Getting started
with the Ads Manager

FIRST OF ALL:

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

Getting started with Ads Manager

Learn how to set-up and access the Ads Manager

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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.

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

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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.
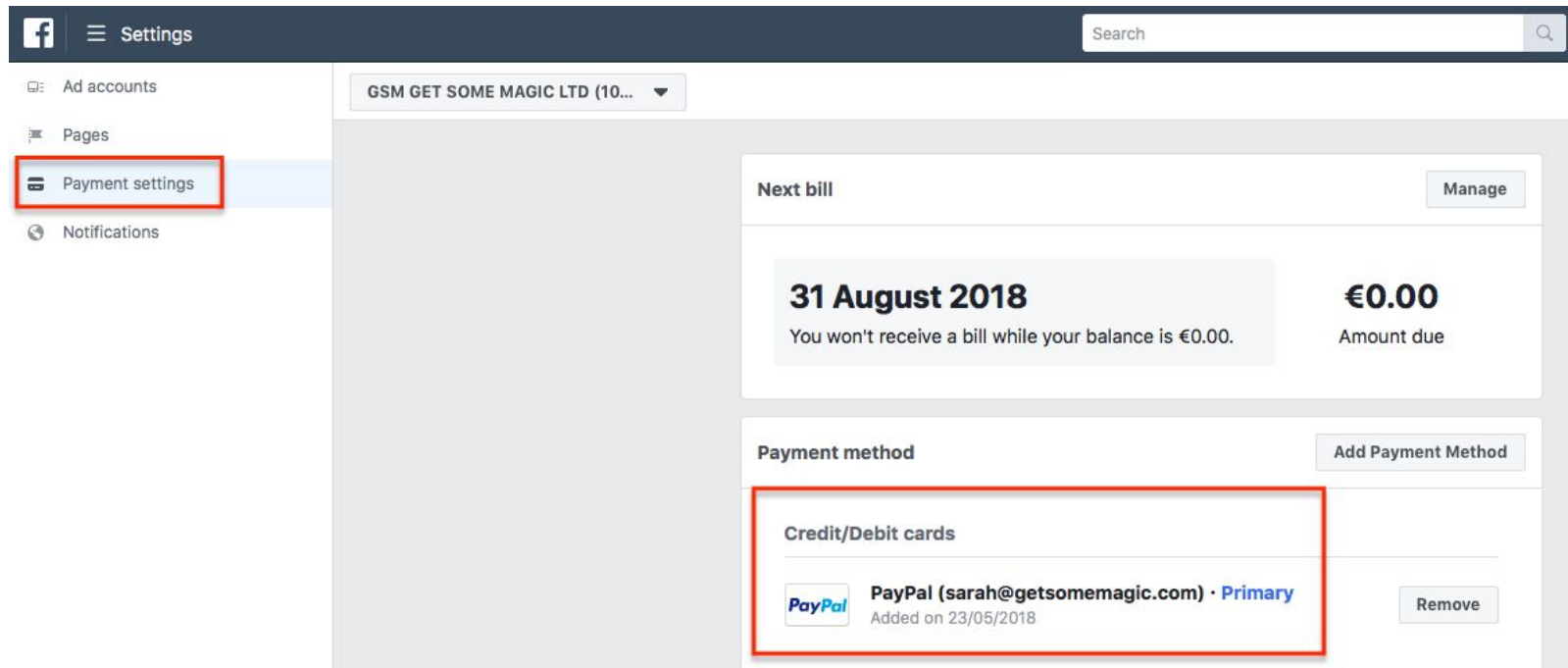
Getting started with Ads Manager

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

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Go back to the Ads Manager.

Now I'll explain the three parts of the Ads Manager:
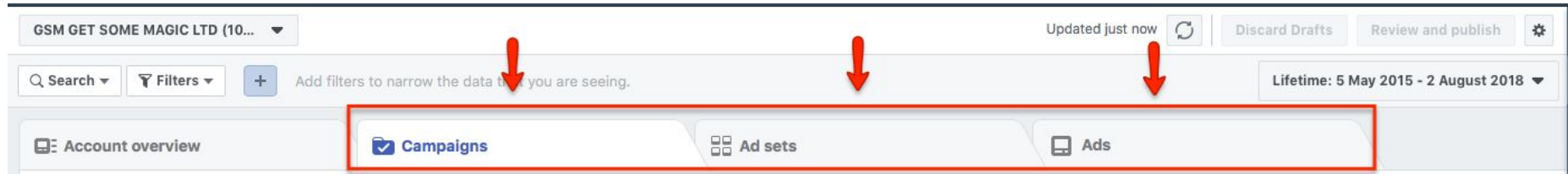
1. Campaigns
2. Ad sets
3. Ads

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Campaigns

Here you choose the campaign goal

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Ad sets

Here you choose these three main things:

- target audience
- budget
- placement

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Ads

Here you create the actual Ads with

- text
- image
- video
- etc.

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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.

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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.

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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.

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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.
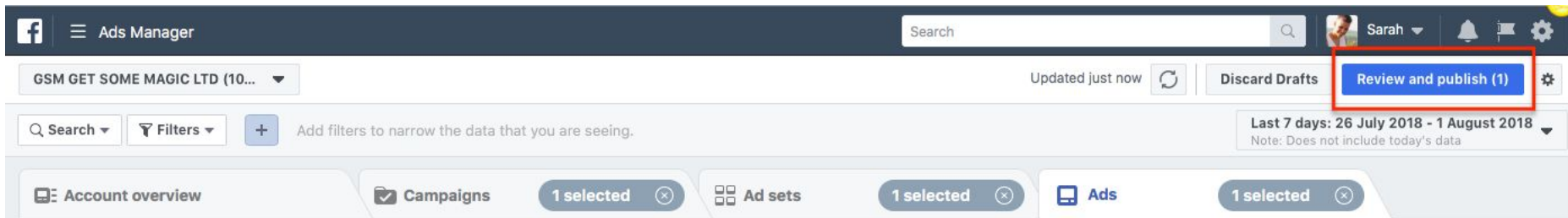
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The big blue button

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

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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.)

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! 🟣