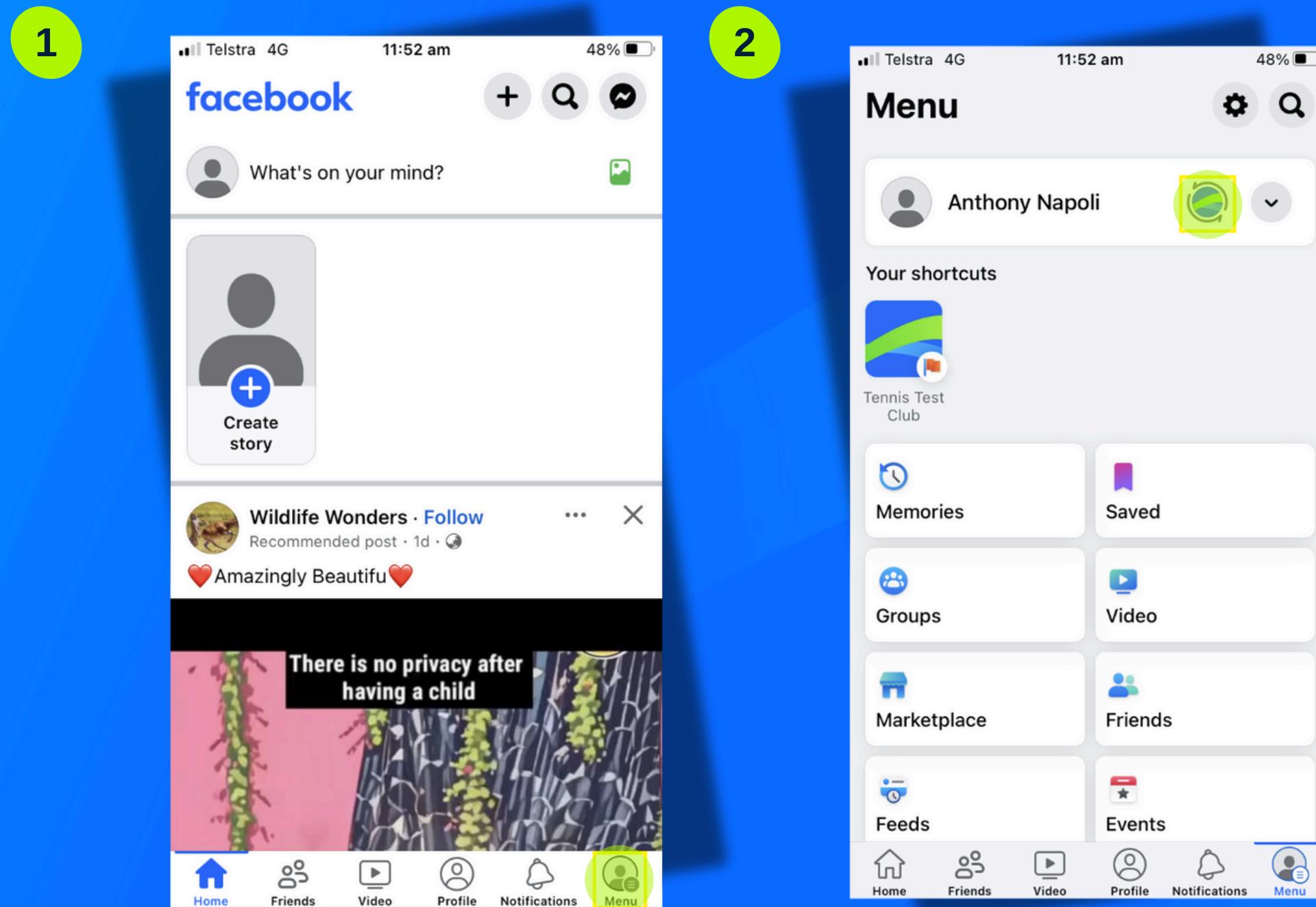


How to create a paid ad on Meta (Facebook)

How to create a paid ad on Meta using your mobile device

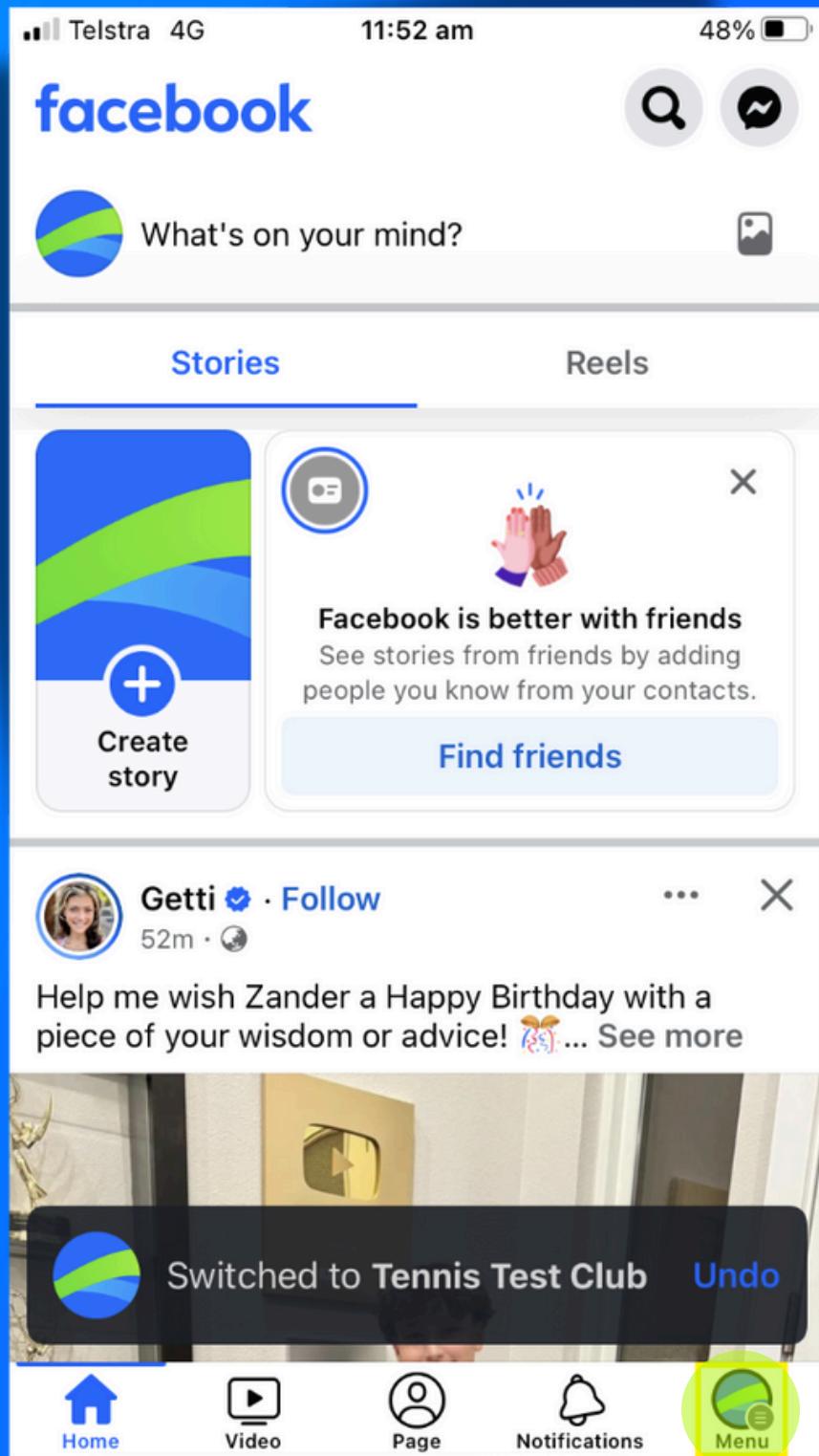


Step 1:
Open the Facebook app on your mobile device.

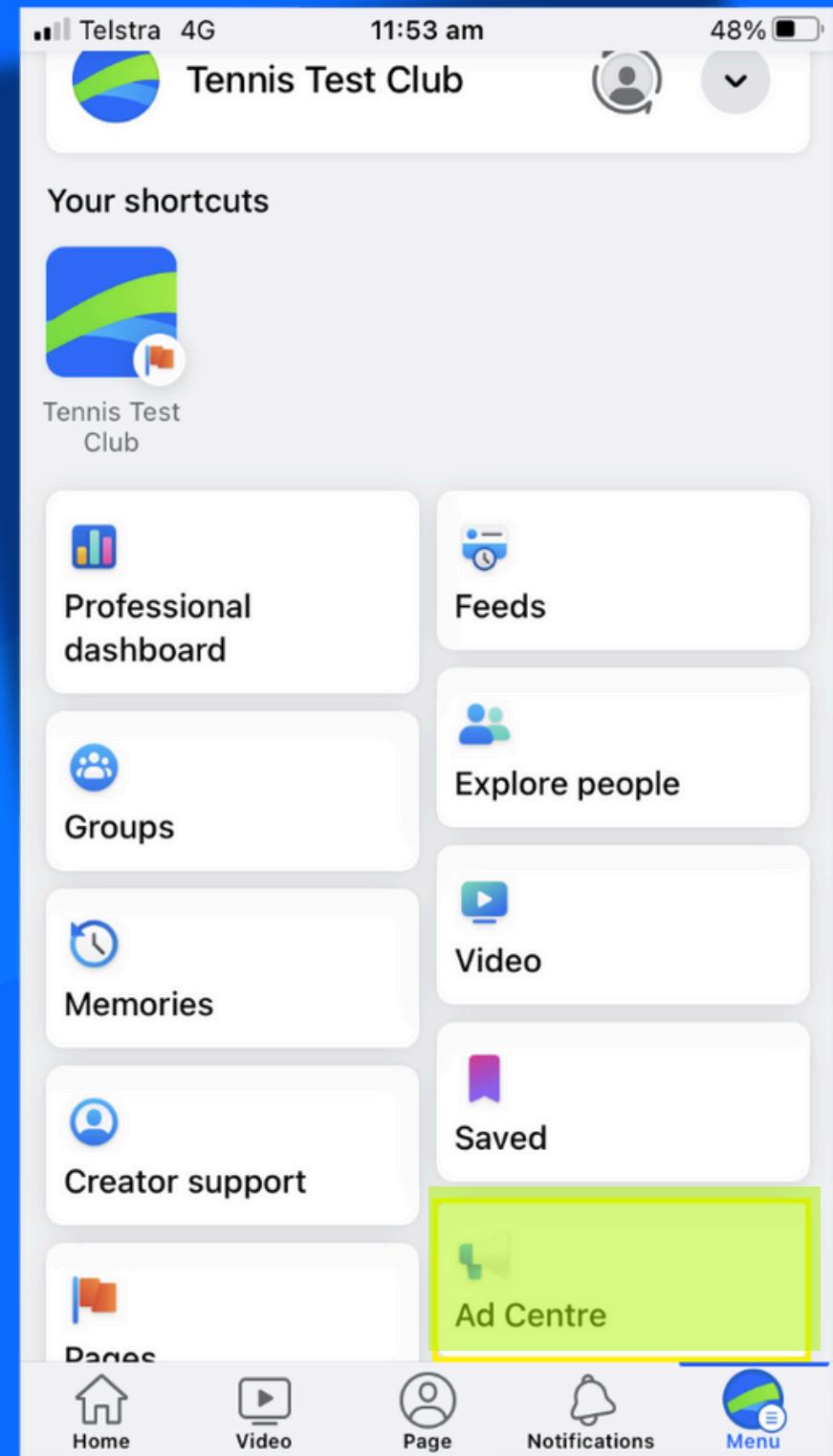
Select 'Menu' by clicking your profile picture.

Step 2:
Switch from your personal profile to your Business Page.

3



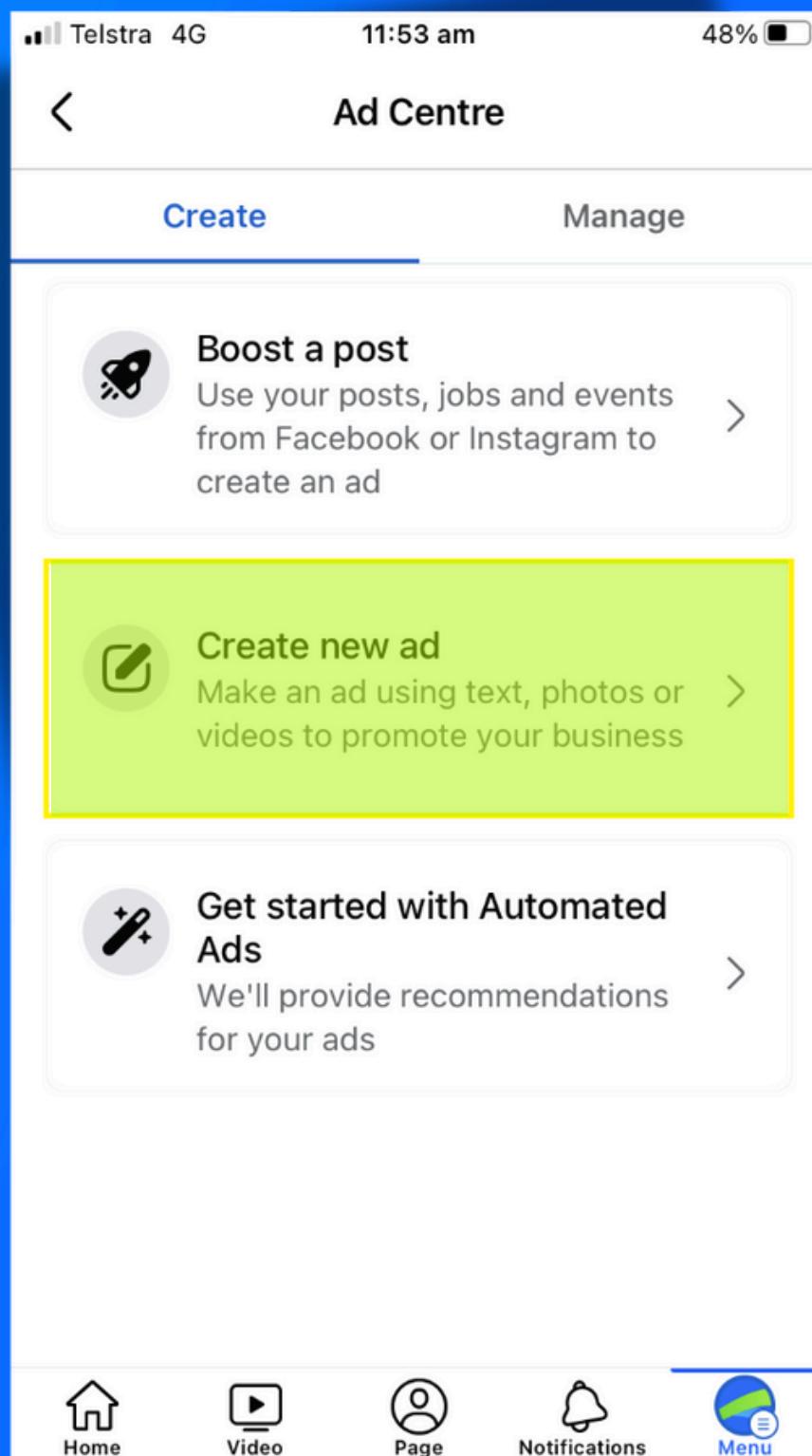
4



Step 3:
Select 'Menu' by
clicking your
Business Page profile
picture.

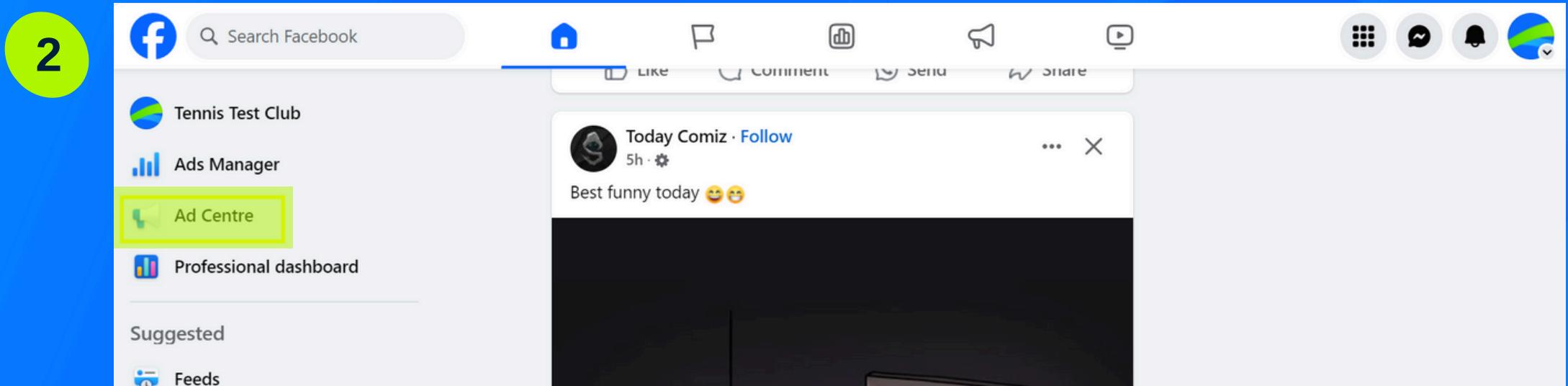
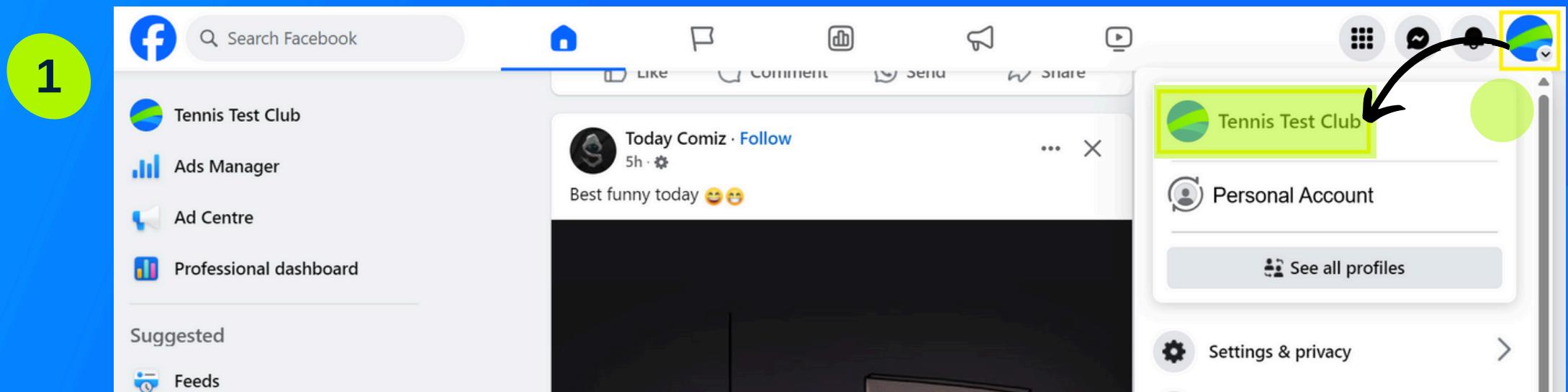
Step 4:
Select 'Ad Centre'.

5



**Step 5:
Select 'Create new ad'.**

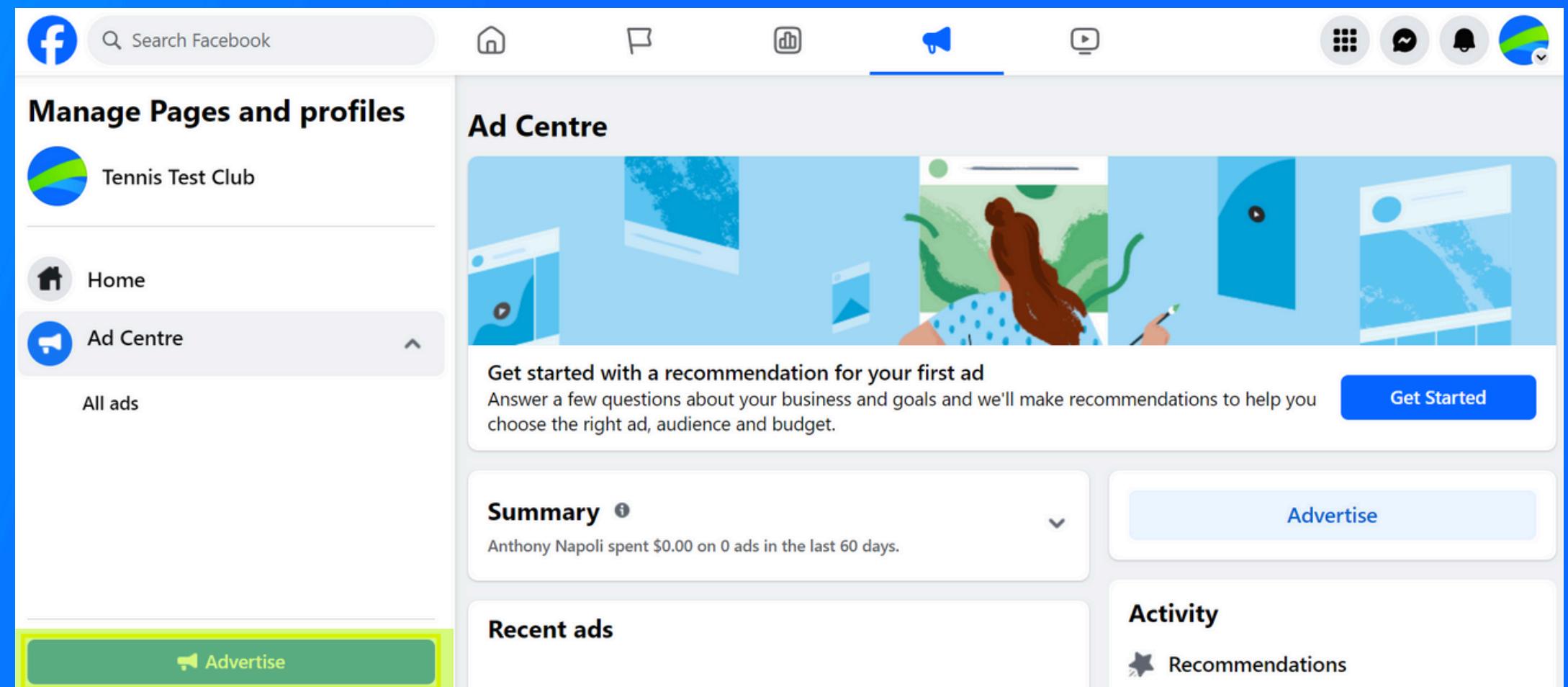
How to create a paid ad on Meta using your computer desktop



Step 1:
Open Facebook in your web browser on your computer. Select 'Menu' by clicking your profile picture and switch from your personal profile to your Business Page.

Step 2:
Select 'Ad Centre' on the lefthand side.

3



Manage Pages and profiles

Tennis Test Club

Home

Ad Centre

All ads

Advertise

Ad Centre

Get started with a recommendation for your first ad

Answer a few questions about your business and goals and we'll make recommendations to help you choose the right ad, audience and budget.

Get Started

Summary

Anthony Napoli spent \$0.00 on 0 ads in the last 60 days.

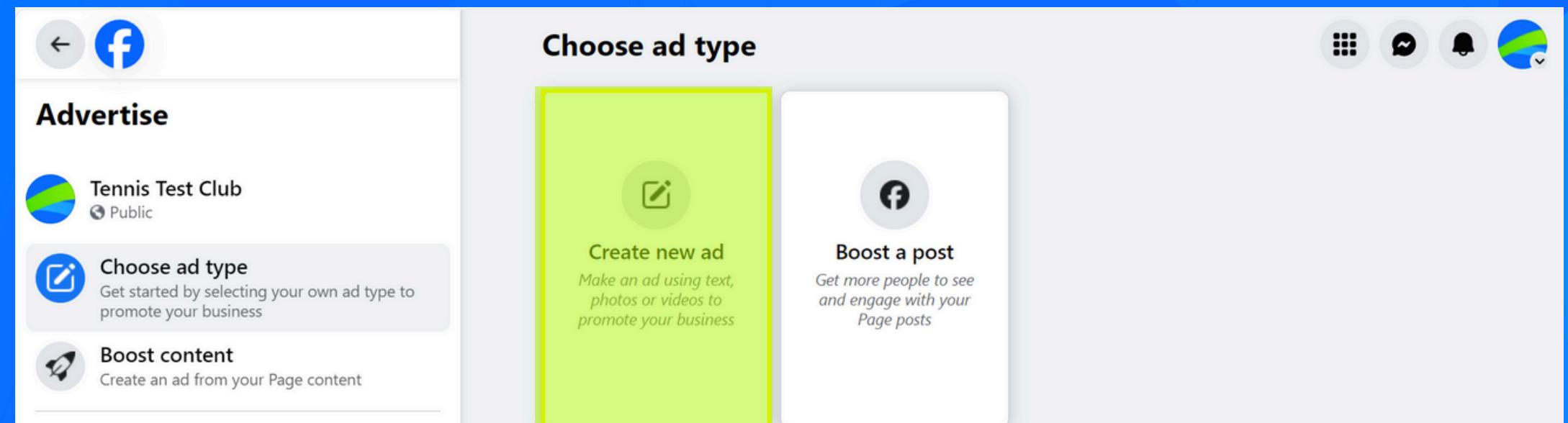
Recent ads

Activity

Recommendations

Step 3:
Select 'Advertise'.

4



← f

Advertise

Tennis Test Club

Public

Choose ad type

Get started by selecting your own ad type to promote your business

Boost content

Create an ad from your Page content

Choose ad type

Create new ad

Make an ad using text, photos or videos to promote your business

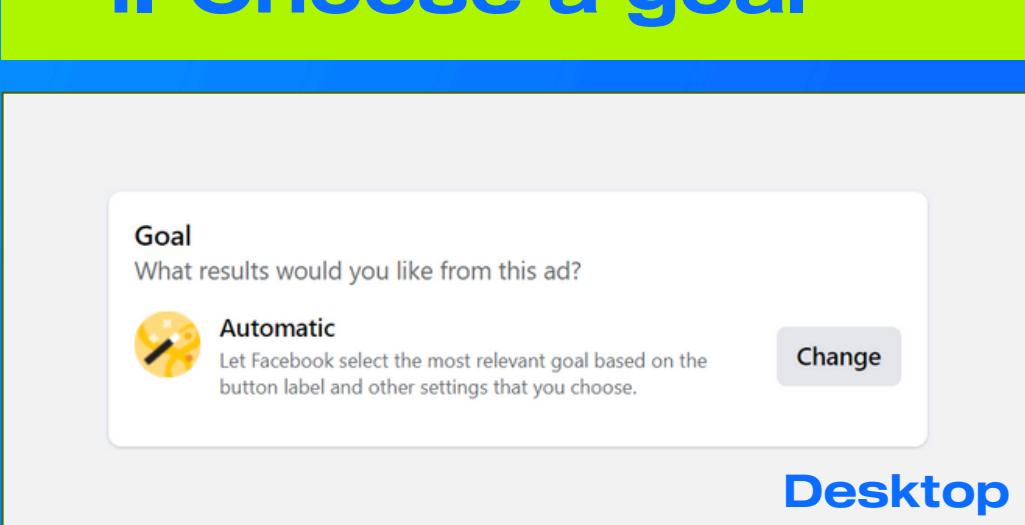
Boost a post

Get more people to see and engage with your Page posts

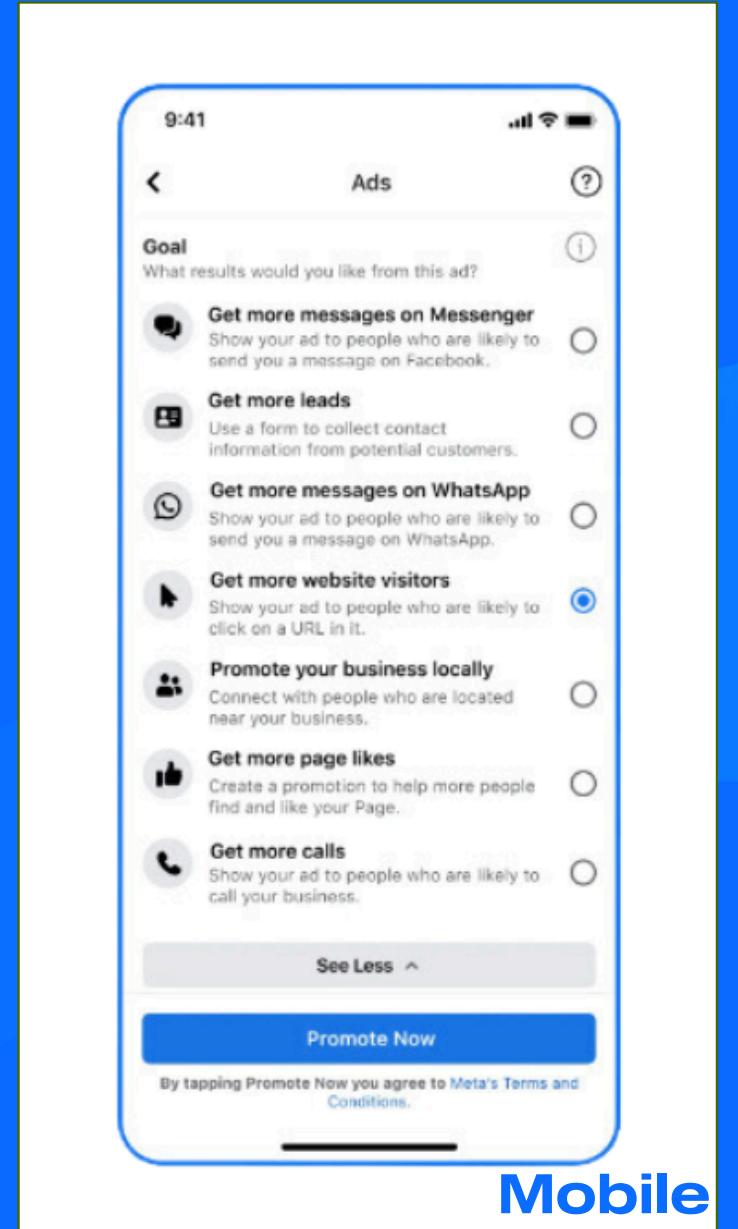
Step 4:
Select 'Create new ad'.

How to create a paid ad on Meta

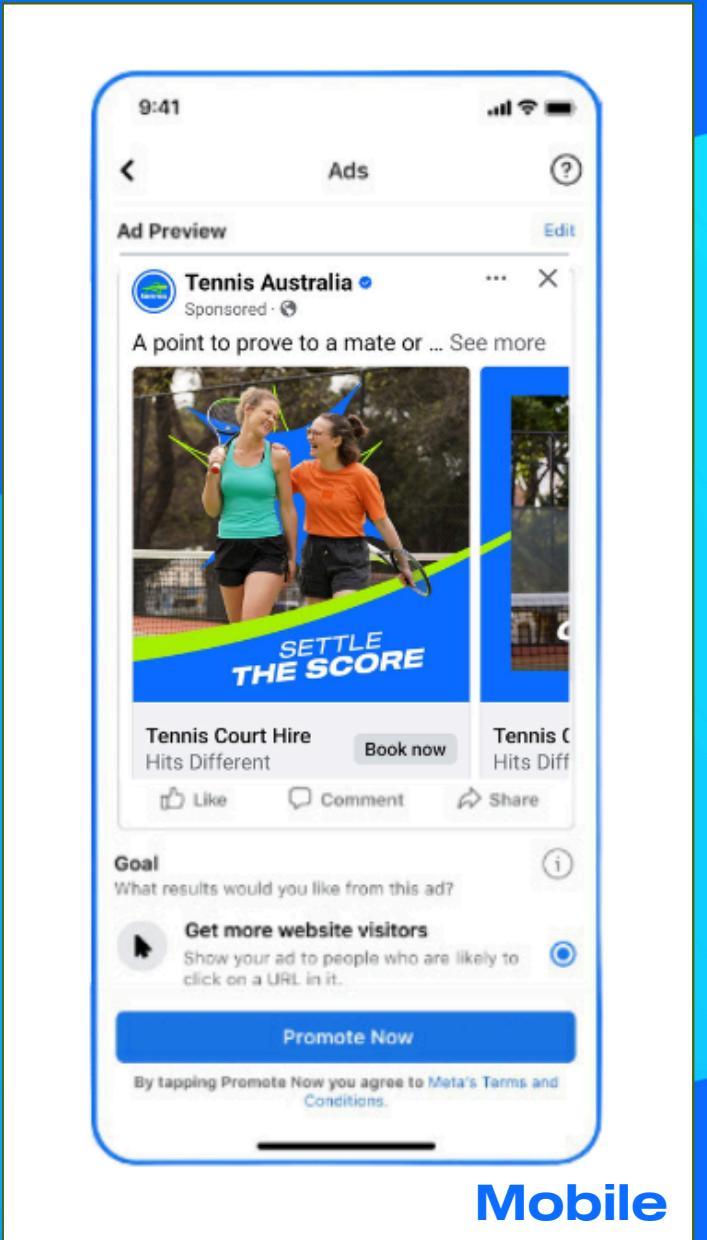
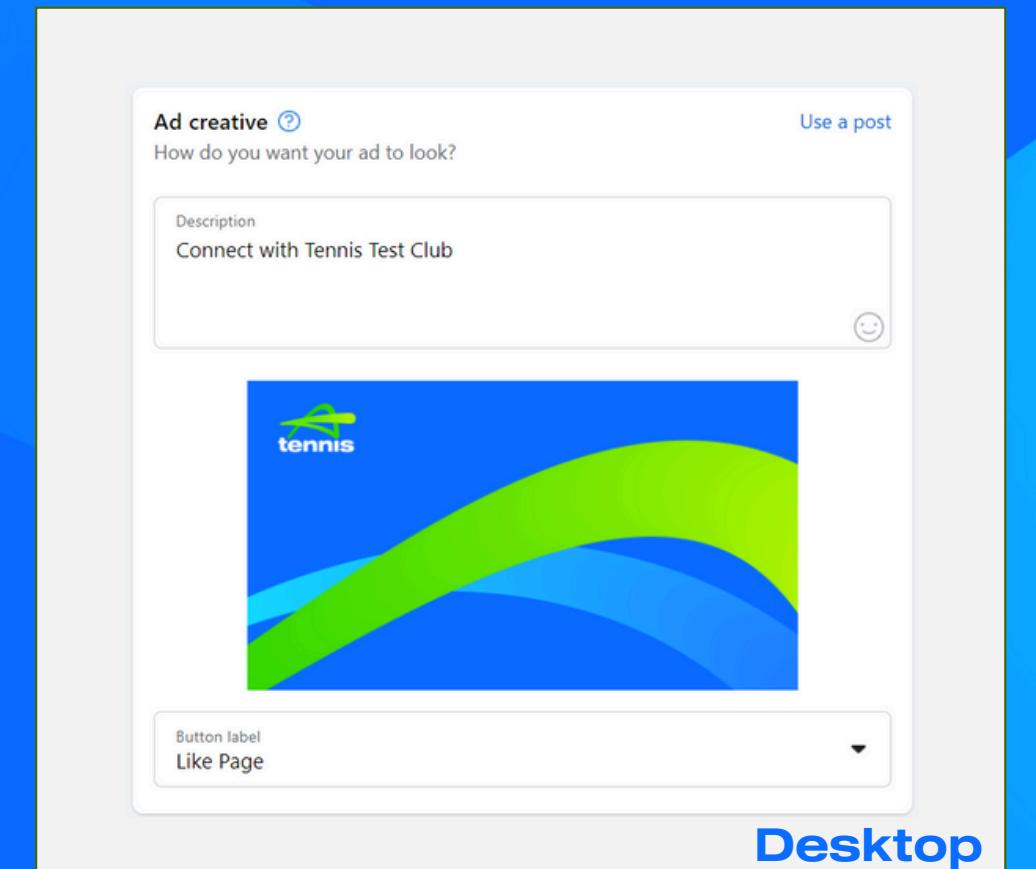
1. Choose a goal



1



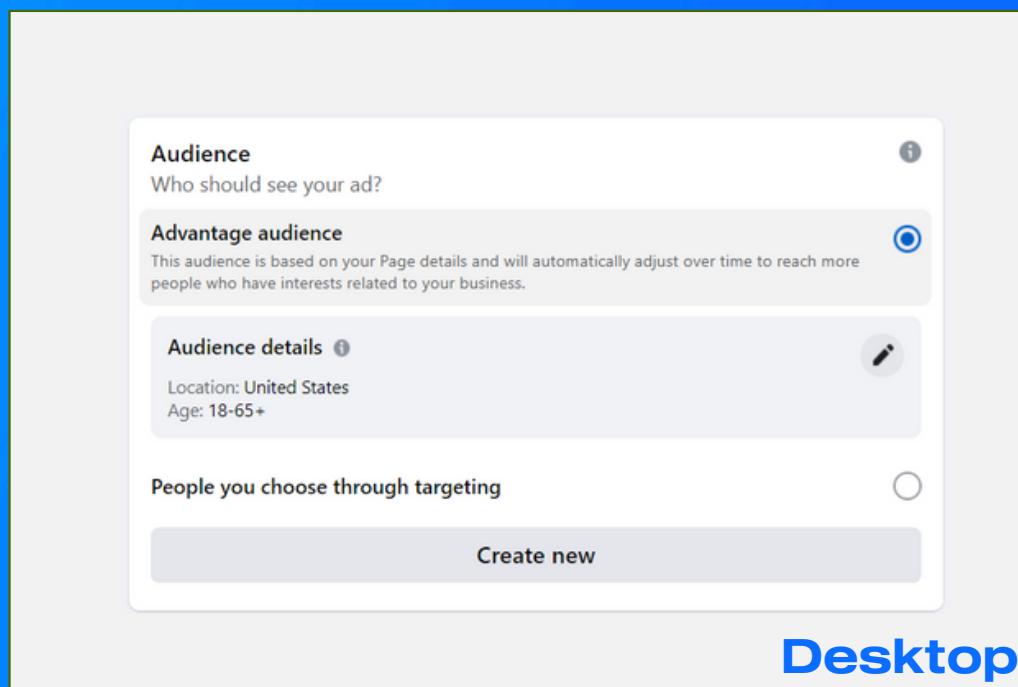
2. Add your visuals, text and an action button



2

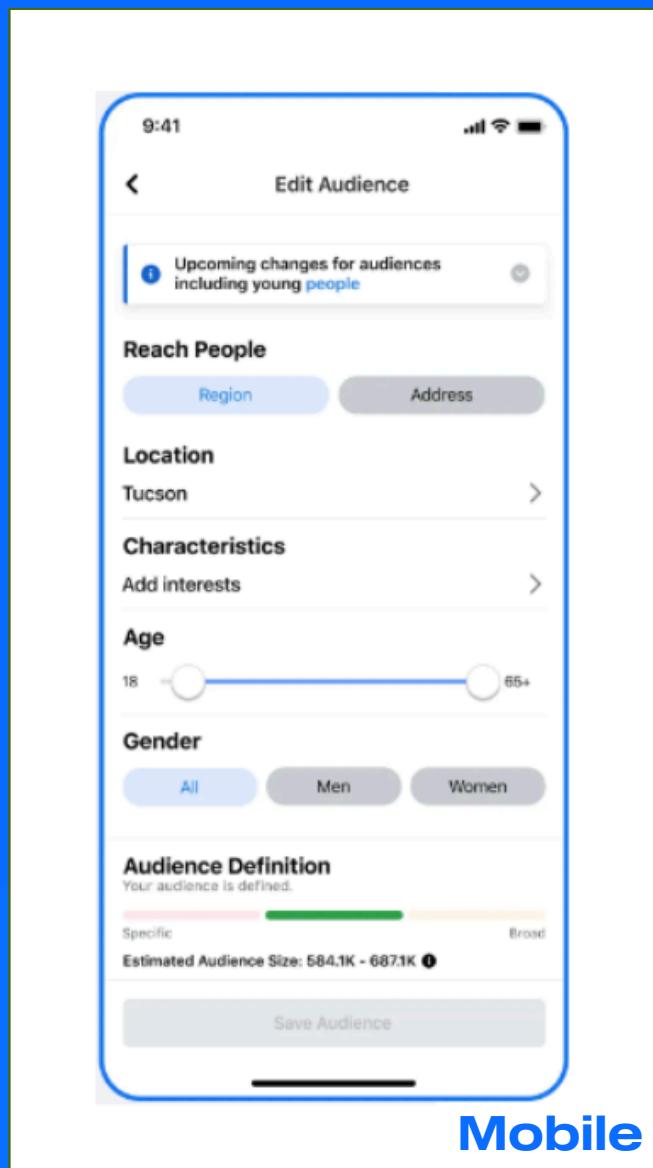


3. Define your audience



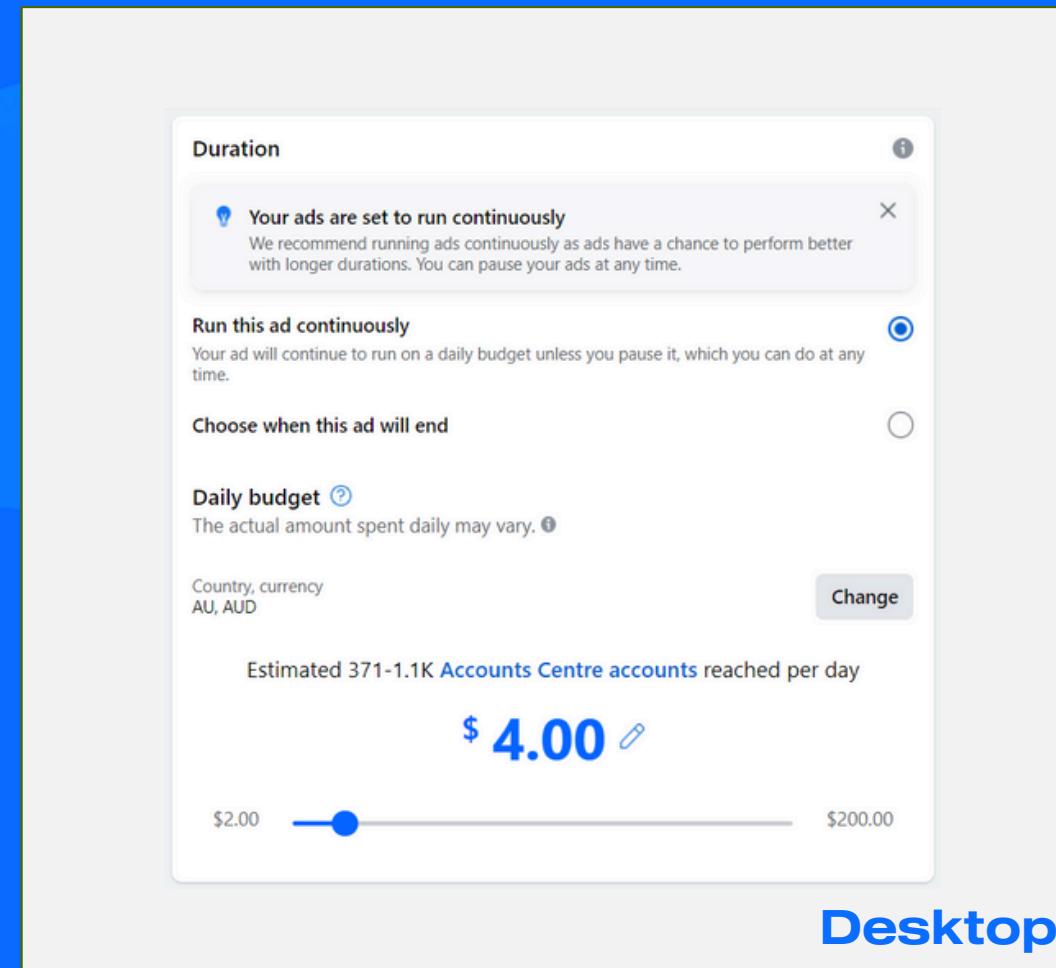
Desktop

3

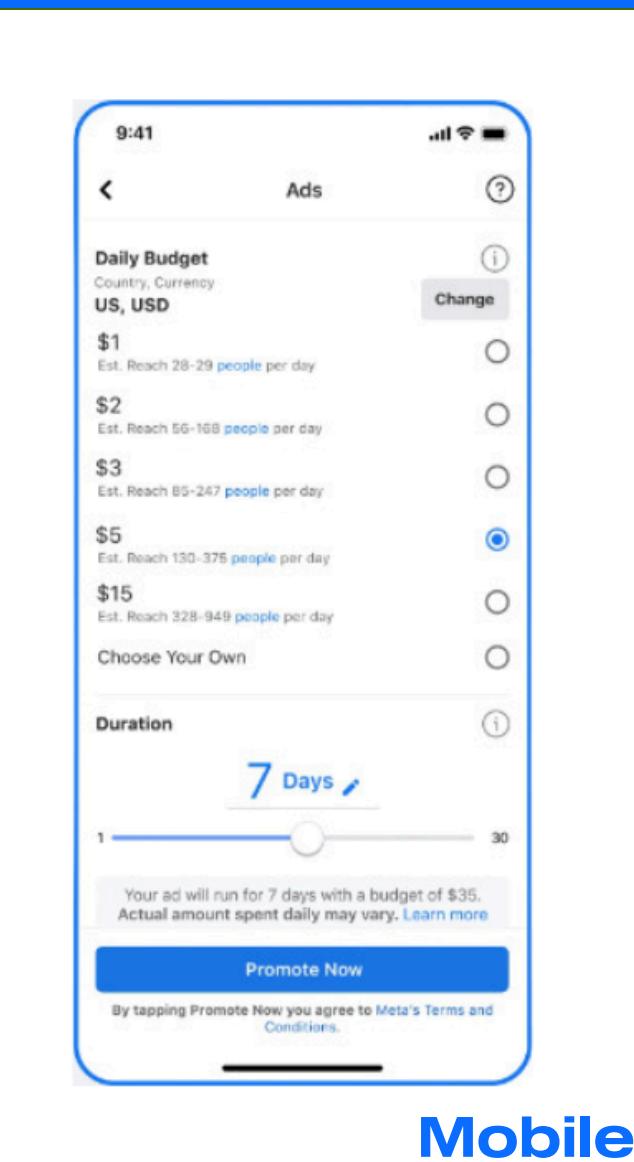


Mobile

4. Set your budget and duration



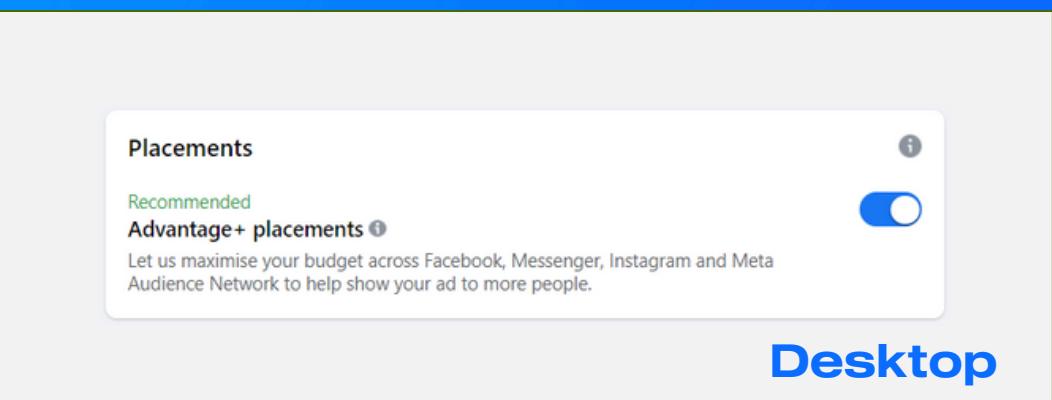
Desktop



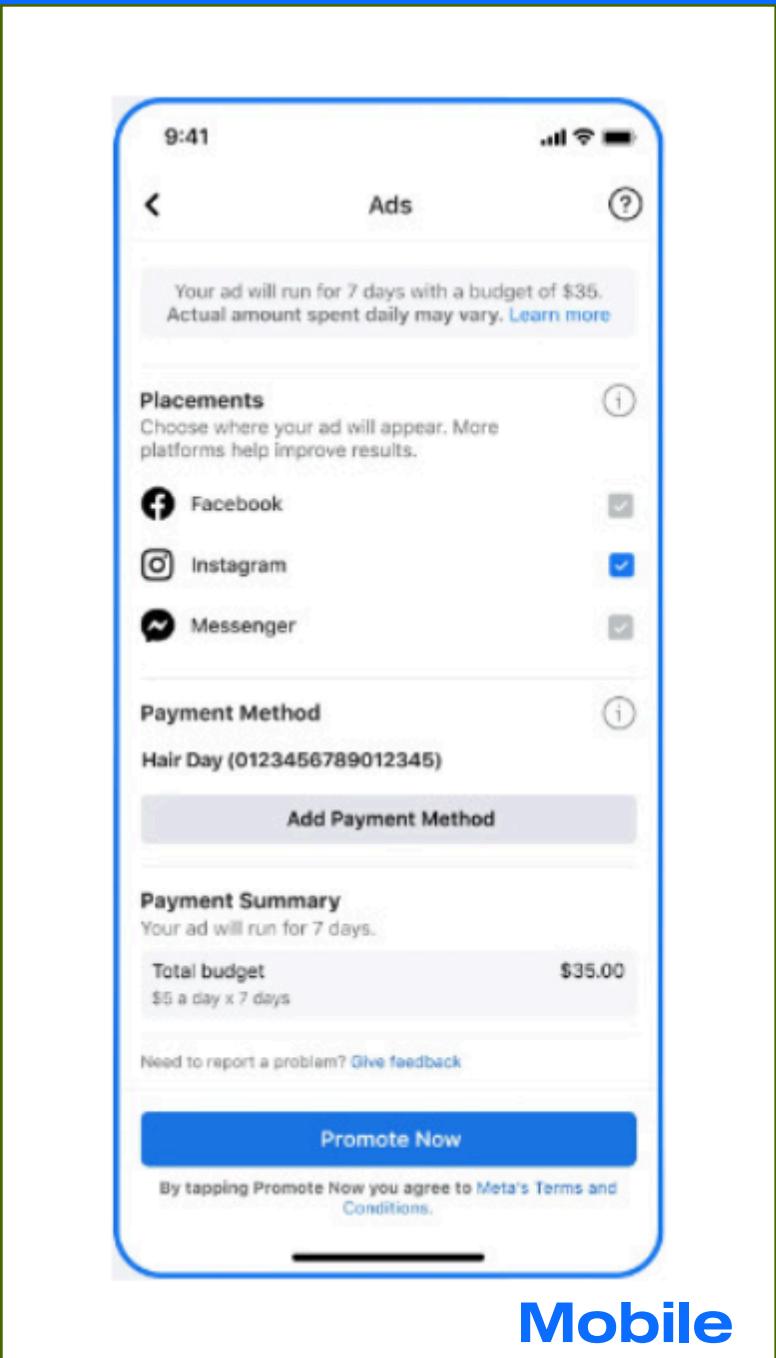
Mobile

4

5. Decide where you want your ad to appear



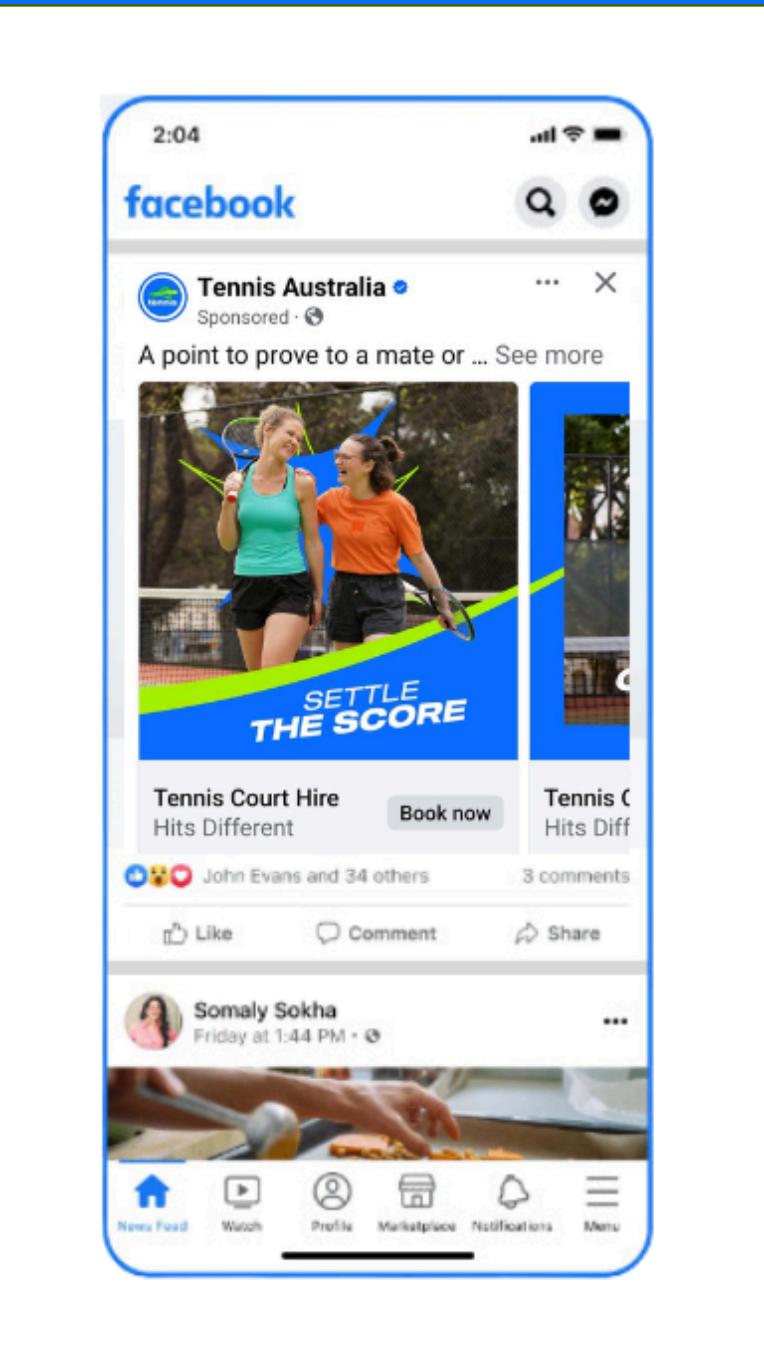
5



6. Publish your ad



6





Thank you!