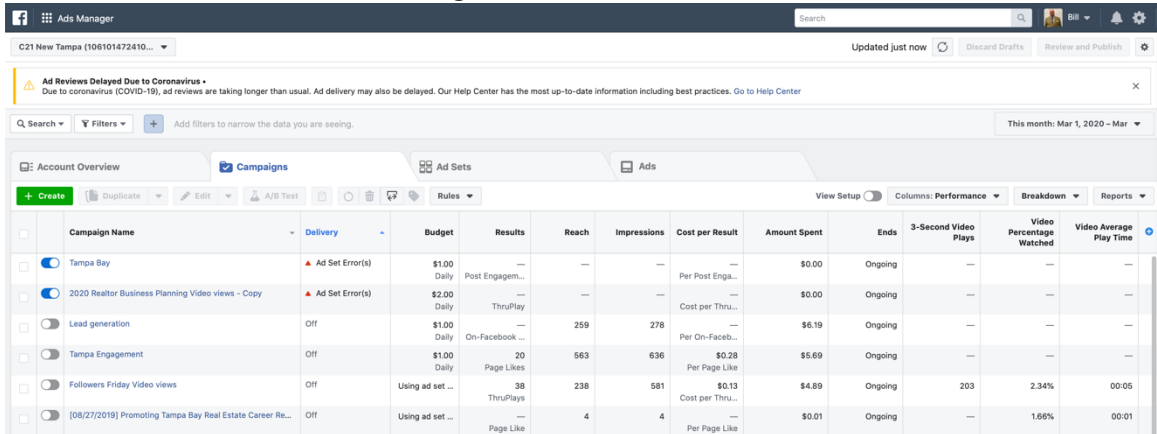


REM 102 Activity 1 Facebook Likes Advertising

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

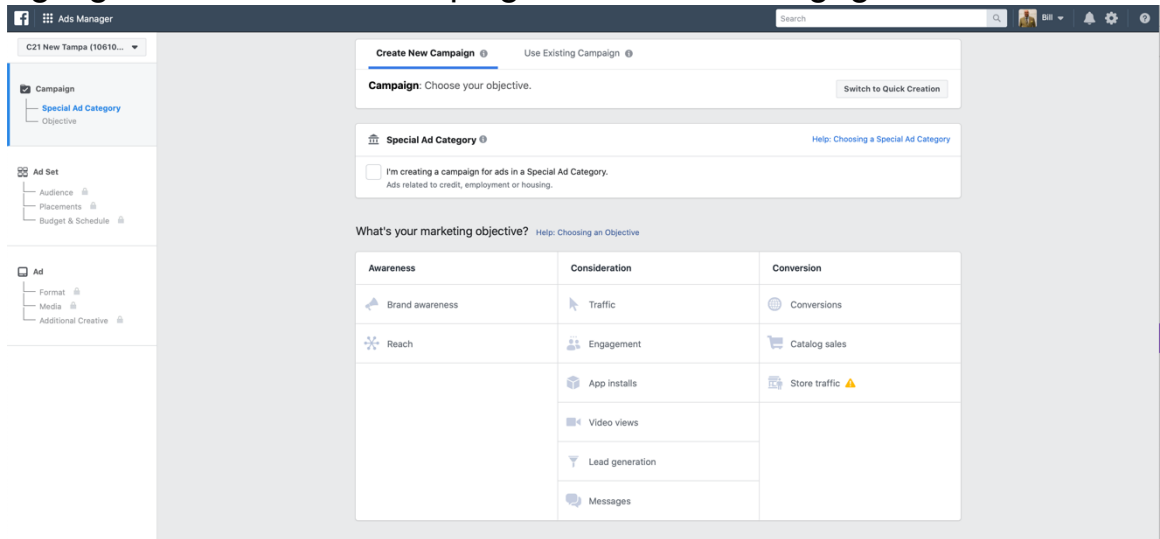
1. Go to Facebook Ads Manager



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	Page Likes	20	563	\$0.28 Per Page Like	\$5.69	Ongoing	—	—	—
Followers Friday Video views	Off	Using ad set ...	ThruPlays	38	238	\$0.13 Cost per Thru...	\$4.69	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”



Create New Campaign | Use Existing Campaign

Campaign: Choose your objective. [Switch to Quick Creation](#)

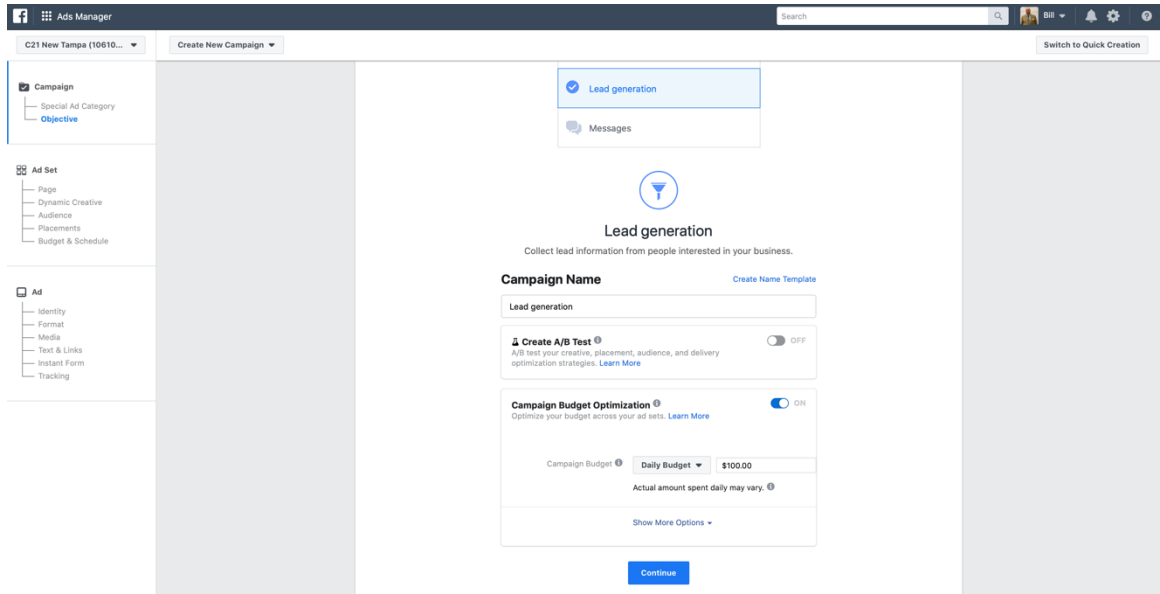
Special Ad Category | [Help: Choosing a Special Ad Category](#)

I'm creating a campaign for ads in a Special Ad Category. Ads related to credit, employment or housing.

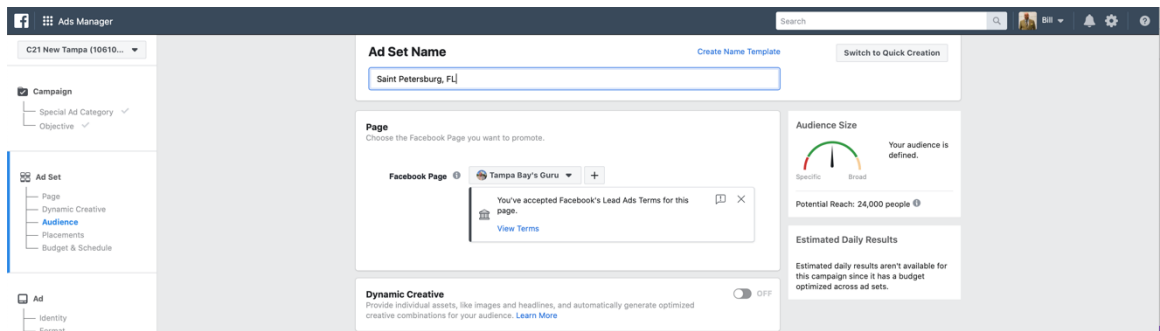
What's your marketing objective? | [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

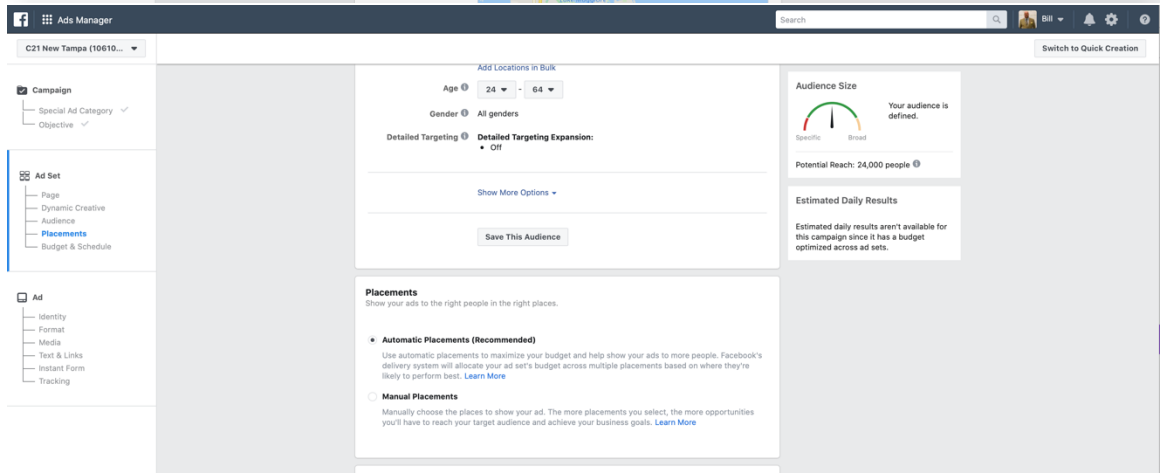
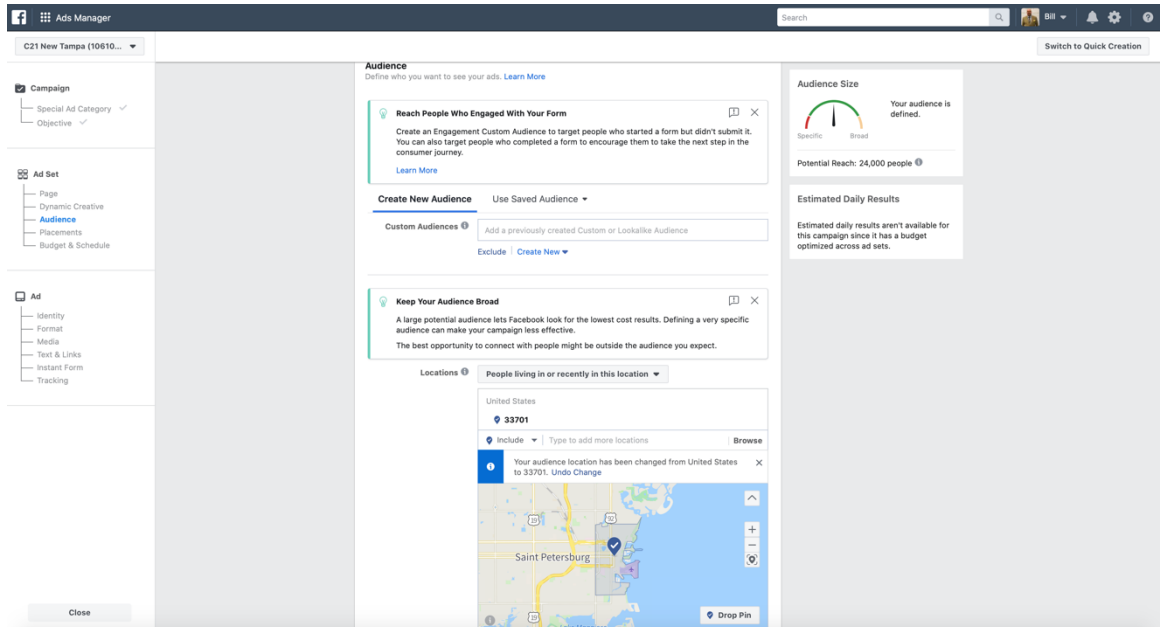
4. Select your Daily Budget then click “Continue”



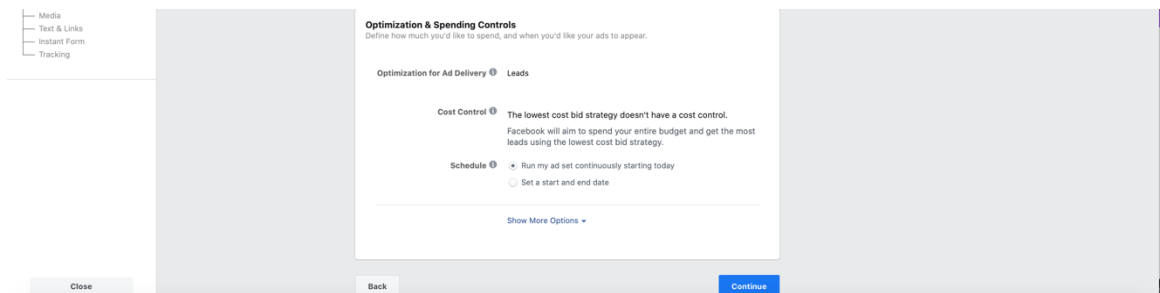
5. Name your Ad Set and choose the page you are advertising with



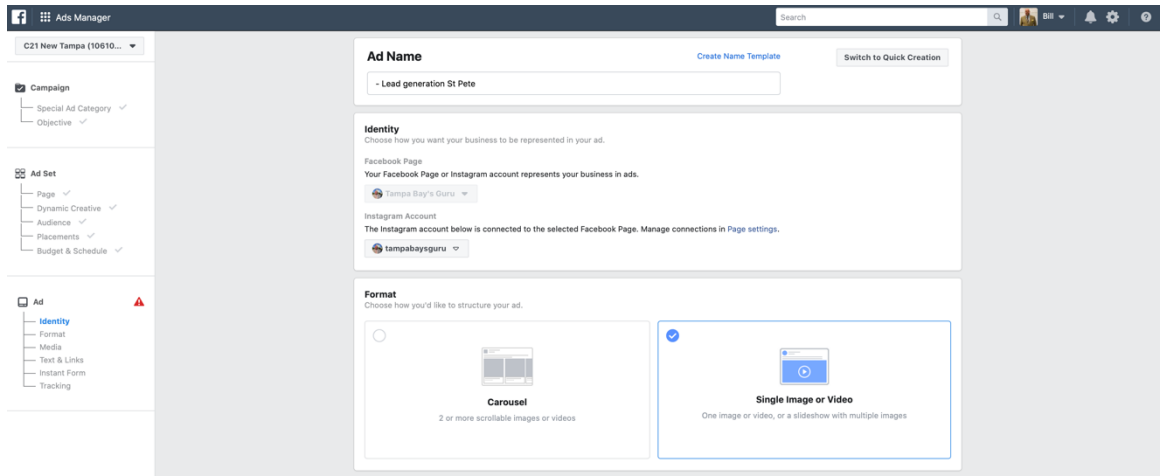
6. Choose your audience, age, and other demographics. Save the audience for future use. Set placements to automatic



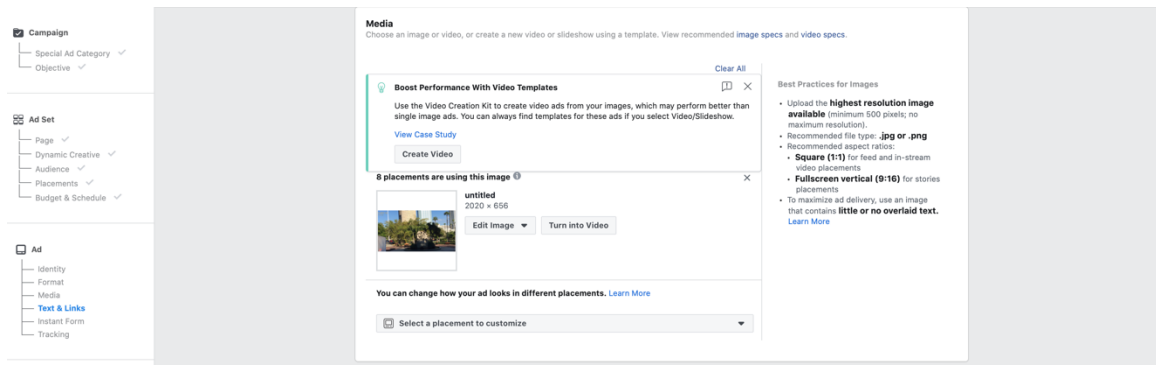
7. Schedule your ads to run continuously or for a determined amount of time.



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



9. Upload your image for the ad



10. Insert your Text, Headline, and Link

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

Tampa Bay > Tampa Bay Area > Tampa Bay - Engagement ▲ Rejected ...

[Edit](#) [Review](#)

[Learn More](#)

For questions and more information, see the [Facebook Ad Guidelines](#).

Primary Text ⓘ

Follow everything happening in the Tampa Bay Area and join your neighbors in our group
<https://www.facebook.com/groups/TampaBayScene>

Website URL ⓘ [Preview URL](#)

<http://mytowngurus.com/tampabay>

[Build a URL Parameter](#)

Call to Action ⓘ

[Learn More](#) ▼

Tracking

Conversion Tracking ⓘ

Facebook Pixel ⓘ

● C21 New Tampa's Pixel
ID:545609876009259

App Events ⓘ [Set Up](#)

Offline Events ⓘ [Set Up](#)

URL Parameters (optional) ⓘ

[key1=value1&key2=value2](#)


[Build a URL Parameter](#)

7 Placements [✕](#)

Facebook Feeds Edited

Tampa Bay's Guru Sponsored · 1h

Follow everything happening in the Tampa Bay Area and join your neighbors in our group
... See More



MYTOWNGURUS.COM
TampaBay - My Town Gurus [LEARN MORE](#)

👍 Like 🗨 Comment ➦ Share

Viewing 1/2

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

In-Stream

In-Article

Apps and Sites

[Close](#) [Discard Draft](#) [Publish](#)

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines

11. Click "Publish"