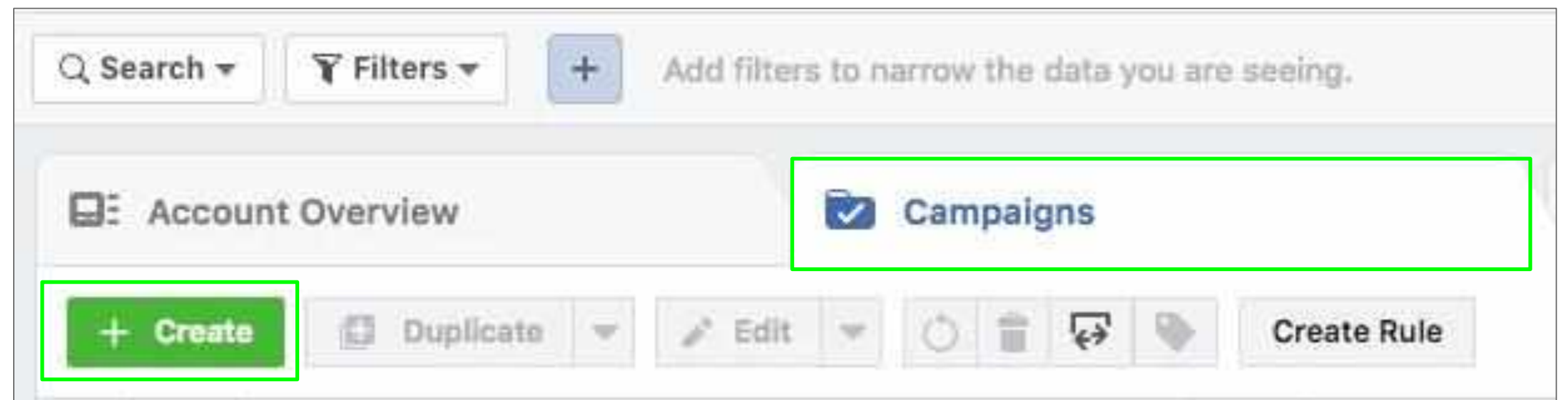
Visit the **Settings** for your Facebook page and click on “**Instagram.**”



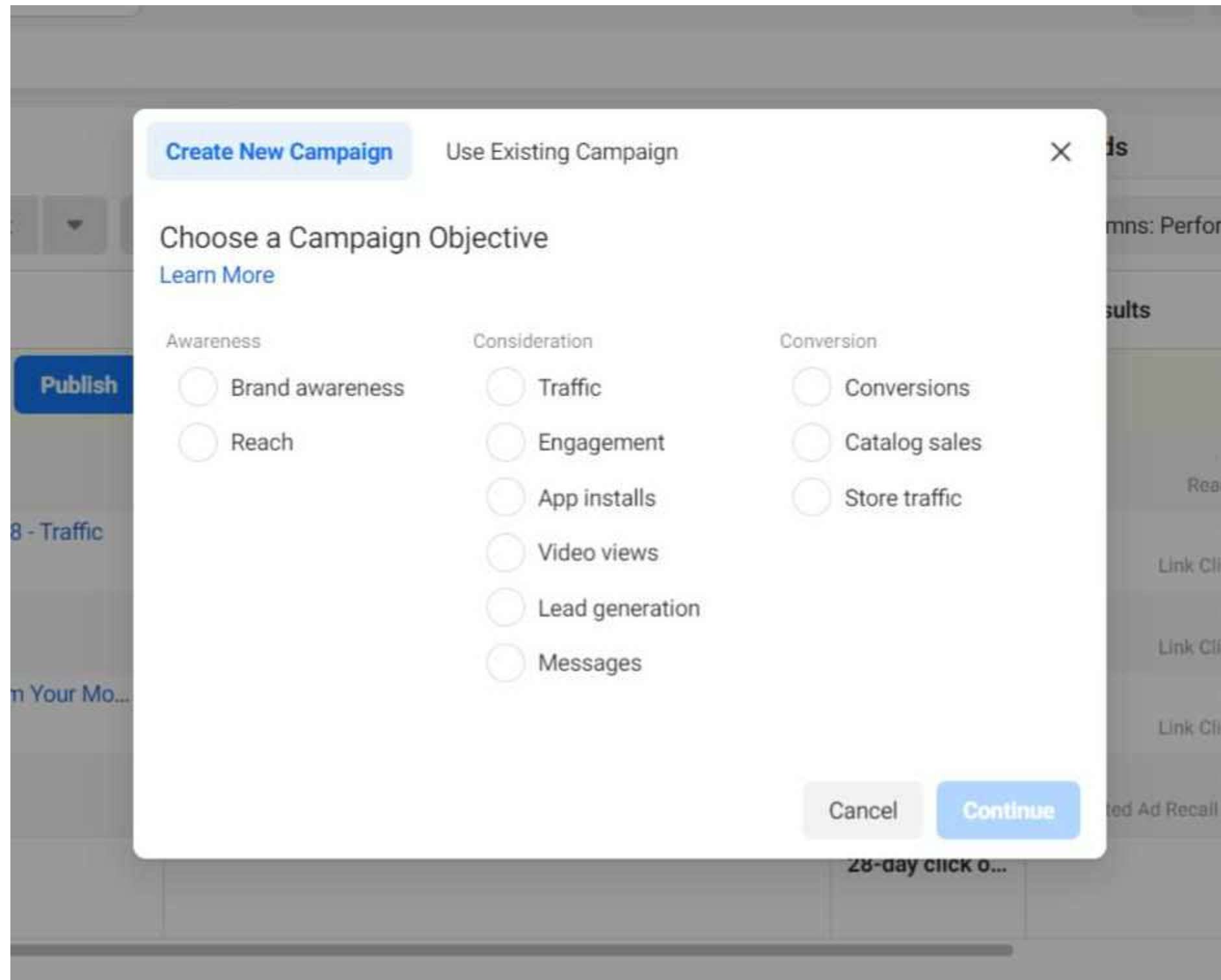
Facebook & Instagram Ads

After you've linked your Instagram account to your Facebook page, it's time to head over to the Ads Manager and create your first campaign. If you already create Facebook ads, much of this process will be familiar to you.

In the Ads Manager, click on the "Campaigns" tab and then "+ Create" near the top left corner of the screen.



Facebook & Instagram Ads



The image shows a screenshot of the Facebook Ads campaign creation interface. A dialog box titled "Choose a Campaign Objective" is displayed, allowing users to select from various campaign goals. The dialog box has two tabs: "Create New Campaign" (selected) and "Use Existing Campaign". Below the title, there is a "Learn More" link. The objectives are grouped into three categories: Awareness, Consideration, and Conversion. Each objective is represented by a radio button.

Create New Campaign Use Existing Campaign

Choose a Campaign Objective
[Learn More](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	

Cancel Continue

Facebook & Instagram Ads



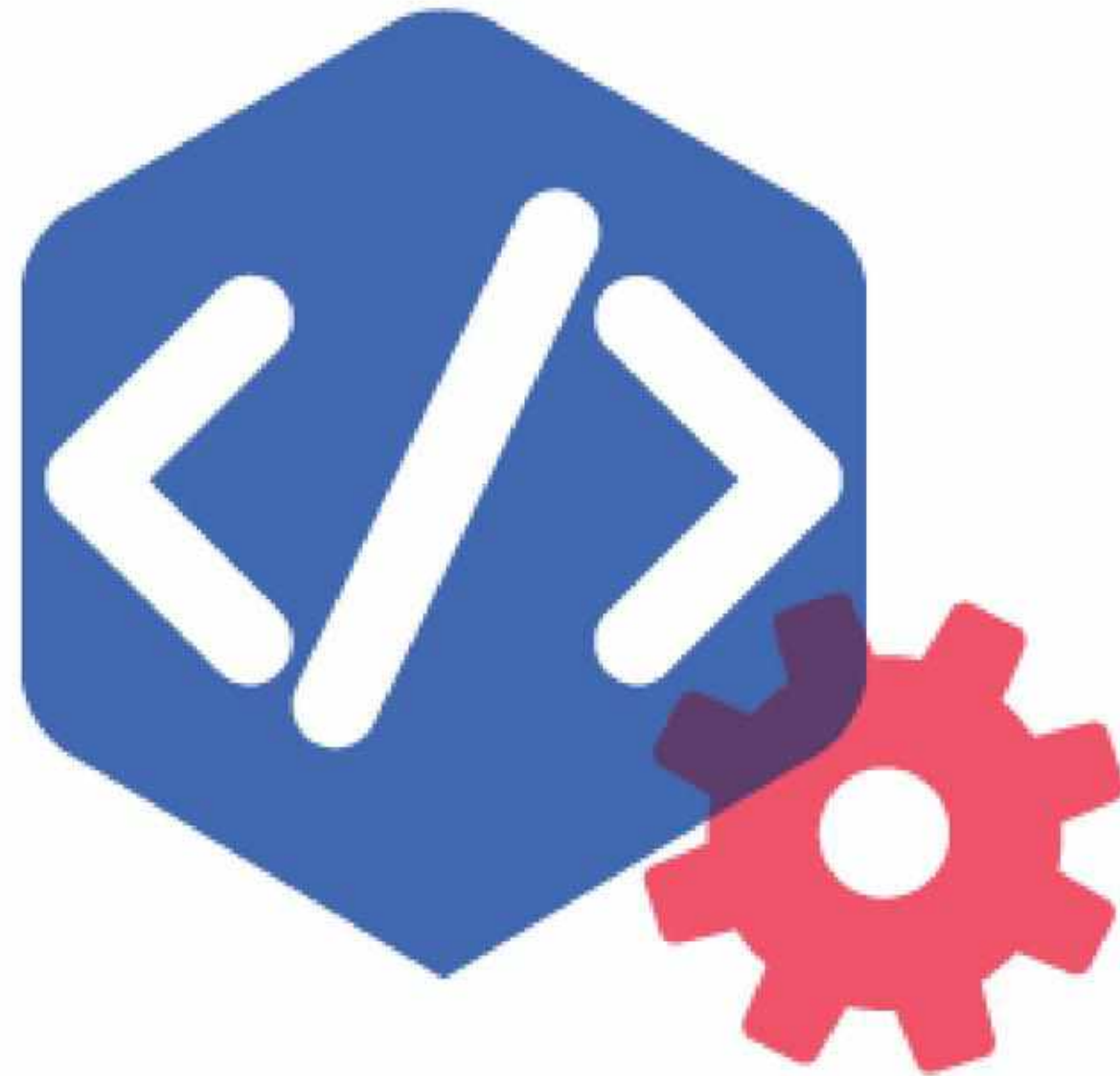
FACEBOOK
FUNNEL
BUYER'S JOURNEY

Facebook & Instagram Ads

FACEBOOK AD ACCOUNT

CAMPAIGN - PROMOTION 1 (OBJECTIVE)		CAMPAIGN - PROMOTION 2 (OBJECTIVE)	
AD SET 1 (TARGETING)	AD SET 2 (TARGETING)	AD SET 1 (TARGETING)	AD SET 2 (TARGETING)
AD 1	AD 1	AD 1	AD 1
AD 2	AD 2	AD 2	AD 2
AD 3	AD 3	AD 3	AD 3

Facebook & Instagram Ads



Facebook & Instagram Ads

Use the Pixel for:

- **Retargeting:** building audiences of people who have visited your website
- **Optimisation:** creating higher converting Facebook campaigns focused on a specific action
- **Tracking:** Track the performance of ads back to your website

Facebook & Instagram Ads

The screenshot shows the top navigation bar of the Facebook Ads Help Centre. It includes the text 'FACEBOOK for Business', 'Ads Help Centre', and 'Support'. Below this is a secondary navigation bar with links for 'Home', 'Ads', 'Pages', 'Billing', 'Optimisation', 'Management', and 'Instagram', along with a 'Create an Ad' button. A search bar contains the text 'Hi Niamh, how can we help?'. The main hero section features a dark blue background with a geometric pattern and the text 'OPTIMISATION Facebook pixel'.

More help for you

[Set Up Facebook Pixel Events Manually Using Code on Your Website](#)

41,481 views

[Install and Uninstall the Facebook Pixel Helper](#)

3,744 views

Create and install a Facebook pixel

In this article, we'll cover how to create and install a pixel on your website. To learn more about the pixel before getting started, take a look at the [benefits of installing a Facebook pixel](#).

Before you begin

- You need a website for your business.
- You must be able to update your website's code.

1 Create a Facebook pixel




Facebook & Instagram Ads




Audience Targeting

Facebook & Instagram Ads







Audience

Shortcuts

-  Catalog Manager
-  Business Settings
-  **Audiences**

-  Commerce Manager
-  Ads Manager
-  Events Manager

Manage Business

-  Account Quality
-  Billing
-  Brand Safety
-  Business Settings
-  Collaboration Center
-  Events Manager

	Type	Size	Availability	Date Created
<input type="checkbox"/> Owner / Interested in Biz Portavogie 7 mile	Saved Audience	4,500 ⓘ	● Ready	06/11/2020 4:18 PM
<input type="checkbox"/> Breakfast NI & border counties Nature	Saved Audience	99,000 ⓘ	● Ready Last edited 05/27/2020	05/27/2020 12:15 PM
<input type="checkbox"/> Breakfast	Saved Audience	130,000 ⓘ	● Ready Last edited 05/27/2020	05/27/2020 11:17 AM
<input type="checkbox"/> DB, 1%) - Engaged With DBE In Last Year	Lookalike Audience Engaged With DBE In Last Year	Not available ⓘ	● Audience not created ⓘ	05/27/2020 11:15 AM
<input type="checkbox"/> Engaged With DBE In Last Year	Custom Audience Engagement - Page	Below 1000	● Ready Last edited 05/27/2020	05/27/2020 11:14 AM
<input type="checkbox"/> Female N Ire and Ire 21-50	Saved Audience	120,000 ⓘ	● Ready Last edited 05/18/2020	05/18/2020 6:15 PM
<input type="checkbox"/> Lower Lovers	Saved Audience	3,800 ⓘ	● Ready Last edited 11/26/2019	11/26/2019 7:54 PM
<input type="checkbox"/> Emma Test Audience	Saved Audience	4,900 ⓘ	● Ready Last edited 04/26/2018	04/26/2018 7:15 PM
<input type="checkbox"/> Build Your Digital Plan Ad Set 2 Audience - copy	Saved Audience	45,000 ⓘ	● Ready Last edited 02/06/2018	02/06/2018 1:27 PM
<input type="checkbox"/> Build Your Digital Plan Ad Set 1 Audience	Saved Audience	36,000 ⓘ	● Ready Last edited 02/06/2018	02/06/2018 1:26 PM
<input type="checkbox"/> Ad Set 2 Digital Marketing Plan	Saved Audience	270,000 ⓘ	● Ready Last edited 02/06/2018	02/06/2018 1:26 PM
<input type="checkbox"/> Digital By Emma - SEO Training Audience	Saved Audience	55,000 ⓘ	● Ready Last edited 09/21/2017	09/21/2017 12:06 PM
<input type="checkbox"/> Google Digital Garage	Saved Audience	7,200 ⓘ	● Ready Last edited 06/13/2017	06/13/2017 4:02 PM

Facebook & Instagram Ads

Audience Digital By Emma (801268190027534)

Emma Gribben (10155881761...)

Create Audience ▾

- Custom Audience
- Lookalike Audience
- Special Ad Audience
- Saved Audience

Choose a Custom Audience Source

Connect with people who have already shown an interest in your business or product.

Your Sources

- Website
- App activity
- Customer list
- Offline activity

Facebook Sources

- Video
- Lead form
- Instant Experience
- Shopping
- Instagram account
- Events
- Facebook Page
- On-Facebook Listings

Cancel Next

	Date Created	Sharing
ed 03/16/2021	03/16/2021 4:03 PM	--
ed 03/16/2021	03/16/2021 3:58 PM	--
ed 02/22/2021	02/22/2021 6:41 PM	--
ed 02/22/2021	02/22/2021 6:41 PM	--
Disabled	01/26/2021 10:25 AM	--
ed 01/26/2021	01/26/2021 10:23 AM	--
ed 01/26/2021	01/26/2021 10:20 AM	--
ed 11/03/2020	11/03/2020 12:52 PM	--
Business Owner / Interested in Biz Portavogie 7 mile +	06/11/2020 4:18 PM	--
Bed and Breakfast NI & border counties	05/27/2020	--

Facebook & Instagram Ads

Choose a Custom Audience Source

Connect with people who have already shown an interest in your business or product.

Your Sources

Website Customer list

App activity Offline activity

Facebook Sources

Video Instagram account

Lead form Events

Instant Experience Facebook Page

Shopping On-Facebook Listings

Create a Website Custom Audience

Include people who meet **ANY** of the following criteria:

Source

Digital By Emma's Pixel

Events

All website visitors

Retention

30 days

Audience Name

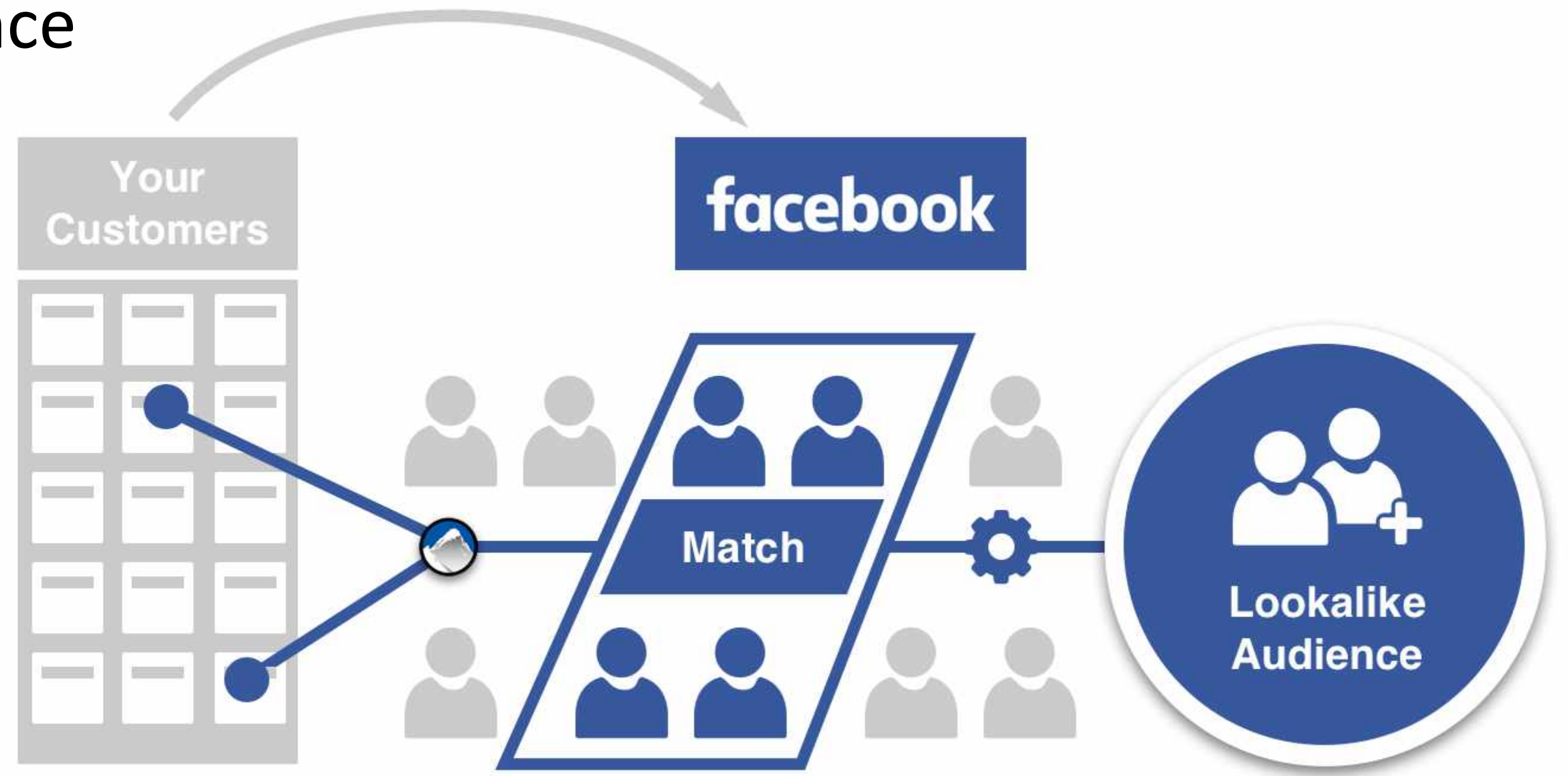
0/50

Description · Optional

0/100

Facebook & Instagram Ads

Lookalike Audience



Facebook & Instagram Ads

Saved Audience

- **Location:** Target people based in specific locations such as counties, regions, cities or countries.
- **Demographics:** Narrow your audience based on information such as age, gender and languages.
- **Interests:** Reach people based on interests such as the apps they use, ads they click on and accounts they follow.
- **Behaviours:** Define your audience by activities they do on and off Instagram and Facebook.



Facebook & Instagram Ads

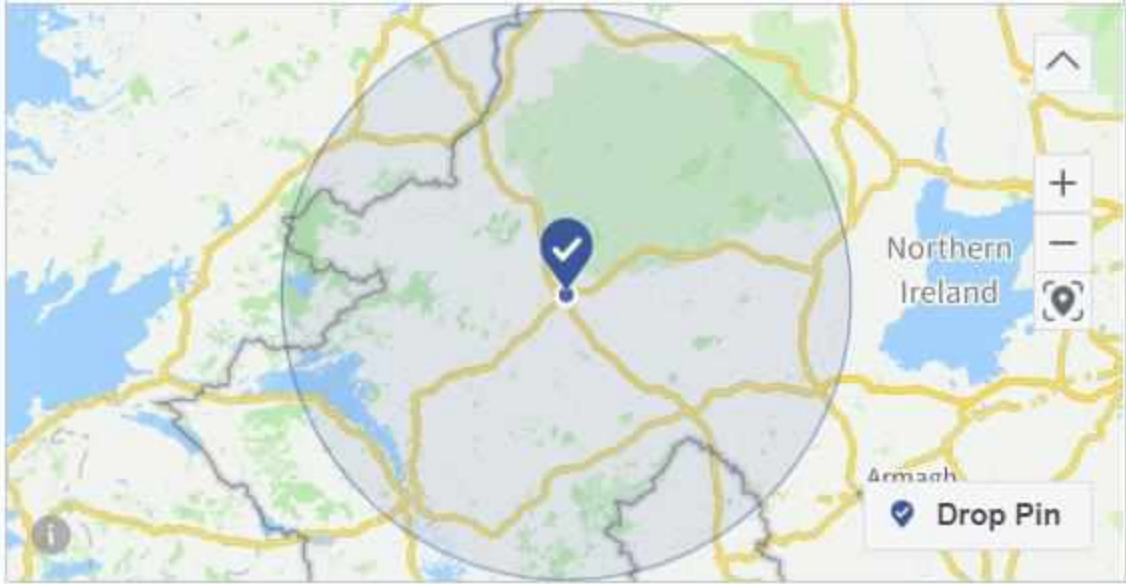
Exclude | Create New ▼

Locations ⓘ People living in or recently in this location ▼

United Kingdom

📍 Omagh, Northern Ireland + 25mi ▼

📍 Include ▼ | Type to add more locations Browse



Drop Pin


Add Locations in Bulk

Age ⓘ 18 - 65+

Gender ⓘ All genders

Detailed Targeting ⓘ All demographics, interests and behaviors

Audience Size



Specific Broad

Your audience is defined.

Potential Reach: 210,000 people ⓘ

Estimated Daily Results

Reach ⓘ

3.9K - 11K

Link Clicks ⓘ

31 - 88

The accuracy of estimates is based on factors like past campaign data, the budget you 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?

Facebook & Instagram Ads

Choose your Placement:

Platforms

Facebook Instagram
 Audience Network Messenger

Asset customisation ⓘ
Select all placements that support asset customisation

Placements

▼ **Feeds** -

Get high visibility for your business with ads in feeds

- Facebook News Feed
- Instagram feed
- Facebook Marketplace
- Facebook video feeds
- Facebook right column
- Instagram Explore
- Messenger inbox


▼ **Stories** -

Tell a rich, visual story with immersive, full-screen vertical ads

- Facebook Stories
- Instagram Stories
- Messenger Stories

▼ **In-stream** -

Quickly capture people's attention while they're watching videos

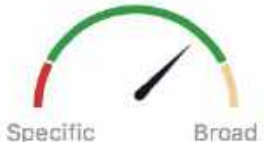


Feeds

For most feed placements: We recommend **square (1:1)** images and **vertical (4:5)** videos.

For right column: We recommend **horizontal (1.91:1)** images or videos.

Audience size



Your audience selection is fairly broad.

Potential reach: 22,000,000 people ⓘ

Estimated daily results

Reach ⓘ
2.5K-7.1K

Link clicks ⓘ
18-59

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?

Facebook & Instagram Ads

Set Your Budget and Schedule

Budget & Schedule

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

Optimization for Ad Delivery ⓘ **Link Clicks** ▼

Cost Control (optional) ⓘ average cost per link click

Facebook will aim to spend your entire budget and get the most link clicks using the lowest cost bid strategy. If you want to set a cost control, enter an amount.

[Show Additional Bid Strategies](#) ▼

Budget and Schedule ⓘ **Lifetime Budget** ▼
£100.00 GBP

Start	<input type="text" value="Oct 7, 2019"/>	<input type="text" value="7:00 AM"/>
End	<input type="text" value="Oct 25, 2019"/> <small>(London Time)</small>	<input type="text" value="5:00 PM"/>

Your ad will run until **Friday, October 25, 2019**.

You'll spend up to **£100.00** total.

When You Get Charged ⓘ Impression
[More Options](#)

Ad Scheduling ⓘ Run ads all the time
 Run ads on a schedule

Facebook & Instagram Ads

Set Your Budget and Schedule

Ad Scheduling ⓘ

- Run ads all the time
- Run ads on a schedule

Use viewer's time zone ▼

We'll schedule your ads based on the time zone of the person seeing it. For example, if you select 8am to 5pm, we'll only show your ads to people from 8am to 5pm in their local time.



Delivery Type ⓘ

- Standard - Show your ads throughout your selected schedule (recommended)**
- More Options

Facebook & Instagram Ads

Develop Your Ad Creative

Ad Name [Create Name Template](#) Switch to Quick Creation

Default name - Traffic

Identity
Choose how you want your business to be represented in your ad.

Facebook Page
Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)


Digital By Emma


Instagram Account ⓘ
Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Manage your available Instagram accounts in [Business Manager](#).


digital_by_emma

Create Ad Use Existing Post Use Mockup

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


Carousel
2 or more scrollable images or videos


Single Image or Video
One image or video, or a slideshow with multiple images


Collection
Group of items that opens into a fullscreen mobile experience

Facebook & Instagram Ads

facebook business

Overview

Learn

Insights

Resources

News

Support



Create an Ad



Facebook Ads guide

Get the creative specs and technical requirements for ads on the Facebook family of apps and services.

About

Video

Image

Carousel

Collection

Image

Facebook Feed



Design Recommendations

- File type: jpg or png
- Image ratio: 9:16 to 16:9
- Recommended resolution: Upload the highest resolution image available.
- Images that consist of more than 20% text may experience reduced delivery. [Learn more about text in images.](#)
- Text: 125 characters

Choose your ad placement¹

Facebook Feed



Any Questions?



Thank You!

