

REM 102 Activity 1 Facebook Likes Advertising

Learn how to place a Facebook and Instagram "Likes" advertisement to get fans for a Facebook page, Facebook Group, and Instagram followers.

1. Go to Facebook Ads Manager

f ==	Ads Manager							Search			۹ 👗	Bill 🕶 🌲 🍄 🛛
C21 New	Tampa (106101472410 🔻								Updated jus	t now Ø Disc	ard Drafts Revi	ew and Publish 🕏
Ad Due	Reviews Delayed Due to Coronavirus • e to coronavirus (COVID-19), ad reviews are taking longer than us	ual. Ad delivery may also l	be delayed. Our H	lelp Center has the	most up-to-date i	nformation includin	g best practices. Go	to Help Center				×
Q, Search	▼ Filters ▼ + Add filters to narrow the data y	rou are seeing.									This month: M	lar 1, 2020 – Mar 🔻
	ount Overview 🔀 Campaigns		BB Ad S	ets		Ads						
+ Crea	to Duplicate 👻 🖋 Edit 👻 👗 A/B Tes		Rules					View	v Setup 🔵 C	olumns: Performance	- Breakdow	n 👻 Reports 👻
	Campaign Name +	Delivery •	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	3-Second Video Plays	Video Percentage Watched	Video Average Play Time
) Tampa Bay	 Ad Set Error(s) 	\$1.00 Daily	 Post Engagem	-	-	 Per Post Enga	\$0.00	Ongoing	-	-	-
	2020 Realtor Business Planning Video views - Copy	 Ad Set Error(s) 	\$2.00 Daily	 ThruPlay	-	-	 Cost per Thru	\$0.00	Ongoing	-	-	-
	Lead generation	Off	\$1.00 Daily	 On-Facebook	259	278	Per On-Faceb	\$6.19	Ongoing	-	-	-
	Tampa Engagement	Off	\$1.00 Daily	20 Page Likes	563	636	\$0.28 Per Page Like	\$5.69	Ongoing	-	-	-
	Followers Friday Video views	Off	Using ad set	38 ThruPlays	238	581	\$0.13 Cost per Thru	\$4.89	Ongoing	203	2.34%	00:05
	[08/27/2019] Promoting Tampa Bay Real Estate Career Re	Off	Using ad set	— Page Like	4	4	— Per Page Like	\$0.01	Ongoing	-	1.66%	00:01

2. Click "Create"

3. Highlight "Create New Campaign" and Select "Engagement"

ads Manager				Search
C21 New Tampa (10610	. •	Create New Campaign () Use Exis	sting Campaign 🚯	
Campaign		Campaign: Choose your objective.		Switch to Quick Creation
- Special Ad Categor				
- Obječtiva		🏛 Special Ad Category 🖲		Help: Choosing a Special Ad Category
88 Ad Set → Audience 🔒		I'm creating a campaign for ads in a Special Ads related to credit, employment or housing.	Ad Category.	
Placements A Budget & Schedule		What's your marketing objective? Help:	Choosing an Objective	
Ad		Awareness	Consideration	Conversion
Format Additional Creative		A Brand awareness	▶ Traffic	Conversions
		🔆 Reach	Engagement	Catalog sales
			App installs	Store traffic 🔺
			Video views	
			Y Lead generation	
			Nessages	

4. Select your Daily Budget then click "Continue"



Ads Manager				Search	 ▲ ▲ ◆ Ø
C21 New Tampa (10610 🔻	Create New Campaign 🗢				Switch to Quick Creation
Campalgn			Lead generation		
Objective			Nessages		
Ad Set Page Dynamic Creative Audience			(
Placements Budget & Schedule		Collect	Lead generation	pusiness.	
🗋 Ad		Campaig	n Name Create	Name Template	
Identity Format		Lead genera	ation		
 Media Text & Links Instant Form Tracking 		A/B test you optimization	A/B Test ① r creative, placement, audience, and delivery strategies. Learn More	OFF OFF	
		Campaign Optimize you	Budget Optimization U ur budget across your ad sets. Learn More	O N	
		Ca	Impaign Budget Daily Budget \$100.00 Actual amount spent daily may var	ry. 🗊	
			Show More Options +		
			Continue		

5. Name your Ad Set and choose the page you are advertising with

f III Ads Manager			Search	् 🚮 ह्या 🗸 🌲 🤣
C21 New Tampa (10610 🔻	Ad Set Name	Create Name Template	Switch to Quick Creation	
🕑 Campaign	Saint Petersburg, FL]	
Special Ad Category ~ Objective ~	Page Choose the Facebook Page you want to promote.		Audience Size	
St Ad Set	Facebook Page 0 🛞 Tampa Bay's Guru 🔹 🕂		Specific Bread	
Dynamic Creative Audience	You've accepted Facebook's Lead Ads Terms for page.	this 山 X	Potential Reach: 24,000 people	
Placements Budget & Schedule	View Terms		Estimated Daily Results	
	Dynamic Creative	OFF	Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.	
- Identity	Provide individual assets, like images and headlines, and automatically generate optil creative combinations for your audience. Learn More	mized		

6. Choose your audience, age, and other demographics. Save the audience for future use. Set placements to automatic





7. Schedule your ads to run continuously or for a determined amount of time.

Media Text & Links Instant Form Tracking	Optimization & Spending Contr Define how much you'd like to spend, Optimization for Ad Delivery @	ols and when you'd like your ads to appear. Leads	
	Cost Control 🕲 Schedule 🕲	The lowest cost bid strategy doesn't have a cost control. Facebook will aim to spand your entire budget and get the most ladds using the lowest cost bid strategy. Run my ad set continuously starting today bit a start and end date	
Close	Back	Show More Options +	

8. Create an "Ad Name". Link your Instagram page and choose "Single Image or Video"

	My Town Gurus Step Ahead Tr. Official Real Edate Tourn Gurus My Town Gurus.com 877-203-9588 Step Ahead Real Estate	aining TM ^{trogram} Training.com	
f III Ads Manager		Search	् 👗 🖬 🗸 🌲 🕸 🥝
C21 New Tampa (10610 👻	Ad Name - Lead generation St Pete	Create Name Template Switch to Quick I	Creation
Cobjective V	Identity Choose how you want your business to be represented in your ad.		
BB Ad Set Page Opmanic Creative Audionce Placements Budget & Schedule	Facebook Page Teacheok Page of Instagram account represents your busine Teacheok Page of Instagram Account Instagram Account The Instagram account biolow is connected to the selected Facebook The Instagram account biolow is connected to the selected Facebook The Instagram account biolow is connected to the selected Facebook The Instagram account biolow is connected to the selected Facebook The Instagram account biolow is connected to the selected Facebook The Instagram account biolow is connected to the selected Facebook The Instagram account biolow is connected to the selected Facebook The Instagram Account III Instagram Account Instagram A	as in ads. Nok Page. Manage connections in Page settings.	
Ad A Format Format Tot R Links Instant Form Tracking	Format Choose how you'd like to structure your all.	Single Image or Video	
	2 or more scrollable images or videos	One image or video, or a slideshow with multiple images	

9. Upload your image for the ad

Ad Set Page ~ Page ~	Campaign Special Ad Category Objective	Media Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs.
- Instant Form Select a placement to customize	Ad Set Dynamic Creative Dynamic Creative Dynamic Creative Dudget 5 Schedule Dudget 5 Schedule Media Media Tota Lukas Tota Lukas Tota Lukas	Bost Berlormance With Vides Templates

10. Insert your Text, Headline, and Link

- a. Sample Text to get both "Likes" and new "Group Members":
- b. Follow everything happening in the Tampa Bay Area and join your neighbors in our group https://www.facebook.com/groups/TampaBayScene

	MyTownGurus.com 877-203-9588	StepAheadRealEstateTraining.com	
) Tampa Bay > Tampa Bay Area	> Tampa Bay - Engageme	nt ✔ Edit ◎ Review	▲ Rejected ()
Learn More			
For questions and more information, se Guidelines.	e the Facebook Ad	Ad Preview	
Primary Text 🚯		7 Placements	C
Follow everything happening in the T join your neighbors in our group https://www.facebook.com/groups/T	ampa Bay Area and ampaBayScene	F Feeds	
Nebsite URL 🕚	Preview URI	Facebook Edited	In-Stream
http://mytowngurus.com/tampabay			6
Build a URL Parameter		Tampa Bay's Guru Sponsored · @	
Call to Action 🕚		Follow everything happening in the Tampa Bay Area and join your neighbors in our group	
Tracking			In-Article
Conversion Tracking 🕚		MYTOWNGURUS CCM TampaBay – My Town Gurus	
C21 New Tampa's Pixel		O Tanya Rescigno and 4 others	
App Events	Set Up	다 Like 💭 Comment 🛱 Share	Apps and Sites
Offline Events 🚯	Set Up	Viewing 4/0	A BASH
JRL Parameters (optional) 🚯		viewing I/2	
key1=value1&key2=value2			
Build a URL Parameter		Ad rendering and interaction may vary based on dev	vice, format and other factors. 🕚

11. Click "Publish"