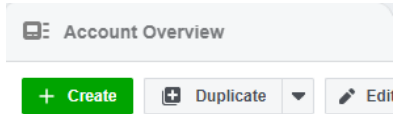
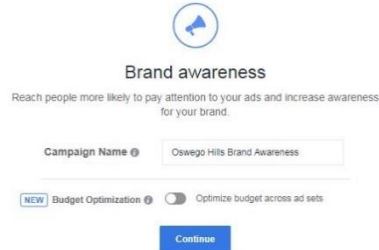
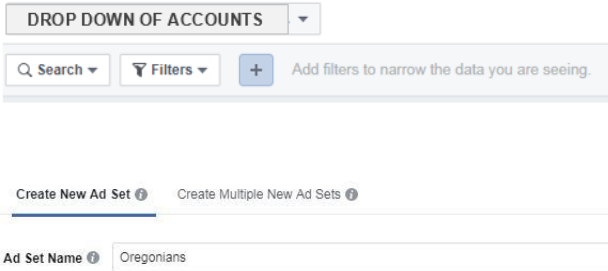
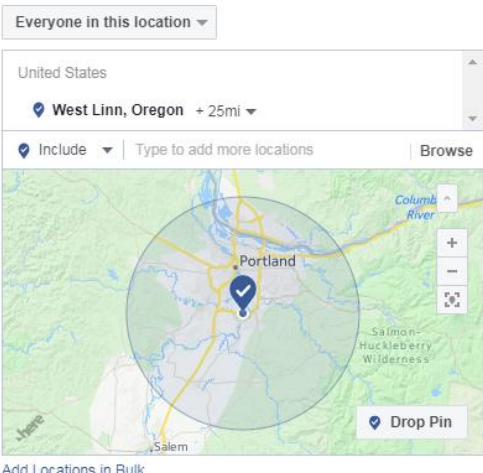
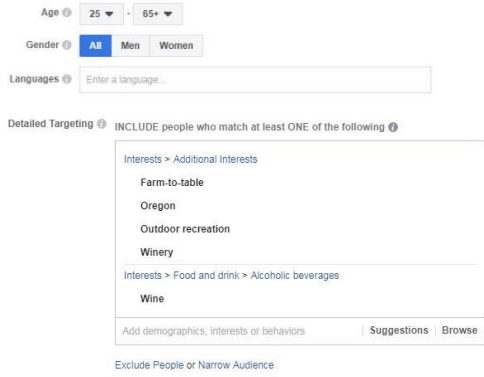
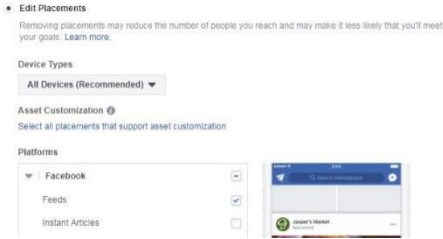

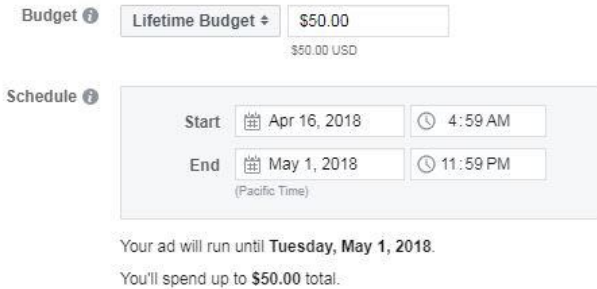
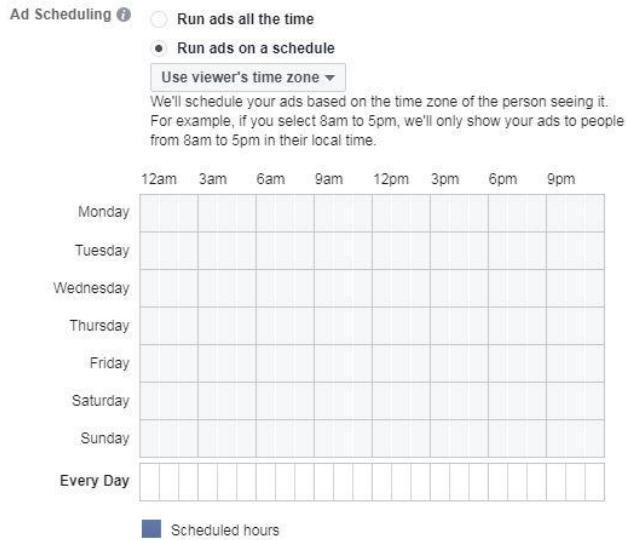


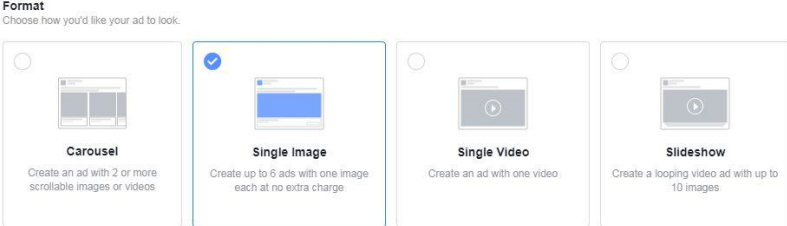
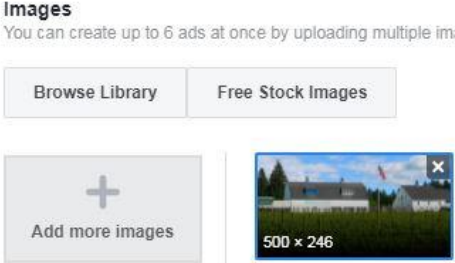


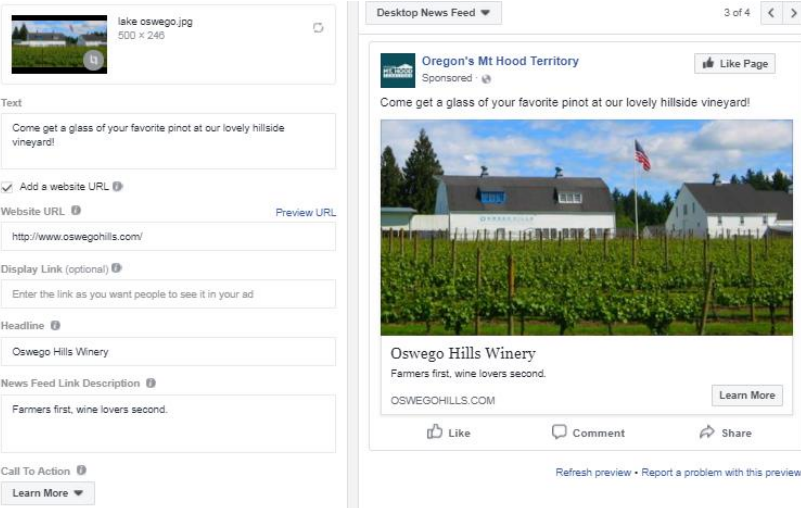


Facebook Brand Awareness Ads: Step-by-Step Instructions

April 12th, 2018

| Facebook Ad Creation | | |
|----------------------|--|--|
| 1 | Login to Facebook Business Manager | |
| 2 | Go to Ads Manager | |
| 3 | Under the Campaigns Tab, click +Create in the left corner. |  |
| 4 | Choose your marketing objective, which will be Brand Awareness then name your Campaign. |  |
| 5 | Create Ad Set name and choose your Facebook Page. |  |
| 6 | In the Audience section, this is where you can choose which location to target to. For this example we are advertising a winery near West Linn. Consequently, for our geo-targeting, we chose a radius around West Linn to reach nearby wine drinkers. |  |

| | | |
|----|--|--|
| 7 | <p>Next, you will be able to narrow your targeting down even more. You will be able to choose age, gender, languages, interests, behaviors, demographics, and connections that you want to target.</p> |  |
| 8 | <p>Placements is next and we recommend clicking edit placement. Choose All Devices and Facebook Feeds. This is where you would include Instagram or Audience Network if desired.</p> |  |
| 9 | <p>Next, specify which mobile devices & operating systems you want your ad to appear on. We typically select All Mobile Devices</p> |  |
| 10 | <p>You can choose to set a lifetime budget or daily budget. We typically use lifetime budget for easy management and optimization. Under schedule, set a start and end date.</p> |  |
| 11 | <p>You can leave the rest of this page alone, or you can choose to run your ads all the time or run them on a schedule. This means you can choose which time of day you want to run them. Please note: If your CTA is "Send Messge", only allow the ads to run while you're able to respond during the day.</p> |  |

| | | |
|----|--|--|
| 12 | Now that you have created your Ad Set, you can create your first Ad. First, you will name your Ad. |  |
| 13 | Make sure your Identity is correct and your Facebook page is linked. |  |
| 14 | Choose which ad format you want from Carousel, Image, Video, or Slideshow. |  |
| 15 | Upload image, video, carousel or slideshow images. |  |

| | | |
|-----------|--|--|
| <p>16</p> | <p>Choose your text for your ad. Text body will appear above image. Make sure to check the "Add a Website URL" so that you can add additional information to your ad.</p> <p>Headline will be the big statement below the photo, with the link description below that.</p> <p>Website URL/Display Link will appear below text, headlines and photo.</p> <p>Choose a CTA. If you choose "Get Directions," it will ask for an address. If you choose "Call Now," it will ask for a phone number. If you choose "Learn More," it will click through to the URL provided.</p> |  <p>The image shows the Facebook ad creation interface on the left and a desktop news feed preview on the right. The interface includes fields for Text, Website URL (http://www.oswegohills.com/), Display Link, Headline (Oswego Hills Winery), News Feed Link Description (Farmers first, wine lovers second.), and Call To Action (Learn More). The preview shows the ad in a news feed with the text 'Come get a glass of your favorite pinot at our lovely hillside vineyard!', a photo of a vineyard, and the headline 'Oswego Hills Winery'.</p> |
| <p>17</p> | <p>This is a brand awareness ad for Oswego Hills Winery.</p> |  <p>The image shows the final brand awareness ad for Oswego Hills Winery. It features the text 'Come get a glass of your favorite pinot at our lovely hillside vineyard!', a large photo of a vineyard, the headline 'Oswego Hills Winery', the tagline 'Farmers first, wine lovers second.', and the website 'OSWEGOHILLS.COM'. The ad includes 'Like', 'Comment', and 'Share' buttons and a 'Learn More' button.</p> |
| <p>18</p> | <p>Click continue at the bottom and then your ad will be in review. Press continue again. You have the option to create more ads, otherwise your brand awareness campaign is all set!</p> |  <p>The image shows a notification that says 'Your items have been confirmed' with a blue checkmark icon. Below the notification is a progress bar with three stages: 'Items Confirmed', 'In Review', and 'Approved'.</p> |

Facebook Best Practices

5 Design Tips for Better Facebook Ads:

- **Start with a goal:** Start by choosing an objective for your ads, then tailor their style and format around what you hope to achieve.
- **Show people using your product:** Facebook ads often run in someone's news feed, right next to posts from their family and friends. To create attention-grabbing ads that feel like a familiar part of someone's social fabric, show images of people benefiting from your product, instead of just the product itself.
- **Less (text) is more:** Too much text is distracting and can lead to your ad being shown to fewer people. Images that are uncluttered by text have greater impact. All ads must have no more than 20% text on the image or thumbnail.
- **Focus your message:** Crop tightly around the important part of the image. If you're trying to fit too much information into a single piece of media, consider using the carousel format to show off multiple images within a single ad.
- **Use high resolution images:** Pay attention to the size and quality of the media files you are working with.

Writing better copy for Facebook ads

- **Create a brand tone of voice and be consistent**
- **Stick to what's important:** Remember that people scroll through Facebook quickly, so lead with your most important message. There are also a variety of different ad formats, with different specifications for each. Stick to the important information and pay attention to the character count limit. Get the good stuff in before the text is truncated and if you have a specific action you want, be sure to make that part of the ad.
- **Write with the customer in mind**
- **Write compelling headlines that drive awareness:** Figure out the value proposition for your message. This is the statement that often tells people exactly what you do for them. Here are ways to ensure that your message gets through:
 - If your copy is too long, make it shorter
 - If it's all about you as a business, make it about your customer
 - If it's generic, customize it to speak to your different audiences
 - Come right out and say it. Be overt. Don't make people have to work to figure out what you do.
- **Write with the goal in mind.** If you want the consumers to click, tell them why they should click.

Choosing Great Images:

- **Single Focal Point:** Ensure that you're only asking people to look at one thing. If you're trying to include too many things in one image, consider carousel or video ads. Also, once you take your photo, consider cropping it so it's framed nicely.
- **Visual Consistency:** Make sure all of your ads within a campaign tie together visually. Then people will more easily recognize your ad and stop to see what else you have to say.
- **Build for Mobile:** Design your ad assuming it will be viewed on a mobile phone. Think about the size of each element in your image or video and take a look at it on your phone before running the ad.
- **Use an eye-catching image:** Choose an interesting subject and shoot for quality. Go for high resolution and crisp images, paying attention to angle and lighting. Don't be afraid to use smartphones with apps and filters for great images.
- **Connect with them when they look:** Once you have their attention, reward them for stopping. This is your chance to communicate your key message in an inspiring way that will make them glad that they stopped as well as remembering what you said.

- **Integrate your Brand:** We've learned that branding is really important to connect with people and help them remember your ad. However, we don't recommend just pasting your logo on top of your image. Instead, have elements of your brand, such as your logo, your location or your products, in the image in a natural and authentic way.
- **Inspire them to act:** Once you've caught their attention, it's your chance to close the deal. Tell them what's in it for them and what the benefit is, so they'll take the desired action.
 - Use your copy or a call-to-action button to motivate them to act
 - Leverage the ad unit's full creative canvas to get them to engage

For More Information:

Blueprint Facebook Courses: <https://www.facebook.com/blueprint#>

Take the "Building Brand Awareness with Ads" Course on Facebook Blueprint:
<https://www.facebook.com/blueprint/courses/category/build-awareness/>

Beginner's Guide to advertising on Facebook:
https://www.facebook.com/business/help/337584869654348?helpref=page_content#

About Brand Awareness Ads: <https://www.facebook.com/business/goals/build-awareness>

About Estimated Ad Recall Lift: <https://www.facebook.com/business/help/1029827880390718#>

Troubleshooting: understanding your estimated ad recall lift reporting:
<https://www.facebook.com/business/help/2027181027523482#>

Facebook Specs: <https://www.facebook.com/business/ads-guide/image/facebook-feed/brand-awareness>