

HOW TO GET STARTED RUNNING FACEBOOK ADS

A step-by-step guide of how to start running a Facebook Ad Campaign



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LET'S GET STARTED

Getting started with Facebook Ads can feel like a daunting task. We want to make it as easy and straight-forward as possible for you.

In this guide you will find four parts:

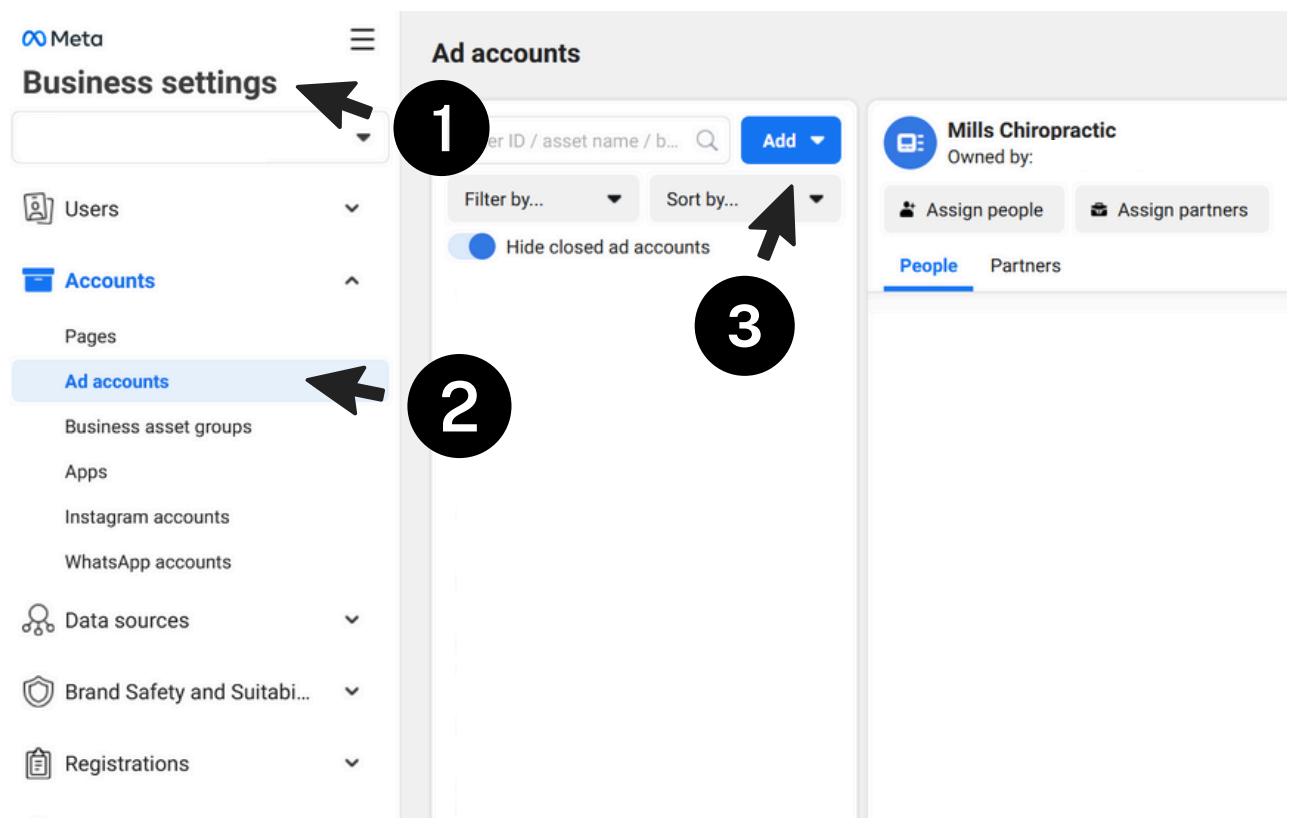
- **Step-by-Step Road Map** outlining the process for creating your Facebook ads.
- **Ad Copy Framework** that you can use to get started.
- **Photo Guide** with examples of the types of photos to use in your campaign.
- **Checklist** of all the elements for the campaign that you need.

STEP-BY-STEP ROAD MAP:


These are the steps that you will need to follow to get your Facebook Ad campaign started.

Step One: Make a Facebook Ad Account


The first thing that needs to be done is making an ad account in Facebook. If you have created ad campaigns before you may be able to skip this step. If you haven't, you will need to visit: <https://business.facebook.com> to create an account. This page is called Business Manager. From here, go to settings, which is found on the left side menu. In Business Settings (1), click on Ad Accounts (2), and then Add (3).




Once you click on Add (3), you will see this menu:



Add an ad account
Your business will control campaigns and billing for this ad account. Claiming an ad account moves it into Business Manager.




Request access to an ad account
Your business needs to use this ad account on behalf of another business. For example, you work for an agency, and the ad account belongs to a client. The ad account will still belong to its current owner.



Create a new ad account
You need a new ad account for your business.

Select 'Create a New Ad Account'. This will open up this pop up:

Create a New Ad Account

 **Payment Information Has Moved**
You'll be able to add payment information after you create your account.

Ad account name

Time zone
(GMT-04:00) America/Toronto

Currency
CAD — Canadian Dollar


By creating an ad account, you agree, on behalf of authorized representative to [Facebook's Terms](#) including the payment terms for the selected payment method.

Cancel

Next

Then you will be asked who this account is for. Choose 'My Business' and then click 'Create.'

Who Will This Ad Account Be Used For



This ad account will be used for

☐ My business

☐ Another business or client

Correctly selecting this is important - It will ensure the other business' name is displayed across Facebook when you create an ad on their behalf, including in the Why Am I Seeing This ad dialog. You may also gain access to the other business' Audience Manager features including their Custom Audience sizes and the audience overlap tool.

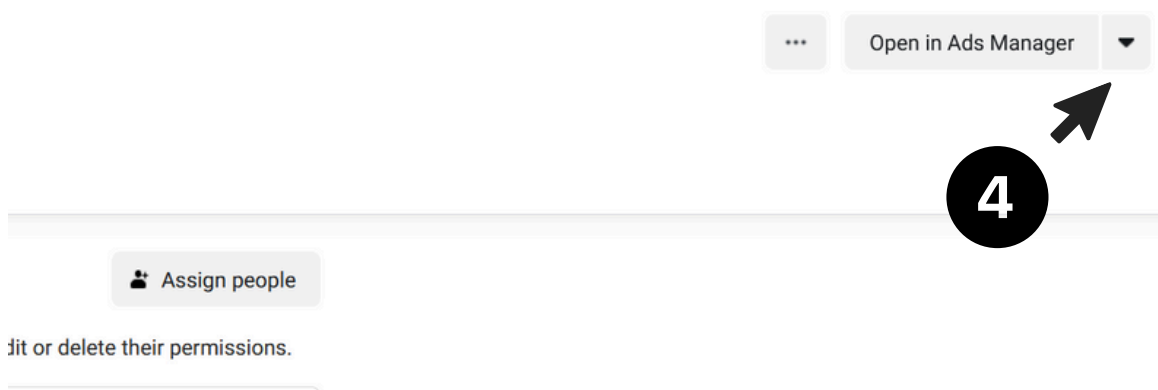
[Learn More](#)

Back

Create

Step Two: Add a Payment Method

After you have made the account, you have to add a payment before creating a campaign. Click on the drop down arrow beside 'Open in Ads Manager'(4) and you will see a button labelled 'View Payment Methods.' That will open up Payment Settings and you will see a button labelled 'Add Payment Method.' Put in your credit card information and you are ready to start!



Step Three: Create a Campaign

Now that you have an ad account you need to go to Ads Manager to create a campaign. In Ads Manager you will see a number of tabs. Select the one that says 'Campaign' and click 'Create.' This will open up a menu with a number of campaign objectives.


Create new campaign New ad set or ad ×

Buying type


Auction ▼

Choose a campaign objective


☐

 Awareness


☐

 Traffic


☐

 Engagement


☐

 Leads

☐

 App promotion

☐

 Sales



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

In order to choose the campaign that works for you, you need to decide what your goal is for running ads. A traffic campaign will help drive people to your website. A lead generation campaign will typically be offering potential new patients (leads) an opportunity to come in for their first appointment at a discount. Decide on your goal and create the campaign that will help you achieve that goal.

Step Four: Ad Copy, Headlines & Photos

Once you follow the guided steps in Facebook for creating a campaign you will need to make the ad. The ad includes the main text called the Ad Copy, the CTA, and a Photo or Video. Our typical client ads look like this below:

The image shows a Facebook advertisement for JECT Medical Aesthetics. At the top left is the profile picture and name 'JECT Medical Aesthetics' with a 'Sponsored' tag. To the right are three dots and a close button. The main text of the ad reads: 'Love Your Look with Sculptra at JECT Medical Aesthetics! Say goodbye to volume loss and hello to a refreshed, youthful visage. Sculptra is a cutting-edge treatment that targets the underlying cause of facial aging—collagen depletion. By stimulating new collagen growth, Sculptra helps you reclaim a firm, supple look that radiates confidence.' Below the text is a large image. The left side of the image shows a woman's face and shoulder, holding a red box and a vial of Sculptra. The right side is a solid brown background with white text: 'SCULPTRA', 'RESTORE FACIAL VOLUME AND REDUCE SIGNS OF AGING', and a paragraph describing the treatment. At the bottom right of the image is the website 'JECTAESTHETICS.CA'. Below the image is a 'Learn more' link with a right arrow. At the very bottom are icons for heart, comment, share, and save, with a right arrow to the right of the share icon.

← AD COPY

Try using the FREE
Ad Copy Included on
Page 8

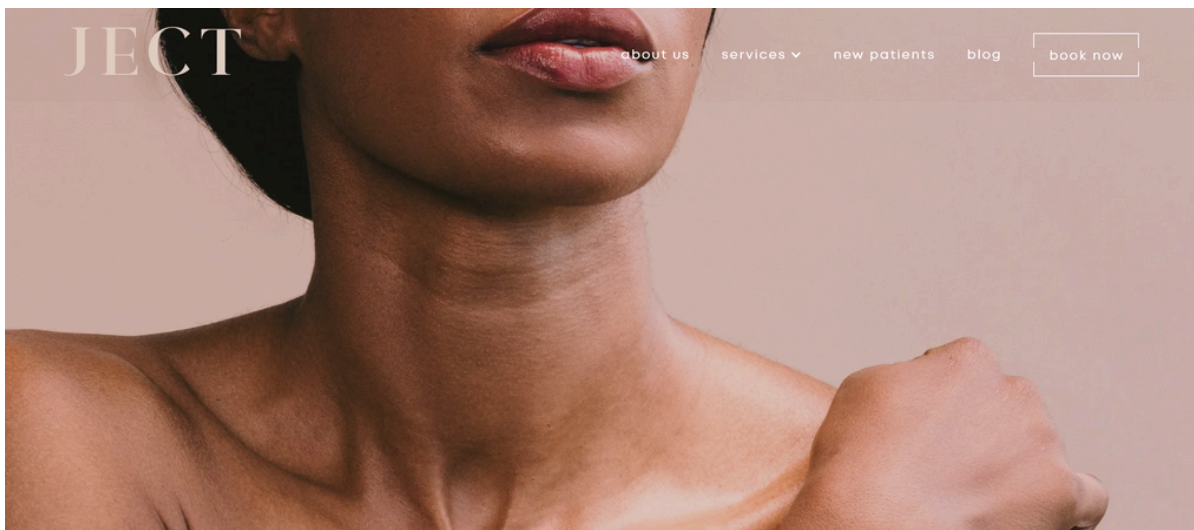
← PHOTO

See the Photo Guide
on Page 9 for details
on what types of
photos to use.

← CALL TO ACTION

Step Five: Landing Page & Websites

Most Facebook Ads we run for clients have a goal of attracting a new lead to make a purchase or gathering their information to sell them a product or service later. This means we need a place to send them that can collect that contact information. For this we use a Landing Page, a one page website with education and a contact form.



WANT TO DISCOVER WHAT
SERVICES MAY BE RIGHT FOR
YOU?

TAKE OUR ONLINE QUIZ NOW TO
LEARN MORE.

TAKE THE QUIZ

If you don't have the technical skills to build a landing page, you can also connect your ads to lead to your website where they can get information to contact you or schedule an appointment (depending on your website set up and what you are offering for a product or service).

AD COPY

Writing the ad copy can be the most daunting task for someone just getting started running ads. We wanted to help by providing a framework for ad copy that would help you write your own amazing ad:

INTRODUCTION:

Hi, my name is [NAME], and welcome to [BUSINESS NAME]!

WHO YOU ARE:

Try to briefly give the reader an insight into your experience, where your product or service is available and who your product or service is for.

Over the last [YEARS IN BUSINESS] years I've been helping the people of [CITY NAME] and the surrounding area {HOW YOUR OFFERING HELPS PEOPLE}.

PAIN POINTS:

Explain the potential pain point in the readers life that your product or service would address. For example, if you offer chiropractic services you could say:

When everyday bad habits (like slouching and staring down at our screens) compromise spinal health, back pain is just one of the more obvious consequences.

This is where chiropractic care comes in.

Here at [BUSINESS NAME] we correct spinal misalignments — treating the root cause — without surgery or drugs. Through a series of gentle, specific adjustments we help our patients to feel their best again.

When experiencing issues like:

- *Back & neck pain*
- *Headaches & migraines*
- *Fatigue*
- *Vertigo*
- *Poor Sleep*
- *Stress*

THE OFFER:

You may have a discount to offer or just simply offering the reader to try your product. Whatever product or service you want them to purchase, list the details of what you're offering here.

GUIDE THEM:

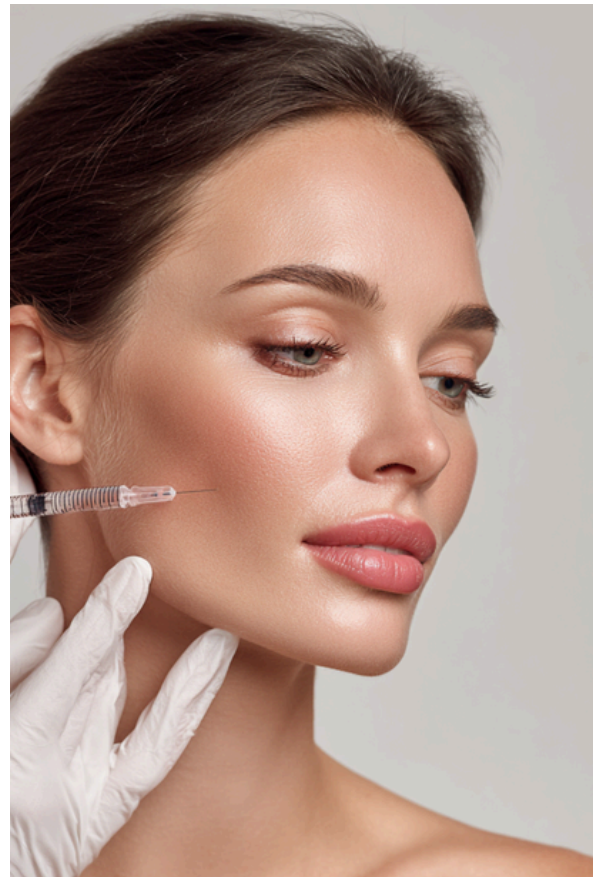
Tell them what to do to get your offer. For example:

Simply click the 'Learn More' button below to schedule an appointment. We look forward to welcoming you into our practice.

PHOTO & VIDEO GUIDE

A lot of people think you need fancy photos and graphics to run a Facebook Ad but that isn't the case. Facebook Ads is what we call disruptive marketing. You are trying to catch someone who is scrolling through, but wasn't looking for you. If you have a product you are selling, then professional product shots are the best way to go. However, if you offer a service, then a casual photo taken with an iPhone can work better. The casual natural will trick the eye into thinking it's a friends post, not an ad, and they'll stop to look at it rather than skipping through another ad. The photos below are examples of the types of photos to take for your Facebook Ad Campaign. Depending on the service you offer, try to take photos that make sense for you. Also, consider using head shots, team photos, and business interior or exterior photos.

If you are comfortable with doing videos, please try making a video explaining why you do what you do, to use instead of a photo.



YOUR CHECKLIST:

- ☐ Make a Facebook Ad Account
- ☐ Add a Payment Method
- ☐ Choose a Goal for Your Ads
- ☐ Create a Campaign
- ☐ Create Ad Copy & Headlines
- ☐ Take Photos
 - ☐ • Action Photos
 - ☐ • Head Shot
 - ☐ • Team Photos
 - ☐ • Business Interior Photos
 - ☐ • Business Exterior Photos
- ☐ Make 'Why I Do What I Do' Video
- ☐ Landing Page & Website

This checklist is for your own personal use to keep you organized for the steps of setting up your Facebook Ads.



IF YOU NEED MORE HELP

I have lost track of how many times I have been told running ads is easy and they could do it themselves.

It's true. You can do it yourself and Facebook has tried to make the platform user friendly to use. But it's not easy to become an expert who can create successful campaigns with a 9X ROI like we do for our clients. Learning Facebook Ads can take months, if not years, to truly become an expert. That's time you could be spending helping your clients and enjoying your life!

We made this guide to help people like you who want to try Ads yourself before committing to a marketing company.

If you try it out and it's a success then we're so happy we were able to help you.

But if you try it and it's not a success, or you do not have the time to dedicate to your marketing, please contact us for a FREE consultation to learn how we can help. We offer a variety of packages at different price points and have many incentives for new clients to help remove price as a barrier to getting started.

Don't hesitate to reach out with any additional questions you may have about this guide. Visit our website at: **www.healingpathmarketing.com** to contact us today!