**Creating Effective Facebook Ads for More Leads and Sales**

Facebook ads can be a wonderful way to get more leads and boost your sales. If you’re new to ads, here’s what you need to know…

* **Login to your account.** Login to the account associated with the Facebook page you want to run an ad for.
* **Go to your page.** You can find this by looking on the left side of the screen.
* **Click the ad center.** This is usually located above your cover photo.
* **Select create ad.** You’ll see three options for your ad. You’ll want to select “get more website visitors”.
* **Choose the advertising format.** You can choose between four options, including: single image, video, carousel, and slideshow. Carousel and video can be more attention-grabbing and convert better.
* **Set the page you want to link to.** You can link to your homepage but that’s like throwing money away. Instead you want a dedicated landing page to drive traffic to. It helps if there’s a gift or some other type of offer on this landing page.
* **Make sure your media is the right size.** Once you’ve selected your ad format, you’ll want to double check that your photo or video are the correct size. If they’re wrong, they may display correctly, and your advertising dollars will be flushed down the toilet.
* **Use your headline.** Facebook allows you 25 characters for the headline in your ad, which will be displayed above your website link. Make sure the headline is making a promise to your readers, so they’ll be more likely to click.
* **Fill out your text.** This will appear right before your link and it’s only 90 characters, so you want to use this area to provide valuable information.
* **Choose your call to action button.** Pick the one that most closely aligns to your goal.
* **Select your audience.** Facebook has a few suggestions for you based on location and other data collected from users, but you can edit this to better target your audience.
* **Leave automatic placements on.** This is a feature Facebook provides so you get the most exposure and exchange for your advertising dollars.
* **Choose your duration.** You can opt to run this ad long-term for the most return on your investment, or you can choose to set a specific end date.
* **Set your daily budget.** Facebook estimates your total ad reach based on your budget and duration. If you’d like a bigger reach, you can adjust the duration of the ad as well as your total daily budget.
* **Select your currency.** Set your currency according to your location.
* **Preview your ad.** Now that you’ve filled out all the settings and your ad is coming together; be sure to preview what it’ll look like both the desktop and mobile versions before hitting promote.
* **Click ‘promote’.** Once your settings are finalized and your ad looks good, click ‘promote’.
* **Enter your payment information.** Facebook requires a valid credit or debit card for ads. Alternatively, you may also choose to use direct deposit or PayPal depending your needs.
* **Click continue.** Now Facebook will save your payment information, so you don’t have to enter again the next time you’re ready to run an ad.
* **Wait for approval.** Facebook manually reviews new advertisements, so expect to wait roughly 24 hours. However, in some cases, Facebook takes longer and you may need to send a follow-up message.

*Happy Advertising!*