



# Social Media ADS TRAINING

## Resources

This document outlines key information, links and other information that will help you as you begin running your own ads on social media.

# Business Suite/Business Manager

## **1. Create a business manager.**

[Click here](#) for a Facebook article on what Facebook Business Manager is and how to create one for your organization. Note that an individual person can only “own” two separate business managers. If you are responsible for multiple clubs, you’ll be able to add multiple Facebook pages and ad accounts into a single manager. If for some reason you decide you need more than two managers, ask someone else affiliated with your organization to create one and make you an admin.

## **2. Manage the manager.**

- [Add people to your business manager.](#)
- [Add pages \(including your club page\) to your business manager.](#)
- [Add ad accounts to your business manager.](#)
- [Add payment methods to your business manager.](#)

## **3. Learn more about Business Suite and how to use it.**

[Click here](#) for an informational Facebook article. If your page is eligible for Business Suite, you’ll automatically be redirected there when you visit [business.facebook.com](https://business.facebook.com). (All pages will eventually automatically have Business Suite. If you don’t yet, you will as it rolls out to everyone.)

## 4. Set up audiences.

Audience targeting helps you show your ads to the people you care about. The approach you choose depends on what you're trying to accomplish and what resources you have available.

### Custom

This ad targeting option lets you find your existing audiences among people who are on Facebook. You can use sources like your club membership list to create Custom Audiences of people who already know your business.

- Go to [Business.Facebook.com](https://business.facebook.com).
- Click “More Tools” on the left side menu.
- Click “Audiences.”
- Click “Create Audience.” It’s a blue button near the left side.
- Click “Custom Audience.”
- Select your source. In your case, your most relevant options are:
  - [Customer list](#) (spreadsheet of existing members, lapsed members, guests, etc. from your club)
  - Events (If you have ever run an event ad or just posted a Facebook event to your page before, you can retarget people who responded to it.)
  - Your Facebook page (You can target people who currently follow or have previously interacted with your page.)
- Follow the prompts. If you select “customer list,” you can download a template to help you format the list correctly.

## Curated

This option allows you to refine the group of people Facebook shows your ads to. You can do this with information such as additional demographics (e.g., parents with adult children), interests (e.g., card games) and behaviours.

- Select the geographic location of people you want to reach.
- If applicable, specify your audience by age and gender.
- For more detailed targeting, select "Browse" to search options based on demographics, interests or behaviours. Examples may include life events, hobbies or education level.
  - Note: The details you select aren't mutually inclusive. This means that if you add a demographic and an interest, Facebook will look for people who match either. For instance, you can target "parents with adult children" and people interested in "card games," and Facebook will match those who fit either criterion.
  - If you want to narrow your intended audience more, select "Narrow Audience," after you add your initial choice(s). Facebook will focus your audience makeup on people who must match at least one of your previously identified qualities and the additional details you add. For example, you can target "parents with adult children," then narrow to those parents who are *also* interested in "card games."
- You can also exclude certain demographics, interests or behaviours from your audience.

[Click here](#) to learn more about detailed targeting. Note that when narrowing your audience, try not to make it too specific. This can lead to an audience that's too small.

## 5. Create your ad.

- Before you upload, make sure your image or other creative piece is both large enough and appropriately sized. [Click here](#) for more information on specific image sizes on the Facebook platform.
  - When you upload an image, Facebook will notify you if the resolution is too low. This means the photo will look blurry if you use it. This is likely if you have something like an image scanned in from a physical photo or an image you've saved off the internet. Any high-quality photo, like those taken from a smartphone in the last few years, is probably fine.
- Follow the prompts to add imagery, your key message and link, if applicable.
- Hit "Publish."

## ACBL Support

### Reach the ACBL marketing team.

[Click here](#) to visit the ACBL marketing website, which includes resources like:

- Logos
- Brand standards information, including how logos and seals should be used
- Information on the cooperative advertising program, which may reimburse some of your social media advertising spends

# Additional Training Opportunities

## Facebook Blueprint

[Click here](#) to access Facebook Blueprint. This tool is a collection of trainings and other resources to help you learn more about Facebook's marketing tools. Some relevant sessions that may interest you include:

- [Introduction to Business Manager](#)
- [Set up Business Manager](#)
- [Ad objectives and your business goals](#)
- [How to create an ad](#)
  - *IMPORTANT NOTE:* Facebook often suggests “boosting” a post directly from your page. Obsidian PR does not recommend this method. By clicking “boost” on an existing post from your page, you lose the ability to closely target your audience. Facebook typically defaults to people geographically close to your business. You might get a lot of reach, but you’ll also likely waste money reaching people who aren't likely to act on your ad. We recommend sticking to the Business Manager to take advantage of all available targeting tools.
- Learn more about audiences:
  - Custom Audiences ([overview](#), [building](#) and [targeting](#))
  - Lookalike Audiences ([overview](#) and [targeting](#)) – *An important note on lookalike audiences:* They automatically curate from a nationwide audience. When you create an ad to target them, you’ll need to select your geography to ensure you’re not wasting money on someone across the country.

- Facebook Pixels – **please note that this is very advanced.** You'll likely need IT/technical help to implement it. We recommend becoming comfortable with running ads first. Only consider this if you are very tech-savvy.
  - [What is the Facebook Pixel?](#)
  - [Boost your marketing with the Facebook Pixel](#)
  - [Get started with Facebook Pixel](#)
  - [Create and install the Facebook Pixel](#)