



Getting started with the **Ads Manager**



FIRST OF ALL:

What are your goals with Facebook Ads? What do you want to achieve?



Facebook Ads Manager

GSM GET SOME MAGIC LTD (100%) Updated just now Discard Drafts Review and publish

Search Filters Add filters to narrow the data that you are seeing. Lifetime: 5 May 2015 - 2 August 2018

Account overview Campaigns Ad sets Ads

+ Create Duplicate Edit Rules Columns: Performance Breakdown Export

Campaign name	Delivery	Results	Reach	Impressions	Cost per result	Budget	Amount spent	Ends
<input type="checkbox"/> CY-Bot-Message	Inactive	35 Messaging ...	6,754	9,126	€1.15 Per messagin...	€4.00 Daily	€40.12	Ongoing
<input type="checkbox"/> CY-Bot-Landingpage	Inactive	— CY-Bot	—	—	— Per CY-Bot	€6.00 Daily	€0.00	Ongoing
<input type="checkbox"/> CY-Ads-Funnel	Inactive	171 CY-Ads	23,608	34,585	€1.63 Per CY-Ads	€10.00 Daily	€278.85	Ongoing
<input type="checkbox"/> CY-100-Funnel	Inactive	591 CY-100	30,840	50,121	€0.49 Per CY-100	€10.00 Daily	€289.90	Ongoing
<input type="checkbox"/> Magic Circle Close Doors	Inactive	867 Link Clicks	52,242	97,032	€0.14 Per link click	€12.00 Daily	€122.69	31 May 2018

Getting started with Ads Manager

Go to <https://www.facebook.com/adsmanager/>

This is the (only) place from where you will handle your Ads

Make sure you're in the right ad account.

The screenshot shows the Facebook Ads Manager interface. At the top, there's a dark blue header with the Facebook logo and 'Ads Manager'. Below this, a dropdown menu is open, showing 'GSM GET SOME MAGIC LTD (10...' as the selected account. The main content area has tabs for 'Account overview', 'Campaigns', and 'Ad sets'. The 'Campaigns' tab is active, showing a table of campaigns. The table has columns for 'Campaign name', 'Delivery', and 'Results'. One campaign is listed: 'CY-Bot-Message' with a status of 'Inactive' and '35' results.

	Campaign name	Delivery	Results
<input type="checkbox"/>	CY-Bot-Message	Inactive	35 Messaging ...

Getting started with Ads Manager

Now let's make sure everything is set up.
Use the menu to go to "Settings"

The screenshot shows the Facebook Ads Manager interface. At the top, there's a dark blue header with the Facebook logo, a 'Settings' button, a search bar, and a user profile for 'Sarah'. Below the header is a navigation bar with six categories: 'Frequently used', 'Plan', 'Create & manage', 'Measure & report', 'Assets', and 'Settings'. The 'Settings' category is highlighted, and its sub-menu is open, showing 'Settings' (highlighted with a red box), 'Business Settings', and 'Billing'. The 'Frequently used' category lists 'Ads Manager', 'Custom conversions', 'Audiences', and 'Business Settings'. The 'Plan' category lists 'Audience Insights', 'Campaign Planner', and 'Creative Hub'. The 'Create & manage' category lists 'Business Manager', 'Ads Manager', 'Page posts', 'App dashboard', 'App Ads Helper', and 'Automated rules'. The 'Measure & report' category lists 'Ads Reporting', 'Test and learn', 'Analytics', 'Events Manager', 'Pixels', 'Offline events', 'App events', 'Custom conversions', and 'Partner integrations'. The 'Assets' category lists 'Audiences', 'Images', 'Catalogues', and 'Business locations'.

★ Frequently used	≡ Plan	+ Create & manage	📊 Measure & report	📁 Assets	⚙️ Settings
Ads Manager	Audience Insights	Business Manager	Ads Reporting	Audiences	Settings
Custom conversions	Campaign Planner	Ads Manager	Test and learn	Images	Business Settings
Audiences	Creative Hub	Page posts	Analytics	Catalogues	Billing
Business Settings		App dashboard	Events Manager	Business locations	
		App Ads Helper	Pixels		
		Automated rules	Offline events		
			App events		
			Custom conversions		
			Partner integrations		

[All tools >](#) ⓘ Hover to learn more about any link.

Getting started with Ads Manager

Make sure your Ad account has a name that you will recognize. Usually it's your name which is fine.

Make sure to add your business address as you want this to appear on the invoices later.

Ad account setup

Ad account ID

10204941541433359

Ad account name

GSM GET SOME MAGIC LTD

Time Zone

(GMT +02:00) Berlin Time

Change time zone

Currency

Euro (EUR)

Change currency

Advertising Purpose

☒ Yes, I am buying ads for business purposes
 ☐ No, I am not buying ads for business purposes

Business Name

GSM GET SOME MAGIC LTD

Enter your own name if you do not have a business name

Business Address

You're representing that this business address is a primary location where you are conducting business.

Lordou Vironos, 61-63

Street Address 2

Larnaka

County or region

6023

Business country

Cyprus

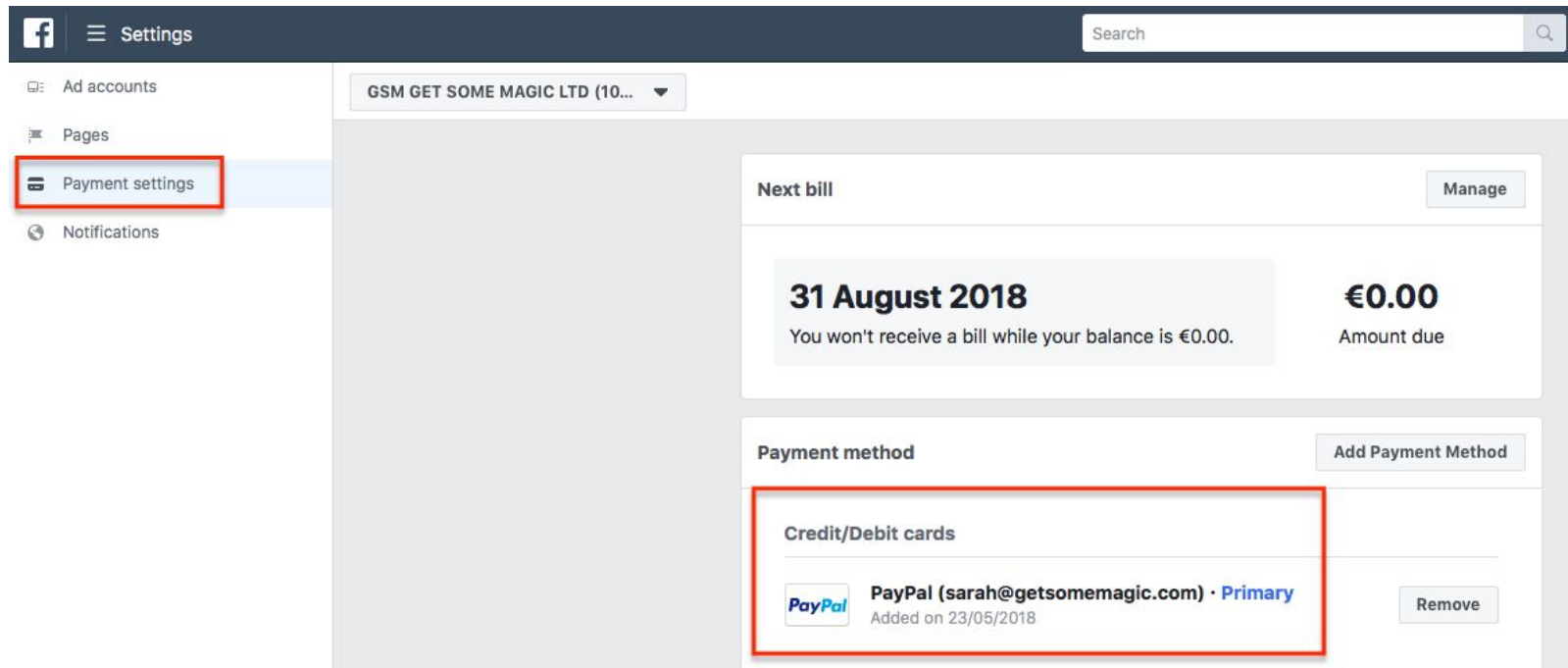
EU VAT Number

CY

10384959D

Getting started with Ads Manager

Then go to Payment Settings and make sure you have a payment method connected

A screenshot of the Facebook Ads Manager 'Payment settings' page. The left sidebar shows 'Payment settings' highlighted with a red box. The main content area shows the account name 'GSM GET SOME MAGIC LTD (10...' at the top. Below this, the 'Next bill' section shows a date of '31 August 2018' and an amount due of '€0.00'. The 'Payment method' section shows a list of methods under the heading 'Credit/Debit cards'. A 'PayPal (sarah@getsomemagic.com) · Primary' method is listed, added on 23/05/2018, and is highlighted with a red box. A 'Remove' button is visible next to the PayPal entry.

Facebook Settings

Ad accounts

Pages

Payment settings

Notifications

GSM GET SOME MAGIC LTD (10... ▼


Next bill [Manage](#)

31 August 2018 **€0.00**

You won't receive a bill while your balance is €0.00. Amount due

Payment method [Add Payment Method](#)

Credit/Debit cards

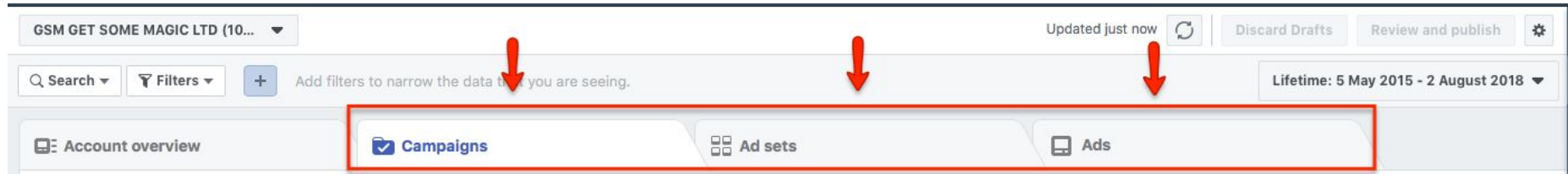
 **PayPal (sarah@getsomemagic.com) · Primary**

Added on 23/05/2018 [Remove](#)

Getting started with Ads Manager

Go back to the Ads Manager.

Now I'll explain the three parts of the Ads Manager:



1. Campaigns
2. Ad sets
3. Ads

Getting started with Ads Manager

Campaigns

Here you choose the campaign goal

Quick creation

Switch to Guided Creation

Create New Campaign

Campaign name

Enter a campaign name

Buying type

Auction

Campaign objective

Traffic

Split test

Create New Ad Set

Ad set name

Create New Ad

Ad name

Creating 1 campaign, 1 ad set and 1 ad

Cancel

Save to Draft

Awareness

Brand Awareness

Reach

Consideration

Traffic

App Installs

Video Views

Lead Generation

Post Engagement

Page Likes

Event Responses

Messages

Conversion

Conversions

Catalogue Sales

Store Visits

Getting started with Ads Manager

Ad sets

Here you choose these three main things:

- target audience
- budget
- placement

Getting started with Ads Manager

Ads

Here you create the actual Ads with

- text
- image
- video
- etc.

Getting started with Ads Manager

Campaigns - Ad Sets - Ads

When clicking through make sure to always start at the beginning, click on the campaign name to reach the next step (Ad Sets) and click on one ad set to reach the last step (Ads).

This way you won't get overwhelmed with all the numbers.

Getting started with Ads Manager

Time frame

This is really important when you want to check how your Ads are doing. Typically you should look at the past 7 days.

Lifetime: 5 May 2015 - 2 August 2018 ▼

Compare ☐

May 2015

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June 2015

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

5 May 2015 - 2 August 2018
Berlin Time

Cancel Update

Date presets

- ✓ Lifetime
- Today
- Yesterday
- Last 7 days
- Last 14 days
- Last 30 days
- This week
- Last week
- This month
- Last month

Getting started with Ads Manager

Columns

The columns will become really important too.

Keep in mind that if you don't use this properly you won't see all the important numbers.

Account overview

Campaigns1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Duplicate

Edit

Rules

Columns: Performance

Breakdown

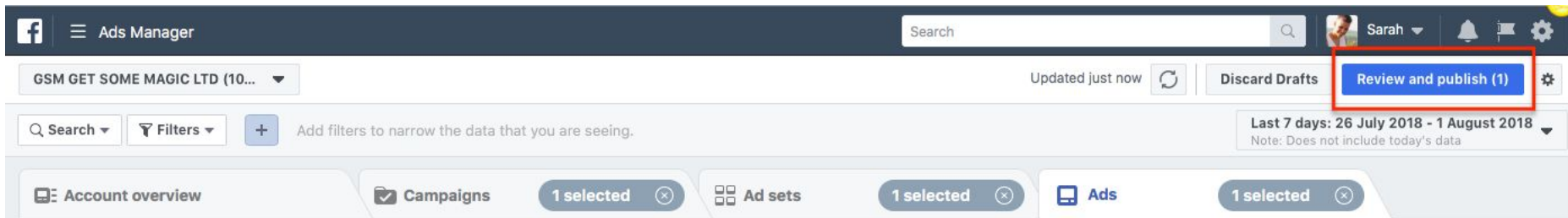
Export

		Ad set name		Delivery	Results	Reach	Impressio	Cost per result	Budget	Amount spent	Ends
		Lookalike (AT, CH and 8 others, 1%) - Email Liste...		● Not delivering Campaign is off	Messaging ...	—	—	—	Using camp...	€0.00	Ongoing
		Lookalike (Euro area, GB and 2 others, 1%) - Sar...		● Not delivering Campaign is off	Messaging ...	—	—	—	Using camp...	€0.00	Ongoing
		PBA_Interests_Marie Forleo und andere		● Not delivering Campaign is off	Messaging ...	—	—	—	Using camp...	€0.00	Ongoing
		▶ ⚠ Results from 3 ad sets Loading...			Messaging ...	People	Total	Per messagin...		€0.00 Total Spent	

Getting started with Ads Manager

The big blue button

The cool thing about the Ads Manager: Nothing will happen until you click the big blue button that says “Review and publish”. Before that, everything you do is just for you and won’t end up as actual ads.



Getting started with Ads Manager

The big blue button

The only exception: If you touch anything else that is blue **or says “Publish”**.

Account overview

Campaigns 1 selected

Ad sets for 1 Campaign

Ads 1 selected

+ Create

Duplicate

Edit

Refresh

Trash

Share

Rules

Columns: Custom

Break

	Ad set name	Delivery	Results	Reach	Impressio	Cost per result	Budget	Amount spent
<input type="checkbox"/>	Lookalike (AT, CH and 8 others, 1%) - Email Liste...	● Not delivering Campaign is off	Messaging ...	---	---	Per messagin...	Using camp...	€0.00
<input type="checkbox"/>	Lookalike (Euro area, GB and 2 others, 1%) - Sar...	● Not delivering Campaign is off	Messaging ...	---	---	Per messagin...	Using camp...	€0.00
<input type="checkbox"/>	PBA_Interests_Marie Forleo und andere	● Not delivering Campaign is off	Messaging ...	---	---	Per messagin...	Using camp...	€0.00
▶ Results from 3 ad sets ⓘ			Messaging ...	People	Total	Per messagin...		€0.00 Total Spent

Getting started with Ads Manager

Columns

In the columns section you can determine which numbers you want to see. You can also dive deep into analytics about things like origin, gender, age, device and much more. (We will cover this in more detail in module 12.)

GSM GET SOME MAGIC LTD (10...)

Updated 10 minutes ago

Discard Drafts

Review and publish

...

Search

Filters

+

Add filters to narrow the data that you are seeing.

This month: 1 Jan 2019 - 14 Jan 2019

Account overview

Campaigns

Ad sets

Ads

+ Create

Duplicate

Edit

Rules

View Setup

Columns: Performance

Breakdown

Reports

	Campaign name	Delivery	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Link cli
<input type="checkbox"/>	FB Ads Week 2019 Retargeting	● Not delivering Ad sets inactive	€3.00 Daily	10 Landing pa...	118	1,055	€2.01 Per landing pa...	€20.05	Ongoing	



HOMEWORK

**Scroll and click around in the Ads Manager.
If you already have campaigns in there click through
them and through the ad sets and ads.
Try different things with the columns.
Try different time frames.**

**I want you to overcome fear of the Ads Manager.
It's a powerful tool and so are you!**



HOMEWORK

If you're already more advanced:

Dive into the columns section. Where do your sign-ups come from? How old are the people who click on your ads? Do people purchase your product when they're on their phone or on their computer?

Now it's your turn

You can do this! Have fun! ●

