



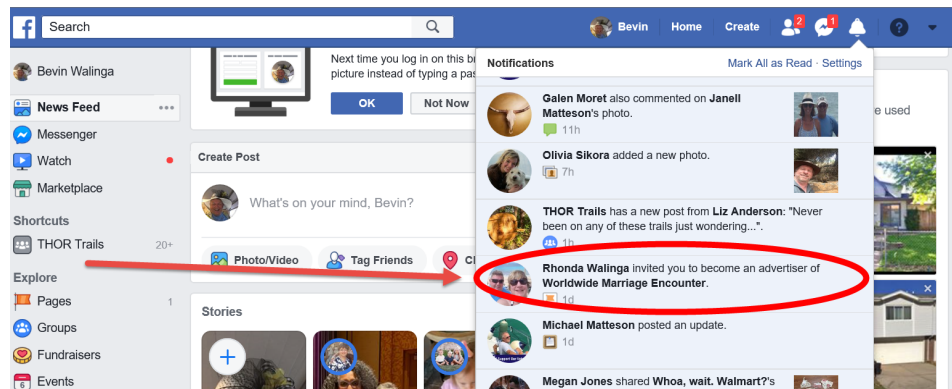
HOW TO CREATE A FACEBOOK AD



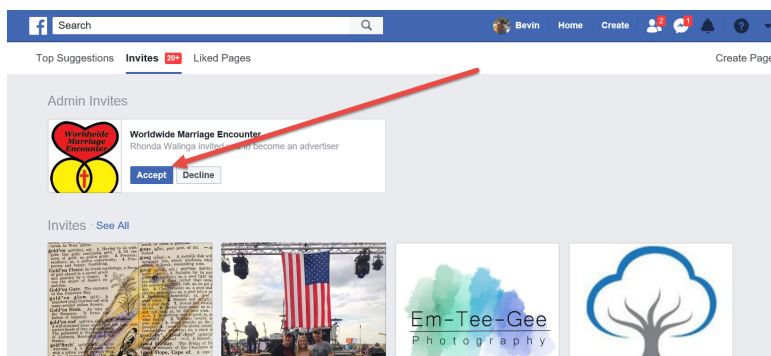
BEFORE YOU START:

1. Email Bevin and Rhonda Walinga at walinga@nntc.net and ask to be made an “Advertiser” on the United Methodist Marriage Encounter fan page. When they invite you to be an Advertiser, you will get a notification at your Facebook page, and depending how you have your notifications set up, you’ll get an email, too. You have to login to Facebook and accept the invitation to be an Advertiser before you can create your Marriage Encounter Ad Campaign.

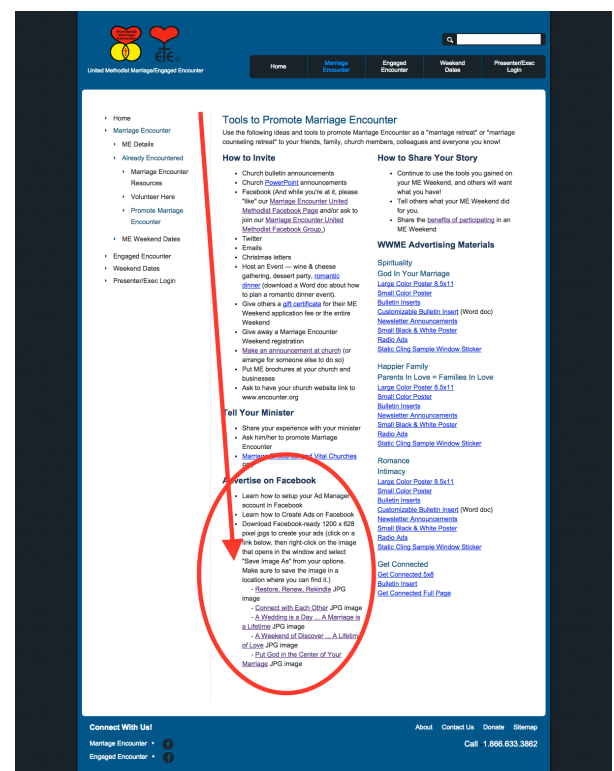
When you get to your Facebook page, click on the bell-shaped notifications icon on the right side of the blue menu bar across the top. You should see an invitation from Rhonda Walinga. Click on that



2. This will pop up a page that shows you the invitation with an “Accept” button. Click that and you’re ready to go.



3. Go to this URL <http://www.encounter.org/marriage-encounter/already-encountered/promote-marriage-encounter> and scroll down to the **Advertise on Facebook** section. Download the Facebook Ad images and save them to a folder on your computer where you can find them later.

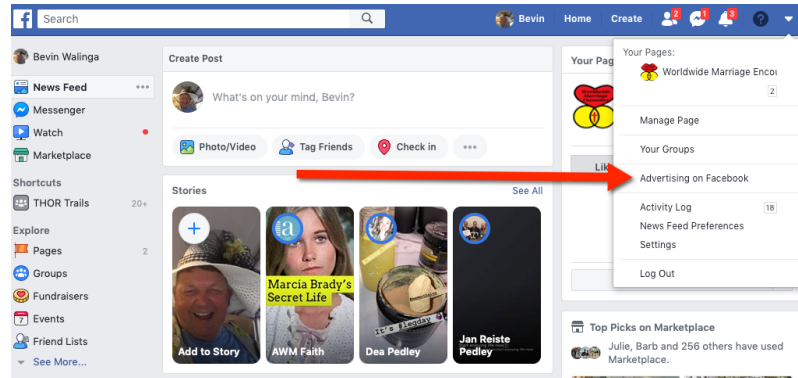


CREATE YOUR CAMPAIGN

STEP 1:

Login to Facebook

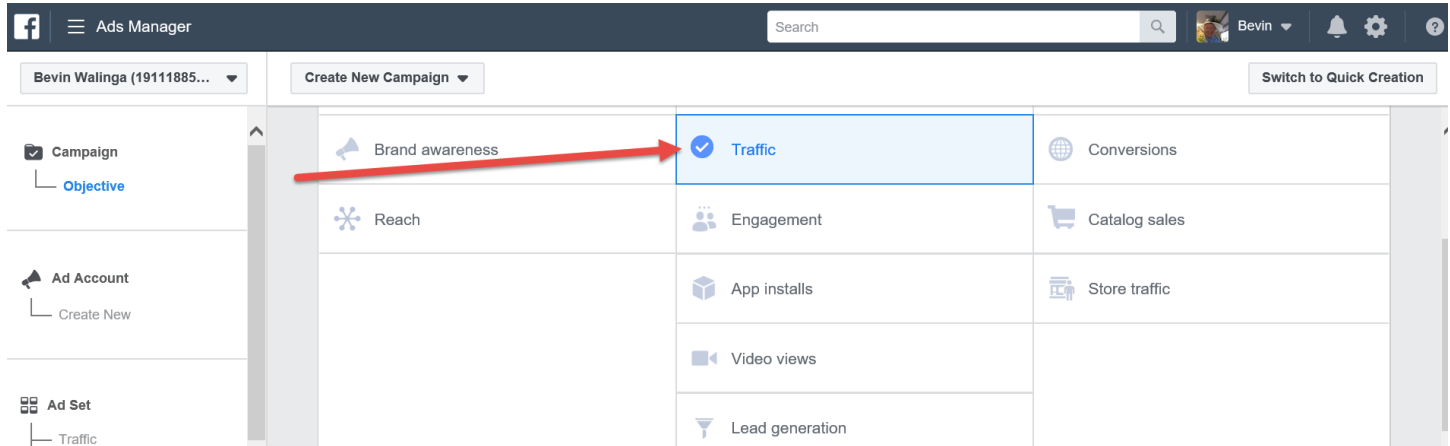
In the blue bar at the top of your Facebook page, click the down arrow on the far right, and then click on **Advertising on Facebook**.



This might pop up asking that your ads maintain integrity. **Accept**.

On the next page, click on **Create an Ad**.

Next, choose the advertising objective: **Traffic**.



Then scroll down and click on blue **Set Up Ad Account** button.

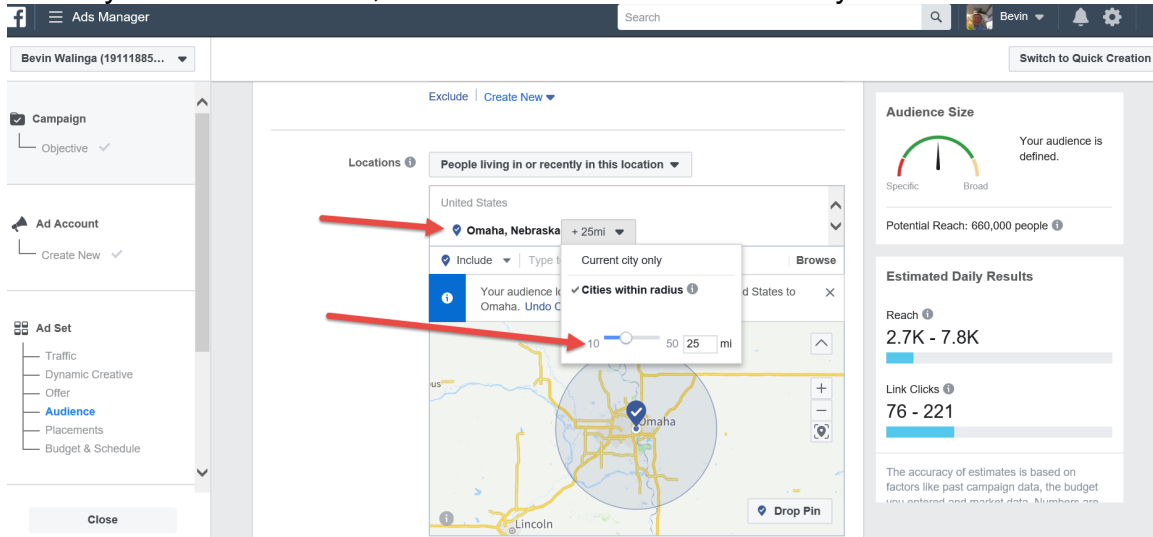
Set your **time zone** and click **Continue**.

STEP 2: CREATE YOUR AD SET

Name your ad, and under **Traffic** make sure **Website** is selected. Leave Dynamic Creative and Offer alone, and move on to setting up your Audience.

Next to **Locations**, they may have “United States” already selected. Hover over that field and you should see the word “**Edit**” and a pencil icon to the right of it. Click on that.

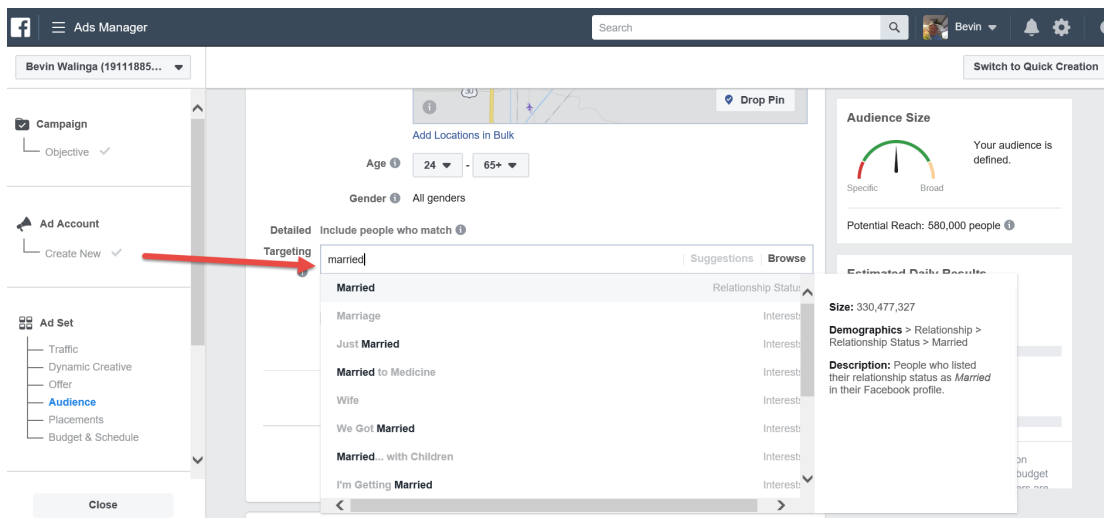
Type in the name of the city where your ME Experience will be held. After you select your city from the list of options, you will see a “+ 25 mi” with a down arrow. Press that down arrow and select the radius around your location city where you’d like to promote your ad. If you’d like to add another city, or zip code, look for the word **Include**, below the city you just typed. Next to Include, start typing the next city’s name and state, and select the radius for that city.



Next to **Age** choose the age range you would like to see the ad. We suggest 24 – 65+

Next to **Gender** select “All”

Under **Detailed Targeting**, hover over that field to see Edit again. Type in “Marriage” and you’ll see some demographic options. We suggest selecting “Married” to narrow your advertising to only married people.



(You’ll see on the right that It shows you the potential reach of your ad.)

Click on Suggestions to the right of the blank demographics field to see other demographics to help target the right audience.

Bevin Walinga (19111885...)

Switch to Quick Creati

Campaign

- Objective ✓

Ad Account

- Create New ✓

Ad Set

- Traffic
- Dynamic Creative
- Offer
- Audience**
- Placements
- Budget & Schedule

Demographics

Add demographics, interests or behaviors

Suggestions Browse

- Demographics
- Demographics
- Demographics
- Relationship Status
- Interests
- Demographics
- Relationship Status
- Relationship Status

Married

Parents with toddlers (01-02 years)

New Parents (0-12 months)

Parents with preschoolers (03-05 years)

Separated

Marriage

Parents with preteens (09-12 years)

Widowed

Open Relationship

Placements

Show your ads to the right people in the right places.

☒ **Automatic Placements (Recommended)**

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's

make your audience bigger. To refine your audience, use the links below to exclude people or narrow based on other details.

Specific Broad

Potential Reach: 200,000 people

Estimated Daily Results

Reach 2.2K - 6.2K

Link Clicks 57 - 165

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are

Continue to choose to include or exclude demographics. Then click on **Show More Options** to choose **English** as your preferred language since we currently only offer ME experiences in English. We don't suggest limiting to any contact types.

Now **Save This Audience** and type in an **Audience Name** based on the type and location of the ME experience, for example "Omaha 3RE". This way you can use this audience again in the future and won't have to set it up.

Bevin Walinga (19111885...)

Switch to Quick Creati

Campaign

- Objective ✓

Ad Account

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Ad Set

- Traffic
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Languages

Hide Options

English (All)

Enter a language...

Connections

Add a connection type

Save This Audience

Placements

Show your ads to the right people in the right places.

☒ **Automatic Placements (Recommended)**

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

Audience Size

Your audience is defined.

Specific Broad

Potential Reach: 190,000 people

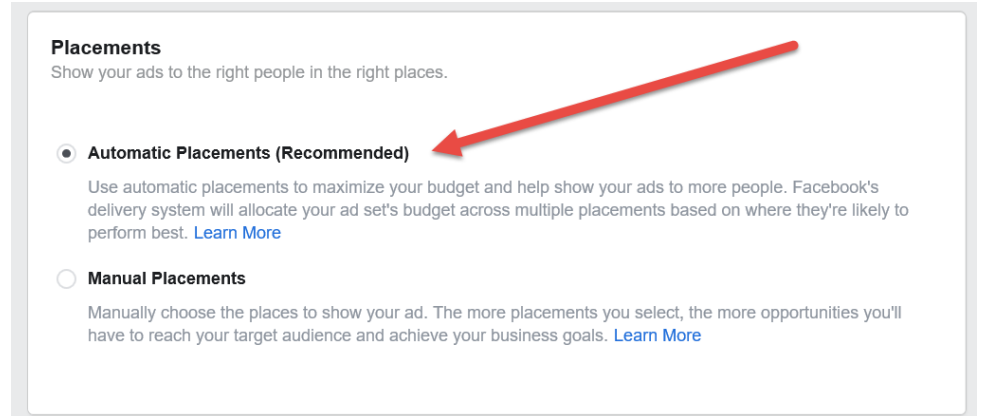
Estimated Daily Results

Reach 2.2K - 6.2K

Link Clicks 57 - 165

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are

The next section is Placements. Click on **Automatic Placements**.



Placements
Show your ads to the right people in the right places.

☒ **Automatic Placements (Recommended)**
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

☐ **Manual Placements**
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)

Budget & Schedule is your next task. We suggest choosing, "Link Clicks" from the **Optimization for Ad Delivery** dropdown.

Leave Cost Control alone.

It's time to set your Budget. How much do you want to spend? If you're donating the ad budget, it's up to you and your spouse to set that. If you want to use Area money, you need to get Area Board approval.

With **Daily Budget**, the amount you enter is the maximum you'll spend each day. With **Lifetime Budget**, the amount you enter is the maximum you'll spend during the lifetime of your ad.

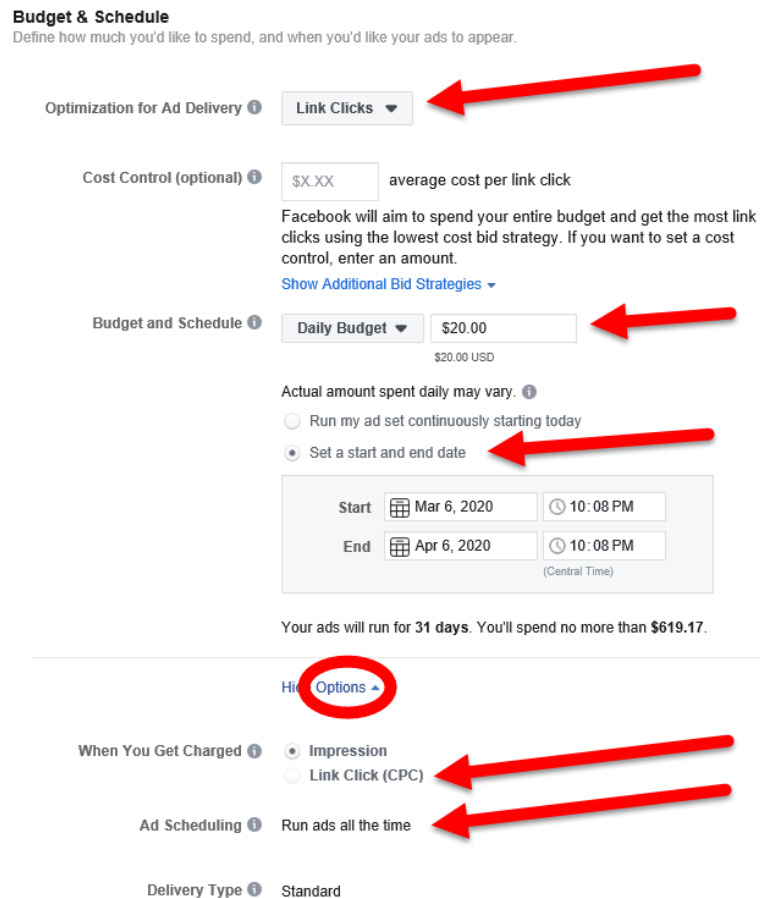
We recommend setting a start and end date taking into consideration any deadlines, like the hotel contract. You'll see an estimated final spend below the schedule.

Click on Show More Options.

Once you've spent your first \$10, you can come back and change when you get charged to Clicks. ("Impressions" are really a guesstimate of how many people saw your ad, whereas "Clicks" are actual actions the target audience took. A much better metric to pay for.)

You don't have a choice about running ads all the time unless you opted for a Lifetime Budget.

You can only change the delivery time from standard if you choose the "Lowest Cost with Bid Cap," bid strategy.



Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery ⓘ **Link Clicks** ▼

Cost Control (optional) ⓘ \$X.XX average cost per link click
Facebook will aim to spend your entire budget and get the most link clicks using the lowest cost bid strategy. If you want to set a cost control, enter an amount.
[Show Additional Bid Strategies](#) ▼

Budget and Schedule ⓘ **Daily Budget** ▼ \$20.00
\$20.00 USD

Actual amount spent daily may vary. ⓘ
☐ Run my ad set continuously starting today
☒ Set a start and end date

Start: Mar 6, 2020 10:08 PM
End: Apr 6, 2020 10:08 PM
(Central Time)

Your ads will run for 31 days. You'll spend no more than \$619.17.

Hide **Options** ▶

When You Get Charged ⓘ ☒ Impression
☐ Link Click (CPC)

Ad Scheduling ⓘ Run ads all the time

Delivery Type ⓘ Standard

If you have chosen Lifetime Budget above, we suggest running your ads from 6 am to midnight. But if you'd prefer to only run them before and after work hours, that's fine too.

Ad Set Spend Limits ⓘ None added

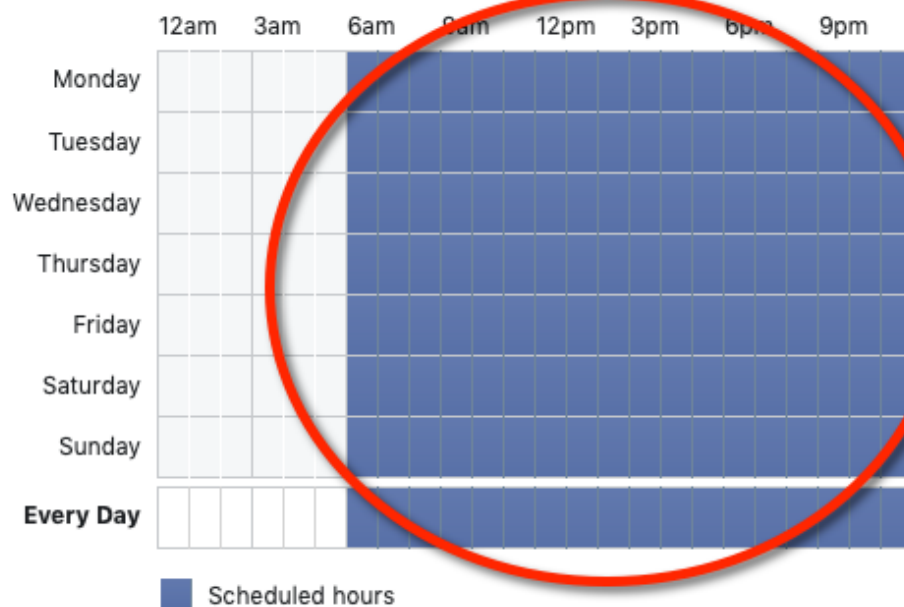
When You Get Charged ⓘ ☒ Impression
☐ Link Click (CPC)

Ad Scheduling ⓘ Run ads on a schedule

Use viewer's time zone ▼

We'll schedule your ads based on the time zone of the person seeing it.

For example, if you select 8am to 5pm, we'll only show your ads to people from 8am to 5pm in their local time.



STEP 3: CREATE YOUR AD

Now go to **Ad Name** and give your ad a name that describes the audience, scheduling or ads inside it. If you're using an existing ad set, you can keep the same name. We suggest something like, "Omaha 2020 3RE 6 to Midnight."

The screenshot shows the Facebook Ad creation interface. A red arrow points to the **Ad Name** field, which contains the text "3RE Test - Single Image". Another red arrow points to the **Identity** dropdown menu, which is set to "Worldwide Marriage Encounter". A third red arrow points to the **Format** section, where the "Single Image or Video" option is selected with a blue checkmark. The interface includes sections for **Identity** (Facebook Page and Instagram Account), **Create Ad** (Create Ad, Use Existing Post, Use Mockup), and **Format** (Carousel, Single Image or Video, Collection).

Under, **Identity**, if you contacted Bevin and Rhonda Walinga to get set up as an Advertiser as suggested at the beginning of this document, you can now choose the Worldwide Marriage Encounter Facebook page from the dropdown. If you don't see that as an option, please contact the Walingas.

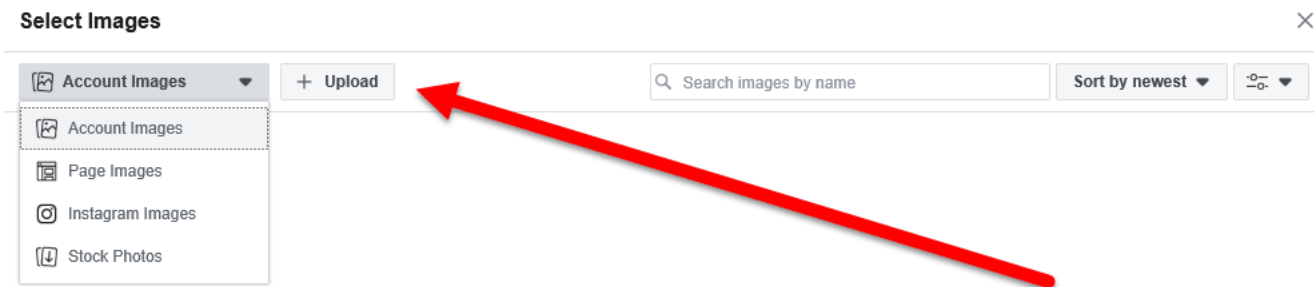
Under, **Create Ad**, click on **Single Image or Video**. Next, go to the **Media** section.

If you haven't already, you should go to <http://www.encounter.org/marriage-encounter/already-encountered/promote-marriage-encounter> and scroll down to the **Advertise on Facebook** section to download images or video.)

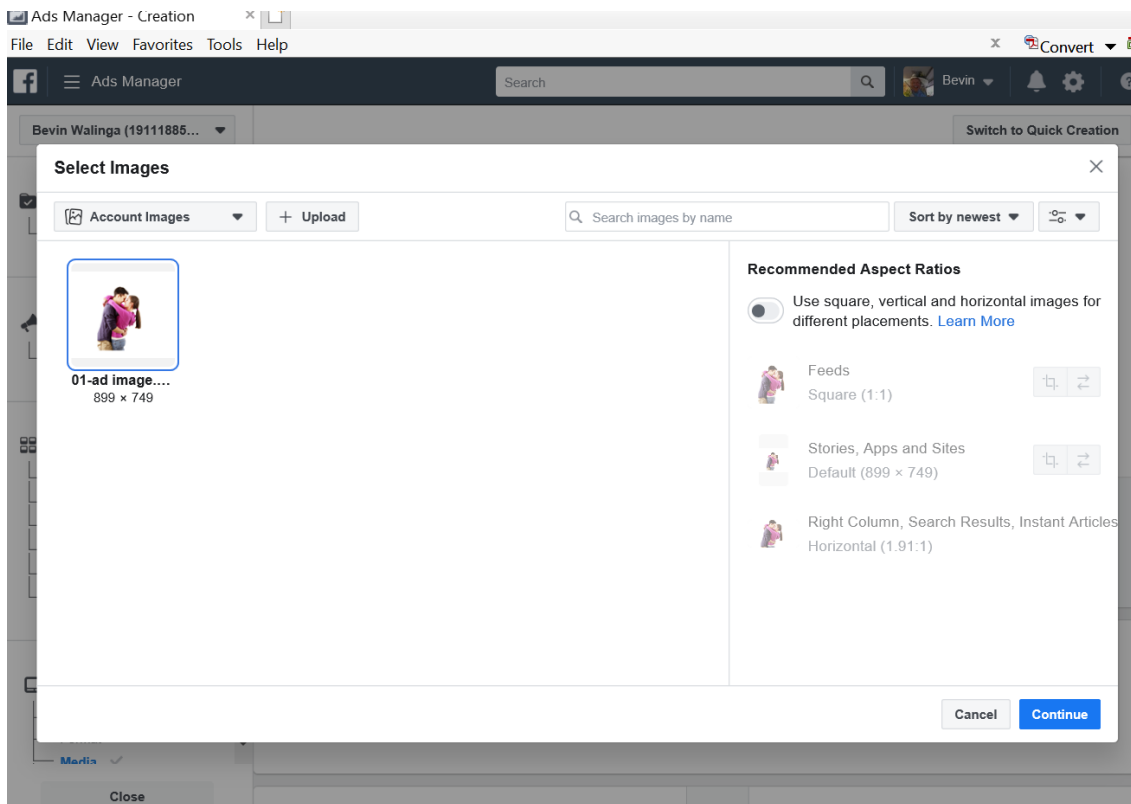
In the Media section, click the **Add Media** button and decide whether you're uploading an image or video. That will open up a new window.

The screenshot shows the Facebook Ad Media section. A red arrow points to the **Add Media** dropdown menu, which is open and shows options for "Add Image" and "Add Video". The interface includes a section for **Media** (Choose an image or video, or create a new video or slideshow using a template) and a section for **Primary Text** (Tell people what your ad is about).

In the **Select Images** or Select Video window, click on Upload.



You will see a thumbnail of your image (or video) once it's uploaded. Click on it once to select it, and then click the blue Continue button.



Text & Links

The ad is a template with specific options.

Primary Text: Your first 90 characters will show and they will have to click “See More” if your copy is longer. We suggest keeping this as short as possible — less than 90 characters

Headline: This appears below the image or video. Only about 50 characters will show, so keep this very short. If you keep it to 30 characters or less, you can include a description, which can/should be the date and location of your experience. 😊

Description: Type in the date and location of your experience. You get a max of 32 characters. Keep it less than 30.

Last on this page is Tracking. They make it easy to create a “trackable URL” for people who actually click. With the unique URL, I can use Google Analytics to track visitors to our site from the ad. Fill in the various fields with terms that will make it easy for me to recognize the campaign on the backend. See example below. (It’s OK to leave the last field, “Campaign Content,” blank. Then click the blue Apply button.

Build a URL Parameter

Fill out the fields in the form below to add parameters to your website URL. To automatically get information from your campaign, ad set or ad, click on each field and select a dynamic parameter such as id={{ad.id}}. [Learn more.](#)

Campaign Source

To identify the source of traffic. For example: Facebook, Instagram, a search engine or other source.

Campaign Medium

To identify the advertising medium. For example: banner, email, Facebook_Feed or Instagram_Story.

Campaign Name

To identify a specific promotion or strategic campaign. For example: summer_sale.

Campaign Content

To differentiate ads or links that point to the same URL. For example: white_logo, black_logo.

Parameter Preview

utm_source=Facebook&utm_medium=Single+Ad&utm_campaign=3RE+CO

Select a Payment Method

Either give them a credit card, log into PayPal or type in your online banking data and click “Confirm.”

Select a Payment Method [Help](#)

Add a new payment method to your Facebook Ads account. [Terms](#) [Apply](#)

Show payment methods for:

☒ **Credit or Debit Card**

Name on Card

Card Number Expiration

Security Code Billing Zip Code

☐ **PayPal**

☐ **Online Banking**
Add your bank account instantly

Your payment info is stored securely. [Learn More.](#)

☐ I have a coupon to redeem [?](#)

Click on **Review Order** to make sure everything is OK to move forward. If it isn't, you will get a warning message telling you what you need to fix.

Or, if everything is good to go, it will pop up a box that summarizes your order. Then you can click **Place Order** to activate the ad.

If you don't review your order, you can just click on the green **Place Order** button. We suggest you review your order so that you can catch any potential problems right away.