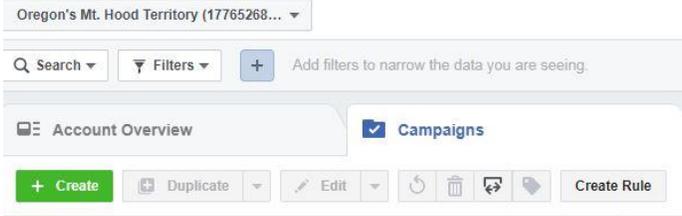
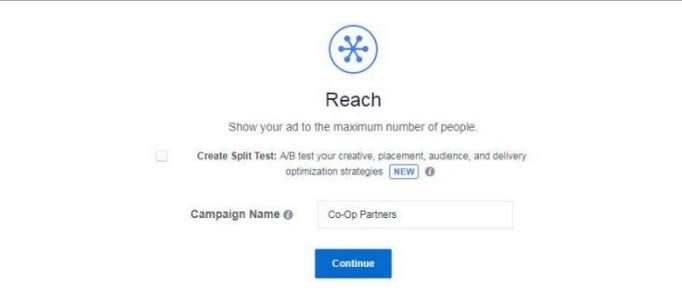
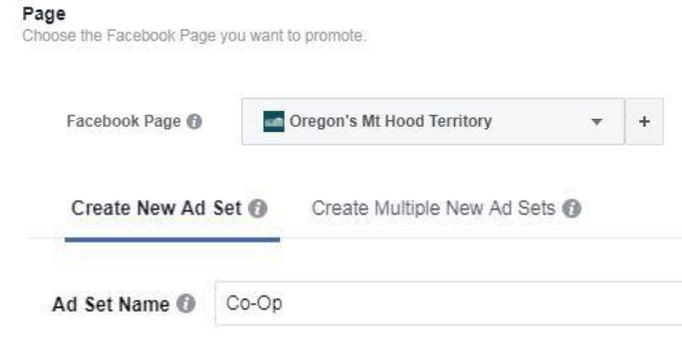
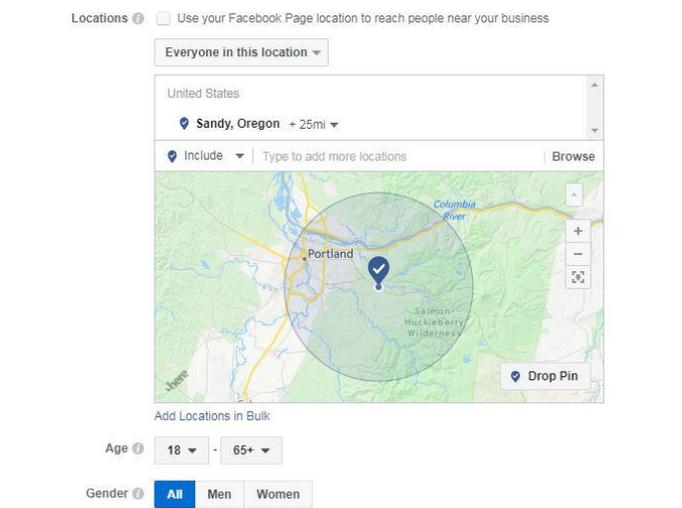
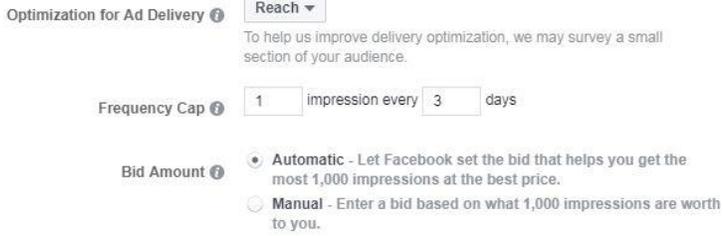
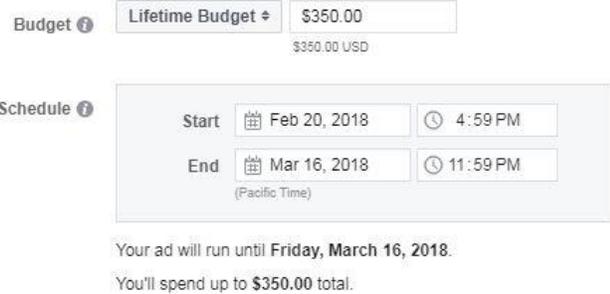
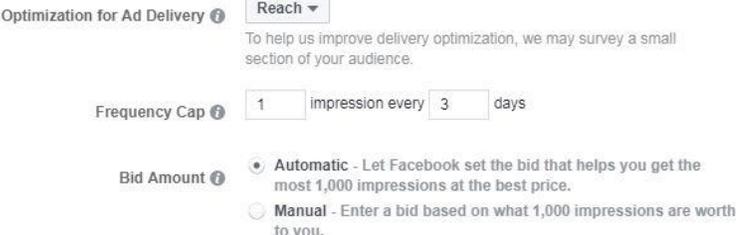


Facebook Reach Ads for Store Visits: Step-by-Step Instructions

February 22, 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 Reach and 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. You can put in your store addresses and select the radius around those stores.	

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>	 <p>Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ</p> <p>Interests > Additional Interests</p> <ul style="list-style-type: none"> art History Outdoor recreation Paddle River <p>Add demographics, interests or behaviors Suggestions Browse</p> <p>Exclude People or Narrow Audience</p>
8	<p>Placements is next and we recommend clicking edit placement. Choose All Devices and Facebook Feeds.</p>	 <p>Platforms</p> <p>Facebook</p> <p>Feeds</p>
9	<p>It will then ask you if you want a specific mobile devices & operating system, meaning your ads will only show on these. It should be All Mobile Devices</p>	 <p>Optimization for Ad Delivery ⓘ Reach ▾</p> <p>To help us improve delivery optimization, we may survey a small section of your audience.</p> <p>Frequency Cap ⓘ 1 impression every 3 days</p> <p>Bid Amount ⓘ</p> <ul style="list-style-type: none"> <input checked="" type="radio"/> Automatic - Let Facebook set the bid that helps you get the most 1,000 impressions at the best price. <input type="radio"/> Manual - Enter a bid based on what 1,000 impressions are worth to you.
10	<p>Budget & Schedule. Choose your Lifetime Budget from the drop down menu, instead of daily budget. Under schedule, set a start and end date.</p>	 <p>Budget ⓘ Lifetime Budget ▾ \$350.00</p> <p>\$350.00 USD</p> <p>Schedule ⓘ</p> <p>Start Feb 20, 2018 4:59 PM</p> <p>End Mar 16, 2018 11:59 PM</p> <p>(Pacific Time)</p> <p>Your ad will run until Friday, March 16, 2018.</p> <p>You'll spend up to \$350.00 total.</p>
11	<p>You can leave the rest of this page alone, or you can choose the Frequency cap, which refers to the number of times a person will see your ad.</p>	 <p>Optimization for Ad Delivery ⓘ Reach ▾</p> <p>To help us improve delivery optimization, we may survey a small section of your audience.</p> <p>Frequency Cap ⓘ 1 impression every 3 days</p> <p>Bid Amount ⓘ</p> <ul style="list-style-type: none"> <input checked="" type="radio"/> Automatic - Let Facebook set the bid that helps you get the most 1,000 impressions at the best price. <input type="radio"/> Manual - Enter a bid based on what 1,000 impressions are worth to you.

12	<p>For Ad Scheduling, you can either run your ads all the time OR you can choose which time of day you want to run them. EX: If your CTA is "Send Messge" only allow the ads to run while you're able to respond during the day.</p>	
13	<p>Now that you have created your Ad Set, you can create your first Ad. First, you will name your Ad.</p>	
14	<p>Make sure your Identity is correct and your Facebook page is linked.</p>	
15	<p>Choose which ad format you want from Carousel, Image, Video, or Slideshow.</p>	
16	<p>Upload image, video, carousel or slideshow images.</p>	

17

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.

Headline will be the big statement below the photo, with the **link description** below that. Website URL/Display Link will appear below text, headlines and photo.

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.

Text

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

Text

Beautiful blue rivers, lush trees and an unforgettable time with friends.

Add a website URL [?](#)

Website URL [?](#)

Preview URL

cityofestacada.org

x

Display Link (optional) [?](#)

cityofestacada.org

Headline [?](#)

Summer Days in [Estacada](#), Oregon!

News Feed Link Description [?](#)

Come join the fun..

Call To Action [?](#)

Learn More [v](#)

18

This is an example of a City of Estacada ad.

Oregon's Mt Hood Territory [Like Page](#)

Sponsored · [?](#)

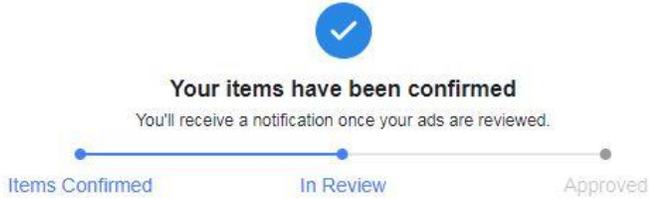
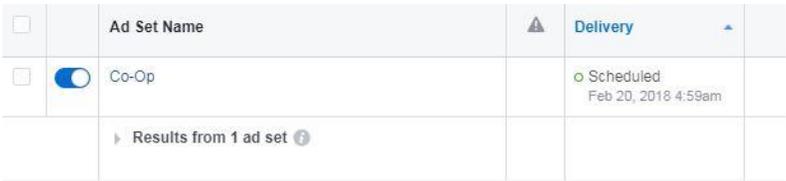
Beautiful blue rivers, lush trees and an unforgettable time with friends.

Summer Days in Estacada, Oregon!

Come join the fun.

CITYOFESTACADA.ORG [Learn More](#)

[Like](#) [Comment](#) [Share](#)

19	Click continue at the bottom and then your ad will be in review. Press continue again.	
20	Then it will take your campaign page.	

Facebook Best Practices

6 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're 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#>

Beginner's Guide to advertising on Facebook:

https://www.facebook.com/business/help/337584869654348?helpref=page_content#

How to create Reach Ads: <https://www.facebook.com/business/learn/facebook-create-ad-reach-ads>

Facebook's step-by-step guide to creating a campaign with the Reach objective:

https://www.facebook.com/business/help/906073466193087?ref=fbb_reach

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