

How to set up Facebook Ads



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This guide will explain how to set ads on Facebook Ads Manager using the guided creation. Facebook Ads are an effective way to attract new customers to your business and diving. Use Facebook Ads to drive more visitors to your website to get them interested in diving. A strong and well-designed website is still needed to convert your visitors into customers. This guide only covers the basics of setting up an ad.

Planning

First, you will need a Facebook business page set up for your dive shop and will want to make sure all the information is up to date on the page.

Next, select the image of the ad you plan on using and have it accessible on your computer. If you are using the new Start your Adventure ad, the Ads are located in the 'Social Posts' folder and you will need to download it from Dropbox.

Then, prepare the copy for your ad. We recommend writing multiple versions. Facebook will automatically test and serve up the best performing when you input multiple copy options.

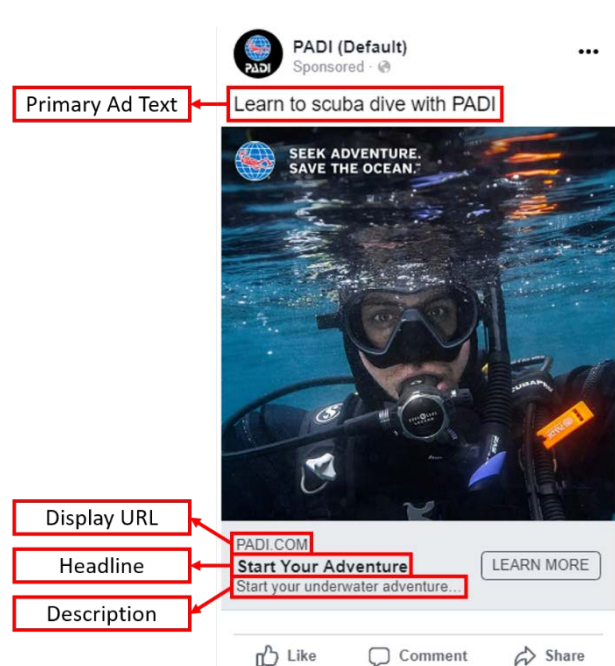
The copy you will need to prepare:

Primary Ad Text: Tells people what your ad is about. To be most effective, it should be clear to customer what product you are selling. Recommended 125 characters or less.

Headline: A short and action oriented phrase to get people excited about your product. Recommended 40 characters or less.

Description: Only appears in some ad placements. Gives you a chance to elaborate on what you are selling. Can be longer but only around 40 characters appears on most ad placements.

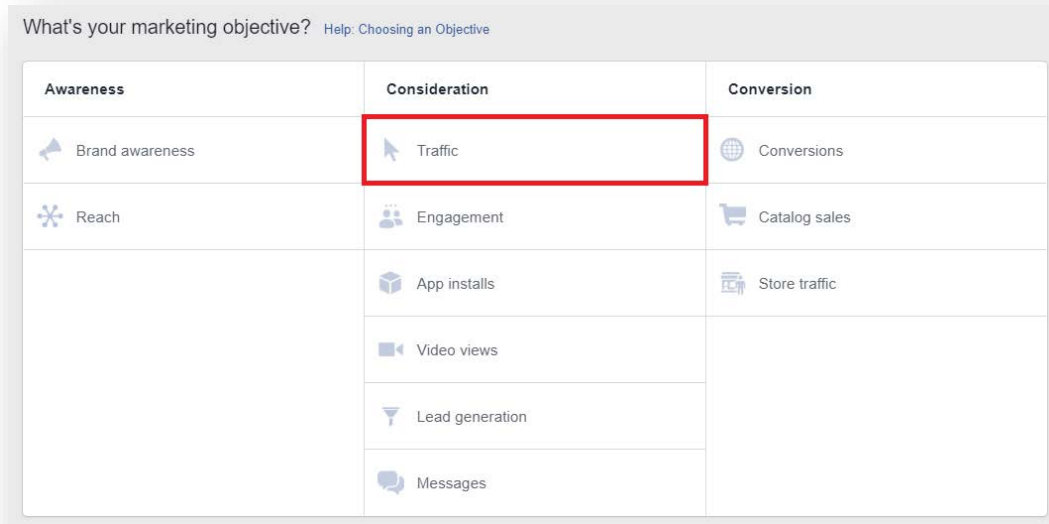
Display URL: Just the shortened form of you URL for your website.



Setting up your ad

First make sure you're logged in to the correct Facebook Account and then go to facebook.com/adsmanager. Once in Facebook Ads Manager, navigate to the **Ads** tab and click the **Create Ad** button.

The first thing it asks is to select your marketing objective. For the purpose of this tutorial, we will select **Traffic** since our goal is get visitors to our open water page in order to convert them into new students.



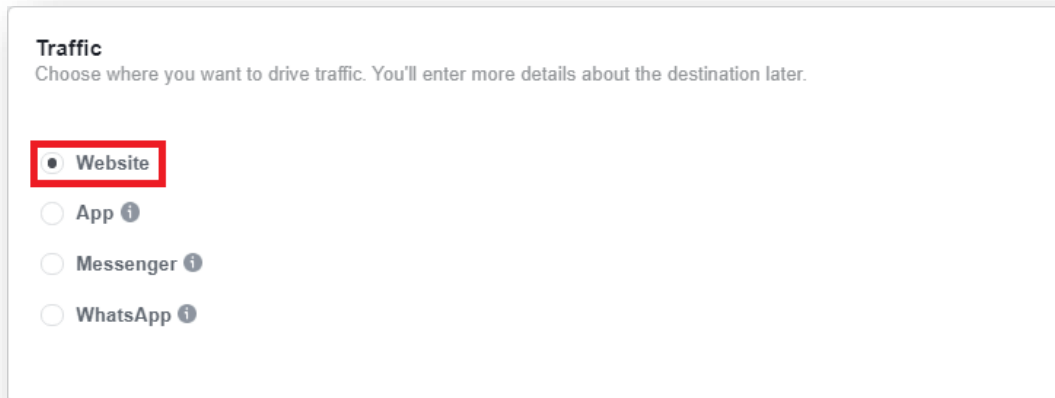
Another option we could choose is **Conversions**, however it is a bit more complex and requires the implementation of a Facebook pixel. For more information on setting up Facebook pixels, you can visit [here](#).

After we have selected **Traffic**, we need to give our campaign a name and determine our budget. We recommend starting with a small budget and increasing it once you are confident in the effectiveness of your ad. A good starting point is between \$5 and \$20 a day.

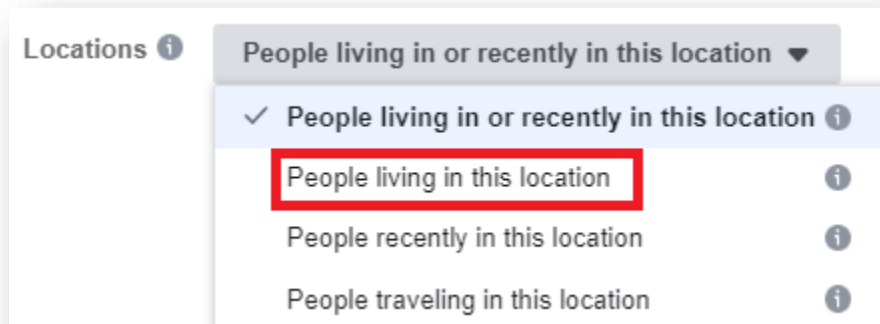
After you have determined and inputted your budget, the next step is to set up your **Ad Account**. Setting it up is simple, just verify that the Country, Currency, and Time Zone is populating correctly and click **Continue**.



The next step is to choose where we want to drive traffic and who we want to show the ad to. Our goal is to get visitors to our open water page, so ensure that **Website** is selected in the portion.



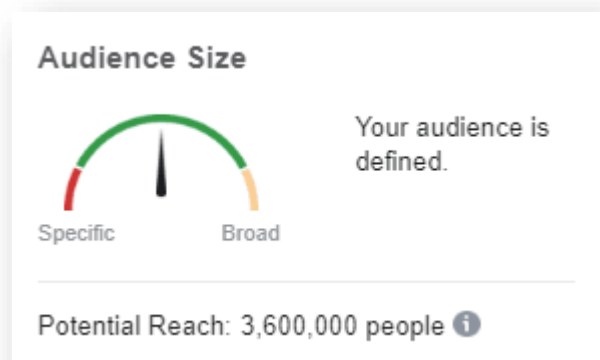
Now we need to select who we are targeting with this ad by modifying the **Audience**. Scroll down to the **Audience** portion and hover over **Locations** and click **Edit**. In the drop down menu select '**People living in this location**.' For shops in vacation markets, select '**People traveling in this location**' to target people who Facebook has determined interested in travel to your region.



Now use the search bar to find your location and select it. In the top right, the **Audience Size** box can give you a good idea if you have selected correctly.

If you are in are in a smaller market, you may not want to narrow your targeting now more, however if you are in a larger narrowing using advanced targeting can help make your ad more effective.

To target based on demographics, interested and behaviors, hover over Detailed Targeting and select Edit. Select Browse and go through to narrow it down to fit with your business.



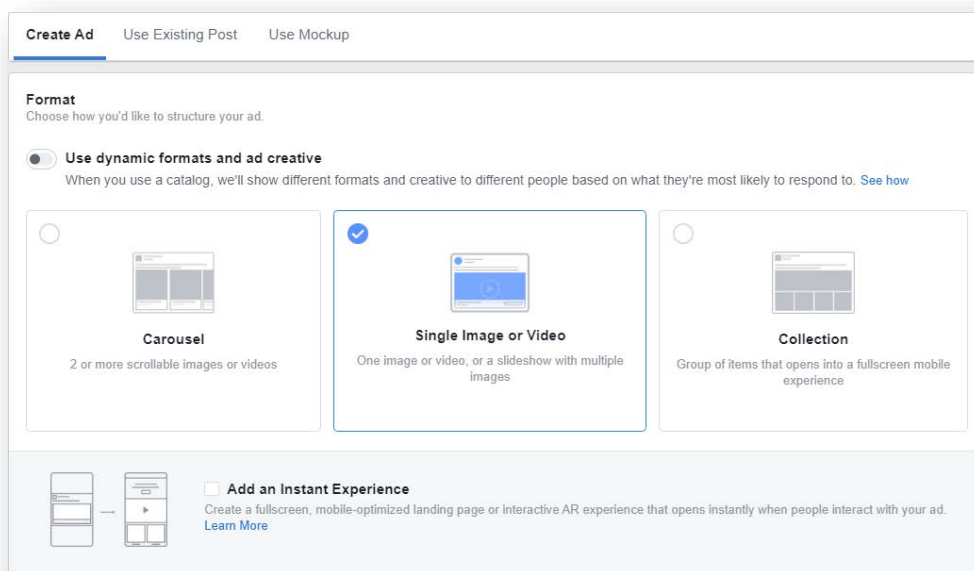
Once you are finished with selecting your audience, the next box asks you about placements. We recommend using **Automatic Placements** to ensure your ad preforms optimally.

The last part of this page is for setting the **Optimization** strategy and Spending Controls. For Optimization, we recommend using **Link Clicks**. Lastly, you can choose to run your ad continually until you manually shut it off, or you can choose a start and end date. Choose what works for you are your business and when finished, select **Continue**.

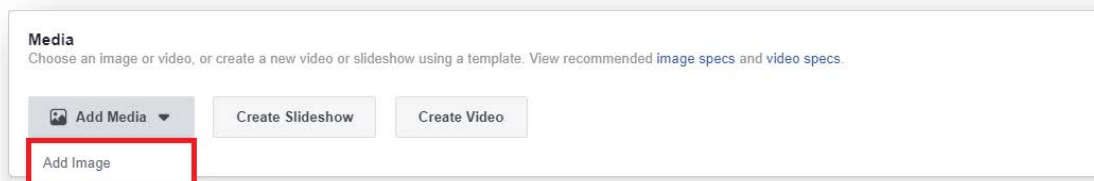
Once on the next page, the first thing you need to do is ensure that your Facebook Page and Instagram Account are selected correctly in the **Identity** portion.

Creating the Ad

The next step is to create the ad. For this ad, we will be selecting the Single Image or Video box.



Once selected, scroll down to click on the **Add Media** button to **Add Image**.



Upload and select the ad you will be using and click **Continue**.



Now that you have select the image, it should appear in the right hand side of the box below. We now need to insert the copy of the ad using the boxes below.

The image shows the Facebook Ads Manager interface. On the left is the 'Text & Links' configuration panel, and on the right is a 'Mobile News Feed' preview of the ad.

Text & Links Panel:

- Primary Text:** Learn to scuba dive with [PADI](#)
- Headline (optional):** Start Your Adventure
- Description (optional):** Start your underwater adventure with our dive shop
- Destination:** Website (selected)
- Website URL:** padi.com/open-water-page
- Display Link (optional):** padi.com

Mobile News Feed Preview:

- Advertiser:** PADI (Default) - Sponsored
- Text:** Learn to scuba dive with PADI
- Image:** A scuba diver underwater with the text 'SEEK ADVENTURE. SAVE THE OCEAN.'
- Call to Action:** LEARN MORE
- Destination:** PADI.COM
- Text below CTA:** Start Your Adventure, Start your underwater adventure...
- Interactions:** Like, Comment, Share

If you wrote multiple options, use the **Add Another Option** selection to put them in. For the Website URL, make sure to use your Open Water page since it is the page most likely to convert visitors into divers.

Once you have filled out the boxes, you can review your ad in the different formats by using the icons in the middle. When you are happy with your ad scroll down and select **Confirm**.

Congrats! You have successfully set up your ad. If you have any questions people contact the marketing department at PADI with marketing1@padi.com.

