

Getting Started

Guide to Facebook Advertising

Advertising on Facebook is an affordable and effective way to reach a target audience. This guide will assist you in promoting and generating leads.

Cost

Facebook advertising is affordable and effective. You choose how much you want to pay for each ad. The minimum budget is \$1 per day. So hypothetically, you could run a campaign for a week with just \$7. However, the more you pay, the larger the audience you will reach.

Types of Advertising on Facebook

Boosting Facebook Posts

On Facebook business pages you can post pictures, announcements, events, and any other information you want your followers to see. It is a tool to communicate with current and potential customers. You also have the option to “boost” each post to reach a larger audience. This is the easiest option to place advertisements on Facebook. When you pay to boost your post on Facebook, it acts like an ad and appears in your audience’s timelines like any other paid ad would. It helps your message reach more people and it also increases brand awareness, which typically results in more people liking your Facebook page, and ultimately driving business and sales.

Check out our [step-by-step guide](#) on how to boost a post.

Paid Ads Through Facebook Ads Manager

Ads Manager is Facebook’s platform that allows you to choose different types of advertisements, specifically target who you would like to see your ads by geographic, demographic, and psychographic criteria, and design ads. The complex platform takes time to learn so if you and your team are new to Facebook advertising, we suggest starting with boosting posts since it is easier and essentially achieves the same thing. Here are some links to helpful resources if you decided to pursue the Ads Manager route.

- YouTube Tutorial on Ads Manager:
<https://youtu.be/LVq5tmHWx7M>
- Guide to Understanding Ads Manager:
<https://www.facebook.com/business/m/adsmanager-guide>.

Types of Advertising on Facebook

Before you can boost posts or place any other type of advertising on Facebook, you need to have a Business Manager account set up on Ads Manager. It requires a credit card on file to charge when you run ads or boost posts. If you do not have one set up for your business’s page already you will need to do so before placing any advertisements. Please go to the below link for a how to guide on how to set it up.

How to Guide for Setting Up Ads Manager:

<https://www.facebook.com/business/help/1710077379203657>