

One of the first things you should do after setting up and optimizing your Facebook page is to grow likes and follows.

There are two types of reach on Facebook: organic and paid. Each of these is dependent on the number of likes you have on your Facebook page. The more likes you have, the more organic reach (number of people who see the post in their news feed) you'll achieve with posts. Paid reach (boosted posts and ads) is also affected by the number of likes you have. Basically, more likes and follows equals more reach and less money spent on advertising to reach a large number of people.

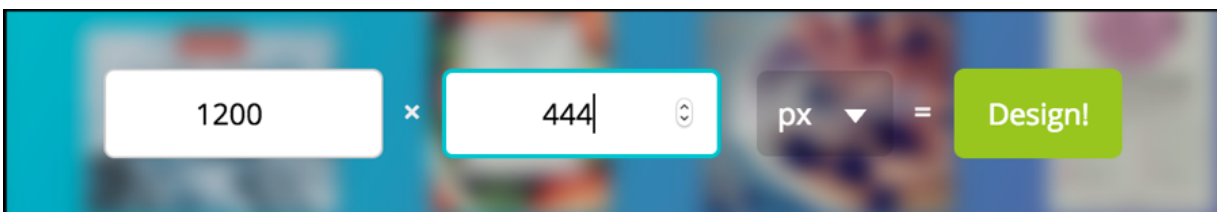
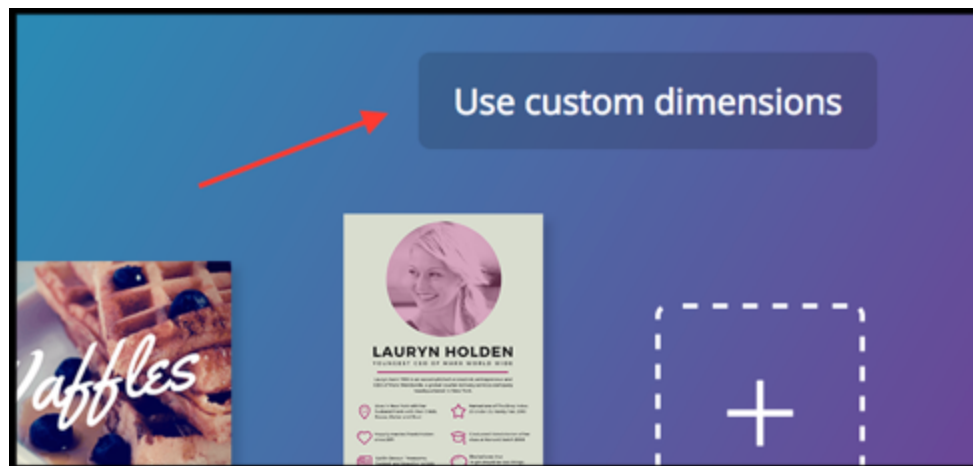
Here's how to set up an ad in the Ads Manager tool that is designed to grow likes and follows:

1) Choose the theme of your ad and acquire an engaging image.

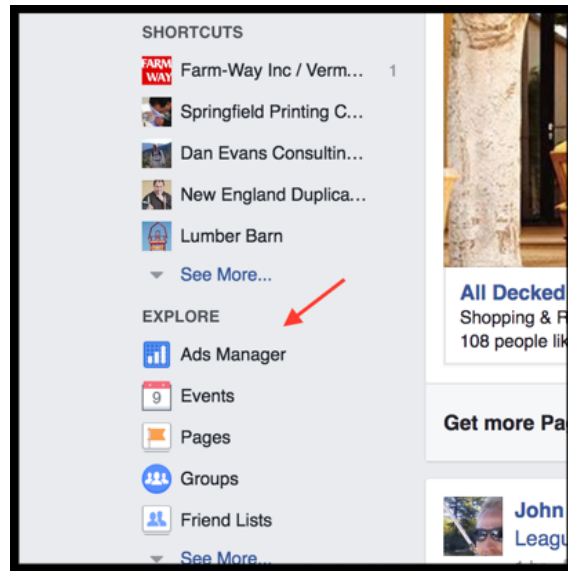
Images matter on Facebook. The image will be the single most important factor in determining whether a prospect will click on your ad or not. In many instances, it's preferable to use your own images and videos. But, free stock images are available on sites like Pixabay, and low cost images are available on sites like Adobe Stock.

2) Size the image to fit the recommended 1200 X 444 size for "Likes" ads.

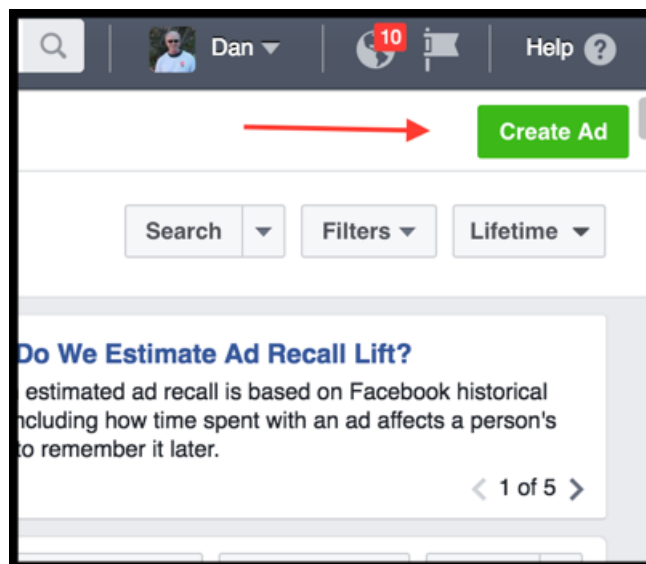
Canva is a great tool for sizing images and adding text. If you haven't signed up for a free Canva account, that's a great place to start. Choose custom dimensions on the upper right to obtain the correct size for your image. Then upload the image and drag it into the template.



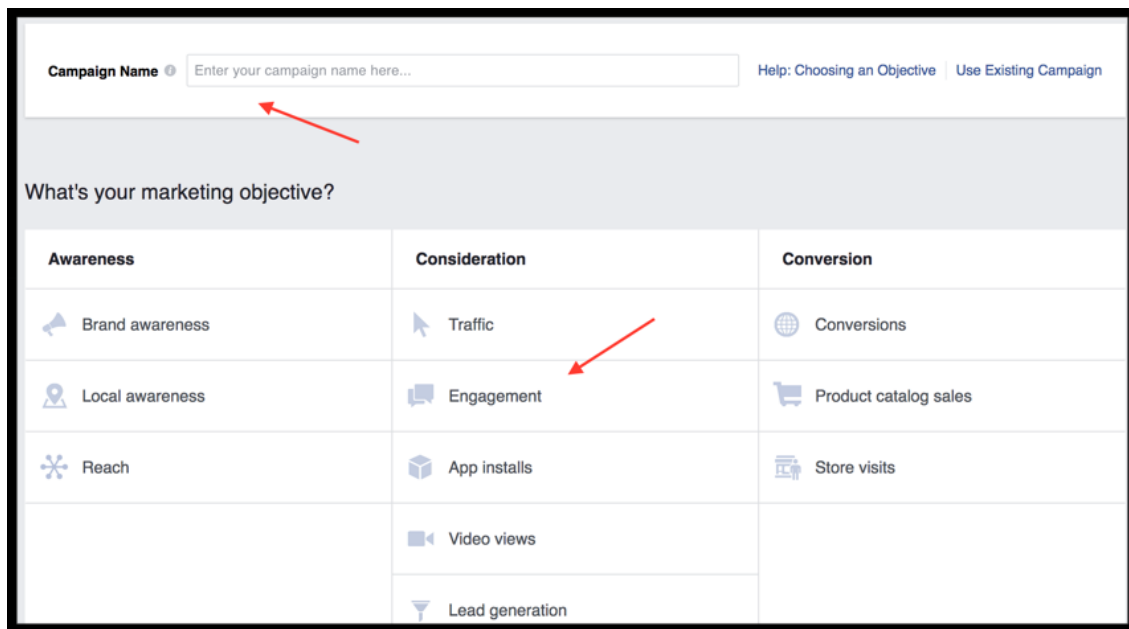
3) Choose Ads Manager from the lower left menu on your Facebook home page.



4) Choose “Create Ad” on the upper right of the page.














5) Select a name for your campaign at the top of the page. Then select “Engagement” in the middle column under Consideration.



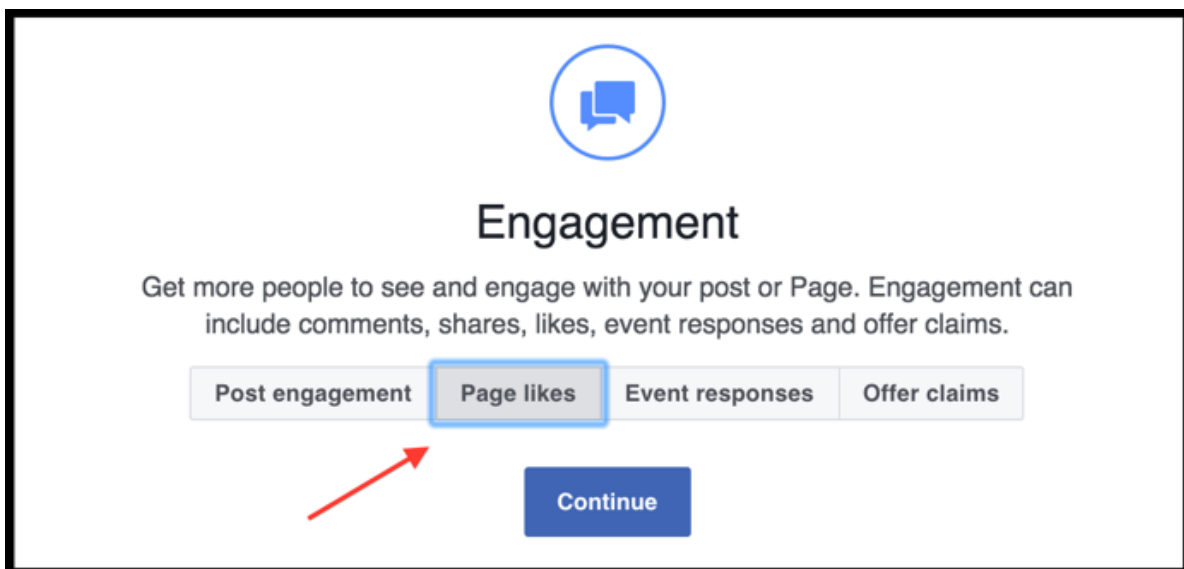
Campaign Name ⓘ Enter your campaign name here... Help: Choosing an Objective | Use Existing Campaign


What's your marketing objective?

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Local awareness	 Engagement	 Product catalog sales
 Reach	 App installs	 Store visits
	 Video views	
	 Lead generation	

Red arrows point to the "Campaign Name" input field and the "Engagement" option in the Consideration column.

6) Select “Likes”





Engagement

Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.

Post engagement **Page likes** Event responses Offer claims

Continue

Red arrows point to the "Page likes" button and the "Continue" button.



7) Name your Ad Set.

Ad Sets is a sub category of campaigns, and it's where you define your audience and set your budget.

8) Define your target audience.

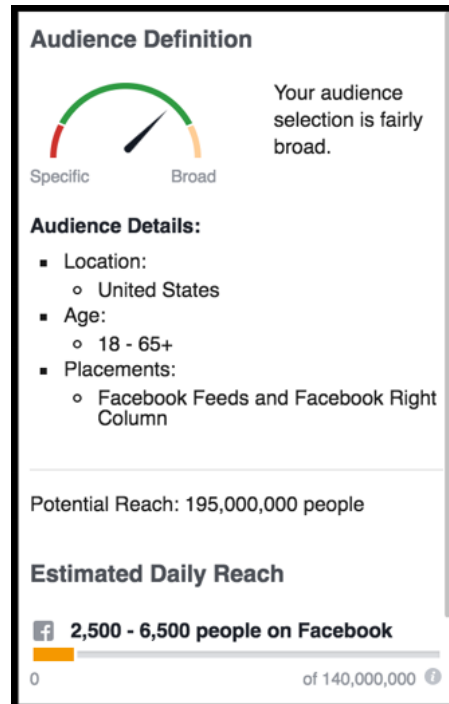
Here, you'll have the ability to choose your target audience using demographic variables.

The screenshot shows the 'Custom Audiences' section in Facebook Ads Manager. It includes a header 'Add Custom Audiences or Lookalike Audiences' with links for 'Exclude' and 'Create New'. The 'Locations' section is set to 'Everyone in this location' with a dropdown showing 'United States' and a location pin icon. Below this is a section for 'Age' with a range from '18' to '65+', and 'Gender' with buttons for 'All', 'Men', and 'Women'. The 'Languages' section has a text input field 'Enter a language...'. At the bottom, the 'Detailed Targeting' section is set to 'INCLUDE people who match at least ONE of the following', with a text input field 'Add demographics, interests or behaviors' and links for 'Suggestions' and 'Browse'.

Then, you can further define and narrow your audience using psychographic variables (interests, behaviors) in the Detailed Targeting window, above.



9) Assess the size of your chosen audience on the right side of the page.



10) Set your budget.

When getting started, it's best to experiment with your ad over relatively short time periods with modest budgets. You can always edit these settings mid-stream when the ad is running, too. You have the option to run the ad continuously, but I recommend choosing a start and end date.

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget **Daily Budget**
\$10.00 USD

Actual amount spent daily may vary.

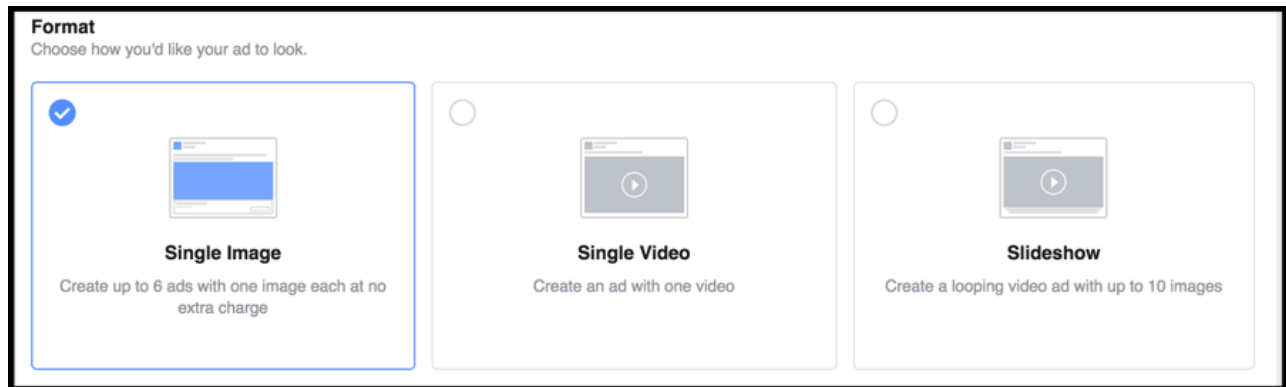
Schedule ☐ Run my ad set continuously starting today
☒ Set a start and end date

Start Mar 11, 2017 5:55 PM
End Mar 18, 2017 5:55 PM
(Eastern Time)

Your ads will run for 7 days. You'll spend no more than \$69.58.

[Show Advanced Options](#)

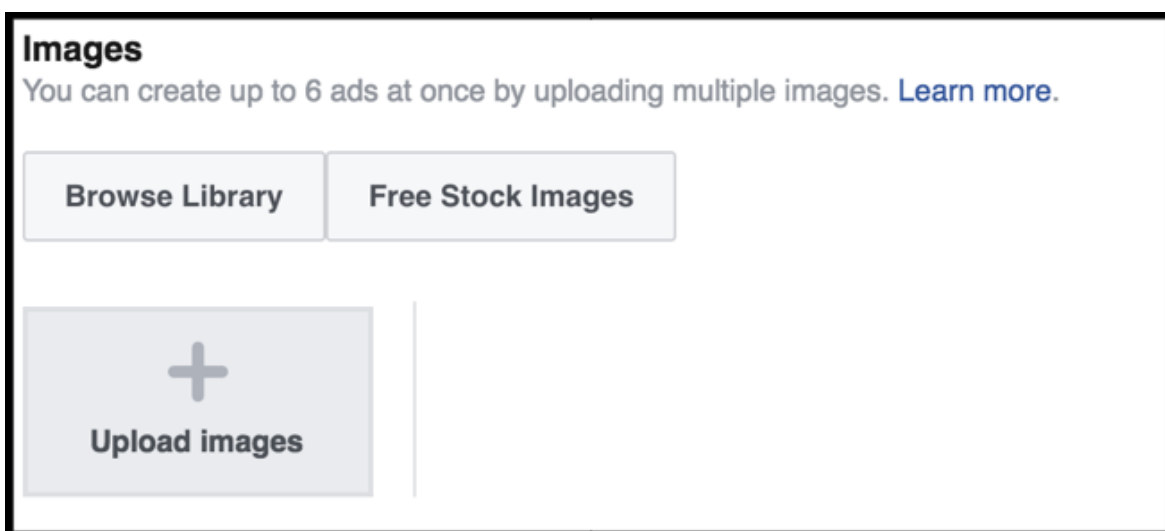
11) Choose whether you want to add a single image, video, or slideshow.

A screenshot of the Facebook Ads Manager interface showing the "Format" selection screen. The title "Format" is at the top left, followed by the instruction "Choose how you'd like your ad to look." There are three options, each with a radio button, a representative image icon, a title, and a description. The "Single Image" option is selected, indicated by a blue checkmark in its radio button. The "Single Video" and "Slideshow" options are unselected.

Format	Description
<input checked="" type="radio"/> Single Image	Create up to 6 ads with one image each at no extra charge
<input type="radio"/> Single Video	Create an ad with one video
<input type="radio"/> Slideshow	Create a looping video ad with up to 10 images

12) Choose the image you want for the ad.

The goal of the “likes” ad is to get people’s attention and pique their curiosity about your business. The image that you choose is the most important feature of the ad and its ability to accomplish that. Once you choose an image, it should be sized to 1200 X 444 in order to fit the allotted space. This way, the ad will look good and the image won’t be cut off or distorted. Using Canva, as demonstrated above, is an easy way to do that. Once you have uploaded several images to Facebook, you can reuse them by browsing the library, or you can check out the free stock images, or upload new ones.

A screenshot of the Facebook Ads Manager interface showing the "Images" selection screen. The title "Images" is at the top left, followed by the instruction "You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)" There are three main options: "Browse Library", "Free Stock Images", and "Upload images". The "Upload images" option is highlighted with a large plus sign icon.

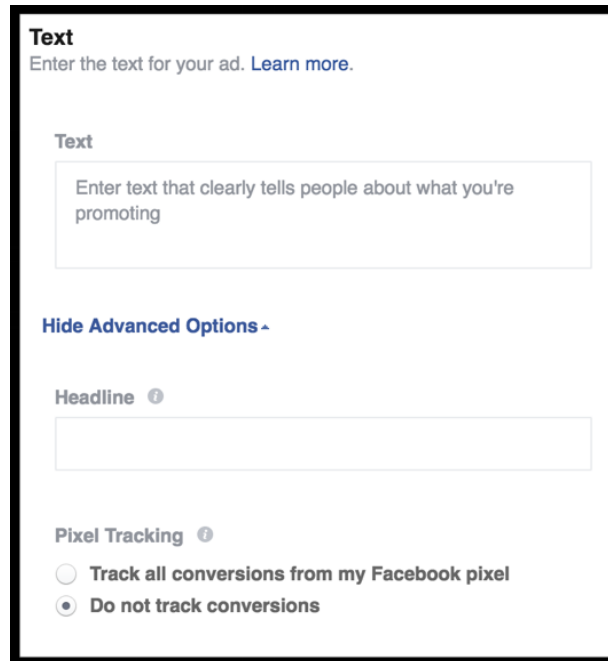
Images
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

Browse Library **Free Stock Images**

+ Upload images

13) Add text to the ad.

Likes ads are very brief and focused. As such, you have limited space to add text, so you have to be thoughtful and efficient in what you add in order to get attention, and to play off of the image that you have chosen. There are two places on the ad where you can add text; above the image and on the headline right under the image.

A screenshot of the Facebook Ads Manager interface for configuring the text of an ad. The panel is titled "Text" and includes a link to "Learn more". It contains a "Text" input field with placeholder text "Enter text that clearly tells people about what you're promoting". Below this is a "Hide Advanced Options" link. The "Headline" section has an information icon and an empty input field. The "Pixel Tracking" section has an information icon and two radio button options: "Track all conversions from my Facebook pixel" (which is selected) and "Do not track conversions".

Text
Enter the text for your ad. [Learn more.](#)

Text
Enter text that clearly tells people about what you're promoting

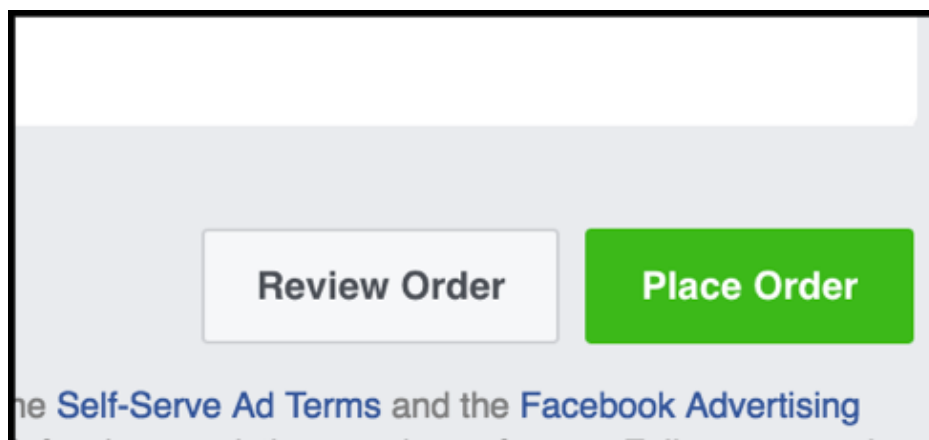
[Hide Advanced Options](#)

Headline ⓘ

Pixel Tracking ⓘ
☒ Track all conversions from my Facebook pixel
☐ Do not track conversions

14) Place your order.

Once you have added text and like the way the ad looks, on the right, place your order!

A screenshot of the Facebook Ads Manager interface showing the final review and placement options. It features two buttons: a white "Review Order" button and a green "Place Order" button. Below these buttons, there is a link to "the Self-Serve Ad Terms and the Facebook Advertising".

[Review Order](#) [Place Order](#)

[the Self-Serve Ad Terms and the Facebook Advertising](#)