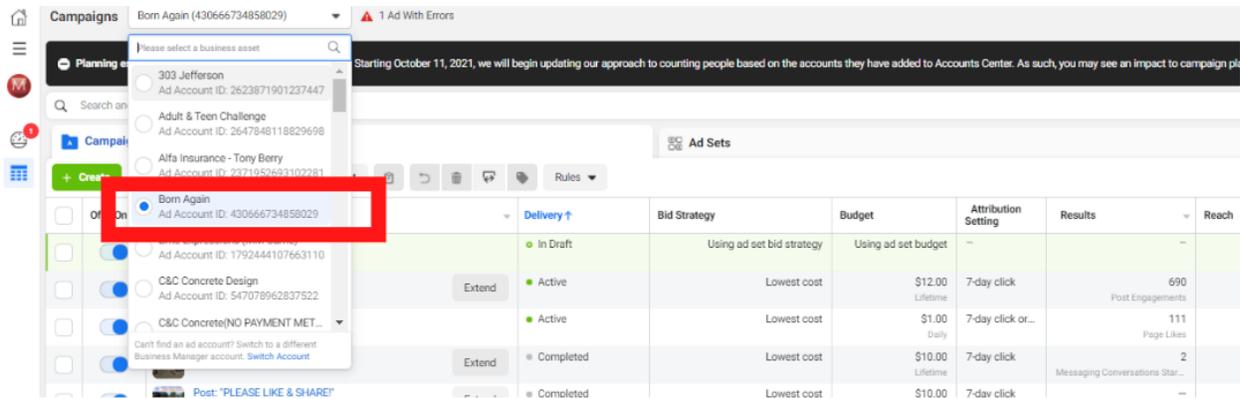


How to run campaigns and boost posts from Ads Manager:

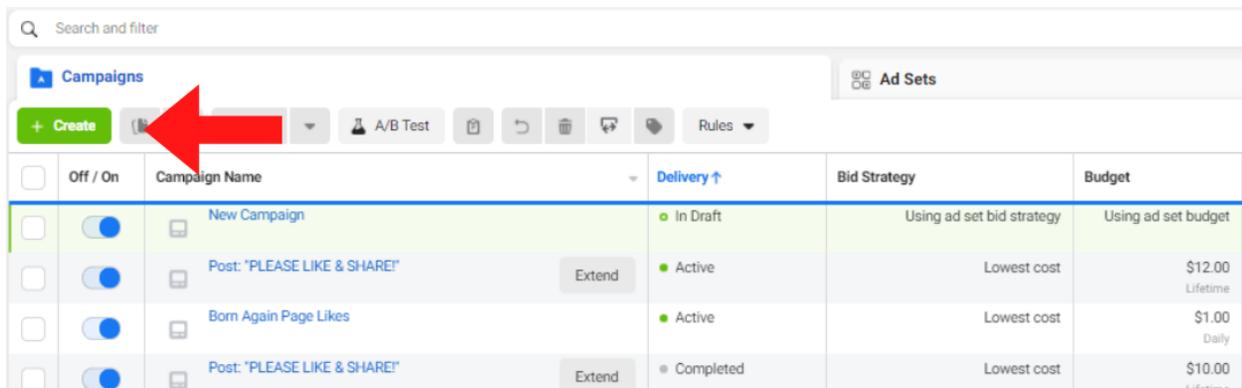
1. Go to <https://business.facebook.com/adsmanager/manage/campaigns>
2. Select the Ad Account associated with the page you're trying to run an ad for from the dropdown menu in top left-hand corner



The screenshot shows the Facebook Ads Manager interface. A dropdown menu is open, displaying a list of Ad Accounts. The 'Born Again' Ad Account (ID: 430666734858029) is highlighted with a red box. The main table below shows a list of campaigns with columns for Delivery, Bid Strategy, Budget, Attribution Setting, Results, and Reach.

Off / On	Campaign Name	Delivery	Bid Strategy	Budget	Attribution Setting	Results	Reach
<input type="checkbox"/>	New Campaign	In Draft	Using ad set bid strategy	Using ad set budget	—	—	—
<input type="checkbox"/>	Post: "PLEASE LIKE & SHARE!"	Active	Lowest cost	\$12.00 Lifetime	7-day click	Post Engagements	690
<input type="checkbox"/>	Born Again Page Likes	Active	Lowest cost	\$1.00 Daily	7-day click or...	Page Likes	111
<input type="checkbox"/>	Post: "PLEASE LIKE & SHARE!"	Completed	Lowest cost	\$10.00 Lifetime	7-day click	Messaging Conversations Star...	2
<input type="checkbox"/>		Completed	Lowest cost	\$10.00	7-day click		—

3. Click the green "create" button on the left-hand side



The screenshot shows the Facebook Ads Manager interface. A red arrow points to the green '+ Create' button on the left-hand side. The main table below shows a list of campaigns with columns for Off / On, Campaign Name, Delivery, Bid Strategy, and Budget.

Off / On	Campaign Name	Delivery	Bid Strategy	Budget
<input type="checkbox"/>	New Campaign	In Draft	Using ad set bid strategy	Using ad set budget
<input type="checkbox"/>	Post: "PLEASE LIKE & SHARE!"	Active	Lowest cost	\$12.00 Lifetime
<input type="checkbox"/>	Born Again Page Likes	Active	Lowest cost	\$1.00 Daily
<input type="checkbox"/>	Post: "PLEASE LIKE & SHARE!"	Completed	Lowest cost	\$10.00 Lifetime

4. Choose the Ad Campaign Objective. This will depend on what type of post you are trying to boost (some might be best for post engagement, traffic to website or getting more messages to the page). Press continue.

[Create New Campaign](#) Use Existing Campaign ✕

Buying Type
Auction ▾

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 checked="" type="radio"/> Messages	


Messages
Show people ads that allow them to engage with you on Messenger, WhatsApp, and Instagram Direct.

Name Your Campaign • Optional ▾

[Cancel](#) [Continue](#)

5. Name your Campaign Accordingly

The screenshot displays the Facebook Ads Manager interface for creating a new campaign. On the left, a sidebar shows a hierarchy: 'New Campaign' (selected), 'New Ad Set', and 'New Ad'. The main content area is titled 'New Campaign' and includes a breadcrumb trail: 'New Campaign > 1 Ad Set > 1 Ad'. There are 'Edit' and 'Review' buttons in the top right.

The 'Campaign Name' section features a text input field containing 'New Campaign' and a 'Create Template' button. This section is highlighted with a red rectangular box.

Below this, the 'Special Ad Categories' section includes a dropdown menu currently set to 'No categories declared'. The 'Campaign Details' section shows 'Buying Type' as 'Auction' and 'Campaign Objective' as 'Messages', with a 'Show More Options' link. The 'A/B Test' section has a 'Create A/B Test' toggle and a 'Learn More' link. The 'Campaign Budget Optimization' section has an 'Off' toggle and a 'Learn More' link.

6. Turn Campaign Budget Optimization ON. Choose whether you are wanting it to be DAILY spend or LIFETIME spend (I usually select lifetime). Then you'll edit your budget to how much you want to spend on the ad – **this is VERY important!! Make sure you double check this section in order you don't overspend because it defaults to \$700 for lifetime and \$20 for daily.**

The screenshot shows the Facebook Campaign Setup interface with several sections. The 'Campaign Name' field contains 'We Houses Campaign' and a 'Create Template' button. The 'Special Ad Categories' section has a dropdown menu set to 'No categories declared'. The 'Campaign Details' section shows 'Buying Type' as 'Auction' and 'Campaign Objective' as 'Messages'. The 'A/B Test' section has a 'Create A/B Test' toggle switch. The 'Campaign Budget Optimization' section has a toggle switch set to 'On', which is circled in red. The 'Campaign Budget' section has a dropdown menu set to 'Lifetime Budget', which is also circled in red, and a red arrow pointing to it. The budget amount is '\$40.00' and the currency is 'USD'. The 'Campaign Bid Strategy' is set to 'Lowest cost'.

Campaign Name

We Houses Campaign [Create Template](#)

Special Ad Categories

You're required to declare if your ads are related to credit, employment or housing opportunities or related to social issues, elections or politics. [Learn More](#)

No categories declared

Campaign Details

Buying Type
Auction

Campaign Objective ⓘ
Messages

A/B Test [Create A/B Test](#)

Try different images, ad text, audiences, and more to see which one performs best. [Learn More](#)

Campaign Budget Optimization On

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Lifetime Budget USD

Campaign Bid Strategy
Lowest cost

[Show More Options](#) ▾

7. Set how long you want the ad to run for, press “next”.

Budget & Schedule

Budget ⓘ

Schedule ⓘ

Start Date

Oct 6, 2021 11:50 AM
Pacific Time

End

Nov 5, 2021 11:50 AM
Pacific Time

[Show More Options](#) ▾

8. Choose the Audience you want to promote your ad to. Most Ad Accounts have “saved audiences” to choose from that you can select – these are audience we specifically created for them. However, you can create a “new audience” if you wish. **Just be sure the location and detailed targeting is aligned with the client’s target audience.** In this example I’m selecting the saved audience that’s already been created

Audience
Define who you want to see your ads. [Learn More](#)

Create New Audience **Use Saved Audience** ▼

NEW AUDIENCE BORN AGAIN

Location:
United States: Canton (+10 mi), Florence (+18 mi), Latitude 32.46 Longitude -90.07 Madison (+10 mi) Mississippi

Age:
31 - 65+

People Who Match:
Interests: Kitchen, Renovation, Property Brothers, Home Improvements, Property, Remodeling My Home, Creative real estate investing, Home repair, HGTV, Home improvement, Flip This House, HGTV Dream Home, Construction, Business, Do it yourself (DIY), Home construction, Real estate, General contractor, Extreme Makeover: Home Edition, Fixer-upper, Love It or List It, HGTVRemodels, Return on investment or Flip or Flop (TV series), Industry: Installation and Repair Services, Life Event: Recently moved

Edit

9. **Make sure the identity is the page/business you are trying to run an ad for (if they have an Instagram account, you can select it and the ads will run there as well).**

The image shows a portion of the Facebook Ad creation interface. It is divided into several sections:

- Ad Name:** A text input field containing "New Ad" and a "Create Template" link.
- Identity:**
 - Facebook Page:** A dropdown menu showing "Born Again Home Remodeling & Roofing, LLC".
 - Select a Page at the Ad Set Level:** A note explaining that a Page must be selected to represent the business at the ad set level.
- Instagram Account:** A section with a "Use selected Page" dropdown, a "Connect Account" button, and a "Branded Content" checkbox.
- Ad Setup:** A section with a "Create Ad" dropdown menu and radio button options: "Create Ad" (selected), "Use Existing Post", "Use Creative Hub Mockup", and "Carousel".

Under Ad Setup, choose an existing post that you want to link the Ad Campaign to.

Ad Setup

Use Existing Post

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement.
[Learn More](#)

Select Post + Create Post

A post is required. Select or create a post to publish.

[Enter Post ID](#)

Select Post X

Facebook Instagram Branded Content

Filter By:

All posts

Post, image or video IDs, or other keywords

Facebook Post	Post ID	Media	Date Createc
PLEASE LIKE & SHARE! Thank you, Mrs. Murp... 1 likes, 0 comments, 3 shares	909433839968683	Album	Oct 5, 2021
#ScriptureSunday 2 likes, 0 comments, 1 share	906406920271375	Photo	Oct 3, 2021
Photos from Converge Construction LLC's post 1 like, 0 comments, 0 shares	907919113453489	Album	Oct 2, 2021
PLEASE LIKE & SHARE! "Flowers always make... 481 likes, 5 comments, 83 shares	907176156861118	Photo	Oct 1, 2021
PLEASE LIKE & SHARE! Thank you for choosin... 0 likes, 0 comments, 2 shares	906405136938220	Photo	Oct 1, 2021
PLEASE LIKE & SHARE! Thank you, Ms. Keeler,... 12 likes, 0 comments, 7 shares	906392233606177	Album	Sep 30, 20...
PLEASE LIKE & SHARE! We're a Christian own...			

Cancel

Continue

10. Then you'll be able to preview what the ad will look like in several areas of Facebook and Instagram. You will also have the ability to create a call-to-action button depending on the objective you choose. Once you have reviewed everything to make sure it's correct, select 'publish' in the bottom right corner.

The image shows a screenshot of the Facebook Ads Manager interface. On the left, the 'Ad Creative' section is visible, containing instructions on how to select media and text, a 'Learn More' link, a note about Instagram ad rendering, a preview of a Facebook post for 'Born Again Home Remodeling & Roofing, LLC' with the text 'PLEASE LIKE & SHARE! Thank...', and buttons for 'Change Post' and 'Create Post'. Below this is a 'Call To Action' dropdown menu set to 'No Button'. The 'Tracking' section at the bottom left explains how to track event datasets. On the right, the '13 Placements' section shows a preview of the ad in various placements: Facebook Feeds, Feeds (mobile), Stories and Reels, and In-Stream. The main preview shows a Facebook post from 'Born Again Home Remodeling & Roofing, LLC' with a photo of a woman in a living room and the text 'PLEASE LIKE & SHARE! Thank you, Mrs. Murphee, for...'. The post has 3 shares and is by Lindsey Chatham.