



# How to set up Facebook & Instagram Ads

CHANNEL GUIDE • FACEBOOK & INSTAGRAM

Step by step, with real screenshots of every screen

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# Pick Facebook or Instagram

Go to Campaigns and click New Campaign. Facebook and Instagram are suggested for Sales & leads.

The screenshot shows the 'What do you want from this campaign?' setup screen. It includes sections for campaign goals, target audience, budget, and ad format suggestions. Numbered callouts highlight the following elements:

- 1**: 'Sales & leads' goal button.
- 2**: 'Who are you selling to?' section, specifically the 'Consumers (B2C)' button.
- 3**: 'Facebook Ads' suggestion card.
- 4**: 'Instagram Ads' suggestion card.
- 5**: '+ New Facebook Ad' button at the bottom.

## 1 Sales & leads

The goal for people who buy or sign up.

## 2 Who are you selling to?

Consumers (B2C) or Businesses (B2B), plus your daily budget.

## 3 Facebook Ads

Target by interest, age and location.

## 4 Instagram Ads

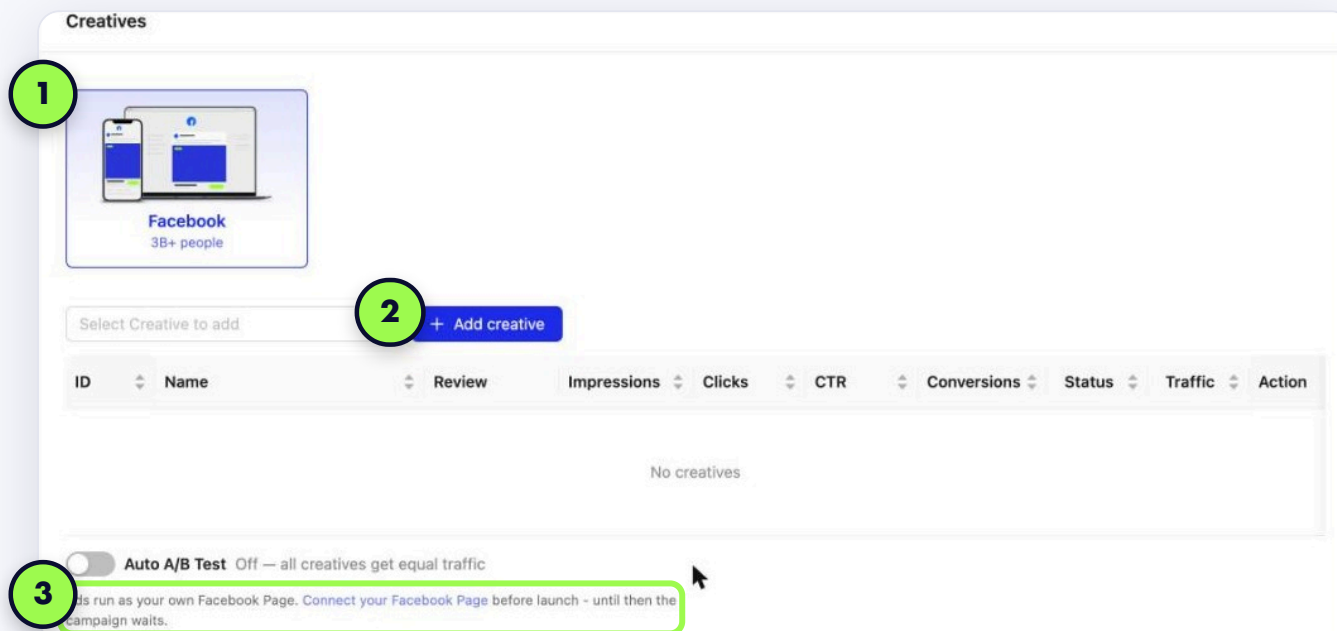
Visual products and younger buyers. Facebook and Instagram are separate campaigns.

## 5 New Facebook Ad

Opens the campaign form.

**Tip:** Start with the one where your customers spend more time, then test the other.

Name the campaign, then add a creative. Ads run as your own Facebook Page.



1

**Facebook**

The format is already selected.

2

**Add creative**

Opens the Facebook ad editor.

3

**Connect your Facebook Page**

Ads run as your own Page. Connect it before launch, or the campaign waits.

**Tip:** Connect the Page first, so the campaign can start as soon as the ad is approved.

Pick Facebook Ad or Instagram Ad, add the landing page and write the text.

The screenshot shows the Meta Ads creation interface. Step 1 points to the ad type selection (Facebook Ad or Instagram Ad). Step 2 points to the Landing Page (URL) field. Step 3 points to the 'Suggest with AI' button. Step 4 points to the Headline field. Step 5 points to the Primary text field.

1 Facebook Ad / Instagram Ad

2 Landing Page (URL)

3 Suggest with AI

4 Headline 16 letters left

5 Primary text 27 letters left

**1 Facebook Ad / Instagram Ad**

Facebook: image or video and text. Instagram: image or video and a caption.

**2 Landing Page (URL)**

Where the click goes. Tick "Add UTM tags" if you use Google Analytics.

**3 Suggest with AI**

Writes text ideas for you to edit.

**4 Headline**

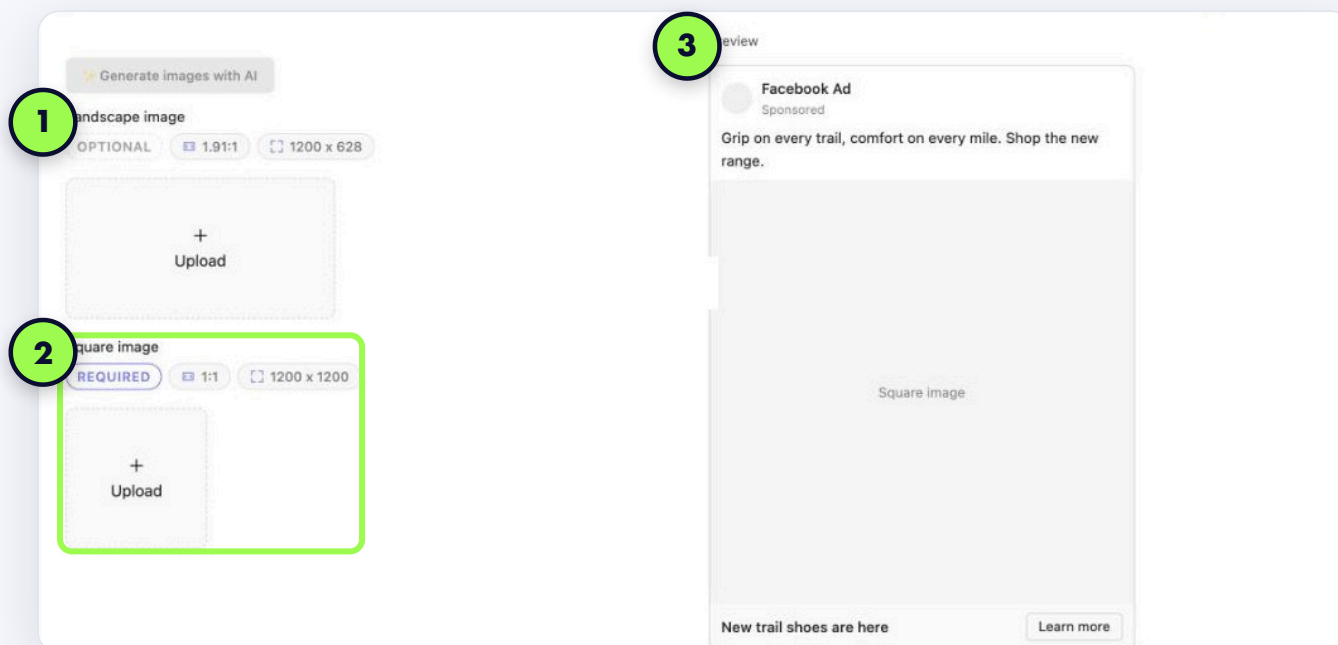
Up to 40 letters, shown under the image.

**5 Primary text**

Up to 90 letters, shown above the image.

**Tip:** Lead with the benefit in the primary text: it's the first thing people read.

Upload your images and check the live preview.



- 1 Landscape image**  
Optional, 1.91:1, 1200 × 628 px.
- 2 Square image**  
Required, 1:1, 1200 × 1200 px.
- 3 Preview**  
Shows your ad as it will look in the feed.

**Tip:** Use a bright, simple image with little text. Save the creative and you return to the campaign with it added.

Choose who sees your ad. Interests is the most powerful option on Facebook.

The screenshot shows the Facebook Targeting interface. It has a title bar 'Targeting'. Below it are several sections: 'Languages' (Languages your customers speak), 'Devices' (Computers or mobile phones), 'Demographics' (Age and gender), 'Customer Lists' (Show your ads only to people on your customer list, or people like them), 'Interests' (People interested in any of these topics), and 'Location' (Countries, regions, cities, postal codes and map radius). A note at the bottom states: 'Keywords, day-parting and automated bid strategies are not available on Facebook.' Numbered callouts are placed over the interface: 1 points to the 'Languages' section, 2 points to the 'Customer Lists' section, 3 points to the 'Interests' section, and 4 points to the bottom note.

### 1 Languages, Devices & Demographics

Language, computer or mobile, age and gender.

### 2 Customer Lists

Show ads only to people on your list, or to people like them.

### 3 Interests

People interested in any of these topics. Search to add, for example fitness.

### 4 Not on Facebook

Keywords, day-parting and automated bid strategies aren't available here.

**Tip:** Set Location too, then click Save. The budget is daily (minimum \$5) and bids are per click (Fixed CPC).

YOU'RE READY

# Launch your first Meta campaign

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