

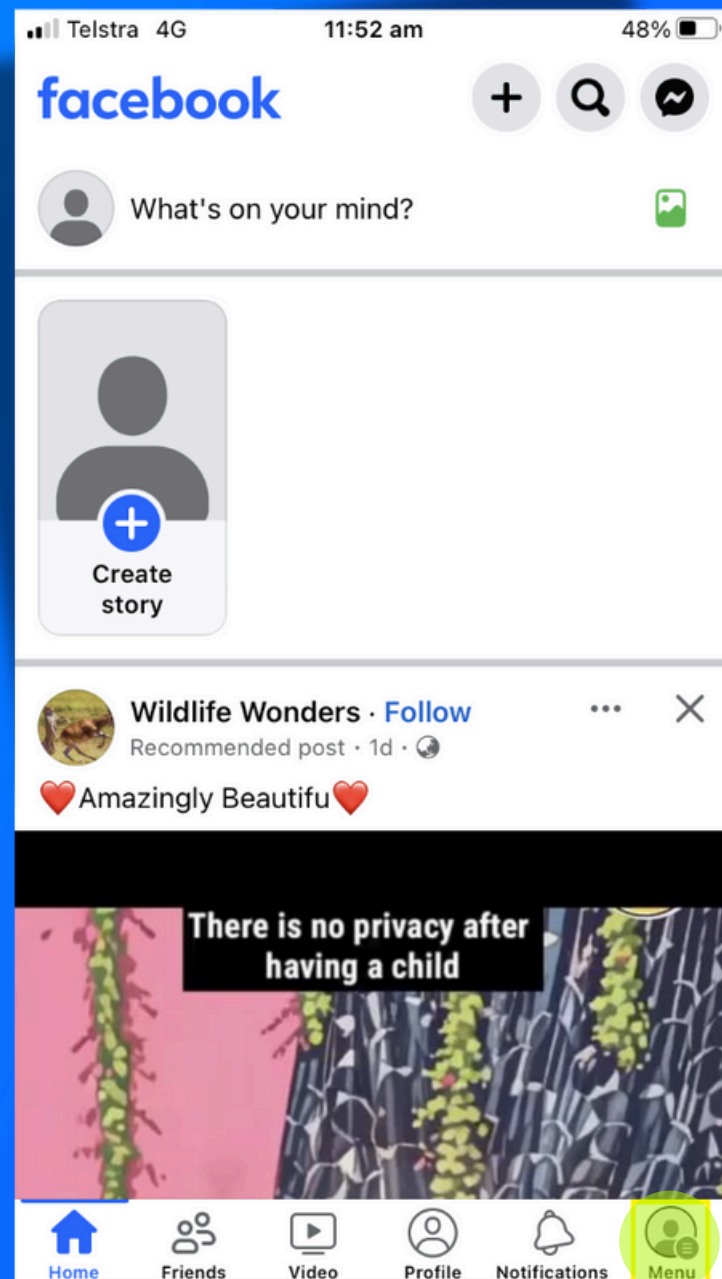


How to create a paid ad on Meta (Facebook)

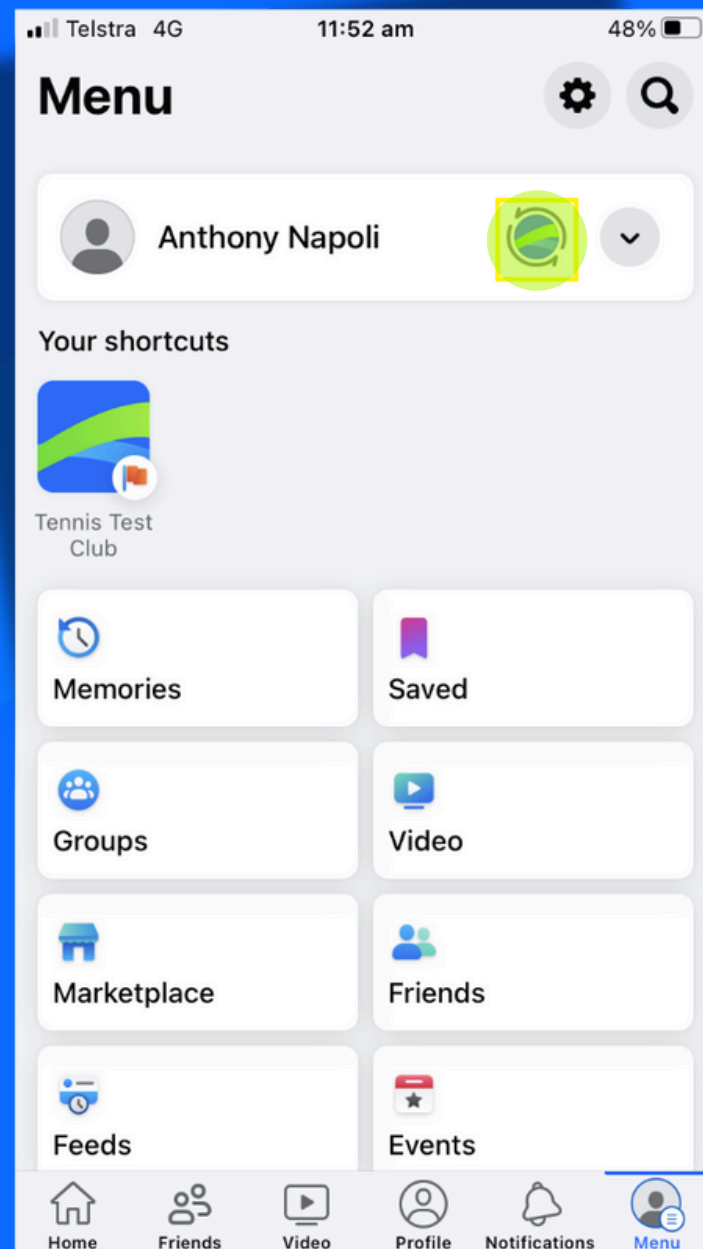


How to create a paid ad on Meta using your mobile device

1



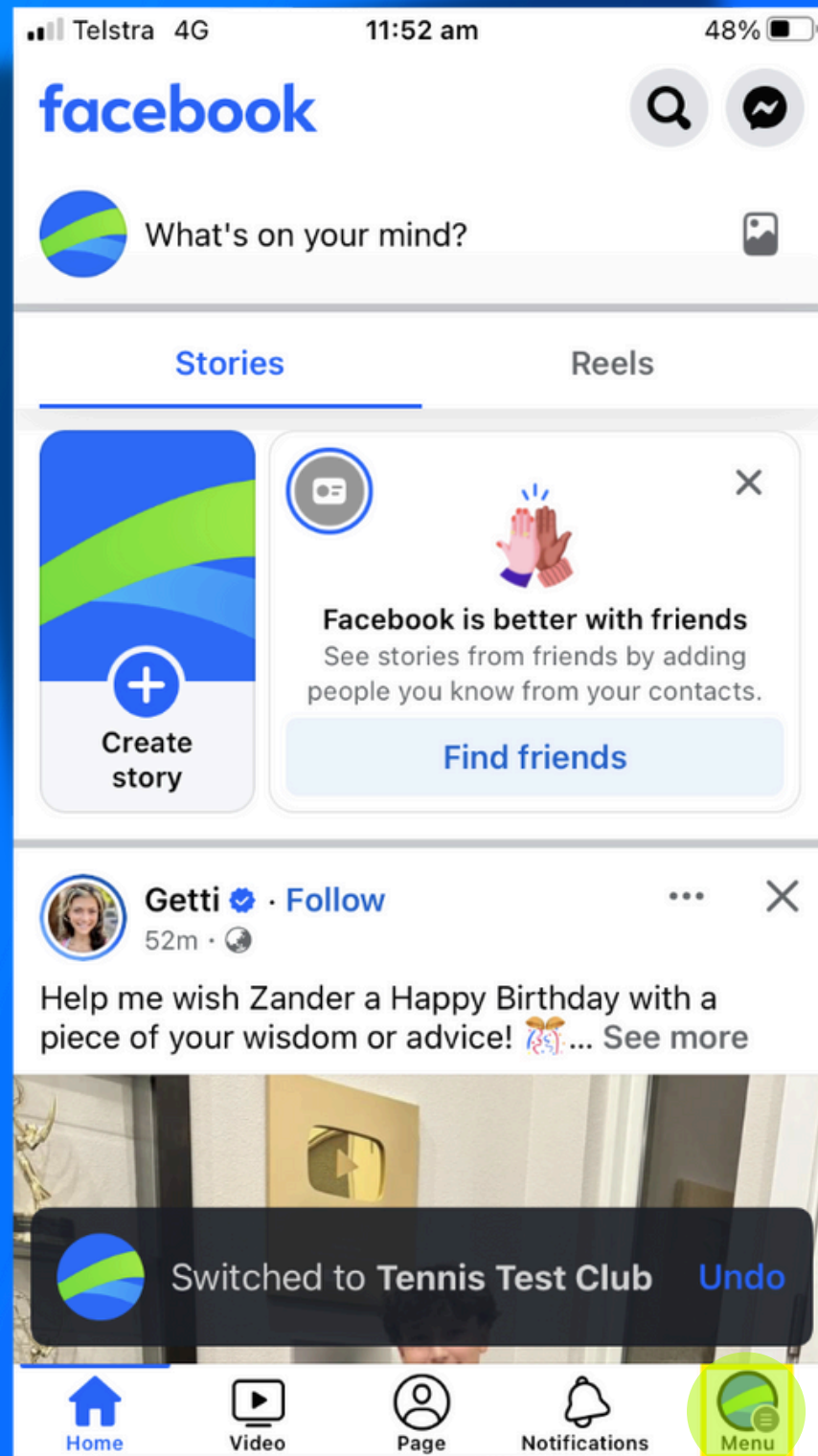
2



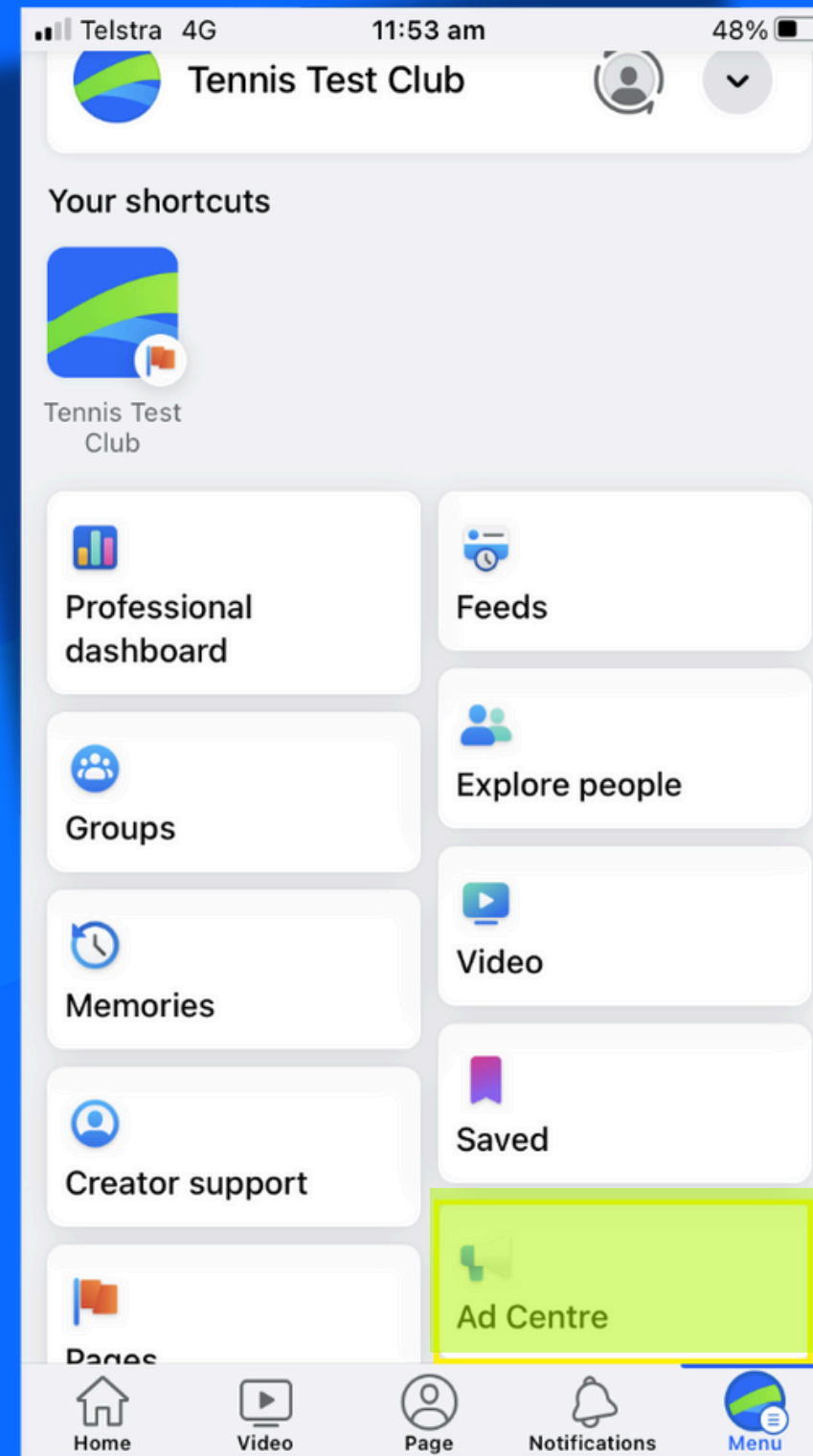
Step 1:
Open the Facebook app on your mobile device.
Select 'Menu' by clicking your profile picture.

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

3



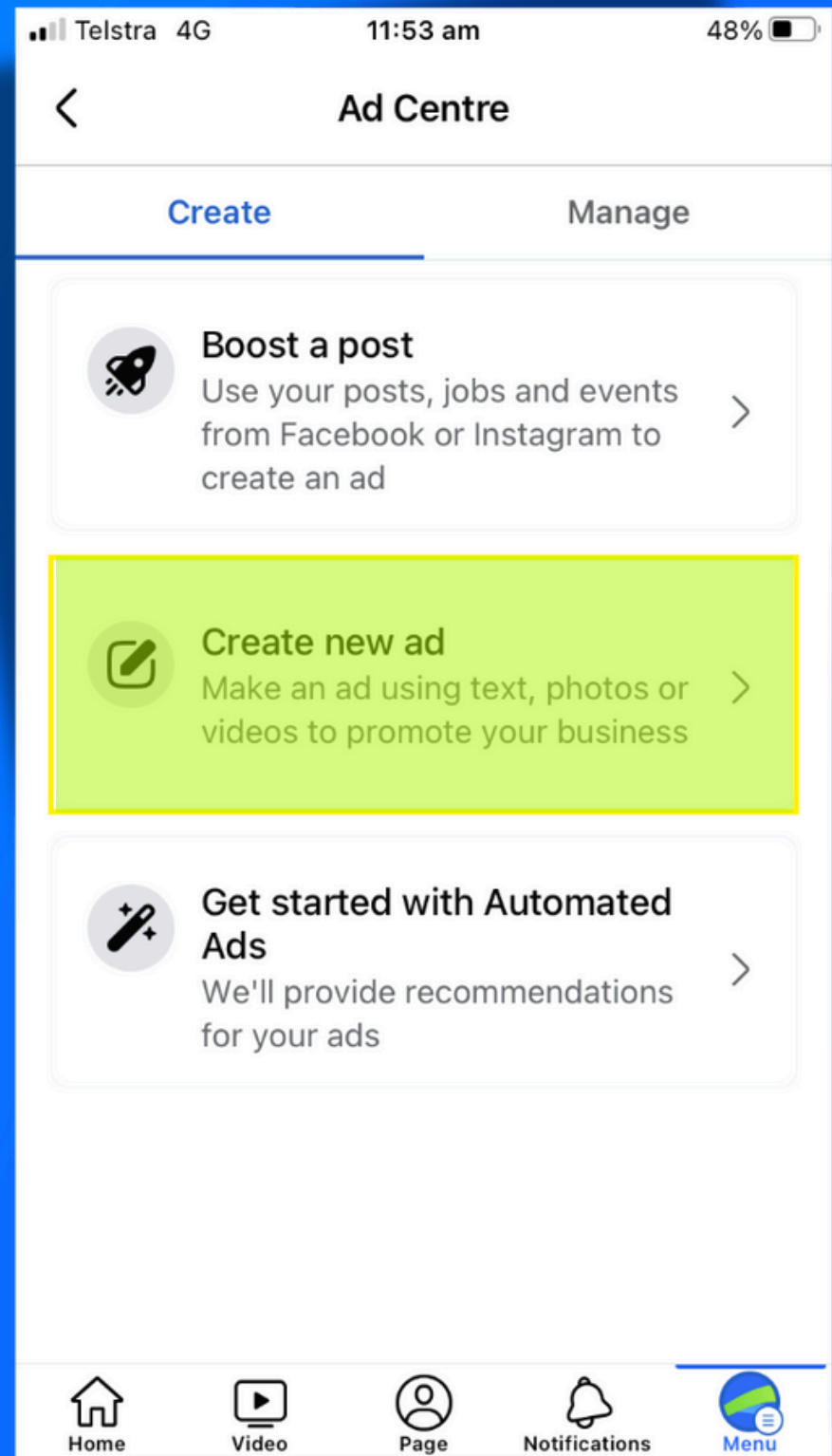
4



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

Step 4:
Select 'Ad Centre'.

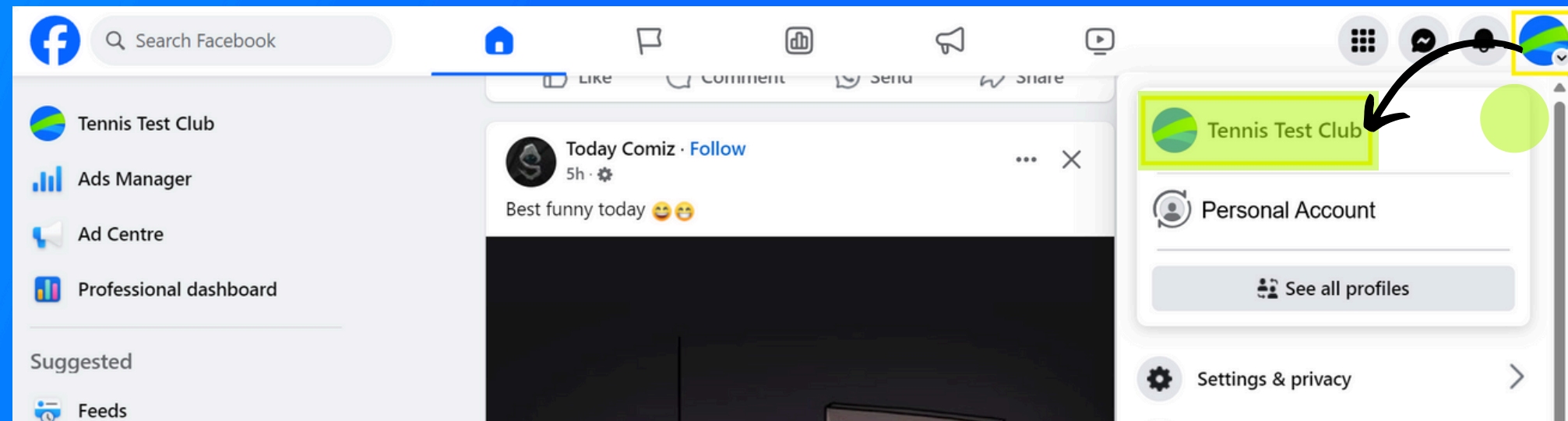
5



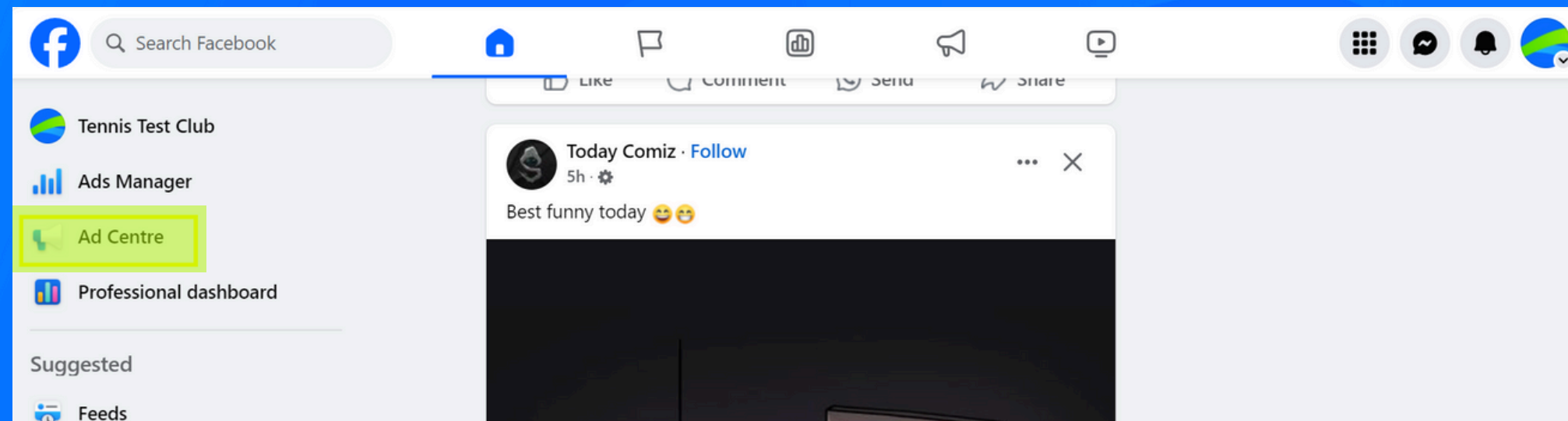
Step 5:
Select 'Create new ad'.

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

1



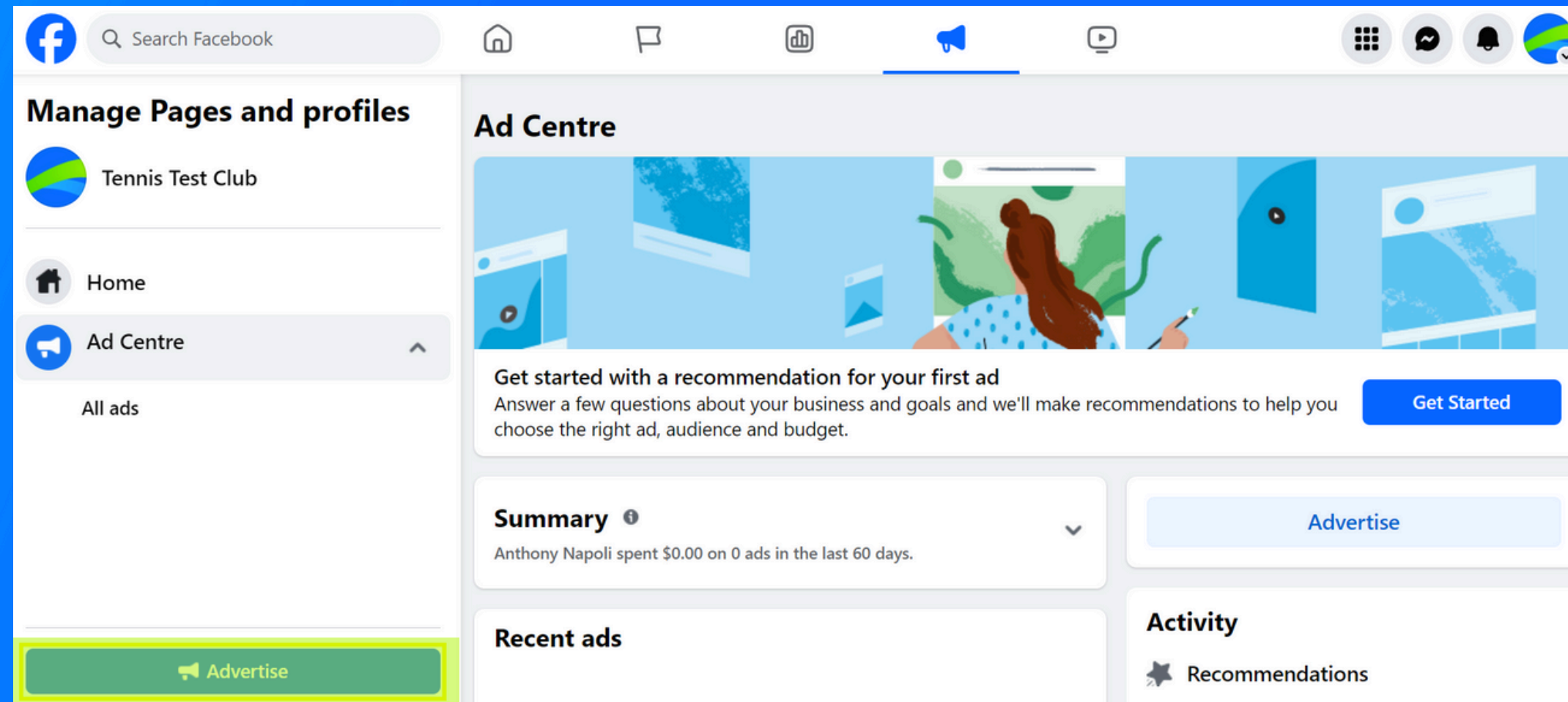
2



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

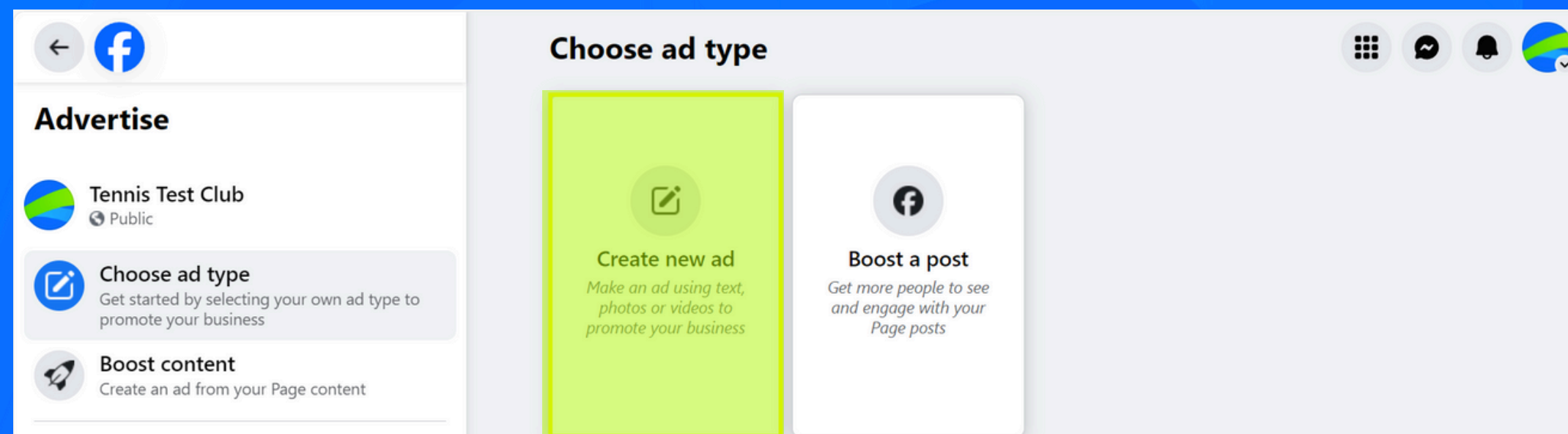


The screenshot shows the Facebook Ad Centre interface. On the left, the 'Manage Pages and profiles' sidebar lists 'Tennis Test Club' and navigation options: 'Home' and 'Ad Centre' (which is selected and highlighted with a green box). Below 'Ad Centre' is a link to 'All ads'. The main content area is titled 'Ad Centre' and features a banner with the text 'Get started with a recommendation for your first ad' and a 'Get Started' button. Below the banner, there is a 'Summary' section showing 'Anthony Napoli spent \$0.00 on 0 ads in the last 60 days.' and a 'Recent ads' section. On the right side of the main content area, there is an 'Activity' section with a 'Recommendations' link. At the bottom of the main content area, there is a green button labeled 'Advertise' with a megaphone icon, which is highlighted with a green box.

Step 3:
Select 'Advertise'.

Step 4:
Select 'Create new ad'.

4




The screenshot shows the Facebook 'Advertise' interface. On the left, the 'Advertise' sidebar lists 'Tennis Test Club' (Public) and two options: 'Choose ad type' (highlighted with a green box) and 'Boost content'. The main content area is titled 'Choose ad type' and features two options: 'Create new ad' (highlighted with a green box) and 'Boost a post'. The 'Create new ad' option includes the text 'Make an ad using text, photos or videos to promote your business'. The 'Boost a post' option includes the text 'Get more people to see and engage with your Page posts'.

How to create a paid ad on Meta

1. Choose a goal

Goal
What results would you like from this ad?

 **Automatic**
Let Facebook select the most relevant goal based on the button label and other settings that you choose.








[Change](#)

Desktop

1

Ads

Goal
What results would you like from this ad?

-  **Get more messages on Messenger**
Show your ad to people who are likely to send you a message on Facebook.
-  **Get more leads**
Use a form to collect contact information from potential customers.
-  **Get more messages on WhatsApp**
Show your ad to people who are likely to send you a message on WhatsApp.
-  **Get more website visitors**
Show your ad to people who are likely to click on a URL in it.
-  **Promote your business locally**
Connect with people who are located near your business.
-  **Get more page likes**
Create a promotion to help more people find and like your Page.
-  **Get more calls**
Show your ad to people who are likely to call your business.

[See Less](#)

[Promote Now](#)

By tapping Promote Now you agree to Meta's Terms and Conditions.


Mobile

2. Add your visuals, text and an action button

Ad creative
How do you want your ad to look?

[Use a post](#)

Description
Connect with Tennis Test Club




Button label
Like Page

Desktop


2

Ads

Ad Preview

Tennis Australia
Sponsored · 


A point to prove to a mate or ... See more



Tennis Court Hire
Hits Different [Book now](#) **Tennis C**
Hits Diff

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

Goal
What results would you like from this ad?

-  **Get more website visitors**
Show your ad to people who are likely to click on a URL in it.

[Promote Now](#)

By tapping Promote Now you agree to Meta's Terms and Conditions.

Mobile

3. Define your audience

Audience

Who should see your ad?

Advantage audience

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details

Location: United States
Age: 18-65+

People you choose through targeting

Create new

Desktop

3

Edit Audience

Upcoming changes for audiences including young people

Reach People

Region Address

Location

Tucson

Characteristics

Add interests

Age

18 65+

Gender

All Men Women

Audience Definition

Your audience is defined.

Specific Broad

Estimated Audience Size: 584.1K - 687.1K

Save Audience

Mobile

4. Set your budget and duration

Duration

Your ads are set to run continuously

We recommend running ads continuously as ads have a chance to perform better with longer durations. You can pause your ads at any time.

Run this ad continuously

Your ad will continue to run on a daily budget unless you pause it, which you can do at any time.

Choose when this ad will end

Daily budget

The actual amount spent daily may vary.

Country, currency

AU, AUD

Estimated 371-1.1K Accounts Centre accounts reached per day

\$ 4.00

\$2.00 \$200.00

Desktop

Ads

Daily Budget

Country, Currency

US, USD

\$1

Est. Reach 28-29 people per day

\$2

Est. Reach 56-168 people per day

\$3

Est. Reach 85-247 people per day

\$5

Est. Reach 130-375 people per day

\$15

Est. Reach 328-949 people per day

Choose Your Own

Duration

7 Days

Your ad will run for 7 days with a budget of \$35.

Actual amount spent daily may vary. Learn more

Promote Now

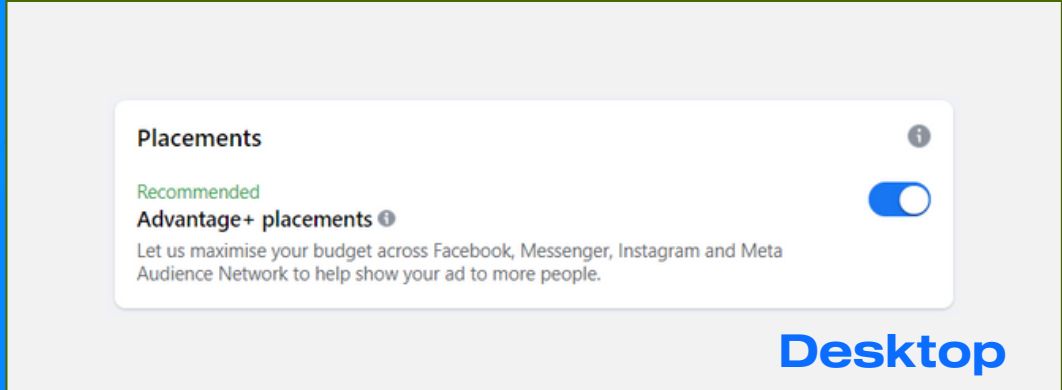
By tapping Promote Now you agree to Meta's Terms and Conditions.

Mobile

4

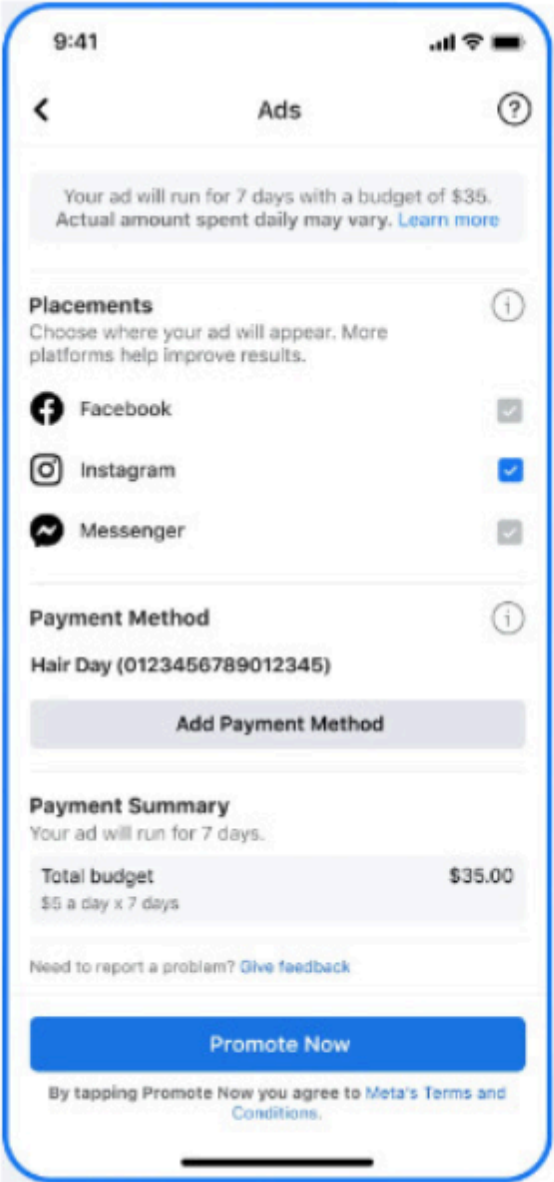


5. Decide where you want your ad to appear



Desktop

5



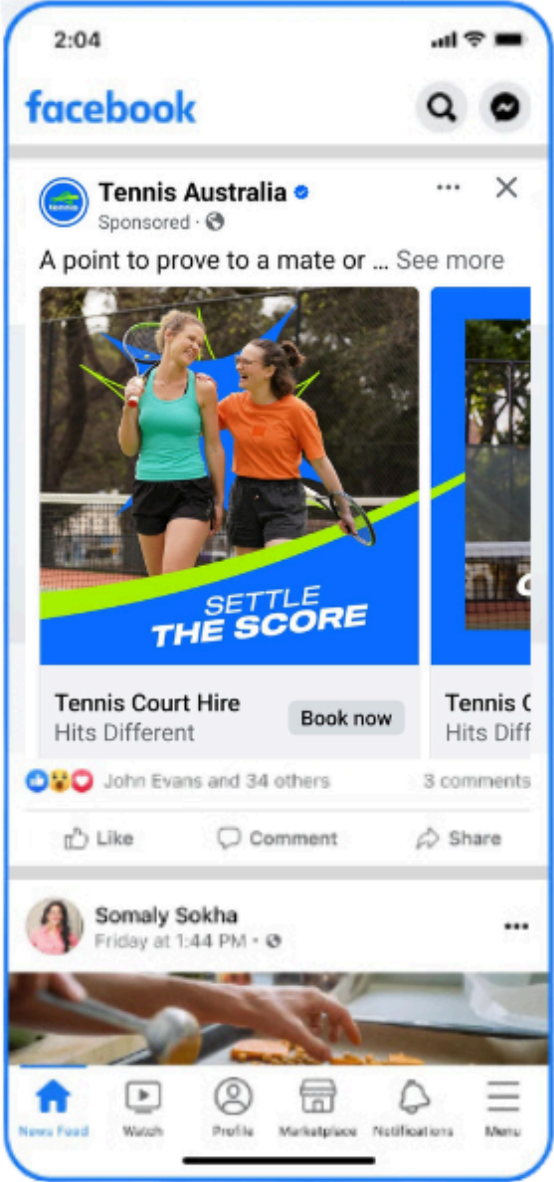
Mobile

6. Publish your ad

Publish

Desktop & Mobile

6





Thank you!